



Appendices





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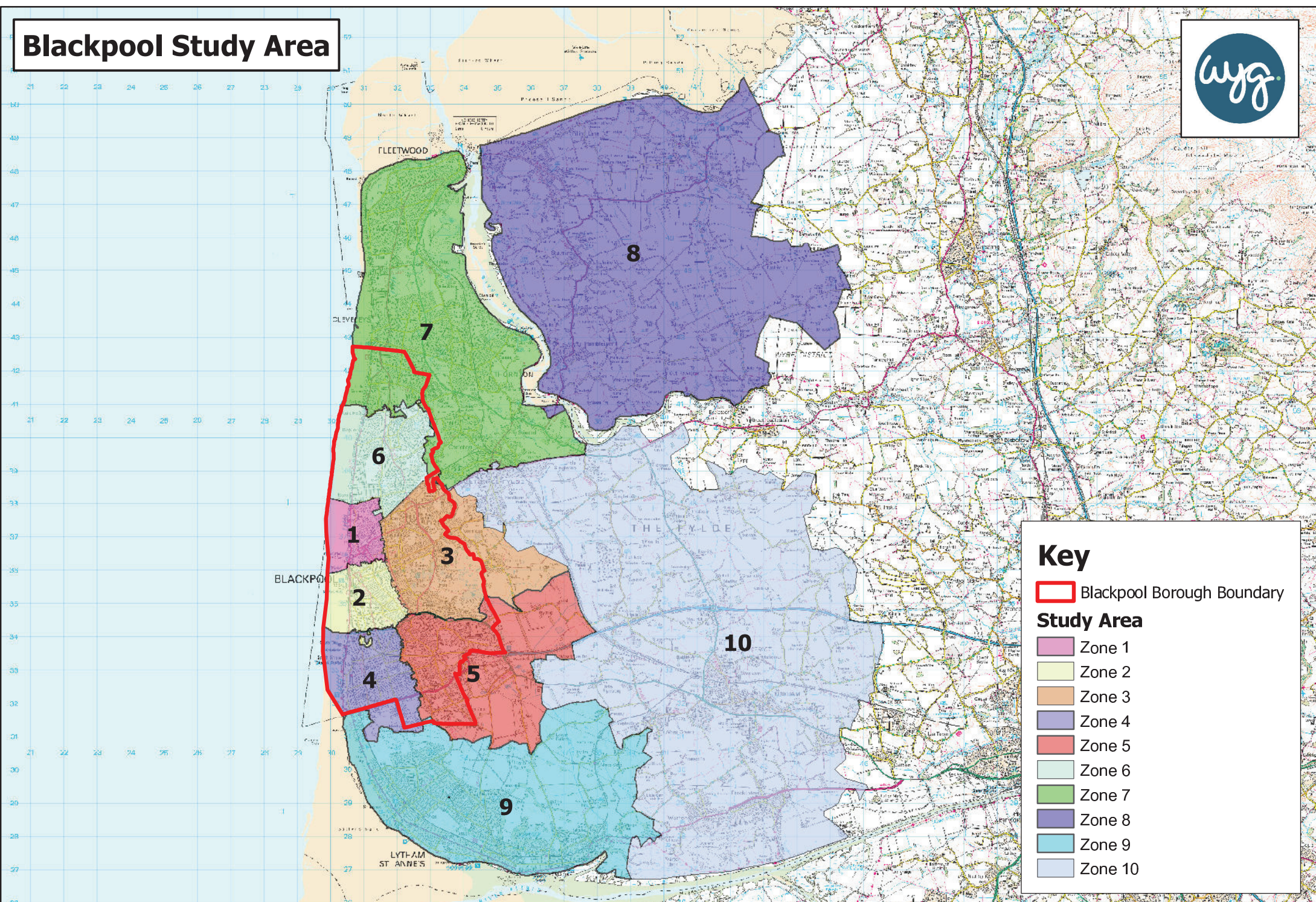




Appendix 1 – Study Area Plan



Blackpool Study Area



Key

- Blackpool Borough Boundary

Study Area

- Zone 1
- Zone 2
- Zone 3
- Zone 4
- Zone 5
- Zone 6
- Zone 7
- Zone 8
- Zone 9
- Zone 10



Appendix 2 – Household Survey Results



Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10												
Q01 Where did you last undertake your main food and grocery shopping?																							
<i>Excl. nulls & SFT</i>																							
Zone 1																							
Blackpool Town Centre	0.3%	3	0.0%	0	0.6%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Abingdon Street, Blackpool	0.0%	0	0.7%	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	0.0%	0	0.0%
Co-op, Warley Road, Blackpool	0.0%	0	0.7%	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	0.0%	0	0.0%
Iceland, Topping Street, Blackpool	0.8%	9	4.4%	2	1.7%	1	2.5%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%
Marks & Spencer, Church Street, Blackpool	0.4%	4	0.0%	0	1.2%	1	1.7%	2	0.5%	0	0.7%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Talbot Road, Blackpool	4.5%	49	29.1%	13	11.5%	9	9.3%	9	0.0%	0	0.0%	0	10.2%	9	1.8%	5	4.9%	2	0.0%	0	0.9%	1	0.9%
Zone 2																							
Lidl, Bloomfield Road, Blackpool	1.0%	11	1.6%	1	10.7%	8	0.8%	1	0.5%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Ansdell Road, Blackpool	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Lytham Road, Blackpool	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																							
Co-op, Layton Road, Blackpool	0.1%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Devonshire Road, Blackpool	0.6%	6	6.2%	3	0.6%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Blackpool Victoria Hospital, Whinney Heys Road, Blackpool	0.0%	0	0.7%	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	0.0%	0	0.0%
Sainsbury's Local, Whitegate Drive, Blackpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Westcliffe Drive, Blackpool	0.6%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	4.2%
Tesco Express, Whitegate Drive, Blackpool	0.1%	1	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitegate Drive District Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																							
Aldi, Blackpool Retail Park, Blackpool	1.8%	20	0.0%	0	0.0%	0	0.0%	0	15.4%	15	3.9%	2	0.0%	0	0.6%	2	0.0%	0	0.8%	1	0.0%	0	0.0%
Aldi, Parkinson Way Retail Park, Waterloo Road, Blackpool	2.7%	30	0.0%	0	13.6%	10	6.7%	7	4.9%	5	12.3%	7	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Waterloo Road, Blackpool	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Morrisons, Squires Gate Lane, Lytham St Annes	7.0%	76	2.0%	1	9.8%	8	3.3%	3	35.4%	33	5.8%	3	1.4%	1	0.0%	0	0.5%	0	14.8%	25	1.2%	1
Tesco Express, Highfield Road, Blackpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Marton Drive, Blackpool	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Zone 5																						
Aldi, Park Road, Blackpool	2.3%	25	8.5%	4	7.7%	6	8.0%	8	4.2%	4	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Asda, Cherry Tree Road, Blackpool	7.0%	76	12.3%	5	10.0%	8	18.4%	18	11.8%	11	43.9%	25	1.7%	2	0.4%	1	0.0%	0	1.1%	2	3.6%	4
Asda, Wellbeck Avenue, Blackpool	0.8%	9	0.7%	0	2.7%	2	0.0%	0	5.3%	5	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Vicarage Lane, Blackpool	0.3%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clifton Road Retail Park, Sandhams Way, Blackpool	10.9%	119	7.6%	3	23.8%	18	24.5%	24	12.8%	12	20.5%	12	10.3%	9	3.2%	10	14.4%	6	10.7%	18	5.1%	6
Zone 6																						
Bispham District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Red Bank Road, Blackpool	4.8%	52	14.4%	6	1.5%	1	1.9%	2	0.0%	0	1.6%	1	31.1%	28	4.6%	14	0.0%	0	0.0%	0	0.0%	0
Tesco Express, All Hallows Road, Blackpool	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Zone 7																						
Aldi, Crescent West, Thornton-Cleveleys	4.5%	49	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	13	11.3%	34	0.5%	0	0.0%	0	0.0%	0
Aldi, Poulton Road, Fleetwood	2.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	31	2.0%	1	0.0%	0	0.0%	0
Aldi, Tithebarn Street, Poulton-le-Fylde	3.3%	36	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	0	4.1%	4	6.5%	20	18.7%	8	0.0%	0	2.9%	3
Asda, Cop Lane, Fleetwood	4.7%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	45	12.7%	6	0.0%	0	0.7%	1
Booths, Teanlowe Centre, Blackpool Old Road, Poulton-le-Fylde	1.6%	17	0.7%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	9	1.1%	0	0.0%	0	3.8%	4
Cleveleys Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Fleetwood Road North, Thornton-Cleveleys	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, Thornton Centre, Victoria Road East, Thornton-Cleveleys	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Lord Street, Fleetwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.3%	1	0.0%	0	0.0%	0
Lidl, Anchorsholme Lane West, Thornton-Cleveleys	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	6	1.4%	4	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Victoria Road West,	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	4	0.5%	0	0.0%	0	0.7%	1

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Thornton-Cleveleys																						
Morrisons, Amounderness Way, Thornton-Cleveleys	7.6%	82	2.0%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	7.6%	7	21.5%	65	17.5%	8	0.0%	0	0.0%	0
Sainsbury's Local, Victoria Road West, Thornton-Cleveleys	0.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lighthouse Ford, Hatfield Avenue, Fleetwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Marsh Mill Village, Fleetwood Road North, Thornton-Cleveleys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria Road West, Thornton-Cleveleys	0.8%	9	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	6	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Co-op, Lancaster Road, Poulton-le-Fylde	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Co-op, Sandy Lane, Poulton-le-Fylde	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Hambleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Local shops, Zone 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	0.5%	0	0.0%	0	0.0%	0
Spar, Lancaster Road, Knott End-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Zone 9																						
Aldi, Clifton Drive, Lytham St Annes	3.1%	34	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	32	0.0%	0
Booths, Haven Road, Lytham St Annes	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	18	0.0%	0
Booths, Main Drive, Heyhouses Lane, Lytham St Annes	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	11	1.6%	2
Co-op, Headroomgate Road, Lytham St Annes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Co-op, Woodlands Road, Lytham St Annes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Lidl, Preston Road, Lytham St Annes	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	17	1.5%	2
M&S Simply Food, Clifton Drive South, Lytham St Annes	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1
Sainsbury's Local, Clifton Street, Lytham St Annes	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0
Sainsbury's, St Andrews Road North, Lytham St Annes	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	20	0.0%	0
Tesco Express, Clifton Street, Lytham St Annes	0.2%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Zone 10																						
Aldi, Mill Farm Sports Village, Coronation Way, Preston	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	17.7%	20
Co-op, Lytham Road, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, Weeton Road, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lidl, Clarke Street, Poulton-le-Fylde	5.2%	57	1.9%	1	0.0%	0	1.9%	2	0.7%	1	0.0%	0	5.8%	5	14.0%	42	2.3%	1	0.0%	0	4.2%	5
Morrisons, Mill Street, Preston	2.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	26.6%	30
Sainsbury's Local, Euro Garages, Coronation Way, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Outside Study Area - Lancaster District																						
Aldi, Marine Road West, Morecambe	0.0%	0	0.0%	0	0.0%	0	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, Central Drive Retail Park, Central Drive, Morecambe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Greater Manchester	0.0%	0	0.7%	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	0.0%	0
Outside Study Area - Preston District																						
Aldi, Corporation Street Retail Park, Corporation Street, Preston	0.0%	0	0.0%	0	0.0%	0	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, Deepdale Retail Park, Blackpool Road, Preston	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	7
Co-op, Norbreck Drive, Preston	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Hall Lane, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fishergate, Preston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Morrisons, Blackpool Road, Preston	1.5%	16	0.7%	0	0.0%	0	0.0%	0	1.8%	2	0.7%	0	0.0%	0	0.4%	1	0.0%	0	2.7%	4	7.3%	8
Morrisons, Riverside Retail Park, Mariners Way, Preston	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	3.8%	4
Sainsbury's, Flintoff Way, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Express, Church Street, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Ribble District																						

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Aldi, Cuerden Way, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Towngate, Leyland	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Booths, Liverpool Road, Preston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%
Morrisons, Station Road, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Cuerden Way, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wyre District											
Aldi, Moss Lane, Preston	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Park Hill Road, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Park Hill Road, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Other Others											
Cumbria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, outside area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	1090		43	77	99	94	58	91	304	45	166
Sample:	1100		94	97	90	95	97	99	194	91	146

Blackpool Household Survey for WYG

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Mean score [£]:																						
Q02 How much did you spend on your last main food and grocery shopping trip to (STORE MENTIONED AT Q01)?																						
<i>Those who gave a destination at Q01</i>																						
£1 - £5	0.5%	6	0.0%	0	1.2%	1	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.3%	1	0.5%	0	1.2%	2	0.0%	0
£6 - £10	1.8%	20	3.4%	2	2.0%	2	3.1%	3	0.5%	0	7.9%	5	4.1%	4	0.3%	1	0.0%	0	1.4%	2	1.5%	2
£11 - £15	2.8%	32	3.4%	2	3.8%	3	2.2%	2	5.5%	5	5.4%	3	1.8%	2	2.6%	8	1.2%	1	3.5%	6	0.0%	0
£16 - £20	6.7%	76	5.8%	3	7.9%	6	3.2%	3	3.3%	3	8.0%	5	4.1%	4	9.8%	31	4.6%	2	4.1%	7	10.0%	12
£21 - £25	3.1%	35	7.3%	3	5.0%	4	1.8%	2	0.5%	0	3.2%	2	5.3%	5	1.8%	6	2.0%	1	4.4%	7	3.5%	4
£26 - £30	9.8%	111	13.7%	6	13.0%	10	6.8%	7	7.9%	8	12.7%	7	4.5%	4	9.7%	30	2.3%	1	16.0%	27	8.1%	10
£31 - £35	4.0%	45	4.7%	2	10.8%	8	2.0%	2	1.7%	2	5.8%	3	4.9%	5	3.2%	10	6.0%	3	3.4%	6	3.5%	4
£36 - £40	8.5%	96	5.2%	2	3.8%	3	8.0%	9	7.3%	7	7.8%	5	20.0%	19	10.0%	32	10.1%	5	5.0%	8	5.7%	7
£41 - £45	3.5%	40	1.3%	1	1.2%	1	9.2%	10	6.4%	6	1.6%	1	3.7%	3	2.6%	8	0.5%	0	1.9%	3	5.4%	6
£46 - £50	8.7%	98	8.2%	4	5.5%	4	6.4%	7	9.0%	9	8.3%	5	11.0%	10	6.6%	21	11.1%	5	13.9%	24	8.4%	10
£51 - £55	1.5%	18	2.1%	1	0.6%	0	0.0%	0	1.5%	1	2.2%	1	0.6%	1	3.7%	12	0.5%	0	0.0%	0	0.6%	1
£56 - £60	7.4%	84	5.1%	2	3.5%	3	8.9%	10	6.6%	6	11.5%	7	9.4%	9	4.8%	15	7.5%	4	10.7%	18	8.8%	10
£61 - £65	1.2%	13	3.9%	2	0.6%	0	0.5%	1	1.0%	1	2.2%	1	1.2%	1	0.0%	0	2.6%	1	3.0%	5	0.6%	1
£66 - £70	8.5%	97	7.2%	3	5.5%	4	14.1%	15	16.8%	16	2.1%	1	2.3%	2	10.4%	33	6.9%	3	6.1%	10	6.5%	8
£71 - £75	1.4%	16	1.5%	1	0.6%	0	2.5%	3	1.2%	1	1.2%	1	0.8%	1	0.8%	3	3.6%	2	2.1%	4	1.2%	1
£76 - £80	4.9%	55	2.1%	1	2.3%	2	3.2%	3	9.7%	9	2.5%	1	1.4%	1	7.9%	25	9.0%	4	2.5%	4	2.7%	3
£81 - £85	0.9%	10	0.0%	0	0.0%	0	1.1%	1	0.5%	0	0.7%	0	0.6%	0	1.7%	5	1.2%	1	0.4%	1	0.8%	1
£86 - £90	2.0%	23	4.5%	2	2.2%	2	0.5%	1	4.0%	4	0.0%	0	2.2%	2	0.3%	1	0.7%	0	1.0%	2	8.1%	10
£91 - £95	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	1.2%	1	1.0%	2	0.8%	1
£96 - £100	5.4%	62	5.8%	3	1.9%	2	3.6%	4	8.0%	8	0.9%	1	7.9%	7	6.5%	21	2.1%	1	4.2%	7	8.0%	10
£101 - £120	2.9%	33	2.1%	1	5.5%	4	0.7%	1	1.7%	2	2.7%	2	3.1%	3	4.4%	14	2.5%	1	3.2%	5	0.0%	0
£121 - £140	1.3%	15	0.0%	0	1.4%	1	0.7%	1	0.7%	1	0.0%	0	0.0%	0	2.0%	6	1.8%	1	2.1%	4	1.5%	2
£141 - £160	0.8%	9	1.5%	1	0.8%	1	5.4%	6	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	1
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0
£201 - £250	0.5%	5	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
£251+	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
(Don't know / varies)	10.1%	114	10.9%	5	12.8%	10	14.3%	15	5.6%	5	9.2%	5	9.2%	9	10.2%	32	13.2%	6	7.4%	13	10.8%	13
(Refused)	0.9%	11	0.0%	0	1.9%	2	1.1%	1	0.5%	0	1.8%	1	1.1%	1	0.0%	0	3.1%	2	1.1%	2	1.7%	2
<i>Mean:</i>	<i>56.30</i>	<i>51.03</i>	<i>62.76</i>	<i>58.74</i>	<i>59.19</i>	<i>41.47</i>	<i>53.67</i>	<i>56.68</i>	<i>67.91</i>	<i>52.35</i>	<i>59.29</i>											
Weighted base:	1133	46	79	108	96	58	92	316	49	170	119											
Sample:	1139	99	100	94	98	98	100	200	100	150	100											

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q03 Which retailer did you purchase your last main food internet / home delivery shopping from?																						
<i>Those who shop online at Q01</i>																						
Asda	22.9%	10	0.0%	0	0.0%	0	37.1%	3	63.4%	1	0.0%	0	0.0%	0	0.0%	0	14.4%	1	0.0%	0	73.9%	5
Morrisons	14.2%	6	0.0%	0	24.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	13.3%	2	0.0%	0	25.0%	1	26.1%	2
Iceland	1.8%	1	0.0%	0	0.0%	0	9.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	16.5%	7	12.6%	0	32.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.2%	5	26.6%	1	0.0%	0	0.0%	0
Tesco	41.1%	18	87.4%	2	43.2%	1	53.5%	4	36.6%	1	0.0%	0	0.0%	0	44.6%	5	59.1%	2	50.0%	2	0.0%	0
Ocado	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		43		2		2		8		2		1		1		12		4		4		7
Sample:		39		5		3		4		3		1		1		6		9		4		3

Q04 For your last main food Internet / home delivery shopping order, how did you receive your goods?*Those who shop online at Q01*

Collection at store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home delivery	100.0%	43	100.0%	2	100.0%	2	100.0%	8	100.0%	2	100.0%	1	100.0%	1	100.0%	12	100.0%	4	100.0%	4	100.0%	7
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at click and collect hub (non-store location)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at other location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		43		2		2		8		2		1		1		12		4		4		7
Sample:		39		5		3		4		3		1		1		6		9		4		3

Blackpool Household Survey for WYG

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q05 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?											
<i>Those who gave a destination at Q01</i>											
Accessibility by public transport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Car parking prices	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Car parking provision	1.9%	22	3.0%	1	0.6%	0	4.0%	4	0.0%	0	0.7%
Choice of food goods available	9.9%	112	7.7%	4	27.4%	22	11.0%	12	7.4%	7	10.5%
Choice of shops nearby selling non-food goods	0.4%	5	2.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%
Choice of shops selling food goods	0.5%	5	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%
Cleanliness	0.2%	2	0.0%	0	0.6%	0	0.7%	1	0.0%	0	0.0%
Delivery service	0.9%	11	0.0%	0	0.0%	0	5.7%	6	0.7%	1	0.0%
Click & Collect service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Easy to get to by car	1.3%	14	1.5%	1	1.7%	1	0.7%	1	0.5%	0	2.9%
Good internal layout	1.7%	19	1.5%	1	2.9%	2	1.1%	1	0.0%	0	2.0%
Good service / friendly staff	1.0%	11	2.8%	1	0.6%	0	0.0%	0	2.5%	1	1.2%
Habit / always use it / preference for retailer	4.0%	46	7.1%	3	1.8%	1	7.5%	8	9.4%	9	1.3%
Internet shopping is convenient	1.7%	19	5.0%	2	0.8%	1	1.3%	1	0.7%	1	0.0%
Lower prices	15.0%	170	7.4%	3	7.1%	6	8.7%	9	14.9%	14	19.4%
Loyalty card / points scheme	0.5%	6	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.2%
Near to home	32.7%	370	32.9%	15	29.5%	23	36.4%	39	31.4%	30	45.7%
Near to work	2.9%	32	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%
Nice shopping environment	0.9%	10	2.4%	1	0.6%	0	0.0%	0	0.0%	0	1.1%
Only one in the area / no other choice	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Preference for retailer	1.0%	11	0.6%	0	0.8%	1	0.5%	1	2.1%	2	0.0%
Provision of leisure facilities nearby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Provision of services nearby, such as banks and other financial services	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality of food goods available	6.6%	75	7.4%	3	5.4%	4	5.6%	6	8.3%	8	5.5%
Quality of shops selling food goods	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Staff discount / work there	0.8%	9	3.0%	1	2.0%	2	0.0%	0	0.7%	1	1.6%
Value for money	8.9%	101	2.8%	1	3.5%	3	12.5%	13	16.4%	16	4.7%

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Good disabled access	0.5%	6	0.6%	0	0.0%	0	0.7%	1	0.5%	0	1.6%	1	1.4%	1	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason in particular)	5.4%	62	12.1%	6	11.9%	9	1.8%	2	3.3%	3	3.2%	2	2.0%	2	4.8%	15	9.0%	4	6.8%	12	5.9%	7
Weighted base:	1133	46		79		108		96		58		92		316		49		170		119		
Sample:	1139	99		100		94		98		98		100		200		100		150		100		

Q06 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED AT Q01)?

Those who gave a destination at Q01

Change layout too often	0.8%	9	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.8%	6	0.5%	0	0.8%	1	0.0%	0
Difficult / expensive parking	1.0%	12	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	1.1%	1	1.3%	4	0.0%	0	1.0%	2	1.5%	2
Difficult to get to	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Expensive	4.9%	56	3.2%	1	7.5%	6	3.6%	4	2.4%	2	1.6%	1	8.1%	8	2.9%	9	1.0%	0	13.6%	23	0.8%	1
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	5.0%	6
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	7.1%	80	0.6%	0	1.2%	1	2.5%	3	4.9%	5	0.7%	0	8.7%	8	10.6%	34	4.7%	2	10.4%	18	8.2%	10
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	1.5%	17	0.0%	0	0.6%	0	2.8%	3	6.4%	6	1.3%	1	2.0%	2	1.4%	5	0.0%	0	0.0%	0	0.0%	0
Poor quality	3.2%	36	0.0%	0	2.0%	2	12.4%	13	0.5%	0	5.9%	3	0.8%	1	1.6%	5	1.0%	0	2.7%	5	5.4%	6
Preference for retailer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Staff rude / unhelpful	1.3%	14	1.5%	1	1.1%	1	0.7%	1	2.4%	2	2.7%	2	0.0%	0	0.9%	3	0.0%	0	1.5%	3	2.1%	2
Too busy	1.1%	12	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.3%	1	5.0%	2	4.1%	7	0.0%	0
Too far away	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	5.0%	2	1.0%	2	0.0%	0
Too small	0.8%	9	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.5%	4	2.3%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet issues (delivery charge, substitutions etc.)	1.1%	12	1.5%	1	0.6%	0	2.8%	3	0.0%	0	0.0%	0	1.4%	1	1.6%	5	1.0%	0	0.6%	1	0.0%	0
Not a nice environment	0.7%	8	0.0%	0	0.6%	0	2.8%	3	1.0%	1	1.2%	1	0.0%	0	0.6%	2	0.0%	0	0.4%	1	0.0%	0
Not enough checkouts open	0.7%	8	1.5%	1	0.0%	0	0.5%	1	0.0%	0	1.2%	1	0.0%	0	1.6%	5	0.0%	0	0.4%	1	0.0%	0
The self-service checkouts	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too large	0.5%	6	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	1.5%	3	0.0%	0
(Nothing)	70.2%	796	81.1%	37	82.9%	65	68.3%	74	78.6%	76	82.8%	48	70.6%	65	70.0%	221	80.9%	40	53.3%	90	66.4%	79
(Don't know)	3.5%	40	4.9%	2	0.0%	0	0.5%	1	3.2%	3	0.7%	0	4.1%	4	3.0%	10	1.0%	0	6.2%	11	7.5%	9
Weighted base:	1133	46		79		108		96		58		92		316		49		170		119		
Sample:	1139	99		100		94		98		98		100		200		100		150		100		

Blackpool Household Survey for WYG

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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Mean score [Times a week]: Daily = 7, At least two times a week = 2, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.05

Q07 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)?

Those who gave a destination at Q01

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Daily	1.3%	15	1.3%	1	3.2%	3	1.8%	2	0.0%	0	3.8%	2	1.1%	1	1.1%	3	0.5%	0	1.5%	3	0.0%	0
At least two times a week	17.3%	196	15.5%	7	19.7%	16	13.4%	14	9.9%	10	19.9%	12	18.0%	17	18.4%	58	6.6%	3	24.6%	42	14.8%	18
At least once a week	54.7%	620	55.4%	25	42.0%	33	54.7%	59	69.0%	66	61.7%	36	54.9%	51	53.0%	167	51.2%	25	48.1%	82	63.1%	75
At least once a fortnight	14.7%	166	18.4%	8	18.3%	14	20.5%	22	12.3%	12	7.8%	5	10.1%	9	16.9%	53	26.8%	13	10.7%	18	8.9%	11
At least once a month	6.7%	76	4.4%	2	5.5%	4	5.5%	6	7.2%	7	1.8%	1	6.0%	6	6.3%	20	6.4%	3	9.9%	17	9.0%	11
At least every two months	0.8%	9	1.5%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	1.2%	1	2.6%	4	0.6%	1
Less often	1.4%	16	1.3%	1	6.1%	5	0.5%	1	0.0%	0	1.6%	1	6.1%	6	0.0%	0	1.8%	1	1.4%	2	0.0%	0
Have only visited once	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.9%	33	2.1%	1	4.5%	4	3.6%	4	1.0%	1	1.8%	1	3.8%	4	3.3%	10	5.5%	3	1.1%	2	3.5%	4
Mean:	1.11		1.09		1.21		1.10		0.99		1.38		1.10		1.12		0.88		1.18		1.04	
Weighted base:	1133		46		79		108		96		58		92		316		49		170		119	
Sample:	1139		99		100		94		98		98		100		200		100		150		100	

Q08 How do you normally travel to (STORE MENTIONED AT Q01)?

Not those who shop online at Q01

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Car / van (as driver)	75.4%	822	60.6%	26	52.4%	40	67.2%	67	77.4%	73	64.7%	37	68.5%	62	84.6%	257	75.3%	34	77.6%	129	85.7%	97
Car / van (as passenger)	9.0%	98	12.3%	5	9.0%	7	16.1%	16	10.1%	10	10.0%	6	7.9%	7	6.8%	21	17.5%	8	6.6%	11	7.1%	8
Bus, minibus or coach	3.7%	40	2.9%	1	6.9%	5	10.6%	11	3.3%	3	5.6%	3	7.0%	6	1.1%	3	4.5%	2	2.4%	4	0.7%	1
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Walk	9.0%	98	19.2%	8	28.7%	22	4.1%	4	6.4%	6	12.7%	7	13.8%	13	4.6%	14	1.1%	0	10.1%	17	6.0%	7
Taxi	1.1%	12	1.3%	1	0.6%	0	1.2%	1	1.6%	1	1.9%	1	0.6%	1	1.2%	4	0.5%	0	1.4%	2	0.0%	0
Train / tram	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Bicycle	0.3%	3	1.6%	1	0.0%	0	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Mobility scooter / disability vehicle	0.4%	4	2.0%	1	1.2%	1	0.0%	0	0.0%	0	0.7%	0	0.6%	1	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	9	0.0%	0	0.6%	0	0.0%	0	1.2%	1	3.8%	2	0.8%	1	1.1%	3	1.1%	0	0.0%	0	0.0%	0
Weighted base:	1090		43		77		99		94		58		91		304		45		166		113	
Sample:	1100		94		97		90		95		97		99		194		91		146		97	

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Mean score [Minutes]:																						
Q09 How long did your last journey to (STORE MENTIONED AT Q01) take?																						
<i>Not those who shop online at Q01</i>																						
1 - 5 minutes	39.6%	431	43.7%	19	32.8%	25	30.6%	30	52.4%	50	55.4%	32	35.4%	32	45.1%	137	4.0%	2	36.6%	61	38.6%	44
6 - 10 minutes	33.6%	366	29.5%	13	40.3%	31	44.5%	44	31.8%	30	31.2%	18	31.4%	29	36.6%	111	11.2%	5	32.7%	54	27.8%	31
11 - 15 minutes	14.8%	161	12.8%	6	9.1%	7	12.6%	12	9.9%	9	5.0%	3	22.9%	21	11.8%	36	22.7%	10	21.5%	36	18.7%	21
16 - 30 minutes	9.1%	99	11.2%	5	11.3%	9	7.4%	7	4.1%	4	5.6%	3	8.3%	8	3.9%	12	55.0%	25	8.7%	14	10.9%	12
31 - 45 minutes	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.1%	2	1.4%	4	3.8%	2	0.0%	0	0.0%	0
46 - 60 minutes	0.5%	5	0.7%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.9%	3	1.8%	1	0.0%	0	0.0%	0
61+ minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	17	2.3%	1	4.2%	3	5.0%	5	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.6%	1	0.4%	1	4.0%	5
(Refused)	0.3%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Mean:	9.81		9.43		9.45		9.67		8.45		7.71		10.47		9.09		20.49		9.81		9.66	
Weighted base:	1090		43		77		99		94		58		91		304		45		166		113	
Sample:	1100		94		97		90		95		97		99		194		91		146		97	

Q10 When do you normally do your main food shopping?*Those who gave a destination at Q01*

Weekdays during the day	48.3%	547	33.7%	15	62.9%	50	43.6%	47	44.8%	43	49.5%	29	45.4%	42	49.6%	157	66.2%	32	53.2%	90	34.9%	42
Weekdays during the evening	8.6%	98	8.3%	4	3.9%	3	9.7%	10	21.1%	20	6.0%	4	4.9%	4	7.6%	24	6.4%	3	6.1%	10	12.1%	15
Saturday	11.7%	132	16.1%	7	5.3%	4	6.5%	7	13.3%	13	12.9%	8	25.0%	23	14.5%	46	8.2%	4	7.4%	13	6.9%	8
Sunday	5.1%	58	0.6%	0	7.1%	6	8.8%	9	0.7%	1	5.1%	3	3.9%	4	4.6%	14	3.8%	2	3.7%	6	10.9%	13
(Don't know / varies)	26.3%	298	41.2%	19	20.8%	16	31.5%	34	20.0%	19	26.5%	15	20.9%	19	23.7%	75	15.5%	8	29.6%	50	35.2%	42
Weighted base:	1133		46		79		108		96		58		92		316		49		170		119	
Sample:	1139		99		100		94		98		98		100		200		100		150		100	

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q11 When you undertook the main food shop at (STORE MENTIONED AT Q01), did you link your trip with any other activity?																						
<i>Not those who shop online at Q01</i>																						
Yes – non-food shopping	3.1%	34	8.4%	4	1.2%	1	1.4%	1	4.7%	4	5.8%	3	3.3%	3	2.0%	6	2.7%	1	4.1%	7	2.9%	3
Yes – other-food shopping	5.4%	59	6.3%	3	8.9%	7	1.9%	2	8.1%	8	6.6%	4	3.7%	3	3.1%	9	6.5%	3	7.4%	12	6.6%	7
Yes – visiting services such as banks and other financial institutions	1.2%	13	0.0%	0	0.6%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.5%	0	3.2%	5	1.3%	1
Yes – leisure activity	0.8%	8	0.9%	0	1.5%	1	1.2%	1	0.5%	0	1.6%	1	1.7%	2	0.3%	1	0.0%	0	1.3%	2	0.0%	0
Yes – travelling to / from work	4.6%	50	1.6%	1	2.1%	2	3.1%	3	0.7%	1	0.9%	1	1.7%	2	3.7%	11	9.6%	4	8.5%	14	11.1%	13
Yes – travelling to / from school / college / university	0.4%	4	0.0%	0	1.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.7%	1
Yes – getting petrol	2.1%	23	0.0%	0	3.1%	2	0.6%	1	2.5%	2	0.0%	0	4.7%	4	1.9%	6	1.5%	1	3.1%	5	1.2%	1
Yes – visiting café / pub / restaurant	3.4%	37	2.9%	1	1.8%	1	2.7%	3	1.0%	1	3.8%	2	4.5%	4	3.5%	11	4.7%	2	6.2%	10	1.3%	1
Yes – visiting family / friends	2.2%	24	1.6%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.1%	2	3.9%	12	3.8%	2	0.0%	0	5.1%	6
Yes – visiting health service such as doctor, dentist, hospital	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.6%	2	0.7%	0	0.0%	0	2.9%	3
Yes – visiting other service such as laundrette, hairdresser, recycling	0.9%	9	0.7%	0	0.6%	0	2.7%	3	0.0%	0	1.9%	1	0.6%	1	0.6%	2	0.5%	0	0.4%	1	1.3%	1
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No activity)	72.9%	795	76.0%	33	78.2%	60	75.0%	74	80.9%	76	74.0%	43	73.0%	66	78.1%	237	68.9%	31	60.6%	101	65.1%	73
(Don't know / varies)	2.5%	28	1.6%	1	0.0%	0	7.2%	7	0.5%	0	5.4%	3	3.3%	3	1.1%	3	0.5%	0	5.2%	9	0.7%	1
Weighted base:	1090	43	77	99	94	58	91	304	45	166	113											
Sample:	1100	94	97	90	95	97	99	194	91	146	97											

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q12 Where do you do this linked trip?											
<i>Those who link their trip with other shopping, services or leisure at Q11 AND Excl. nulls & SFT</i>											
Zone 1											
North Shore, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Town Centre	22.4%	25	61.0%	4	83.0%	8	43.0%	3	0.0%	0	43.5%
Zone 2											
Houndhill Shopping Centre, Victoria Street, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3											
Layton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Shore District Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%
Talbot Road, Blackpool	0.6%	1	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitegate Drive District Centre	0.7%	1	0.0%	0	0.0%	0	11.0%	1	0.0%	0	0.0%
Zone 4											
Blackpool Retail Park, Squires Gate Lane, Blackpool	7.6%	9	4.3%	0	5.0%	0	19.0%	1	46.7%	5	0.0%
Zone 5											
Asda Superstore, Cherry Tree Road, Blackpool	3.6%	4	0.0%	0	0.0%	0	0.0%	0	28.9%	3	11.2%
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	3.5%	4	4.3%	0	0.0%	0	0.0%	0	15.3%	2	24.5%
Clifton Retail Park, Blackpool	4.6%	5	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Vicarage Lane Commercial Area, Blackpool	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Zone 6											
Bispham District Centre	1.6%	2	10.1%	1	0.0%	0	0.0%	0	0.0%	0	14.0%
Zone 7											
Asda Superstore, Cop Lane, Fleetwood	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cleleys Town Centre	12.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%
Fleetwood Town Centre	7.2%	8	0.0%	0	11.9%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Amounderness Way, Thornton-Cleleys	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%
Poulton-le-Fylde Town Centre	2.0%	2	0.0%	0	0.0%	0	8.0%	1	0.0%	0	0.0%
Zone 8											
Hambleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knott End-on-Sea	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9											
Ansdell District Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham St Annes Town Centre	14.9%	17	0.0%	0	0.0%	0	0.0%	0	9.1%	1	11.3%

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Lytham Town Centre Zone 10	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	4	0.0%	0
Brackenwood Garden Centre & Nursery Ltd, Bradshaw Lane, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkham Town Centre	7.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	59.1%	7
Mill Farm Sports Village, Kirkham	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Other, Zone 10	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1
Outside Study Area - Barrow District																						
Barrow-in-Furness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Blackburn with Darwen																						
Blackburn Retail & Leisure Park, Lower Audley Street, Blackburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn Town Centre Outside Study Area - Bolton District	1.6%	2	0.0%	0	0.0%	0	19.0%	1	0.0%	0	4.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton Shopping Park, Trinity Street, Bolton Outside Study Area - Burnley District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley Town Centre Outside Study Area - Cheshire West & Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port Outside Study Area - Chorley District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Highfield Industrial Estate, Chorley Outside Study Area - City of London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre Outside Study Area - Fylde District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden World, Blackpool Road, Preston Outside Study Area - Halton District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Town Centre Outside Study Area - Lancaster District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arndale Centre, Market Street, Morecambe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10			
Outside Study Area - Leeds														
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Outside Study Area - Liverpool														
Cavendish Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Outside Study Area - Manchester														
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Outside Study Area - Oldham														
Oldham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Outside Study Area - Pendle														
Boundary Mill Stores, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Outside Study Area - Preston District														
Asda Superstore, Pittman Way, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Preston City Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Outside Study Area - Ribble Valley District														
Clitheroe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Rochdale District														
Rochdale Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sefton District														
B&Q, Meols Cop Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sheffield														
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Lakeland District														
Kendal Town Centre, Cumbria	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Ribble District														
B&Q, Craven Drive, Southrings Business Park, Bamber Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penwortham District Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Outside Study Area - St Helends District														
Church Square Shopping Centre, Lagrange Arcade, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Trafford														
The Trafford Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Manchester											
Outside Study Area - Warrington District											
Gemini Retail Park, Europa Boulevard, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - West Lancashire											
Concourse Shopping Centre, The Concourse, Southway, Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wigan District											
Grand Arcade, Crompton Street, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wirral											
Birkenhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wyre District											
Barton Grange Garden Centre, Brock Park, Garstang Rd, Claughton-On-Brock, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Other											
Other, Cumbria	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / online / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	112	7	9	7	11	8	8	19	4	27	12
Sample:	142	17	9	10	13	15	12	19	12	25	10

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Q13 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE MENTIONED AT Q01) was it the same place, or different, and if so, please specify?																					
<i>Those who gave a destination at Q01 AND Excl. nulls & SFT</i>																					
Zone 1																					
Blackpool Town Centre	0.2%	2	0.0%	0	0.7%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Warley Road, Blackpool	0.0%	0	0.7%	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	
Iceland, Topping Street, Blackpool	1.1%	12	4.7%	2	3.4%	2	3.4%	3	0.7%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%
Marks & Spencer, Church Street, Blackpool	0.6%	6	2.1%	1	2.1%	1	2.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	0	0.0%	0	0.0%
Sainsbury's, Talbot Road, Blackpool	2.8%	29	27.0%	11	7.4%	5	4.5%	4	0.0%	0	1.3%	1	5.1%	4	0.6%	2	4.6%	2	0.0%	0	0.0%
Zone 2																					
Lidl, Bloomfield Road, Blackpool	1.1%	11	0.0%	0	10.9%	7	0.6%	1	1.8%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Central Drive, Blackpool	0.2%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%
Zone 3																					
Co-op, Layton Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Layton District Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Devonshire Road, Blackpool	1.4%	15	14.0%	6	0.7%	0	7.0%	7	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Blackpool Victoria Hospital, Whinney Heys Road, Blackpool	0.0%	0	0.7%	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	0.0%
Sainsbury's Local, Whitegate Drive, Blackpool	0.1%	1	0.0%	0	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Westcliffe Drive, Blackpool	0.5%	5	0.7%	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	4.2%
Tesco Express, Whitegate Drive, Blackpool	0.2%	2	0.0%	0	0.7%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Whitegate Drive District Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																					
Aldi, Blackpool Retail Park, Blackpool	1.7%	18	0.0%	0	0.0%	0	0.0%	0	18.4%	17	1.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%
Aldi, Parkinson Way Retail Park, Waterloo Road, Blackpool	1.9%	20	2.4%	1	10.5%	7	6.8%	7	2.7%	2	2.6%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%
Iceland, Waterloo Road, Blackpool	0.7%	7	0.0%	0	2.1%	1	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Squires Gate Lane, Lytham St Annes	7.0%	73	1.4%	1	11.1%	7	3.9%	4	32.5%	30	9.1%	5	3.1%	3	0.6%	2	3.1%	1	12.0%	19	0.9%
Tesco Express, Highfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Road, Blackpool																						
Tesco Express, Marton Drive, Blackpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Zone 5																						
Aldi, Park Road, Blackpool	2.7%	28	14.1%	6	9.1%	6	13.6%	13	0.5%	0	2.9%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cherry Tree Road, Blackpool	7.7%	81	7.1%	3	13.3%	9	18.1%	18	11.5%	10	51.1%	29	4.5%	4	0.6%	2	0.0%	0	1.0%	2	3.6%	4
Asda, Wellbeck Avenue, Blackpool	0.4%	4	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Iceland, Vicarage Lane, Blackpool	0.5%	6	0.0%	0	0.0%	0	0.0%	0	4.2%	4	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clifton Road Retail Park, Sandhams Way, Blackpool	11.3%	119	8.4%	3	20.9%	14	16.0%	16	7.5%	7	18.0%	10	15.8%	14	3.1%	9	16.8%	7	12.1%	19	16.9%	19
Zone 6																						
Bispham District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Red Bank Road, Blackpool	3.0%	31	4.3%	2	1.7%	1	2.0%	2	0.0%	0	0.0%	0	24.0%	21	1.9%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Express, All Hallows Road, Blackpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Zone 7																						
Aldi, Crescent West, Thornton-Cleveleys	6.3%	66	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	20	15.2%	44	1.6%	1	0.0%	0	0.0%	0
Aldi, Poulton Road, Fleetwood	2.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	21	2.7%	1	0.0%	0	0.0%	0
Aldi, Tithebarn Street, Poulton-le-Fylde	2.5%	26	1.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.5%	1	3.5%	10	23.2%	10	0.0%	0	2.9%	3
Asda, Cop Lane, Fleetwood	6.6%	69	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	21.4%	62	10.2%	4	0.0%	0	1.6%	2
Booths, Teanlowe Centre, Blackpool Old Road, Poulton-le-Fylde	1.7%	18	0.7%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	13	0.8%	0	0.0%	0	1.6%	2
Cleveleys Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Fleetwood Road North, Thornton-Cleveleys	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, Thornton Centre, Victoria Road East, Thornton-Cleveleys	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Lord Street, Fleetwood	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3	1.4%	1	0.0%	0	0.0%	0
Lidl, Anchorsholme Lane West, Thornton-Cleveleys	1.4%	15	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	3.7%	11	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Victoria Road West, Thornton-Cleveleys	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.6%	0	0.0%	0	0.7%	1
Morrisons, Amunderness Way, Thornton-Cleveleys	7.6%	80	2.1%	1	0.0%	0	2.2%	2	0.7%	1	0.0%	0	5.7%	5	22.9%	67	9.3%	4	0.0%	0	0.7%	1
Sainsbury's Local, Victoria	0.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Road West, Thornton-Cleveleys											
Tesco Express, Marsh Mill Village, Fleetwood Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
North, Thornton-Cleveleys											
Tesco Metro, Victoria Road West, Thornton-Cleveleys	0.7%	8	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%
Zone 8											
Co-op, Lancaster Road, Poulton-le-Fylde	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Sandy Lane, Poulton-le-Fylde	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Lancaster Road, Knott End-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9											
Aldi, Clifton Drive, Lytham St Annes	3.4%	36	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%
Booths, Haven Road, Lytham St Annes	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Main Drive, Heyhouses Lane, Lytham St Annes	1.7%	18	0.7%	0	0.0%	0	0.0%	0	0.5%	0	0.7%
Co-op, Woodlands Road, Lytham St Annes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Preston Road, Lytham St Annes	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Clifton Drive South, Lytham St Annes	1.4%	14	0.0%	0	0.0%	0	1.1%	1	0.5%	0	0.0%
Sainsbury's Local, Clifton Street, Lytham St Annes	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, St Andrews Road North, Lytham St Annes	1.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Clifton Street, Lytham St Annes	0.4%	4	1.3%	1	0.0%	0	1.6%	2	1.3%	1	0.0%
Zone 10											
Aldi, Mill Farm Sports Village, Coronation Way, Preston	2.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Co-op, Lytham Road, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Weeton Road, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Clarke Street, Poulton-le-Fylde	3.3%	35	1.3%	1	0.0%	0	3.4%	3	0.0%	0	0.0%

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Morrisons, Mill Street, Preston	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1	12.4%	14
Outside Study Area - Lancaster District																						
Aldi, Marine Road West, Morecambe	0.0%	0	0.0%	0	0.0%	0	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, Central Drive Retail Park, Central Drive, Morecambe	0.2%	2	0.7%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cable Street, Lancaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Greater Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Preston District																						
Aldi, Corporation Street Retail Park, Corporation Street, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Aldi, Deepdale Retail Park, Blackpool Road, Preston	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5
Asda, Pittman Way, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Lidl, New Hall Lane, Preston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, West Strand, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Morrisons, Blackpool Road, Preston	1.3%	13	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.7%	0	0.0%	0	0.4%	1	0.0%	0	1.4%	2	6.4%	7
Morrisons, Riverside Retail Park, Mariners Way, Preston	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	1	4.7%	5
Tesco Express, Blackpool Road, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express, Church Street, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Longsands Lane, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Outside Study Area - South Ribble District																						
Aldi, Cuerden Way, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Booths, Liverpool Road, Preston	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.6%	2
Liverpool Road, Penwortham District Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Road, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Waitrose, Capitol Centre Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wyre																						

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
District												
Aldi, Moss Lane, Preston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Booths, Park Hill Road, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.6%	0
Sainsbury's, Park Hill Road, Preston	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3
Outside Study Area - Other												
Cumbria	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Wales	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Others												
Other, outside area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1047	41	67	98	91	57	86	291	42	161	112	
Sample:	1062	89	95	87	93	95	95	185	87	142	94	

Blackpool Household Survey for WYG

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Mean score [£]:																						
Q14 How much did you spend on your last main food and grocery shopping trip to (STORE MENTIONED AT Q13)?																						
<i>Those who gave a destination at Q13</i>																						
£1 - £5	0.6%	7	0.0%	0	2.1%	1	0.0%	0	0.5%	0	1.2%	1	1.3%	1	0.5%	2	0.0%	0	0.8%	1	0.0%	0
£6 - £10	1.8%	20	2.0%	1	1.6%	1	5.8%	6	0.5%	0	1.6%	1	4.0%	4	0.9%	3	0.5%	0	1.2%	2	1.9%	2
£11 - £15	2.2%	24	2.0%	1	4.4%	3	4.4%	5	1.1%	1	6.9%	4	1.9%	2	1.8%	6	1.0%	0	1.7%	3	0.0%	0
£16 - £20	4.8%	53	5.2%	2	5.7%	4	3.8%	4	1.8%	2	7.0%	4	4.0%	4	5.4%	17	2.2%	1	7.1%	12	3.4%	4
£21 - £25	4.8%	52	7.2%	3	4.4%	3	1.9%	2	2.7%	2	2.9%	2	2.1%	2	4.8%	15	5.7%	3	8.0%	13	6.4%	7
£26 - £30	6.7%	73	13.1%	6	7.2%	5	6.6%	7	7.8%	7	7.0%	4	11.0%	10	5.1%	16	10.9%	5	7.1%	12	2.1%	2
£31 - £35	4.4%	48	5.8%	2	2.1%	1	1.7%	2	2.3%	2	1.3%	1	10.7%	9	5.1%	16	0.0%	0	6.4%	11	3.0%	3
£36 - £40	6.9%	76	6.1%	3	5.3%	4	9.4%	10	8.3%	8	5.6%	3	2.6%	2	8.8%	27	7.2%	3	5.1%	8	6.2%	7
£41 - £45	2.6%	29	1.3%	1	0.7%	0	8.1%	8	4.2%	4	1.3%	1	5.6%	5	0.9%	3	4.3%	2	2.6%	4	0.6%	1
£46 - £50	8.7%	95	10.8%	5	10.2%	7	4.7%	5	12.4%	11	5.5%	3	3.6%	3	6.5%	20	4.0%	2	13.7%	23	13.6%	16
£51 - £55	1.4%	15	0.9%	0	2.1%	1	0.0%	0	0.5%	0	1.6%	1	0.6%	1	2.8%	9	0.5%	0	1.0%	2	0.6%	1
£56 - £60	6.3%	69	1.6%	1	3.0%	2	4.9%	5	6.2%	6	11.1%	6	2.4%	2	6.9%	21	0.7%	0	8.1%	13	9.8%	12
£61 - £65	1.0%	10	7.6%	3	1.4%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.4%	4	1.3%	1
£66 - £70	5.1%	56	4.8%	2	1.4%	1	4.3%	4	8.2%	8	4.9%	3	6.6%	6	3.8%	12	9.1%	4	4.5%	8	7.4%	9
£71 - £75	1.6%	18	1.6%	1	0.0%	0	5.7%	6	1.1%	1	0.0%	0	1.8%	2	1.5%	5	3.3%	2	1.5%	3	0.0%	0
£76 - £80	3.7%	40	0.0%	0	2.9%	2	2.7%	3	6.7%	6	5.9%	3	3.9%	3	3.9%	12	2.2%	1	3.5%	6	3.0%	3
£81 - £85	2.2%	24	1.6%	1	0.0%	0	1.3%	1	0.5%	0	0.7%	0	0.0%	0	6.3%	19	2.1%	1	0.0%	0	0.9%	1
£86 - £90	1.3%	15	0.9%	0	0.7%	0	0.0%	0	3.0%	3	0.0%	0	0.9%	1	0.3%	1	0.0%	0	2.1%	4	4.9%	6
£91 - £95	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	5.5%	60	3.9%	2	3.2%	2	7.2%	7	8.5%	8	1.8%	1	6.4%	6	5.0%	15	3.6%	2	4.1%	7	8.4%	10
£101 - £120	1.8%	19	2.3%	1	1.6%	1	2.1%	2	0.0%	0	2.8%	2	2.4%	2	2.8%	9	2.8%	1	1.0%	2	0.0%	0
£121 - £140	1.6%	18	0.0%	0	1.6%	1	0.8%	1	0.0%	0	0.9%	1	0.0%	0	3.1%	10	1.4%	1	1.7%	3	1.7%	2
£141 - £160	0.3%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.9%	1
£161 - £180	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4	0.0%	0	0.0%	0	0.9%	1
£181 - £200	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.6%	1	0.0%	0
£201 - £250	0.4%	5	0.0%	0	6.9%	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
£251+	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	20.3%	222	21.1%	9	27.9%	19	24.1%	25	18.0%	17	25.9%	15	25.1%	22	16.9%	53	34.0%	16	14.2%	24	19.9%	23
(Refused)	2.9%	31	0.0%	0	1.9%	1	0.6%	1	5.2%	5	3.1%	2	2.0%	2	4.4%	14	3.8%	2	1.2%	2	3.3%	4
<i>Mean:</i>	<i>56.73</i>	<i>47.46</i>	<i>68.22</i>	<i>51.08</i>	<i>56.79</i>	<i>49.25</i>	<i>53.03</i>	<i>61.38</i>	<i>55.30</i>	<i>51.47</i>	<i>60.95</i>											
Weighted base:	1093	43	69	102	92	57	87	310	47	167	117											
Sample:	1105	94	98	90	95	95	96	196	95	148	98											

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10									
Q15 From which retailer did you purchase this main food internet / home delivery shopping (REFERRED TO AT Q13)?																				
<i>Those who shop online at Q13</i>																				
Asda	6.1%	3	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	6.9%	0	0.0%	0	26.0%	1
Morrisons	20.1%	9	0.0%	0	24.0%	0	0.0%	0	0.0%	0	100.0%	1	23.9%	5	5.0%	0	15.5%	1	34.3%	2
Iceland	2.9%	1	0.0%	0	0.0%	0	30.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	23.8%	11	12.6%	0	32.8%	1	0.0%	0	0.0%	0	0.0%	0	36.4%	7	17.0%	1	38.1%	2	0.0%	0
Tesco	47.0%	22	87.4%	2	43.2%	1	69.3%	3	0.0%	0	0.0%	0	39.7%	8	71.0%	3	46.4%	3	39.6%	2
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	46	2	2	4	1	0	1	19	5	6	5									
Sample:	43	5	3	3	2	0	1	11	8	6	4									

Q16 For this main food Internet / home delivery shopping order (REFERRED TO AT Q13), how did you receive your goods?
Those who shop online at Q13

Collection at store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Home delivery	100.0%	46	100.0%	2	100.0%	2	100.0%	4	100.0%	1	0.0%	0	100.0%	1	100.0%	19	100.0%	5	100.0%	6	100.0%	5
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Collection at click and collect hub (non-store location)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Collection at other location (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Weighted base:	46	2	2	4	1	0	1	19	5	6	5											
Sample:	43	5	3	3	2	0	1	11	8	6	4											

Blackpool Household Survey for WYG

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Mean score [Times a week]: Daily = 7, At least two times a week = 2, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.05																						
Q17 How often do you normally do your main food shopping at (STORE MENTIONED AT Q13)?																						
<i>Those who gave a destination at Q13</i>																						
Daily	1.3%	14	1.3%	1	4.6%	3	1.9%	2	0.0%	0	2.3%	1	0.0%	0	1.7%	5	0.5%	0	1.0%	2	0.0%	0
At least two times a week	11.2%	122	15.4%	7	9.0%	6	9.9%	10	9.5%	9	14.1%	8	11.5%	10	8.8%	27	5.7%	3	15.9%	27	13.8%	16
At least once a week	51.1%	558	59.4%	26	43.5%	30	53.5%	55	53.5%	49	49.4%	28	44.9%	39	53.7%	167	41.6%	20	50.6%	85	51.8%	61
At least once a fortnight	18.0%	197	11.9%	5	23.5%	16	21.6%	22	12.9%	12	21.4%	12	22.9%	20	16.8%	52	21.5%	10	13.7%	23	20.6%	24
At least once a month	11.3%	124	6.7%	3	11.6%	8	6.8%	7	14.3%	13	1.9%	1	15.1%	13	14.9%	46	13.5%	6	8.8%	15	9.6%	11
At least every two months	1.6%	18	1.6%	1	2.6%	2	1.3%	1	1.5%	1	3.2%	2	0.0%	0	1.3%	4	5.2%	2	2.0%	3	0.9%	1
Less often	1.0%	11	0.0%	0	0.7%	0	0.0%	0	0.7%	1	1.3%	1	0.9%	1	0.0%	0	6.9%	3	2.8%	5	0.0%	0
Have only visited once	0.1%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.3%	47	3.6%	2	4.5%	3	4.2%	4	7.6%	7	6.4%	4	3.9%	3	2.8%	9	5.2%	2	5.3%	9	3.4%	4
<i>Mean:</i>		<i>1.00</i>		<i>1.12</i>		<i>1.15</i>		<i>1.05</i>		<i>0.90</i>		<i>1.12</i>		<i>0.88</i>		<i>0.99</i>		<i>0.77</i>		<i>1.05</i>		<i>0.96</i>
Weighted base:		1093		43		69		102		92		57		87		310		47		167		117
Sample:		1105		94		98		90		95		95		96		196		95		148		98

Blackpool Household Survey for WYG

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Mean score [£]:												
Q18 Thinking more generally, how much would you estimate you typically spend on a weekly basis on main food shopping?												
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.7%	8	0.0%	0	0.0%	0	2.0%	2	0.0%	0	6.2%	4
£11 - £15	0.7%	8	0.6%	0	0.0%	0	0.7%	1	0.5%	0	1.8%	1
£16 - £20	1.9%	22	6.8%	3	3.0%	2	2.8%	3	1.0%	1	2.6%	2
£21 - £25	3.3%	38	3.3%	2	3.0%	2	1.6%	2	2.2%	2	2.1%	1
£26 - £30	5.3%	61	6.2%	3	3.8%	3	6.0%	7	2.5%	2	6.6%	4
£31 - £35	3.0%	34	4.8%	2	4.8%	4	2.1%	2	1.0%	1	7.7%	5
£36 - £40	7.2%	83	5.5%	3	5.8%	5	8.6%	10	6.3%	6	7.1%	4
£41 - £45	3.1%	36	1.9%	1	6.7%	5	1.5%	2	7.5%	7	1.2%	1
£46 - £50	12.2%	141	8.8%	4	8.4%	7	14.8%	17	10.0%	10	8.0%	5
£51 - £55	3.2%	37	2.6%	1	6.8%	5	5.6%	7	4.6%	5	4.1%	3
£56 - £60	7.7%	88	3.6%	2	5.5%	4	7.9%	9	11.2%	11	12.7%	8
£61 - £65	2.7%	31	3.3%	2	5.2%	4	1.6%	2	7.2%	7	4.6%	3
£66 - £70	5.3%	61	6.9%	3	3.7%	3	9.7%	11	7.2%	7	2.6%	2
£71 - £75	2.2%	25	2.1%	1	0.0%	0	1.2%	1	1.7%	2	1.1%	1
£76 - £80	6.1%	70	11.7%	5	3.1%	2	2.3%	3	8.4%	8	5.0%	3
£81 - £85	2.8%	33	0.0%	0	1.4%	1	1.6%	2	0.5%	0	0.0%	0
£86 - £90	2.3%	26	3.0%	1	1.4%	1	1.2%	1	3.4%	3	2.1%	1
£91 - £95	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
£96 - £100	8.9%	102	4.5%	2	10.6%	8	8.0%	9	10.4%	10	5.0%	3
£101 - £120	2.7%	31	1.5%	1	2.0%	2	0.7%	1	1.9%	2	3.1%	2
£121 - £140	1.8%	21	0.0%	0	1.4%	1	0.7%	1	1.4%	1	0.0%	0
£141 - £160	2.1%	24	3.0%	1	0.6%	0	3.3%	4	3.3%	3	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.0%	2
£201 - £250	0.4%	5	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	12.2%	140	20.0%	9	16.5%	13	13.4%	16	6.7%	7	15.0%	9
(Refused)	1.2%	14	0.0%	0	0.0%	0	2.6%	3	0.5%	0	1.7%	1
<i>Mean:</i>	66.52	60.08	74.97	60.38	68.18	54.48	60.64	66.16	84.70	70.58	66.98	
Weighted base:	1150	46	79	117	99	63	92	316	49	170	119	
Sample:	1150	100	100	100	100	100	100	200	100	150	100	
Q19 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?												
Yes	57.1%	657	44.0%	20	52.7%	42	64.1%	75	58.4%	58	54.6%	34
No	42.9%	493	56.0%	26	47.3%	37	35.9%	42	41.6%	41	45.4%	28
Weighted base:	1150	46	79	117	99	63	92	316	49	170	119	
Sample:	1150	100	100	100	100	100	100	200	100	150	100	

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q20 Where did you last undertake this 'top-up' food shopping?																						
<i>Those who do top-up shopping at Q19 AND Excl. nulls & SFT</i>																						
Zone 1																						
Blackpool Town Centre	3.9%	23	6.0%	1	4.3%	2	24.4%	16	1.6%	1	1.7%	1	4.8%	2	0.0%	0	0.9%	0	0.6%	1	0.0%	0
Co-op, Abingdon Street, Blackpool	0.3%	2	0.0%	0	1.3%	0	0.0%	0	1.2%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warley Road, Blackpool	1.1%	6	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	11.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Topping Street, Blackpool	0.3%	2	0.0%	0	1.3%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Church Street, Blackpool	0.5%	3	0.0%	0	2.5%	1	2.7%	2	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Talbot Road, Blackpool	1.8%	10	32.6%	5	2.5%	1	3.9%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																						
Lidl, Bloomfield Road, Blackpool	1.0%	6	0.0%	0	11.1%	4	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Zone 2	0.8%	5	0.0%	0	12.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ansdell Road, Blackpool	0.9%	5	0.0%	0	12.6%	5	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Central Drive, Blackpool	0.4%	2	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lytham Road, Blackpool	0.2%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																						
Co-op, Layton Road, Blackpool	1.7%	10	0.0%	0	0.0%	0	15.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Normoss Road, Blackpool	1.3%	8	0.0%	0	0.0%	0	12.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Layton District Centre	0.5%	3	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Devonshire Road, Blackpool	1.5%	9	16.1%	3	4.8%	2	2.1%	1	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Zone 3 (Blackpool)	0.3%	2	3.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Zone 3 (Fylde)	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	8	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Whitegate Drive, Blackpool	1.3%	8	1.8%	0	2.5%	1	2.1%	1	11.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Westcliffe Drive, Blackpool	0.4%	2	4.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitegate Drive, Blackpool	0.5%	3	4.2%	1	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitegate Drive District Centre	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																						
Aldi, Blackpool Retail Park, Blackpool	2.2%	13	0.0%	0	0.0%	0	0.0%	0	15.8%	7	19.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Aldi, Parkinson Way Retail Park, Waterloo Road, Blackpool	0.6%	4	0.0%	0	6.0%	2	0.0%	0	1.2%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Harrowside, Blackpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterloo Road, Blackpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Zone 4 (Blackpool)	0.7%	4	0.0%	0	1.3%	0	0.0%	0	2.3%	1	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Morrisons, Squires Gate Lane, Lytham St Annes	1.1%	7	0.0%	0	0.0%	0	0.0%	0	14.2%	6	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Highfield Road, Blackpool	0.9%	5	0.0%	0	0.0%	0	0.0%	0	10.7%	4	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Marton Drive, Blackpool	1.2%	7	0.0%	0	3.0%	1	0.0%	0	14.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Aldi, Park Road, Blackpool	1.3%	8	0.0%	0	11.1%	4	0.0%	0	6.3%	3	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cherry Tree Road, Blackpool	2.5%	14	0.0%	0	1.3%	0	9.6%	6	1.2%	0	15.6%	5	1.5%	1	0.7%	1	0.0%	0	0.6%	1	0.0%	0
Asda, Wellbeck Avenue, Blackpool	0.7%	4	0.0%	0	3.0%	1	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Vicarage Lane, Blackpool	0.7%	4	0.0%	0	2.5%	1	0.0%	0	2.8%	1	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Zone 5 (Blackpool)	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clifton Road Retail Park, Sandhams Way, Blackpool	1.0%	6	0.0%	0	1.3%	0	3.9%	2	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Vicarage Lane Commercial Area, Blackpool	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
Bispham District Centre	0.9%	5	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Red Bank Road, Blackpool	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Devonshire Road, Blackpool	0.2%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Zone 6	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Red Bank Road, Blackpool	4.0%	23	10.1%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	37.8%	19	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, All Hallows Road, Blackpool	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	5	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Zone 7																						
Aldi, Crescent West, Thornton-Cleveleys	1.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	6.1%	10	0.0%	0	0.0%	0	0.0%	0
Aldi, Poulton Road, Fleetwood	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	8	0.0%	0	0.0%	0	0.0%	0
Aldi, Tithebarn Street, Poulton-le-Fylde	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Asda, Cop Lane, Fleetwood	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	8	2.1%	1	0.0%	0	0.0%	0
Booths, Teanlowe Centre, Blackpool Old Road, Poulton-le-Fylde	1.8%	10	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	4	3.3%	1	0.0%	0	5.5%	2
Cleveleys Town Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.8%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, Fleetwood Road North, Thornton-Cleveleys	2.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	13	1.2%	0	0.0%	0	0.0%	0
Co-op, Larkholme Parade, Fleetwood	2.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	12	0.0%	0	0.0%	0	2.2%	1
Co-op, Thornton Centre, Victoria Road East, Thornton-Cleveleys	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	9	0.0%	0	0.0%	0	0.0%	0
Fleetwod Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0	0.0%	0	0.0%	0
Iceland, Lord Street, Fleetwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Anchorsholme Lane West, Thornton-Cleveleys	1.1%	6	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0	0.0%	0	0.0%	0
Local shops, Zone 7 (Wyre)	3.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	20	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Victoria Road West, Thornton-Cleveleys	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.9%	6	1.2%	0	0.0%	0	0.0%	0
Morrisons, Amounderness Way, Thornton-Cleveleys	1.6%	9	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	8	0.9%	0	0.0%	0	0.0%	0
Poulton-le-Fylde Town Centre	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	7.5%	2	0.0%	0	1.6%	1
Sainsbury's Local, Victoria Road West, Thornton-Cleveleys	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Garstang Road East, Poulton-le-Fylde	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	1.2%	0	0.0%	0	0.0%	0
Tesco Express, Lighthouse Ford, Hatfield Avenue, Fleetwood	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Marsh Mill Village, Fleetwood Road North, Thornton-Cleveleys	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria Road West, Thornton-Cleveleys	0.4%	2	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Co-op, Lancaster Road, Poulton-le-Fylde	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	3	0.0%	0	0.0%	0
Co-op, Sandy Lane, Poulton-le-Fylde	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	4	0.0%	0	0.0%	0
Hambleton	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	3	0.0%	0	0.0%	0
Knott End-on-Sea	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Local shops, Zone 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Pilling	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	3	0.0%	0	0.0%	0
Spar, Hambleton Service Station, Shard Lane, Hambleton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0
Spar, Lancaster Road, Knott End-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Stalmine	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	3	0.0%	0	0.0%	0
Zone 9																						
Aldi, Clifton Drive, Lytham St Annes	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	7	0.0%	0
Booths, Haven Road, Lytham St Annes	0.6%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.6%	1
Booths, Main Drive, Heyhouses Lane, Lytham St Annes	1.6%	9	1.8%	0	0.0%	0	0.0%	0	1.2%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	6	3.9%	2
Co-op, Headroomgate Road, Lytham St Annes	1.0%	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	5.5%	6	0.0%	0
Co-op, Woodlands Road, Lytham St Annes	1.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	11	0.0%	0
Lidl, Preston Road, Lytham St Annes	1.1%	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	5.2%	6	1.6%	1
Local shops, Lytham St Annes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Lytham Town Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	1.6%	1
Lytham/St Annes Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0
M&S Simply Food, Clifton Drive South, Lytham St Annes	1.1%	6	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Sainsbury's Local, Clifton Street, Lytham St Annes	4.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	26	1.6%	1
Sainsbury's, St Andrews Road North, Lytham St Annes	1.1%	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	6.3%	7	0.0%	0
Spar, Whalley Place, Lytham St. Annes	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0
Tesco Express, Clifton Street, Lytham St Annes	0.9%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Tesco Express, Kilnhouse Lane, Lytham St Annes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Express, St Annes Road West, Lytham St Annes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.6%	1
Tesco Express, St Davids Road North, Lytham St Annes	1.1%	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	5.8%	6	0.0%	0
Zone 10																						

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Aldi, Mill Farm Sports Village, Coronation Way, Preston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.2%	1
Co-op, Lytham Road, Preston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Co-op, Market Square, Preston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Co-op, Weeton Road, Preston	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2
Freckleton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Kirkham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Lidl, Clarke Street, Poulton-le-Fylde	2.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	6.9%	11	0.9%	0	0.0%	0	7.1%	3
Local shops, Zone 10	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Morrisons, Mill Street, Preston	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	10
Outside Study Area - Lancaster District																						
Aldi, Marine Road West, Morecambe	0.0%	0	0.0%	0	0.0%	0	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 City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Greater Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Preston District																						
Aldi, Corporation Street Retail Park, Corporation Street, Preston	0.0%	0	0.0%	0	0.0%	0	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, Riverside Retail Park, Mariners Way, Preston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Preston City Centre	0.1%	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%	0	0.0%	0
Tesco Express, Blackpool Road, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Ribble District																						
Aldi, Cuerden Way, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Churchill Way Development, Churchill Way, Leyland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Sainsbury's Local, Birch Avenue, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cuerden Way, Preston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Tesco Express, Canberra Road, Leyland	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wyre																						

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
District											
Aldi, Moss Lane, Preston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Great Eccleston	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%
Outside Study Area - Other											
Cumbria	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others											
Other, outside area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	586	16	37	64	42	30	50	166	27	107	45
Sample:	583	35	53	52	47	49	52	105	59	87	44

Mean score [Times a week]: Daily = 7, At least two times a week = 2, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.05

Q21 How often do you make 'top up' food shopping trips to (STORE MENTIONED AT Q20)?

Those who gave a destination at Q20

Daily	6.2%	36	10.9%	2	6.5%	2	9.6%	6	0.0%	0	6.8%	2	15.3%	8	1.6%	3	2.9%	1	10.0%	11	3.9%	2
At least two times a week	42.9%	252	57.9%	10	53.4%	20	40.5%	26	35.9%	15	42.9%	13	41.7%	21	41.6%	69	36.3%	10	46.7%	50	40.3%	18
At least once a week	36.0%	211	13.2%	2	22.2%	8	44.7%	29	50.2%	21	38.8%	12	22.5%	11	40.6%	67	38.2%	11	28.7%	31	42.6%	19
At least once a fortnight	6.0%	35	10.9%	2	7.3%	3	0.0%	0	10.0%	4	5.5%	2	3.7%	2	8.9%	15	6.8%	2	5.0%	5	1.6%	1
At least once a month	1.9%	11	0.0%	0	1.3%	0	2.5%	2	1.2%	0	0.0%	0	2.2%	1	0.7%	1	4.5%	1	2.4%	3	6.1%	3
At least every two months	0.3%	2	0.0%	0	2.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Less often	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.5%	32	7.1%	1	6.8%	3	2.7%	2	1.2%	0	6.1%	2	4.6%	2	6.6%	11	10.1%	3	5.7%	6	5.5%	2
<i>Mean:</i>		1.79		2.27		1.92		1.99		1.29		1.86		2.27		1.50		1.52		2.07		1.62
Weighted base:		586		16		37		64		42		30		50		166		28		107		45
Sample:		584		35		53		52		47		49		52		105		60		87		44

Blackpool Household Survey for WYG

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Mean score [£]:																						
Q22 How much did you spend on your last 'top-up' food and grocery shopping trip to (STORE MENTIONED AT Q20)?																						
<i>Those who gave a destination at Q20</i>																						
£1 - £5	26.4%	155	37.9%	6	30.5%	11	19.4%	12	23.7%	10	39.9%	12	23.2%	12	23.1%	38	43.4%	12	32.7%	35	12.6%	6
£6 - £10	29.6%	173	12.6%	2	11.4%	4	36.1%	23	34.9%	15	12.5%	4	33.8%	17	37.0%	61	14.5%	4	32.5%	35	18.3%	8
£11 - £15	11.6%	68	14.3%	2	27.7%	10	17.4%	11	5.6%	2	11.2%	3	11.3%	6	9.0%	15	8.8%	2	10.0%	11	10.6%	5
£16 - £20	13.8%	81	7.7%	1	8.1%	3	5.5%	3	16.2%	7	10.8%	3	15.2%	8	13.8%	23	14.4%	4	15.0%	16	27.5%	12
£21 - £25	3.5%	20	3.2%	1	3.0%	1	4.8%	3	6.3%	3	1.3%	0	1.5%	1	5.6%	9	0.0%	0	0.9%	1	3.9%	2
£26 - £30	2.6%	15	1.8%	0	0.0%	0	7.3%	5	5.1%	2	3.5%	1	0.0%	0	1.8%	3	1.2%	0	0.0%	0	7.7%	3
£31 - £35	0.2%	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	0.0%	0	2.2%	1
£36 - £40	1.5%	9	8.4%	1	5.3%	2	0.0%	0	1.2%	0	1.3%	0	2.0%	1	1.8%	3	2.1%	1	0.0%	0	0.0%	0
£41 - £45	0.2%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
£46 - £50	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.9%	0	0.0%	0	0.0%	0
£51 - £55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.0%	53	14.1%	2	12.8%	5	6.9%	4	7.0%	3	12.6%	4	12.9%	7	6.9%	11	10.5%	3	8.3%	9	10.4%	5
(Refused)	0.5%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.9%	0	0.6%	1	0.0%	0
<i>Mean:</i>	<i>12.17</i>		<i>11.99</i>		<i>12.30</i>		<i>12.63</i>		<i>12.58</i>		<i>11.89</i>		<i>10.85</i>		<i>11.98</i>		<i>11.51</i>		<i>9.73</i>		<i>19.63</i>	
Weighted base:	586	16	37	64	42	30	50	166	28	107	45											
Sample:	584	35	53	52	47	49	52	105	60	87	44											

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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Q23 Where did you undertake your top-up shopping the time before your last visit to (STORE MENTIONED AT Q20) was it the same place, or different, and if so, please specify?
Those who gave a destination at Q20 AND Excl. nulls & SFT
Zone 1

Blackpool Town Centre	4.1%	23	11.6%	2	6.0%	2	27.3%	14	1.8%	1	2.6%	1	3.9%	2	0.0%	0	1.0%	0	0.7%	1	0.0%	0
Co-op, Abingdon Street, Blackpool	0.5%	3	0.0%	0	4.6%	2	0.0%	0	1.3%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warley Road, Blackpool	1.2%	6	1.8%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	11.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Topping Street, Blackpool	0.4%	2	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Zone 1	0.5%	3	10.2%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Church Street, Blackpool	0.7%	4	0.0%	0	1.4%	0	3.0%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Sainsbury's, Talbot Road, Blackpool	2.3%	12	22.8%	4	2.8%	1	1.1%	1	0.0%	0	0.0%	0	3.2%	2	3.4%	5	1.0%	0	0.0%	0	0.0%	0

Zone 2

Lidl, Bloomfield Road, Blackpool	0.9%	5	0.0%	0	7.4%	3	2.0%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Zone 2	0.9%	5	0.0%	0	14.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ansdell Road, Blackpool	0.8%	5	0.0%	0	13.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Central Drive, Blackpool	0.3%	2	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lytham Road, Blackpool	0.1%	0	0.0%	0	1.4%	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

Zone 3

Co-op, Layton Road, Blackpool	1.5%	8	0.0%	0	0.0%	0	15.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Normoss Road, Blackpool	1.4%	8	0.0%	0	0.0%	0	14.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Layton District Centre	0.4%	2	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Devonshire Road, Blackpool	0.9%	5	12.6%	2	2.5%	1	2.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Zone 3 (Blackpool)	0.3%	2	3.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Zone 3 (Fylde)	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	8	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Whitegate Drive, Blackpool	1.2%	7	1.8%	0	1.4%	0	1.5%	1	13.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Westcliffe Drive, Blackpool	0.1%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitegate Drive, Blackpool	1.0%	6	0.0%	0	6.0%	2	1.1%	1	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitegate Drive District Centre	0.4%	2	0.0%	0	2.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Zone 4

Aldi, Blackpool Retail Park,	1.6%	9	0.0%	0	0.0%	0	0.0%	0	7.9%	3	17.8%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
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Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Blackpool																						
Aldi, Parkinson Way Retail Park, Waterloo Road, Blackpool	0.5%	3	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Harrowside, Blackpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterloo Road, Blackpool	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Zone 4 (Blackpool)	0.9%	5	0.0%	0	1.4%	0	0.0%	0	3.9%	1	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Morrisons, Squires Gate Lane, Lytham St Annes	1.5%	8	0.0%	0	0.0%	0	0.0%	0	16.4%	6	1.4%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Tesco Express, Highfield Road, Blackpool	0.9%	5	0.0%	0	0.0%	0	0.0%	0	12.2%	5	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Marton Drive, Blackpool	1.3%	7	0.0%	0	3.3%	1	0.0%	0	16.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Aldi, Park Road, Blackpool	1.4%	8	3.2%	1	7.4%	3	1.5%	1	6.9%	3	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cherry Tree Road, Blackpool	2.8%	15	8.4%	1	4.1%	1	5.8%	3	3.9%	1	13.0%	4	1.6%	1	0.0%	0	0.0%	0	3.7%	4	0.0%	0
Asda, Wellbeck Avenue, Blackpool	0.8%	4	0.0%	0	6.5%	2	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Vicarage Lane, Blackpool	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Zone 5 (Blackpool)	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clifton Road Retail Park, Sandhams Way, Blackpool	1.0%	6	0.0%	0	0.0%	0	4.7%	2	0.0%	0	8.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Zone 6																						
Bispham District Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Red Bank Road, Blackpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Devonshire Road, Blackpool	0.2%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Zone 6	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Red Bank Road, Blackpool	3.9%	21	10.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.9%	17	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, All Hallows Road, Blackpool	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	6	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Zone 7																						
Aldi, Crescent West, Thornton-Cleveleys	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	10	0.0%	0	0.0%	0	0.0%	0
Aldi, Poulton Road, Fleetwood	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.3%	0	0.0%	0	0.0%	0
Aldi, Tithelbarn Street, Poulton-le-Fylde	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.3%	0	0.0%	0	6.2%	3
Asda, Cop Lane, Fleetwood	2.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	10	5.2%	1	0.0%	0	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Booths, Teanlowe Centre, Blackpool Old Road, Poulton-le-Fylde	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6	2.3%	1	0.0%	0	3.9%	2
Cleveleys Town Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.6%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, Fleetwood Road North, Thornton-Cleveleys	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	12	0.0%	0	0.0%	0	0.0%	0
Co-op, Larkholme Parade, Fleetwood	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	11	0.0%	0	0.0%	0	2.3%	1
Co-op, Thornton Centre, Victoria Road East, Thornton-Cleveleys	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	9	0.0%	0	0.0%	0	0.0%	0
Fleetwod Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Lord Street, Fleetwood	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Anchorsholme Lane West, Thornton-Cleveleys	1.2%	6	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.6%	6	0.0%	0	0.0%	0	0.0%	0
Local shops, Zone 7 (Wyre)	3.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	20	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Victoria Road West, Thornton-Cleveleys	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.7%	3	1.3%	0	0.0%	0	0.0%	0
Morrisons, Amounderness Way, Thornton-Cleveleys	2.3%	12	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.1%	1	6.1%	10	1.9%	0	0.0%	0	0.0%	0
Poulton-le-Fylde Town Centre	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	9	2.9%	1	0.0%	0	3.9%	2
Sainsbury's Local, Victoria Road West, Thornton-Cleveleys	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Garstang Road East, Poulton-le-Fylde	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	2.3%	1
Tesco Express, Lighthouse Ford, Hatfield Avenue, Fleetwood	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Marsh Mill Village, Fleetwood Road North, Thornton-Cleveleys	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria Road West, Thornton-Cleveleys	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Co-op, Lancaster Road, Poulton-le-Fylde	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	3	0.0%	0	0.0%	0
Co-op, Sandy Lane, Poulton-le-Fylde	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	4	0.0%	0	0.0%	0
Hambleton	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	3	0.0%	0	0.0%	0
Knott End-on-Sea	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0
Local shops, Zone 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Pilling	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	3	0.0%	0	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Spar, Hambleton Service Station, Shard Lane, Hambleton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0
Spar, Lancaster Road, Knott End-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Stalmine	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	3	0.0%	0	0.0%	0
Zone 9																						
Aldi, Clifton Drive, Lytham St Annes	0.9%	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	5.0%	5	0.0%	0
Booths, Haven Road, Lytham St Annes	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.7%	1
Booths, Main Drive, Heyhouses Lane, Lytham St Annes	1.3%	7	1.8%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6	1.7%	1
Co-op, Headroomgate Road, Lytham St Annes	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	9	0.0%	0
Co-op, Woodlands Road, Lytham St Annes	2.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	11.9%	12	0.0%	0
Lidl, Preston Road, Lytham St Annes	0.9%	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	4.6%	5	0.0%	0
Local shops, Lytham St Annes	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Lytham Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.7%	1
Lytham/St Annes Town Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6	0.0%	0
M&S Simply Food, Clifton Drive South, Lytham St Annes	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Sainsbury's Local, Clifton Street, Lytham St Annes	4.5%	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	24.4%	25	0.0%	0
Sainsbury's, St Andrews Road North, Lytham St Annes	0.9%	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	4.6%	5	0.0%	0
Spar, Whalley Place, Lytham St. Annes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Express, Clifton Street, Lytham St Annes	1.2%	7	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	2.3%	1
Tesco Express, St Annes Road West, Lytham St Annes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Express, St Davids Road North, Lytham St Annes	1.4%	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	7.3%	7	0.0%	0
Zone 10																						
Aldi, Mill Farm Sports Village, Coronation Way, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10									
Co-op, Lytham Road, Preston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Co-op, Weeton Road, Preston	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Freckleton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Kirkham Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3
Lidl, Clarke Street, Poulton-le-Fylde	1.1%	6	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.6%	1	1.4%	2	0.0%	0	3.3%	1
Local shops, Zone 10	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Morrisons, Mill Street, Preston	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	10
Outside Study Area - Lancaster District																				
Aldi, Marine Road West, Morecambe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																				
Greater Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Preston District																				
Aldi, Corporation Street Retail Park, Corporation Street, Preston	0.0%	0	0.0%	0	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, Pittman Way, Preston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Iceland, Market Street, Preston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Morrisons, Blackpool Road, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Morrisons, Riverside Retail Park, Mariners Way, Preston	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3
Preston City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Tesco Express, Blackpool Road, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Ribble District																				
Aldi, Cuerden Way, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Churchill Way Development, Churchill Way, Leyland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Sainsbury's Local, Birch Avenue, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wyre District																				
Aldi, Moss Lane, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Great Eccleston	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3
Outside Study Area - Other Cumbria																				
Cumbria	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Others												
Other, outside area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	544	16	34	53	38	27	48	156	25	101	44	
Sample:	527	35	47	42	41	42	48	95	53	81	43	

Mean score [£]:

Q24 How much did you spend on your last 'top-up' food shopping trip to (STORE MENTIONED AT Q23)?*Those who gave a destination at Q23*

£1 - £5	17.8%	97	37.8%	6	19.7%	7	21.3%	11	14.3%	5	17.0%	5	13.4%	6	8.7%	14	14.7%	4	31.5%	32	15.7%	7
£6 - £10	30.9%	168	17.9%	3	14.3%	5	26.7%	14	40.2%	15	15.3%	4	24.8%	12	43.8%	69	20.8%	5	31.0%	31	22.3%	10
£11 - £15	11.6%	63	6.0%	1	9.3%	3	18.7%	10	14.3%	5	7.5%	2	20.1%	10	10.6%	17	4.2%	1	7.6%	8	14.7%	7
£16 - £20	7.6%	42	7.7%	1	0.0%	0	5.1%	3	6.1%	2	11.4%	3	11.8%	6	5.1%	8	10.6%	3	11.8%	12	8.9%	4
£21 - £25	3.7%	20	0.0%	0	3.3%	1	2.0%	1	5.6%	2	2.5%	1	0.0%	0	5.6%	9	9.6%	2	0.9%	1	6.8%	3
£26 - £30	1.7%	9	1.8%	0	2.8%	1	1.5%	1	1.3%	0	1.9%	1	0.0%	0	0.7%	1	1.3%	0	0.9%	1	8.5%	4
£31 - £35	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1
£36 - £40	1.1%	6	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.7%	1	3.9%	1	0.0%	0	1.7%	1
£41 - £45	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.7%	1
£46 - £50	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	21.7%	118	28.8%	5	46.3%	16	23.7%	12	15.6%	6	36.3%	10	21.9%	10	18.7%	29	31.8%	8	15.7%	16	12.2%	5
(Refused)	2.7%	15	0.0%	0	0.0%	0	1.1%	1	1.3%	0	5.3%	1	3.2%	2	6.1%	10	0.9%	0	0.7%	1	0.0%	0
<i>Mean:</i>	<i>12.06</i>		<i>8.19</i>		<i>12.60</i>		<i>10.42</i>		<i>12.06</i>		<i>13.54</i>		<i>12.52</i>		<i>11.51</i>		<i>15.71</i>		<i>9.70</i>		<i>18.78</i>	
Weighted base:	545	16	34	53	38	27	48	156	25	101	44											
Sample:	529	35	47	42	41	43	48	95	54	81	43											

Blackpool Household Survey for WYG

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Mean score [Times a week]: Daily = 7, At least two times a week = 2, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.05																						
Q25 How often do you do your 'top-up' food shopping at (STORE MENTIONED AT Q23)?																						
<i>Those who gave a destination at Q23</i>																						
Daily	6.3%	34	10.9%	2	7.1%	2	11.6%	6	0.0%	0	7.5%	2	14.6%	7	1.0%	2	3.2%	1	10.5%	11	4.5%	2
At least two times a week	39.3%	214	42.9%	7	52.5%	18	40.7%	21	36.9%	14	44.2%	12	44.2%	21	34.1%	53	31.1%	8	40.1%	41	40.9%	18
At least once a week	35.5%	193	15.0%	2	25.5%	9	43.6%	23	41.3%	16	35.4%	10	19.4%	9	43.2%	68	45.2%	11	28.3%	29	37.1%	17
At least once a fortnight	7.4%	40	4.9%	1	4.7%	2	0.0%	0	19.2%	7	5.6%	2	1.2%	1	7.1%	11	8.7%	2	11.5%	12	7.2%	3
At least once a month	4.0%	22	4.2%	1	1.4%	0	3.0%	2	2.6%	1	1.9%	1	6.0%	3	7.0%	11	0.9%	0	0.9%	1	6.2%	3
At least every two months	0.4%	2	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.7%	1	0.0%	0
Less often	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	4	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.0%	33	22.1%	4	6.0%	2	1.1%	1	0.0%	0	5.3%	1	5.5%	3	7.5%	12	9.6%	2	6.3%	6	3.9%	2
<i>Mean:</i>		<i>1.74</i>		<i>2.32</i>		<i>1.95</i>		<i>2.10</i>		<i>1.26</i>		<i>1.90</i>		<i>2.26</i>		<i>1.34</i>		<i>1.49</i>		<i>2.01</i>		<i>1.63</i>
Weighted base:		545		16		34		53		38		27		48		156		25		101		44
Sample:		529		35		47		42		41		43		48		95		54		81		43

Blackpool Household Survey for WYG

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Mean score [£]:																						
Q25A Thinking more generally, how much would you estimate you typically spend on a weekly basis on top up food shopping?																						
<i>Those who do top-up shopping at Q19</i>																						
£1 - £5	15.1%	99	21.9%	4	16.5%	7	18.9%	14	16.9%	10	20.1%	7	8.2%	5	9.3%	17	23.1%	7	25.5%	28	1.5%	1
£6 - £10	24.8%	163	24.5%	5	17.9%	7	22.2%	17	38.6%	22	12.7%	4	27.0%	16	33.3%	61	21.5%	6	15.2%	16	14.8%	7
£11 - £15	15.2%	100	9.7%	2	18.4%	8	18.8%	14	9.2%	5	14.5%	5	15.1%	9	15.9%	29	7.1%	2	14.4%	16	20.7%	10
£16 - £20	13.4%	88	9.7%	2	16.5%	7	6.5%	5	13.1%	8	12.1%	4	20.6%	12	10.3%	19	8.8%	3	19.7%	21	16.5%	8
£21 - £25	4.2%	28	3.4%	1	2.3%	1	10.7%	8	1.7%	1	3.6%	1	1.3%	1	4.9%	9	9.3%	3	2.2%	2	2.1%	1
£26 - £30	5.8%	38	6.3%	1	4.6%	2	6.9%	5	3.2%	2	3.1%	1	10.4%	6	2.2%	4	2.0%	1	7.3%	8	16.9%	8
£31 - £35	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	2.9%	5	2.8%	1	1.5%	2	7.8%	4
£36 - £40	1.5%	10	2.9%	1	3.6%	2	0.0%	0	0.9%	0	2.7%	1	4.0%	2	1.8%	3	2.0%	1	0.0%	0	0.0%	0
£41 - £45	1.0%	6	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5	2.0%	1	0.0%	0	0.0%	0
£46 - £50	1.8%	12	0.0%	0	1.6%	1	1.5%	1	0.0%	0	2.7%	1	0.0%	0	3.8%	7	0.0%	0	0.6%	1	3.6%	2
£51 - £55	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0
£56 - £60	0.3%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.1%	1
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.9%	6	0.0%	0	0.0%	0	0.0%	0	8.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.8%	77	21.6%	4	16.3%	7	11.2%	8	6.9%	4	21.3%	7	12.5%	7	10.4%	19	15.0%	4	11.1%	12	7.6%	4
(Refused)	1.0%	6	0.0%	0	0.0%	0	3.3%	2	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.8%	0	0.6%	1	3.6%	2
<i>Mean:</i>	<i>17.56</i>		<i>12.82</i>		<i>16.32</i>		<i>14.41</i>		<i>20.18</i>		<i>18.81</i>		<i>16.87</i>		<i>18.12</i>		<i>18.45</i>		<i>15.40</i>		<i>23.86</i>	
Weighted base:	657		20		42		75		58		34		58		184		29		108		48	
Sample:	637		45		56		59		52		55		59		111		64		89		47	

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q26 Where did you last go to buy clothing or footwear goods?																						
<i>Excl. nulls & SFT</i>																						
Zone 1																						
North Shore, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Talbot Road, Blackpool	1.2%	10	7.7%	3	1.4%	1	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.3%	1	1.3%	0	0.7%	1	0.0%	0
Blackpool Town Centre	43.5%	373	61.6%	21	77.9%	48	54.6%	50	50.6%	34	36.2%	17	58.8%	36	38.0%	95	22.0%	8	33.4%	44	25.8%	19
Zone 2																						
Houndshell Shopping Centre, Victoria Street, Blackpool	1.5%	13	4.0%	1	0.8%	0	3.3%	3	5.0%	3	0.0%	0	0.0%	0	0.0%	0	7.4%	3	1.2%	2	0.0%	0
Zone 3																						
Layton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shore District Centre	0.7%	6	0.0%	0	1.8%	1	0.0%	0	0.0%	0	10.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																						
Blackpool Retail Park, Squires Gate Lane, Blackpool	1.3%	11	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.3%	1	0.0%	0	3.1%	4	6.3%	5
Zone 5																						
Asda Superstore, Cherry Tree Road, Blackpool	1.5%	13	1.7%	1	1.5%	1	1.5%	1	0.0%	0	9.8%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	4	2.4%	2
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	0.6%	6	1.5%	1	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.2%	2	0.0%	0
Clifton Retail Park, Blackpool	5.5%	47	2.4%	1	7.3%	5	16.2%	15	7.2%	5	13.6%	6	0.0%	0	3.4%	8	1.5%	1	4.4%	6	1.4%	1
Marton, Blackpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco Extra, Clifton Road Retail Park, Sandhams Way, Blackpool	1.4%	12	2.0%	1	1.8%	1	0.0%	0	0.0%	0	3.7%	2	0.0%	0	1.7%	4	0.0%	0	3.2%	4	0.0%	0
Zone 6																						
Bispham District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Red Bank Road, Blackpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																						
Asda Superstore, Cop Lane, Fleetwood	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	8	4.1%	2	0.0%	0	0.0%	0
Cleveleys Town Centre	4.7%	40	2.5%	1	1.5%	1	1.9%	2	1.5%	1	0.8%	0	7.5%	5	10.5%	26	10.4%	4	0.5%	1	0.0%	0
Fleetwood Town Centre	2.4%	21	1.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.4%	2	5.9%	15	3.0%	1	0.5%	1	1.0%	1
Freeport Fleetwood Outlet Village, Anchorage Road, Fleetwood	10.0%	86	4.5%	2	3.8%	2	4.2%	4	2.9%	2	1.7%	1	8.1%	5	25.5%	64	9.1%	3	1.2%	2	2.0%	1
Marsh Mill Shopping Village, Fleetwood Rd North, Thornton-Cleveleys	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Poulton-le-Fylde Town Centre	0.2%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.0%	1

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Zone 8											
Hambleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knott End-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9											
Ansdell District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham St Annes - St Davids Road North	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Lytham St Annes Town Centre	2.0%	18	0.0%	0	0.0%	0	0.0%	0	3.5%	2	2.3%
Lytham Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.8%
Zone 10											
Brackenwood Garden Centre & Nursery Ltd, Bradshaw Lane, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Barrow District											
Barrow-in-Furness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Blackburn with Darwen											
Blackburn Retail & Leisure Park, Lower Audley Street, Blackburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackburn Town Centre	0.5%	4	0.0%	0	0.8%	0	0.0%	0	0.7%	0	2.0%
Outside Study Area - Bolton District											
Bolton Shopping Park, Trinity Street, Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Burnley District											
Burnley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Cheshire West & Chester											
Cheshire Oaks Designer Outlet, Ellesmere Port	0.3%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%
Chester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Outside Study Area - Chorley District											
B&Q, Highfield Industrial Estate, Chorley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - City of London											
London City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Fylde District											
Dobbies Garden World,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Blackpool Road, Preston Outside Study Area - Halton District											
Runcorn Town Centre Outside Study Area - Lancaster District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Arndale Centre, Market Street, Morecambe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Heysham Village Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lancaster City Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%
Lancaster University Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morecambe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Sainsburys, Lancaster Road, Morecambe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Outside Study Area - Leeds											
Leeds City Centre Outside Study Area - Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cavendish Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Centre Outside Study Area - Manchester	0.4%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.1%
Manchester City Centre	2.5%	21	2.0%	1	0.0%	0	2.0%	2	8.5%	6	0.0%
Other, Greater Manchester Outside Study Area - Oldham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oldham Town Centre Outside Study Area - Pendle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Mill Stores, Colne Outside Study Area - Preston District	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0	3.5%
Asda Superstore, Pittman Way, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Deepdale, Blackpool Road, Deepdale, Preston	1.7%	15	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.8%
Fishergate Shopping Centre, Fishergate, Preston	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Preston City Centre Outside Study Area - Ribble Valley District	6.4%	55	4.8%	2	0.0%	0	1.2%	1	1.5%	1	5.5%
Clitheroe Town Centre Outside Study Area - Rochdale District	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%
Rochdale Town Centre Outside Study Area - Sefton District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
B&Q, Meols Cop Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southport Town Centre	0.6%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Outside Study Area - Sheffield											
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Lakeland District											
Kendal Town Centre, Cumbria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Ribble District											
B&Q, Craven Drive, Southrings Business Park, Bamber Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bamber Bridge District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Capitol Retail Park, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Towngate, Leyland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Walmer Bridge Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - St Helends District											
Church Square Shopping Centre, Lagrange Arcade, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Trafford											
The Trafford Centre, Manchester	2.3%	20	2.0%	1	0.0%	0	2.1%	2	2.0%	1	0.0%
Outside Study Area - Warrington District											
Gemini Retail Park, Europa Boulevard, Warrington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - West Lancashire											
Concourse Shopping Centre, The Concourse, Southway, Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wigan District											
Grand Arcade, Crompton Street, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wirral											
Birkenhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wyre District											
Barton Grange Garden Centre, Brock Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Garstang Rd, Claughton-On-Brock, Preston											
Garstang Town Centre Outside Study Area - Other	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Cumbria	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Other, North East	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Midlands	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Yorkshire and Humber	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / online / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.6%	5	0.8%	0	0.0%	0	0.0%	0	2.0%	1	0.9%
Weighted base:	858	35	62	92	67	46	61	251	37	133	74
Sample:	863	75	75	78	71	77	69	160	71	117	70

Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

Q26A How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q26)?

Those who gave a UK destination at Q26

Daily	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.3%	2	0.8%	0	1.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
At least once a week	4.7%	40	7.4%	3	12.1%	8	1.5%	1	5.7%	4	4.9%	2	7.5%	5	4.9%	12	1.9%	1	2.3%	3	2.4%	2
At least once a fortnight	5.6%	48	0.0%	0	2.9%	2	17.3%	16	2.5%	2	2.0%	1	4.0%	2	4.3%	11	5.0%	2	5.4%	7	7.8%	6
At least once a month	21.7%	185	23.2%	8	31.4%	19	9.8%	9	26.3%	18	35.4%	16	22.2%	13	24.6%	62	23.7%	9	15.0%	20	15.3%	11
At least every two months	11.9%	102	11.3%	4	4.7%	3	18.9%	18	9.2%	6	9.1%	4	7.9%	5	10.8%	27	16.1%	6	9.7%	13	22.5%	16
At least every 3 months	14.7%	125	5.4%	2	14.0%	9	19.1%	18	25.4%	17	9.1%	4	11.3%	7	8.8%	22	19.1%	7	25.0%	33	10.2%	7
At least every 6 months	17.3%	147	18.2%	6	9.0%	6	11.3%	10	6.7%	4	17.3%	8	9.7%	6	21.4%	53	18.1%	7	25.7%	34	18.0%	13
Less often than once every 6 months	7.9%	67	9.6%	3	8.8%	5	6.9%	6	8.5%	6	5.8%	3	13.4%	8	7.7%	19	6.9%	3	6.0%	8	8.2%	6
Have only visited once (Don't know / varies)	1.0%	8	2.9%	1	0.0%	0	0.8%	1	1.5%	1	3.6%	2	0.0%	0	1.2%	3	0.6%	0	0.7%	1	0.0%	0
	14.8%	126	21.2%	7	15.6%	10	14.4%	13	14.2%	10	11.2%	5	23.1%	14	15.8%	39	8.0%	3	10.2%	13	15.6%	11
Mean:	10.79	11.30	16.01	10.09	9.99	11.60	15.90	11.54	8.66	7.32	8.66											
Weighted base:	852	34	62	92	67	45	60	250	37	131	73											
Sample:	855	74	75	78	71	75	68	159	71	115	69											

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q27 How do you normally travel to (LOCATION MENTIONED AT Q26)?																						
<i>Those who gave a UK destination at Q26</i>																						
Car / van (as driver)	68.2%	581	40.9%	14	29.9%	19	51.8%	48	69.8%	47	61.1%	28	60.4%	36	79.4%	198	65.6%	25	81.3%	106	82.7%	61
Car / van (as passenger)	8.6%	74	12.2%	4	7.2%	4	10.8%	10	12.6%	8	8.0%	4	8.3%	5	8.3%	21	17.3%	6	6.5%	9	3.0%	2
Bus, minibus or coach	12.2%	104	6.3%	2	17.8%	11	22.6%	21	15.1%	10	24.4%	11	24.4%	15	6.5%	16	15.2%	6	4.8%	6	7.9%	6
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.2%	62	35.3%	12	42.1%	26	12.7%	12	1.0%	1	4.9%	2	2.5%	2	1.1%	3	0.0%	0	3.0%	4	1.0%	1
Taxi	1.1%	10	1.7%	1	2.3%	1	0.0%	0	0.7%	0	1.5%	1	0.9%	1	1.3%	3	0.6%	0	1.8%	2	0.0%	0
Train / tram	1.9%	16	1.7%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	3.5%	2	3.0%	8	0.0%	0	1.3%	2	5.4%	4
Bicycle	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.8%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aeroplane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.2%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	1.3%	0	0.0%	0	0.0%	0
Weighted base:		852		34		62		92		67		45		60		250		37		131		73
Sample:		855		74		75		78		71		75		68		159		71		115		69

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q28 When you go shopping for clothing or footwear, do you link this trip with another activity?																						
<i>Those who gave a UK destination at Q26</i>																						
Yes – food shopping	4.2%	36	5.7%	2	2.9%	2	6.3%	6	6.4%	4	7.5%	3	4.4%	3	1.5%	4	3.2%	1	6.1%	8	4.4%	3
Yes – non-food shopping	6.8%	58	7.7%	3	10.3%	6	7.2%	7	4.9%	3	15.6%	7	5.6%	3	4.5%	11	11.7%	4	6.6%	9	5.8%	4
Yes – visiting services such as banks and other financial institutions	1.1%	9	0.0%	0	1.5%	1	0.0%	0	4.2%	3	0.9%	0	2.2%	1	1.1%	3	0.6%	0	0.0%	0	1.0%	1
Yes – leisure activity	1.7%	15	0.8%	0	0.8%	0	1.5%	1	1.5%	1	6.6%	3	4.0%	2	1.1%	3	1.3%	0	1.1%	1	2.0%	1
Yes – travelling to / from work	2.1%	18	4.0%	1	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	4	4.2%	2	0.7%	1	6.8%	5
Yes – travelling to / from school / college / university	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Yes – getting petrol	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Yes – visiting café / pub / restaurant	15.4%	132	8.6%	3	15.2%	9	8.6%	8	11.4%	8	13.9%	6	13.7%	8	15.1%	38	19.5%	7	21.6%	28	21.8%	16
Yes – visiting family / friends	1.7%	15	2.0%	1	0.0%	0	0.6%	1	2.1%	1	2.0%	1	9.3%	6	1.3%	3	1.5%	1	1.3%	2	0.0%	0
Yes – visiting health service such as doctor, dentist, hospital	0.9%	8	2.0%	1	1.0%	1	0.0%	0	0.7%	0	0.9%	0	0.9%	1	0.9%	2	0.6%	0	0.0%	0	3.4%	2
Yes – visiting other service such as laundrette, hairdresser, recycling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	65.0%	554	68.2%	23	67.5%	42	70.8%	65	67.8%	45	50.7%	23	58.1%	35	73.0%	182	50.8%	19	60.2%	79	54.9%	40
(Don't know / varies)	0.7%	6	0.8%	0	0.8%	0	0.0%	0	1.0%	1	2.0%	1	1.7%	1	0.0%	0	6.5%	2	0.0%	0	0.0%	0
Weighted base:	852	34	62	92	67	45	60	250	37	131	73											
Sample:	855	74	75	78	71	75	68	159	71	115	69											

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q29 Where did you last go to buy books, CDs, DVDs?											
<i>Excl. nulls & SFT</i>											
Zone 1											
North Shore, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys, Talbot Road, Blackpool	0.7%	2	8.4%	1	2.0%	0	0.0%	0	2.0%	1	0.0%
Blackpool Town Centre	43.7%	128	64.1%	7	88.4%	21	67.8%	17	58.4%	20	49.5%
Zone 2											
Houndshell Shopping Centre, Victoria Street, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3											
Layton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Shore District Centre	0.3%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%
Talbot Road, Blackpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4											
Blackpool Retail Park, Squires Gate Lane, Blackpool	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Highfield Road District Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%
Morrisons, Squires Gate Lane, Lytham St Annes	0.8%	2	2.5%	0	0.0%	0	0.0%	0	2.9%	1	1.9%
Zone 5											
Asda Superstore, Cherry Tree Road, Blackpool	5.5%	16	7.0%	1	0.0%	0	12.4%	3	18.3%	6	26.5%
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Local shops, Zone 5 (Blackpool)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%
Marton, Blackpool	0.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%
Tesco Extra, Clifton Road Retail Park, Sandhams Way, Blackpool	5.7%	17	7.0%	1	2.0%	0	4.6%	1	5.5%	2	2.7%
Zone 6											
Bispham District Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%
Sainsburys, Red Bank Road, Blackpool	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7											
Asda Superstore, Cop Lane, Fleetwood	2.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cleveleys Town Centre	5.8%	17	5.0%	1	0.0%	0	0.0%	0	0.0%	0	10.7%
Fleetwood Town Centre	3.2%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%
Freeport Fleetwood Outlet Village, Anchorage Road, Fleetwood	1.7%	5	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Morrisons, Amounderness Way, Thornton-Cleveleys	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poulton-le-Fylde Town Centre	1.3%	4	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%
Thornton-Cleveleys	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8											
Hambleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knott End-on-Sea	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9											
Ansdell District Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham St Annes - St Albans Road	1.0%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%
Lytham St Annes Town Centre	6.3%	18	0.0%	0	0.0%	0	4.2%	1	2.9%	1	7.4%
Lytham Town Centre	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Zone 10											
Brackenwood Garden Centre & Nursery Ltd, Bradshaw Lane, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Barrow District											
Barrow-in-Furness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Blackburn with Darwen											
Blackburn Retail & Leisure Park, Lower Audley Street, Blackburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackburn Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%
Outside Study Area - Bolton District											
Bolton Shopping Park, Trinity Street, Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Burnley District											
Burnley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Cheshire West & Chester											
Cheshire Oaks Designer Outlet, Ellesmere Port	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%
Outside Study Area - Chorley District											
B&Q, Highfield Industrial Estate, Chorley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - City of London											

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
London City Centre Outside Study Area - Fylde District	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Dobbies Garden World, Blackpool Road, Preston Outside Study Area - Halton District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Town Centre Outside Study Area - Lancaster District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arndale Centre, Market Street, Morecambe	0.0%	0	0.0%	0	0.0%	0	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 City Centre	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	20.4%	3	0.0%	0	0.0%	0
Morecambe Town Centre Outside Study Area - Leeds	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Leeds City Centre Outside Study Area - Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cavendish Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre Outside Study Area - Manchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Manchester City Centre Outside Study Area - Oldham	3.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	3	9.6%	7	0.0%	0	0.0%	0	0.0%	0
Oldham Town Centre Outside Study Area - Pendle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mill Stores, Colne Outside Study Area - Preston District	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Pittman Way, Preston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Blackpool Road / Woodplumpton Road Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Preston City Centre Outside Study Area - Ribble Valley District	5.6%	16	0.0%	0	2.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	10	31.0%	5
Clitheroe Town Centre Outside Study Area - Rochdale District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale Town Centre Outside Study Area - Sefton District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Meols Cop Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southport Town Centre Outside Study Area - Sheffield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Sheffield City Centre Outside Study Area - South Lakeland District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre, Cumbria Outside Study Area - South Ribble District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Craven Drive, Southrings Business Park, Bamber Bridge Outside Study Area - St Helends District	0.0%	0	0.0%	0	0.0%	0	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 Square Shopping Centre, Lagrange Arcade, St Helens Outside Study Area - Trafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Trafford Centre, Manchester Outside Study Area - Warrington District	1.9%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	7.6%	4	0.0%	0
Gemini Retail Park, Europa Boulevard, Warrington Outside Study Area - West Lancashire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Concourse Shopping Centre, The Concourse, Southway, Skelmersdale Outside Study Area - Wigan District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Arcade, Crompton Street, Wigan Outside Study Area - Wirral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birkenhead Town Centre Outside Study Area - Wyre District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton Grange Garden Centre, Brock Park, Garstang Rd, Claughton-On-Brock, Preston Outside Study Area - Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garstang Town Centre Outside Study Area - Other	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Other, Cumbria	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire and Humber	0.3%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Internet / online / delivered Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.4%	1	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Blackpool Household Survey for WYG

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Weighted base:	293	12	24	25	34	20	23	75	16	49	17
Sample:	304	29	28	23	35	31	28	47	25	40	18

Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

Q29A How often do you make shopping trips for books, CDs or DVDs to (DESTINATION MENTIONED AT Q29)?

Those who gave a UK destination at Q29

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.5%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	8.3%	24	8.4%	1	22.7%	5	0.0%	0	19.2%	6	11.6%	2	5.0%	1	1.1%	1	10.8%	2	5.4%	3	16.3%	3
At least once a fortnight	4.8%	14	2.5%	0	6.1%	1	15.6%	4	1.5%	0	2.7%	1	11.0%	2	0.0%	0	1.5%	0	9.6%	5	0.0%	0
At least once a month	16.8%	49	2.5%	0	32.1%	7	7.4%	2	7.9%	3	23.6%	5	32.2%	7	7.8%	6	21.3%	3	27.4%	13	14.7%	2
At least every two months	12.5%	36	5.0%	1	6.9%	2	7.0%	2	9.3%	3	0.0%	0	17.9%	4	17.8%	13	18.3%	3	10.4%	5	23.4%	4
At least every 3 months	9.2%	27	13.4%	2	0.0%	0	27.6%	7	9.4%	3	8.5%	2	3.4%	1	12.5%	9	1.5%	0	6.7%	3	0.0%	0
At least every 6 months	17.0%	50	23.7%	3	19.9%	5	6.5%	2	23.9%	8	19.3%	4	0.0%	0	15.3%	11	15.4%	3	23.1%	11	20.6%	3
Less often than once every 6 months	14.4%	42	16.0%	2	6.1%	1	25.8%	6	17.5%	6	10.8%	2	14.4%	3	18.6%	14	1.5%	0	10.7%	5	10.3%	2
Have only visited once	3.7%	11	0.0%	0	2.0%	0	2.3%	1	0.0%	0	3.5%	1	0.0%	0	10.7%	8	1.5%	0	1.9%	1	0.0%	0
(Don't know / varies)	12.9%	38	25.9%	3	4.1%	1	7.8%	2	11.4%	4	20.2%	4	11.0%	2	16.2%	12	28.3%	5	4.8%	2	14.7%	2
<i>Mean:</i>	<i>11.12</i>	<i>12.70</i>	<i>18.94</i>	<i>7.46</i>	<i>14.58</i>	<i>13.05</i>	<i>17.89</i>	<i>4.36</i>	<i>14.02</i>	<i>10.56</i>	<i>14.25</i>											
Weighted base:	292	12	23	25	34	20	22	75	16	49	17											
Sample:	302	29	27	23	35	31	27	47	25	40	18											

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Q30 Where did you last go to buy small household goods such as home furnishings, glass and china items?												
<i>Excl. nulls & SFT</i>												
Zone 1												
North Shore, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Talbot Road, Blackpool	0.9%	3	5.3%	1	0.0%	0	2.7%	1	1.5%	1	0.0%	0
Blackpool Town Centre	25.4%	104	35.9%	5	43.5%	12	19.3%	6	30.1%	14	33.5%	5
Zone 2												
Houndshill Shopping Centre, Victoria Street, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3												
Layton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shore District Centre	1.8%	7	2.2%	0	5.6%	2	0.0%	0	7.4%	3	4.3%	1
Talbot Road, Blackpool	0.5%	2	0.0%	0	5.6%	2	0.0%	0	0.0%	0	2.4%	0
Whitegate Drive District Centre	1.4%	6	0.0%	0	0.0%	0	20.1%	6	0.0%	0	0.0%	0
Zone 4												
Blackpool Retail Park, Squires Gate Lane, Blackpool	15.5%	63	34.7%	5	9.6%	3	7.4%	2	28.0%	13	9.7%	2
The Range, Parkinson Way, Blackpool	0.4%	2	0.0%	0	1.7%	0	0.0%	0	2.6%	1	0.0%	0
Zone 5												
Asda Superstore, Cherry Tree Road, Blackpool	2.1%	9	0.0%	0	0.0%	0	14.2%	4	2.6%	1	16.7%	3
B&Q, Whitehills Retail Park, Preston New Road, Blackpool	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baguley's the Garden People, Midgeland Road, Marton, Blackpool	1.2%	5	0.0%	0	0.0%	0	0.0%	0	11.2%	5	0.0%	0
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	1.7%	7	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton Retail Park, Blackpool	2.7%	11	0.0%	0	0.0%	0	15.4%	4	0.0%	0	8.1%	1
Marton, Blackpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Tesco Extra, Clifton Road Retail Park, Sandhams Way, Blackpool	3.0%	12	5.3%	1	10.6%	3	4.7%	1	0.0%	0	9.0%	1
Zone 6												
Bispham District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Red Bank Road, Blackpool	0.3%	1	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7												
Asda Superstore, Cop Lane,	2.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Fleetwood																						
Cleveleys Town Centre	5.6%	23	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	17.6%	4	13.6%	17	7.5%	1	0.0%	0	0.0%	0
Fleetwod Town Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Freeport Fleetwood Outlet Village, Anchorage Road, Fleetwood	4.1%	17	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	3.4%	1	7.6%	10	5.9%	1	5.2%	4	3.1%	1
Morrisons, Amounderness Way, Thornton-Cleveleys	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.6%	0	0.0%	0	0.0%	0
Poulton-le-Fylde Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	1.6%	0	0.0%	0	0.0%	0
Teanlowe Centre, Poulton-le-Fylde	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	8	0.0%	0	0.0%	0	0.0%	0
Thornton-Cleveleys	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Hambleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																						
Ansdeil District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lytham St Annes Town Centre	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	6.4%	5	0.0%	0
Lytham Town Centre	3.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	14	1.7%	1
Zone 10																						
Brackenwood Garden Centre & Nursery Ltd, Bradshaw Lane, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkham Town Centre	2.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	10
Outside Study Area - Barrow District																						
Barrow-in-Furness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Blackburn with Darwen																						
Blackburn Retail & Leisure Park, Lower Audley Street, Blackburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Bolton District																						
Bolton Shopping Park, Trinity Street, Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Burnley District																						
Burnley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West & Chester																						
Cheshire Oaks Designer Outlet, Ellesmere Port	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Outside Study Area - Chorley District																						

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
B&Q, Highfield Industrial Estate, Chorley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Chorley Town Centre	0.5%	2	4.0%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Outside Study Area - City of London																						
London City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Outside Study Area - Fylde District																						
Dobbies Garden World, Blackpool Road, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Outside Study Area - Halton District																						
Runcorn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Outside Study Area - Lancaster District																						
Arndale Centre, Market Street, Morecambe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bare Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Sainsburys, Cable Street, Lancaster	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Leeds																						
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool																						
Cavendish Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Manchester City Centre	3.9%	16	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	3.4%	1	6.4%	8	16.0%	2	1.9%	1	6.4%	3
Other, Greater Manchester	0.8%	3	0.0%	0	9.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Outside Study Area - Oldham																						
Oldham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Pendle																						
Boundary Mill Stores, Colne	1.9%	8	5.3%	1	1.7%	0	0.0%	0	1.1%	0	2.4%	0	2.5%	1	2.1%	3	5.3%	1	2.3%	2	0.0%	0
Outside Study Area - Preston District																						
Asda Superstore, Pittman Way, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Road / Woodplumpton Road Local Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0
Deepdale, Blackpool Road, Deepdale, Preston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	1.7%	1
Homebase, Preston Riversway, Mariners Way, Preston	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston City Centre	1.7%	7	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.2%	0	3.3%	2	4.0%	2
Queens Retail Park, Preston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Outside Study Area - Ribble Valley District																						
Clitheroe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Outside Study Area - Rochdale District																						
Rochdale Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Outside Study Area - Sefton District																						
B&Q, Meols Cop Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Southport Town Centre	0.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0										
Outside Study Area - Sheffield																						
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Outside Study Area - South Lakeland District																						
Kendal Town Centre, Cumbria	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Outside Study Area - South Ribble District																						
B&Q, Craven Drive, Southrings Business Park, Bamber Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Capitol Retail Park, Preston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1										
Outside Study Area - St Helens District																						
Church Square Shopping Centre, Lagrange Arcade, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Outside Study Area - Trafford																						
The Trafford Centre, Manchester	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	7.9%	6	2.3%	1						
Outside Study Area - Warrington District																						
Gemini Retail Park, Europa Boulevard, Warrington	3.6%	15	0.0%	0	4.7%	1	7.4%	2	13.3%	6	0.0%	0	0.0%	0	2.0%	3	0.0%	0	1.3%	1	4.0%	2
Warrington Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - West Lancashire																						
Concourse Shopping Centre, The Concourse, Southway, Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wigan District																						
Grand Arcade, Crompton Street, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wirral																						
Birkenhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wyre																						

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
District											
Barton Grange Garden Centre, Brock Park, Garstang Rd, Claughton-On-Brock, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garstang Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Other											
Other, Cumbria	0.3%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%
Other, East Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Yorkshire and Humber	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / online / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%
Weighted base:	408	13	28	29	45	16	22	125	15	71	43
Sample:	360	27	30	21	38	29	28	70	27	60	30

Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

Q30A How often do you make shopping trips for small household goods to (DESTINATION MENTIONED AT Q30)?

Those who gave a UK destination at Q30

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least two times a week	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
At least once a week	2.2%	9	0.0%	0	2.3%	1	0.0%	0	1.5%	1	10.3%	2	3.4%	1	4.3%	5	0.0%	0	0.0%	0	0.0%
At least once a fortnight	1.6%	7	0.0%	0	1.7%	0	0.0%	0	0.0%	0	2.5%	1	3.0%	4	0.0%	0	0.0%	0	4.0%	2	
At least once a month	11.1%	45	25.0%	3	17.0%	5	2.0%	1	0.0%	0	10.2%	2	16.9%	21	5.9%	1	10.6%	7	11.0%	5	
At least every two months	5.3%	21	5.3%	1	0.0%	0	0.0%	0	10.0%	4	12.6%	2	13.3%	3	4.1%	5	5.9%	1	4.7%	3	4.7%
At least every 3 months	23.2%	94	18.0%	2	10.2%	3	53.6%	15	30.1%	13	5.9%	1	5.9%	1	22.8%	28	32.0%	5	28.0%	20	11.0%
At least every 6 months	16.5%	67	17.1%	2	21.0%	6	18.4%	5	31.2%	14	36.9%	6	11.7%	3	8.4%	10	7.2%	1	25.6%	18	4.0%
Less often than once every 6 months	24.0%	97	29.4%	4	27.6%	8	21.3%	6	20.1%	9	16.7%	3	21.7%	5	28.9%	36	38.9%	6	21.5%	15	13.9%
Have only visited once (Don't know / varies)	2.9%	12	0.0%	0	11.3%	3	0.0%	0	2.2%	1	5.9%	1	0.0%	0	2.4%	3	3.8%	1	4.3%	3	0.0%
	12.7%	52	5.3%	1	9.0%	3	4.7%	1	4.8%	2	11.7%	2	26.4%	6	8.3%	10	6.3%	1	5.4%	4	51.3%
<i>Mean:</i>	<i>6.08</i>	<i>4.93</i>	<i>5.36</i>	<i>3.11</i>	<i>3.61</i>	<i>8.30</i>	<i>13.96</i>	<i>8.26</i>	<i>3.11</i>	<i>3.63</i>	<i>6.81</i>										
Weighted base:	406	13	28	29	45	16	22	125	15	70	43										
Sample:	357	27	30	21	38	28	28	69	27	59	30										

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q31 Where did you last go to buy goods such as toys, games, bicycles and recreation goods?											
<i>Excl. nulls & SFT</i>											
Zone 1											
North Shore, Blackpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys, Talbot Road, Blackpool	0.8%	3	9.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%
Blackpool Town Centre	30.7%	100	25.8%	3	57.8%	16	38.1%	15	15.1%	5	56.4%
Zone 2											
Houndshell Shopping Centre, Victoria Street, Blackpool	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3											
Layton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Shore District Centre	1.7%	5	2.8%	0	0.0%	0	0.0%	0	1.4%	0	7.4%
Zone 4											
Blackpool Retail Park, Squires Gate Lane, Blackpool	14.1%	46	13.4%	1	5.8%	2	32.9%	13	46.1%	16	1.7%
Morrisons, Squires Gate Lane, Lytham St Annes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%
Other, Zone 4 (Blackpool)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Zone 5											
Asda Superstore, Cherry Tree Road, Blackpool	1.2%	4	0.0%	0	0.0%	0	0.0%	0	7.7%	3	3.0%
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	12.3%	40	25.3%	3	14.0%	4	9.5%	4	17.4%	6	9.4%
Clifton Retail Park, Blackpool	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%
Marton, Blackpool	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%
Tesco Extra, Clifton Road Retail Park, Sandhams Way, Blackpool	3.2%	10	6.7%	1	19.1%	5	7.6%	3	0.0%	0	0.0%
Vicarage Lane Commercial Area, Blackpool	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Zone 6											
Bispham District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7											
Asda Superstore, Cop Lane, Fleetwood	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cleveleys Town Centre	5.2%	17	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%
Fleetwod Town Centre	3.4%	11	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%
Freeport Fleetwood Outlet Village, Anchorage Road, Fleetwood	1.6%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%
Poulton-le-Fylde Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Zone 8																					
Hambleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9																					
Ansdeell District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham St Annes - St Davids Road North	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham St Annes Town Centre	3.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	28.8%	12	0.0%	0	0.0%
Lytham Town Centre	2.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	8	0.0%	0	0.0%
Sainsburys, St Andrews Road North, Lytham St Annes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%
Zone 10																					
Brackenwood Garden Centre & Nursery Ltd, Bradshaw Lane, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkham Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%
Outside Study Area - Barrow District																					
Barrow-in-Furness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Blackburn with Darwen																					
Blackburn Retail & Leisure Park, Lower Audley Street, Blackburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackburn Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	1	0.0%	0	3.3%	1	0.0%
Outside Study Area - Bolton District																					
Bolton Shopping Park, Trinity Street, Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Burnley District																					
Burnley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Cheshire West & Chester																					
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Chorley District																					
B&Q, Highfield Industrial Estate, Chorley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - City of London																					
London City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Fylde District																					

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Dobbies Garden World, Blackpool Road, Preston Outside Study Area - Halton District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Runcorn Town Centre Outside Study Area - Lancaster District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Arndale Centre, Market Street, Morecambe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Nicholas Arcades, St Nicholas Arcades, Lancaster Outside Study Area - Leeds	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Leeds City Centre Outside Study Area - Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cavendish Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Centre Outside Study Area - Manchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%
Manchester City Centre Outside Study Area - Oldham	1.3%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%
Oldham Town Centre Outside Study Area - Pendle	0.4%	1	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%
Boundary Mill Stores, Colne Outside Study Area - Preston District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Superstore, Pittman Way, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Deepdale, Blackpool Road, Deepdale, Preston	3.7%	12	6.7%	1	0.0%	0	1.4%	1	0.0%	0	1.7%
Preston City Centre	4.1%	13	2.8%	0	0.0%	0	0.0%	0	3.4%	1	9.1%
Riversway Retail Park, Mariners Way, Preston Outside Study Area - Ribble Valley District	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clitheroe Town Centre Outside Study Area - Rochdale District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rochdale Town Centre Outside Study Area - Sefton District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Meols Cop Road, Southport Outside Study Area - Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sheffield City Centre Outside Study Area - South	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10									
Lakeland District																				
Kendal Town Centre, Cumbria	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Outside Study Area - South Ribble District																				
B&Q, Craven Drive, Southrings Business Park, Bamber Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Outside Study Area - St Helends District																				
Church Square Shopping Centre, Lagrange Arcade, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Outside Study Area - Trafford																				
The Trafford Centre, Manchester	1.0%	3	6.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.9%	1	0.0%	0	2.3%	1	0.0%	0
Outside Study Area - Warrington District																				
Gemini Retail Park, Europa Boulevard, Warrington	0.7%	2	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Outside Study Area - West Lancashire																				
Concourse Shopping Centre, The Concourse, Southway, Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wigan District																				
Grand Arcade, Crompton Street, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wirral																				
Birkenhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wyre District																				
Barton Grange Garden Centre, Brock Park, Garstang Rd, Claughton-On-Brock, Preston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Garstang Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Outside Study Area - Other																				
Other, Cumbria	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Scotland	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.4%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / online / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Weighted base:	326	10	28	40	34	23	18	85	16	40	31									
Sample:	250	21	22	24	25	31	17	46	15	26	23									

Blackpool Household Survey for WYG

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

Q31A How often do you make shopping trips for toys, games, bicycles and recreational goods to (DESTINATION MENTIONED AT Q31)?

Those who gave a UK destination at Q31

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least two times a week	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%
At least once a week	3.3%	11	2.8%	0	19.1%	5	7.6%	3	2.0%	1	0.0%
At least once a fortnight	3.6%	12	0.0%	0	1.7%	0	15.8%	6	14.6%	5	0.0%
At least once a month	10.7%	35	6.7%	1	18.3%	5	9.5%	4	1.4%	0	23.5%
At least every two months	4.8%	15	6.7%	1	4.8%	1	0.0%	0	0.0%	0	4.0%
At least every 3 months	9.5%	31	0.0%	0	8.9%	2	4.8%	2	4.9%	2	6.3%
At least every 6 months	20.9%	68	20.2%	2	19.0%	5	6.8%	3	41.7%	14	28.5%
Less often than once every 6 months	26.7%	87	42.1%	4	24.2%	7	22.0%	9	25.7%	9	28.9%
Have only visited once (Don't know / varies)	2.1%	7	3.9%	0	0.0%	0	3.4%	1	0.0%	0	1.7%
	17.7%	58	17.5%	2	4.1%	1	30.1%	12	9.7%	3	7.1%
Mean:	7.21	4.30	14.40	14.00	6.96	4.50	8.32	3.58	3.84	5.18	11.54
Weighted base:	325	10	28	40	34	23	18	85	16	40	30
Sample:	249	21	22	24	25	31	17	46	15	26	22

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q32 Where did you last go to buy chemist goods (including health and beauty products)?																						
<i>Excl. nulls & SFT</i>																						
Zone 1																						
North Shore, Blackpool	0.3%	3	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Talbot Road, Blackpool	0.6%	6	4.8%	2	2.2%	1	1.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Blackpool Town Centre	28.0%	248	66.0%	24	49.2%	30	47.7%	41	64.7%	52	49.3%	25	42.5%	29	11.5%	28	7.8%	3	4.6%	7	11.1%	8
Zone 2																						
Houndshell Shopping Centre, Victoria Street, Blackpool	0.6%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	0	0.8%	1	0.4%	1	6.1%	2	0.0%	0	0.0%	0
Zone 3																						
Layton District Centre	0.7%	6	2.6%	1	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3 (Blackpool)	1.3%	11	0.0%	0	0.0%	0	13.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shore District Centre	2.3%	21	0.8%	0	16.2%	10	3.2%	3	5.5%	4	3.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Talbot Road, Blackpool	0.2%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitegate Drive District Centre	1.4%	12	0.8%	0	8.7%	5	3.8%	3	0.0%	0	5.4%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																						
Blackpool Retail Park, Squires Gate Lane, Blackpool	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highfield Road District Centre	1.6%	14	1.9%	1	8.7%	5	0.0%	0	8.0%	6	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Squires Gate Lane, Lytham St Annes	1.0%	9	0.0%	0	0.8%	0	1.6%	1	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Zone 5																						
Asda Superstore, Cherry Tree Road, Blackpool	1.8%	16	0.0%	0	4.5%	3	4.7%	4	1.4%	1	11.2%	6	1.1%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton Retail Park, Blackpool	0.8%	7	0.0%	0	1.9%	1	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.4%	1
Local shops, Zone 5 (Blackpool)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marton, Blackpool	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5 (Blackpool)	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clifton Road Retail Park, Sandhams Way, Blackpool	4.9%	44	3.3%	1	7.2%	4	9.1%	8	1.9%	2	13.2%	7	5.5%	4	0.3%	1	0.8%	0	4.4%	6	14.8%	11
Vicarage Lane Commercial Area, Blackpool	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
Bispham District Centre	1.3%	11	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	9	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Devonshire Road, Blackpool	0.3%	2	6.1%	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%	0
Other, Zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Sainsburys, Red Bank Road, Blackpool	0.7%	6	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7											
Asda Superstore, Cop Lane, Fleetwood	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cleveleys Town Centre	13.4%	119	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%
Fleetwod Town Centre	3.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Freeport Fleetwood Outlet Village, Anchorage Road, Fleetwood	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Amounderness Way, Thornton-Cleveleys	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 7 (Blackpool)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Other, Zone 7 (Wyre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%
Poulton-le-Fylde Town Centre	6.3%	56	1.1%	0	0.0%	0	1.3%	1	0.0%	0	1.8%
Tealowe Centre, Poulton-le-Fylde	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%
Thornton-Cleveleys	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%
Zone 8											
Hambleton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Knott End-on-Sea	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%
Other, Zone 8 (Wyre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Zone 9											
Ansdell District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham St Annes - Alexandria Drive	1.2%	11	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Lytham St Annes - Headroomgate Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Lytham St Annes Town Centre	10.4%	92	0.0%	0	0.0%	0	0.0%	0	5.6%	5	1.8%
Lytham Town Centre	3.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Sainsburys, St Andrews Road North, Lytham St Annes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10											
Brackenwood Garden Centre & Nursery Ltd, Bradshaw Lane, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Freckleton Local Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Kirkham Town Centre	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 10	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Barrow District											
Barrow-in-Furness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Blackburn with											

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10												
Darwen																							
Blackburn Retail & Leisure Park, Lower Audley Street, Blackburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Blackburn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	
Outside Study Area - Bolton District																							
Bolton Shopping Park, Trinity Street, Bolton	0.0%	0	0.0%	0	0.0%	0	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 Town Centre	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Study Area - Burnley District																							
Burnley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Study Area - Cheshire West & Chester																							
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Study Area - Chorley District																							
B&Q, Highfield Industrial Estate, Chorley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Study Area - City of London																							
London City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Study Area - Fylde District																							
Dobbies Garden World, Blackpool Road, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Study Area - Halton District																							
Runcorn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Study Area - Lancaster District																							
Arndale Centre, Market Street, Morecambe	0.0%	0	0.0%	0	0.0%	0	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 City Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	5	0.0%	0	0.0%	0	
Westgate Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	
Outside Study Area - Leeds																							
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Study Area - Liverpool																							
Cavendish Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Study Area - Manchester																							
Manchester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	
Outside Study Area - Oldham																							
Oldham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10									
Outside Study Area - Pendle																				
Boundary Mill Stores, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Outside Study Area - Preston District																				
Asda Superstore, Pittman Way, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Blackpool Road / Woodplumpton Road Local Centre	0.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Deepdale, Blackpool Road, Deepdale, Preston	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.4%	1	6.1%	2	0.0%	0	2.8%	2		
Morrisons, Blackpool Road, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Preston City Centre	1.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.6%	2	1.4%	1	1.8%	3	15.5%	11
Outside Study Area - Ribble Valley District																				
Clitheroe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Rochdale District																				
Rochdale Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sefton District																				
B&Q, Meols Cop Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sheffield																				
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Lakeland District																				
Kendal Town Centre, Cumbria	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Ribble District																				
B&Q, Craven Drive, Southings Business Park, Bamber Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penwortham District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Outside Study Area - St Helens District																				
Church Square Shopping Centre, Lagrange Arcade, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Helens Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Trafford																				
The Trafford Centre,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Manchester											
Outside Study Area - Warrington District											
Gemini Retail Park, Europa Boulevard, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - West Lancashire											
Concourse Shopping Centre, The Concourse, Southway, Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wigan District											
Grand Arcade, Crompton Street, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wirral											
Birkenhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wyre District											
Barton Grange Garden Centre, Brock Park, Garstang Rd, Claughton-On-Brock, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garstang Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Great Eccleston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Other											
Other, Cumbria	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / online / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	885	37	61	87	81	51	67	247	40	143	72
Sample:	875	78	80	77	76	77	78	148	73	124	64

Blackpool Household Survey for WYG

Weighted:

October 2017

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

Q32A How often do you make shopping trips for chemist goods (including health and beauty products) to (DESTINATION MENTIONED AT Q32)?

Those who gave a UK destination at Q32

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
At least two times a week	0.4%	4	1.6%	1	0.8%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0		
At least once a week	15.2%	135	15.1%	6	20.6%	13	15.4%	13	15.6%	13	10.6%	5	9.2%	6	20.2%	50	14.1%	6	11.6%	17	9.7%	7
At least once a fortnight	12.3%	109	9.0%	3	3.7%	2	16.6%	14	3.9%	3	11.2%	6	11.6%	8	12.2%	30	14.9%	6	16.0%	23	18.4%	13
At least once a month	39.0%	345	33.7%	12	44.2%	27	33.8%	29	30.5%	25	48.6%	25	47.0%	32	37.9%	93	27.2%	11	44.3%	63	38.3%	28
At least every two months	8.6%	76	9.6%	4	4.2%	3	0.7%	1	12.2%	10	13.7%	7	10.0%	7	9.4%	23	17.2%	7	4.4%	6	13.0%	9
At least every 3 months	5.0%	44	5.1%	2	3.9%	2	4.2%	4	8.8%	7	2.5%	1	4.2%	3	6.7%	16	2.9%	1	3.3%	5	3.4%	2
At least every 6 months	5.0%	45	6.2%	2	2.6%	2	9.6%	8	14.7%	12	2.5%	1	0.8%	1	4.0%	10	3.1%	1	3.6%	5	3.4%	2
Less often than once every 6 months	1.2%	11	0.8%	0	2.6%	2	0.7%	1	0.0%	0	1.5%	1	2.8%	2	0.8%	2	0.0%	0	2.0%	3	1.4%	1
Have only visited once	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
(Don't know / varies)	13.2%	117	19.0%	7	17.4%	11	19.1%	17	13.6%	11	9.3%	5	14.3%	10	9.0%	22	20.6%	8	12.6%	18	12.5%	9
<i>Mean:</i>		<i>19.66</i>		<i>20.69</i>		<i>22.13</i>		<i>20.74</i>		<i>17.15</i>		<i>16.82</i>		<i>16.67</i>		<i>21.00</i>		<i>19.75</i>		<i>20.25</i>		<i>17.58</i>
Weighted base:		885		37		61		87		81		51		67		247		40		143		72
Sample:		875		78		80		77		76		77		78		148		73		124		64

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q33 Where did you last go to buy electrical items, such as televisions, washing machines and computers?											
<i>Excl. nulls & SFT</i>											
Zone 1											
North Shore, Blackpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys, Talbot Road, Blackpool	1.1%	6	17.6%	4	1.0%	0	2.5%	1	0.0%	0	0.0%
Blackpool Town Centre	14.3%	76	11.1%	3	23.4%	11	14.6%	7	15.5%	9	20.1%
Zone 2											
Houndshell Shopping Centre, Victoria Street, Blackpool	0.6%	3	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%
Zone 3											
Layton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Shore District Centre	1.7%	9	1.3%	0	4.3%	2	1.3%	1	0.0%	0	3.7%
Whitegate Drive District Centre	0.7%	3	3.0%	1	0.0%	0	0.0%	0	0.0%	0	7.9%
Wickes, Preston New Road, Blackpool	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Zone 4											
Blackpool Retail Park, Squires Gate Lane, Blackpool	47.4%	251	38.3%	9	49.2%	24	43.8%	20	70.7%	41	46.2%
Highfield Road District Centre	1.0%	5	0.0%	0	11.3%	5	0.0%	0	0.0%	0	0.0%
Morrisons, Squires Gate Lane, Lytham St Annes	0.6%	3	0.0%	0	0.0%	0	1.3%	1	4.9%	3	0.0%
Zone 5											
Asda Superstore, Cherry Tree Road, Blackpool	1.5%	8	1.3%	0	1.3%	1	6.8%	3	2.0%	1	2.2%
B&Q, Whitehills Retail Park, Preston New Road, Blackpool	0.5%	3	1.3%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	0.7%	4	3.6%	1	0.0%	0	1.3%	1	0.0%	0	3.7%
Clifton Retail Park, Blackpool	0.8%	4	0.0%	0	0.0%	0	1.7%	1	0.9%	0	3.7%
Marton, Blackpool	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%
Other, Zone 5 (Blackpool)	0.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%
Tesco Extra, Clifton Road Retail Park, Sandhams Way, Blackpool	3.8%	20	15.9%	4	6.2%	3	11.0%	5	0.0%	0	3.5%
Zone 6											
Bispham District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Holyoake Avenue Retail Park, Blackpool	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%
Sainsburys, Red Bank Road,	0.1%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Blackpool																						
Zone 7																						
Asda Superstore, Cop Lane, Fleetwood	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7	2.8%	1	0.0%	0	0.0%	0
Cleveleys Town Centre	8.8%	47	1.3%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	0	15.3%	6	30.1%	37	5.6%	1	0.0%	0	1.4%	1
Fleetwood Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	4.0%	1	0.0%	0	0.0%	0
Freeport Fleetwood Outlet Village, Anchorage Road, Fleetwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Morrisons, Amounderness Way, Thornton-Cleveleys	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poulton-le-Fylde Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.8%	1	0.0%	0	1.4%	1
Zone 8																						
Hambleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knott End-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Zone 9																						
Ansdell District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lytham St Annes Town Centre	1.6%	9	0.0%	0	0.0%	0	6.8%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5	0.0%	0
Lytham Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	1.4%	1
Sainsburys, St Andrews Road North, Lytham St Annes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Zone 10																						
Brackenwood Garden Centre & Nursery Ltd, Bradshaw Lane, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freckleton Local Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Kirkham Town Centre	2.3%	12	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	2	1.2%	0	0.8%	1	15.4%	8
Outside Study Area - Barrow District																						
Barrow-in-Furness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Blackburn with Darwen																						
Blackburn Retail & Leisure Park, Lower Audley Street, Blackburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Bolton District																						
Bolton Shopping Park, Trinity Street, Bolton	0.0%	0	0.0%	0	0.0%	0	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 Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Outside Study Area - Burnley District																						

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Burnley Town Centre Outside Study Area - Cheshire West & Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port Outside Study Area - Chorley District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Highfield Industrial Estate, Chorley Outside Study Area - City of London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre Outside Study Area - Fylde District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden World, Blackpool Road, Preston Outside Study Area - Halton District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Town Centre Outside Study Area - Lancaster District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arndale Centre, Market Street, Morecambe	0.0%	0	0.0%	0	0.0%	0	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 City Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.8%	1	0.0%	0	0.0%	0
Lancaster City Retail Park, Mellishaw Lane, Lancaster Outside Study Area - Leeds	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Leeds City Centre Outside Study Area - Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Cavendish Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre Outside Study Area - Manchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre Outside Study Area - Oldham	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	7.2%	4
Oldham Town Centre Outside Study Area - Pendle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mill Stores, Colne Outside Study Area - Preston District	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Pittman Way, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deepdale, Blackpool Road, Deepdale, Preston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.2%	0	0.0%	0	0.0%	0
Preston City Centre Outside Study Area - Ribble	1.4%	7	0.0%	0	3.3%	2	0.0%	0	1.2%	1	2.0%	1	0.0%	0	0.6%	1	2.8%	1	2.0%	2	2.8%	1

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Valley District												
Clitheroe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area -												
Rochdale District												
Rochdale Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sefton District												
B&Q, Meols Cop Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strand Shopping Centre, The Hexagon, Stanley Road / Washington Parade, Bootle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Outside Study Area - Sheffield												
Sheffield City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Lakeland District												
Kendal Town Centre, Cumbria	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Ribble District												
B&Q, Craven Drive, Southrings Business Park, Bamber Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Capitol Retail Park, Preston	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyland Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St Helends District												
Church Square Shopping Centre, Lagrange Arcade, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Trafford												
The Trafford Centre, Manchester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Outside Study Area - Warrington District												
Gemini Retail Park, Europa Boulevard, Warrington	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Outside Study Area - West Lancashire												
Concourse Shopping Centre, The Concourse, Southway, Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skelmersdale Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wigan District												
Grand Arcade, Crompton Street, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Outside Study Area - Wirral											
Birkenhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wyre District											
Barton Grange Garden Centre, Brock Park, Garstang Rd, Claughton-On-Brock, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Other											
Other, Cumbria	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Scotland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Internet / online / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	529	23	48	45	58	35	41	124	20	82	52
Sample:	567	53	53	44	59	53	45	95	43	74	48

Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

Q33A How often do you make shopping trips for electrical items, such as televisions, washing machines and computers to (DESTINATION MENTIONED AT Q33)?

Those who gave a UK destination at Q33

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least once a week	0.4%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%
At least once a fortnight	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least once a month	0.8%	4	0.0%	0	2.3%	1	0.0%	0	0.9%	0	3.1%	1	0.0%	0	0.6%	1	1.2%	0	0.8%	1	0.0%
At least every two months	1.6%	8	0.0%	0	9.9%	5	0.0%	0	1.2%	1	1.5%	1	1.9%	1	0.0%	0	0.0%	0	0.8%	1	1.9%
At least every 3 months	2.8%	15	4.7%	1	1.0%	0	0.0%	0	0.0%	0	1.5%	1	7.8%	3	0.9%	1	2.8%	1	5.1%	4	6.7%
At least every 6 months	10.9%	58	9.1%	2	21.8%	11	1.3%	1	2.3%	1	15.7%	5	19.1%	8	8.0%	10	5.6%	1	15.8%	13	11.5%
Less often than once every 6 months	57.2%	302	64.7%	15	42.9%	21	59.6%	27	72.9%	42	59.8%	21	40.9%	17	65.6%	81	70.0%	14	50.6%	42	44.0%
Have only visited once (Don't know / varies)	6.0%	32	3.0%	1	3.7%	2	2.5%	1	1.7%	1	1.1%	0	4.6%	2	12.3%	15	0.0%	0	6.0%	5	9.5%
	20.1%	106	18.4%	4	18.5%	9	35.4%	16	19.9%	12	17.3%	6	24.5%	10	11.7%	14	20.4%	4	20.8%	17	26.3%
<i>Mean:</i>	<i>1.76</i>	<i>1.29</i>	<i>2.23</i>	<i>2.02</i>	<i>1.58</i>	<i>1.75</i>	<i>2.60</i>	<i>1.71</i>	<i>1.34</i>	<i>1.56</i>	<i>1.56</i>										
Weighted base:	529	23	48	45	58	35	41	124	20	82	52										
Sample:	567	53	53	44	59	53	45	95	43	74	48										

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q34 Where did you last go to buy DIY (including gardening) goods?											
<i>Excl. nulls & SFT</i>											
Zone 1											
North Shore, Blackpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Town Centre	10.4%	71	31.3%	8	30.8%	12	14.0%	7	12.8%	8	19.0%
Zone 2											
Houndhill Shopping Centre, Victoria Street, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3											
Layton District Centre	0.5%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Other, Zone 3 (Blackpool)	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Screwfix, Mowbray Drive, Blackpool	0.6%	4	1.2%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
South Shore District Centre	0.6%	4	0.0%	0	1.2%	0	0.0%	0	0.8%	0	1.0%
Whitegate Drive District Centre	0.7%	4	1.2%	0	2.9%	1	6.2%	3	0.0%	0	0.0%
Wickes, Preston New Road, Blackpool	1.7%	11	2.8%	1	3.4%	1	5.9%	3	0.0%	0	7.2%
Zone 4											
Blackpool Retail Park, Squires Gate Lane, Blackpool	2.6%	18	4.0%	1	3.7%	1	0.0%	0	0.8%	0	0.0%
The Range, Parkinson Way, Blackpool	0.3%	2	0.0%	0	1.7%	1	0.0%	0	2.0%	1	0.0%
Zone 5											
Asda Superstore, Cherry Tree Road, Blackpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
B&Q, Whitehills Retail Park, Preston New Road, Blackpool	51.8%	350	44.5%	11	48.8%	19	64.0%	32	71.6%	43	52.8%
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	0.5%	4	4.0%	1	0.0%	0	0.0%	0	0.0%	0	4.9%
Clifton Retail Park, Blackpool	0.2%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	2.3%
Marton, Blackpool	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.7%
Other, Zone 5 (Blackpool)	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%
Tesco Extra, Clifton Road Retail Park, Sandhams Way, Blackpool	0.4%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%
Trebaron Garden Centre Ltd, Common Edge Road, Blackpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vicarage Lane Commercial Area, Blackpool	1.4%	9	0.0%	0	1.2%	0	1.6%	1	6.4%	4	6.2%
Zone 6											

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Bispham District Centre Zone 7	0.9%	6	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Superstore, Cop Lane, Fleetwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnside Garden Centre, New Lane, Thornton-Cleveleys	0.7%	5	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Cleveleys Town Centre	4.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleetwod Town Centre	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Other, Zone 7 (Blackpool)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 7 (Wyre)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%
Poulton-le-Fylde Town Centre	2.9%	20	2.8%	1	0.0%	0	0.0%	0	1.0%	1	9.2%
The Plant Emporium, Preston New Road, Blackpool	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
The Plant Place, Fleetwood Road South, Blackpool	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%
Thornton-Cleveleys Zone 8	3.1%	21	0.0%	0	0.0%	0	1.1%	1	0.0%	0	11.7%
Hambleton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%
Knott End-on-Sea	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%
Other, Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Other, Zone 8 (Wyre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Zone 9											
Ansdeil District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham St Annes - St Albans Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Lytham St Annes - St Davids Road North	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Lytham St Annes Town Centre	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%
Lytham Town Centre Zone 10	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%
Brackenwood Garden Centre & Nursery Ltd, Bradshaw Lane, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkham Town Centre Outside Study Area - Barrow District	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%
Barrow-in-Furness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cornerhouse Retail Park, Hindpool Road, Barrow-in-Furness Outside Study Area - Blackburn with Darwen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Blackburn Retail & Leisure Park, Lower Audley Street, Blackburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackburn Town Centre	0.3%	2	0.0%	0	0.0%	0	0.8%	0	1.0%	0	0.9%
Whitebirk Retail Park, Hyndburn, Blackburn	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%
Outside Study Area - Bolton District											
Bolton Shopping Park, Trinity Street, Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bolton Town Centre	0.1%	1	0.0%	0	0.0%	1	1.2%	0	0.0%	0	0.0%
Outside Study Area - Burnley District											
Burnley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Cheshire West & Chester											
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Chorley District											
B&Q, Highfield Industrial Estate, Chorley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - City of London											
London City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Fylde District											
Dobbies Garden World, Blackpool Road, Preston	0.2%	1	0.0%	0	0.0%	0	0.0%	1.0%	0	0.6%	1
Outside Study Area - Halton District											
Runcorn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Lancaster District											
Arndale Centre, Market Street, Morecambe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Aldcliffe Road, Lancaster	0.6%	4	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.8%
Caton Local Centre	0.1%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lancaster City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%
Lancaster City Retail Park, Mellishaw Lane, Lancaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Outside Study Area - Leeds											
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Liverpool											
Cavendish Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area -											

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Manchester											
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Oldham											
Oldham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Pendle											
Boundary Mill Stores, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Preston District											
Asda Superstore, Pittman Way, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Deepdale, Blackpool Road, Deepdale, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Homebase, Preston Riversway, Mariners Way, Preston	0.7%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	3.5%	4 1.1%
Preston City Centre	2.0%	14	0.0%	0	1.7%	1	0.8%	0	1.7%	3	10.2%
Outside Study Area - Ribble Valley District											
Clitheroe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Rochdale District											
Rochdale Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Sefton District											
B&Q, Meols Cop Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Briarlee Garden Centre, Chapel Lane, Southport	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Outside Study Area - Sheffield											
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Lakeland District											
Kendal Town Centre, Cumbria	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.6% 1 0.0%
Outside Study Area - South Ribble District											
B&Q, Craven Drive, Southrings Business Park, Bamber Bridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Outside Study Area - St Helens District											
Church Square Shopping Centre, Lagrange Arcade, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Trafford											
The Trafford Centre, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Outside Study Area - Warrington District																					
Gemini Retail Park, Europa Boulevard, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	
Outside Study Area - West Lancashire																					
Concourse Shopping Centre, The Concourse, Southway, Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Study Area - Wigan District																					
Grand Arcade, Crompton Street, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Study Area - Wirral																					
Birkenhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Study Area - Wyre District																					
Barton Grange Garden Centre, Brock Park, Garstang Rd, Claughton-On-Brock, Preston	0.5%	3	1.2%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	0	0.6%	1	0.0%
Garstang Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	4	0.6%	1	0.0%
Outside Study Area - Other																					
Other, Cumbria	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other, South West	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	
Other, Wales	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Internet / online / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base:	677		24		39		49		60		40		57		176		33		107		90
Sample:	624		44		43		43		51		56		61		112		60		86		68

Blackpool Household Survey for WYG

Weighted:

October 2017

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

Q34A How often do you make shopping trips for DIY (including gardening) goods (DESTINATION MENTIONED AT Q34)?

Those who gave a UK destination at Q34

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
At least two times a week	1.9%	13	1.6%	0	14.0%	5	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	5.8%	2	2.7%	3	1.1%	1
At least once a week	2.9%	20	5.0%	1	1.2%	0	1.2%	1	1.1%	1	12.7%	5	1.0%	1	4.2%	7	0.0%	0	2.4%	3	1.1%	1
At least once a fortnight	4.2%	29	0.0%	0	0.0%	0	11.7%	6	8.7%	5	5.5%	2	1.0%	1	4.5%	8	2.2%	1	2.4%	3	3.9%	3
At least once a month	14.9%	100	10.7%	3	23.5%	9	12.1%	6	15.9%	9	23.6%	10	13.4%	8	11.3%	20	19.9%	7	16.5%	18	13.0%	12
At least every two months	6.5%	44	6.9%	2	1.2%	0	1.2%	1	9.9%	6	6.8%	3	7.4%	4	9.1%	16	10.2%	3	4.6%	5	4.2%	4
At least every 3 months	10.1%	68	9.7%	2	5.8%	2	21.8%	11	9.2%	5	2.7%	1	7.0%	4	7.2%	13	7.1%	2	13.5%	14	14.1%	13
At least every 6 months	20.8%	141	19.1%	5	7.1%	3	8.2%	4	34.6%	21	15.3%	6	20.9%	12	22.6%	40	26.0%	9	26.8%	29	14.9%	13
Less often than once every 6 months	16.6%	113	12.6%	3	25.7%	10	15.4%	8	7.3%	4	10.0%	4	10.7%	6	24.8%	44	14.6%	5	17.3%	19	11.5%	10
Have only visited once (Don't know / varies)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.0%	1	1.1%	2	1.0%	0	0.0%	0	0.0%	0
	21.6%	146	34.4%	8	21.5%	8	28.4%	14	12.6%	8	21.4%	9	36.8%	21	15.2%	27	13.2%	4	13.7%	15	36.2%	33
<i>Mean:</i>		9.83		10.50		23.87		8.90		7.41		17.93		5.76		7.42		12.19		9.48		8.69
Weighted base:		677		24		39		49		60		40		57		176		33		107		90
Sample:		624		44		43		43		51		56		61		112		60		86		68

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q35 Where did you last go to buy furniture, carpets and floor coverings?											
<i>Excl. nulls & SFT</i>											
Zone 1											
North Shore, Blackpool	0.1%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Town Centre	20.2%	99	22.1%	5	24.6%	7	43.7%	15	33.2%	13	29.7%
Zone 2											
Houndhill Shopping Centre, Victoria Street, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.3%	2	0.0%	0	3.5%	1	1.7%	1	0.0%	0	0.0%
Zone 3											
Layton District Centre	0.4%	2	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%
South Shore District Centre	1.4%	7	5.9%	1	3.5%	1	0.0%	0	1.2%	0	9.4%
Talbot Road, Blackpool	0.4%	2	0.0%	0	2.4%	1	3.4%	1	0.0%	0	0.0%
Whitegate Drive District Centre	0.5%	3	8.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4											
Blackpool Retail Park, Squires Gate Lane, Blackpool	13.1%	64	13.5%	3	17.2%	5	4.0%	1	28.3%	11	12.8%
Zone 5											
Asda Superstore, Cherry Tree Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Whitehills Retail Park, Preston New Road, Blackpool	3.3%	16	3.2%	1	6.0%	2	11.4%	4	0.0%	0	0.0%
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	3.0%	15	16.1%	3	7.7%	2	2.3%	1	4.9%	2	11.1%
Clifton Retail Park, Blackpool	1.3%	6	3.2%	1	1.8%	0	2.3%	1	0.0%	0	0.0%
Marton, Blackpool	0.9%	4	0.0%	0	0.0%	0	9.1%	3	0.0%	0	5.6%
Tesco Extra, Clifton Road Retail Park, Sandhams Way, Blackpool	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vicarage Lane Commercial Area, Blackpool	2.1%	10	6.4%	1	6.6%	2	4.0%	1	4.6%	2	5.5%
Zone 6											
Bispham District Centre	1.7%	8	1.4%	0	0.0%	0	0.0%	0	1.2%	0	3.0%
Zone 7											
Asda Superstore, Cop Lane, Fleetwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cleveleys Town Centre	7.8%	38	0.0%	0	1.8%	0	0.0%	0	1.2%	0	0.0%
Fleetwod Town Centre	5.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Poulton-le-Fylde Town Centre	0.9%	4	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%
Zone 8											

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Hambleton	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knott End-on-Sea	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 8 (Wyre)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9											
Ansdell District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham St Annes Town Centre	4.9%	24	0.0%	0	0.0%	0	5.7%	2	1.2%	0	2.3%
Lytham Town Centre	3.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Zone 10											
Brackenwood Garden Centre & Nursery Ltd, Bradshaw Lane, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Freckleton Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkham Town Centre	4.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Barrow District											
Barrow-in-Furness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Blackburn with Darwen											
Blackburn Retail & Leisure Park, Lower Audley Street, Blackburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackburn Town Centre	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Bolton District											
Bolton Shopping Park, Trinity Street, Bolton	0.2%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%
Bolton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Burnley District											
Burnley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Cheshire West & Chester											
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Chorley District											
B&Q, Highfield Industrial Estate, Chorley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chorley Retail Park, George Street, Chorley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chorley Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Outside Study Area - City of London											
London City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Fylde											

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
District												
Dobbies Garden World, Blackpool Road, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Halton												
District												
Runcorn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Lancaster District												
Arndale Centre, Market Street, Morecambe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Drive Retail Park, Morecambe	0.5%	3	0.0%	0	1.8%	0	3.4%	1	2.2%	1	0.0%	0
Outside Study Area - Leeds												
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool												
Cavendish Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester												
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Greater Manchester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Outside Study Area - Oldham												
Oldham Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Outside Study Area - Pendle												
Boundary Mill Stores, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Preston District												
Asda Superstore, Pittman Way, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deepdale, Blackpool Road, Deepdale, Preston	2.0%	10	5.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Preston City Centre	7.5%	37	6.4%	1	4.2%	1	1.7%	1	1.2%	0	7.2%	2
Riversway Retail Park, Mariners Way, Preston	5.2%	26	1.9%	0	0.0%	0	0.0%	0	14.1%	6	2.3%	1
Outside Study Area - Ribble Valley District												
Clitheroe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Rochdale District												
Rochdale Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sefton District												
B&Q, Meols Cop Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southport Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sheffield												
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Outside Study Area - South Lakeland District											
Kendal Town Centre, Cumbria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Ribble District											
B&Q, Craven Drive, Southrings Business Park, Bamber Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Capitol Retail Park, Preston	0.3%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%
Outside Study Area - St Helends District											
Church Square Shopping Centre, Lagrange Arcade, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Trafford											
The Trafford Centre, Manchester	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Outside Study Area - Warrington District											
Gemini Retail Park, Europa Boulevard, Warrington	1.5%	7	1.4%	0	9.5%	3	0.0%	0	6.6%	3	3.0%
Warrington Town Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - West Lancashire											
Concourse Shopping Centre, The Concourse, Southway, Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Skelmersdale Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wigan District											
Grand Arcade, Crompton Street, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wirral											
Birkenhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wyre District											
Barton Grange Garden Centre, Brock Park, Garstang Rd, Claughton-On-Brock, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garstang Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Outside Study Area - Other											
Other, Cumbria	0.3%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%
Other, Lancashire	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / online / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	491	21	27	34	40	23	29	153	21	72	71

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Sample:	483	46	37	33	33	45	31	103	46	57	52

Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

Q35A How often do you make shopping trips for furniture, carpets and floor coverings to (DESTINATION MENTIONED AT Q35)?

Those who gave a UK destination at Q35

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every two months	2.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	3.8%	1	0.0%	0	10.6%	7		
At least every 3 months	1.6%	8	0.0%	0	4.2%	1	4.0%	1	0.0%	0	0.0%	0	2.7%	1	1.2%	2	0.0%	0	3.6%	3	0.0%	0
At least every 6 months	3.0%	15	3.2%	1	1.8%	0	2.3%	1	2.9%	1	2.3%	1	0.0%	0	4.0%	6	4.2%	1	4.6%	3	1.4%	1
Less often than once every 6 months	65.6%	322	64.1%	14	71.3%	19	54.4%	18	78.3%	31	55.9%	13	70.9%	20	77.5%	119	67.3%	14	70.2%	50	31.8%	22
Have only visited once	8.6%	42	21.7%	5	4.2%	1	5.7%	2	7.1%	3	23.2%	5	11.1%	3	3.8%	6	5.8%	1	13.0%	9	9.1%	6
(Don't know / varies)	18.7%	92	11.0%	2	18.5%	5	33.5%	11	8.8%	4	18.7%	4	15.3%	4	11.4%	17	19.0%	4	8.6%	6	47.1%	33
<i>Mean:</i>	<i>1.40</i>	<i>1.04</i>	<i>1.18</i>	<i>1.22</i>	<i>1.38</i>	<i>1.03</i>	<i>1.09</i>	<i>1.57</i>	<i>1.29</i>	<i>1.17</i>	<i>2.03</i>											
Weighted base:	491	21	27	34	40	23	29	153	21	72	71											
Sample:	483	46	37	33	33	45	31	103	46	57	52											

Q36 Do you ever visit any of the following centres? [MR/PR]

Blackpool town centre	75.3%	866	91.6%	42	85.2%	67	80.1%	94	82.1%	82	74.5%	47	83.2%	77	71.9%	227	67.3%	33	74.8%	127	60.0%	72
South Shore District Centre	21.2%	243	31.9%	15	37.9%	30	26.1%	31	42.9%	43	32.2%	20	13.5%	12	7.3%	23	18.0%	9	23.0%	39	18.4%	22
Bispham District Centre	21.9%	251	46.7%	21	12.3%	10	18.1%	21	5.3%	5	17.0%	11	74.7%	69	24.1%	76	18.1%	9	9.9%	17	10.4%	12
Highfield Road District Centre	15.1%	174	12.6%	6	29.1%	23	14.7%	17	68.6%	68	48.7%	31	0.0%	0	2.5%	8	1.2%	1	10.1%	17	3.2%	4
Layton District Centre	10.1%	116	32.8%	15	9.3%	7	40.3%	47	11.5%	11	13.9%	9	14.9%	14	3.3%	10	1.7%	1	0.6%	1	0.6%	1
Whitegate Drive District Centre	19.7%	227	40.4%	19	37.2%	29	32.7%	38	29.7%	29	34.1%	21	16.8%	16	14.4%	46	6.8%	3	8.2%	14	9.6%	11
(Don't visit any of these)	17.7%	204	5.4%	2	11.9%	9	17.3%	20	7.6%	8	10.2%	6	3.0%	3	19.2%	61	32.2%	16	21.7%	37	35.0%	42
Weighted base:	1150	46	79	117	99	63	92	316	49	170	119											
Sample:	1150	100	100	100	100	100	100	100	100	100	100	200	100	100	150	100						

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q37 Which centre do you visit the most? [PR]																						
<i>Those who mentioned a centre at Q36</i>																						
Blackpool town centre	70.5%	667	76.6%	33	67.8%	47	69.1%	67	53.3%	49	49.3%	28	43.8%	39	79.8%	204	88.2%	29	80.3%	107	83.3%	65
South Shore District Centre	5.9%	56	1.9%	1	11.9%	8	1.7%	2	11.0%	10	8.1%	5	3.9%	4	0.9%	2	7.6%	3	13.3%	18	5.9%	5
Bispham District Centre	9.3%	88	5.2%	2	1.6%	1	0.0%	0	0.0%	0	4.2%	2	51.7%	46	11.8%	30	2.0%	1	1.2%	2	4.1%	3
Highfield Road District Centre	5.6%	53	0.0%	0	0.0%	0	0.0%	0	35.7%	33	23.1%	13	0.0%	0	0.4%	1	0.0%	0	3.0%	4	2.2%	2
Layton District Centre	3.3%	31	3.7%	2	0.0%	0	22.1%	21	0.0%	0	4.3%	2	0.6%	1	1.7%	4	0.0%	0	0.0%	0	1.0%	1
Whitegate Drive District Centre	5.5%	52	12.7%	6	18.6%	13	7.1%	7	0.0%	0	11.0%	6	0.0%	0	5.4%	14	2.2%	1	2.2%	3	3.5%	3
Weighted base:		946		44		69		97		92		56		90		255		33		133		78
Sample:		919		93		92		84		91		88		97		146		57		113		58

Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

Q38 How often do you visit (CENTRE MENTIONED AT Q37)?*Those who mentioned a centre at Q36*

Daily	5.5%	52	7.2%	3	9.6%	7	5.0%	5	7.2%	7	7.9%	4	11.0%	10	6.1%	16	1.7%	1	0.0%	0	0.0%	0
At least two times a week	12.0%	113	28.8%	13	21.9%	15	23.0%	22	22.1%	20	12.9%	7	28.0%	25	3.6%	9	0.0%	0	0.7%	1	1.0%	1
At least once a week	20.9%	197	37.1%	16	46.2%	32	31.9%	31	23.6%	22	34.0%	19	29.0%	26	11.1%	28	6.6%	2	8.6%	11	12.2%	10
At least once a fortnight	9.9%	93	10.4%	5	7.3%	5	8.8%	8	13.8%	13	8.7%	5	3.2%	3	11.2%	29	12.0%	4	9.5%	13	12.2%	9
At least once a month	21.4%	202	5.3%	2	7.2%	5	16.2%	16	17.8%	16	27.4%	15	18.7%	17	26.0%	66	22.6%	7	23.7%	31	33.0%	26
At least every two months	6.0%	57	2.5%	1	0.0%	0	1.7%	2	6.5%	6	3.8%	2	1.5%	1	9.4%	24	4.2%	1	13.0%	17	3.2%	2
At least every 3 months	6.5%	61	0.7%	0	0.0%	0	0.6%	1	1.1%	1	1.4%	1	4.8%	4	10.5%	27	24.1%	8	7.7%	10	12.2%	9
At least every 6 months	6.9%	65	0.0%	0	0.0%	0	4.2%	4	2.3%	2	0.0%	0	0.6%	1	7.4%	19	11.7%	4	19.2%	25	13.1%	10
Less often than once every 6 months	4.3%	41	0.9%	0	1.2%	1	0.0%	0	0.5%	0	0.7%	0	0.6%	1	5.1%	13	13.7%	5	10.7%	14	8.6%	7
Have only visited once (Don't know / varies)	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	8	1.3%	0	5.3%	7	0.0%	0
	5.1%	48	7.0%	3	6.5%	5	8.7%	8	5.0%	5	3.3%	2	2.6%	2	6.6%	17	2.2%	1	1.8%	2	4.5%	3
<i>Mean:</i>		<i>51.84</i>		<i>85.23</i>		<i>90.63</i>		<i>69.17</i>		<i>71.44</i>		<i>67.90</i>		<i>90.22</i>		<i>41.67</i>		<i>17.53</i>		<i>12.36</i>		<i>16.24</i>
Weighted base:		946		44		69		97		92		56		90		255		33		133		78
Sample:		919		93		92		84		91		88		97		146		57		113		58

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q39 How do you usually travel to (CENTRE MENTIONED AT Q37) (main part of journey)?																						
<i>Those who mentioned a centre at Q36</i>																						
Car / van (as driver)	61.7%	584	34.7%	15	25.4%	18	45.0%	44	55.4%	51	56.0%	32	48.7%	44	78.2%	199	61.8%	21	78.9%	105	72.6%	56
Car / van (as passenger)	5.6%	53	10.2%	4	6.9%	5	5.4%	5	2.1%	2	6.7%	4	1.9%	2	5.2%	13	19.4%	6	5.0%	7	5.7%	4
Bus, minibus or coach	13.9%	131	10.1%	4	17.2%	12	21.6%	21	8.7%	8	22.6%	13	20.6%	18	11.7%	30	18.8%	6	11.6%	15	4.7%	4
Motorcycle, scooter or moped	0.1%	0	0.0%	0	0.7%	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
Walk	12.7%	120	37.3%	16	46.4%	32	23.3%	23	27.2%	25	6.5%	4	21.8%	20	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Taxi	0.7%	7	2.3%	1	2.0%	1	1.4%	1	1.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	1
Train / tram	2.4%	22	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	7	0.0%	0	1.2%	2	16.0%	12
Metro	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.7%	7	1.6%	1	0.0%	0	0.0%	0	4.0%	4	2.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.8%	8	2.0%	1	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.8%	4	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	12	1.9%	1	0.0%	0	1.9%	2	0.0%	0	4.4%	2	5.3%	5	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:		946		44		69		97		92		56		90		255		33		133		78
Sample:		919		93		92		84		91		88		97		146		57		113		58

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q40 What is the main reason for visiting (CENTRE MENTIONED AT Q37)?																						
<i>Those who mentioned a centre at Q36</i>																						
Choice and range of shops	29.8%	282	18.3%	8	27.2%	19	35.3%	34	31.3%	29	28.6%	16	15.3%	14	33.4%	85	36.2%	12	33.5%	44	26.3%	20
Supermarket	5.1%	48	11.2%	5	2.3%	2	5.2%	5	2.9%	3	1.6%	1	2.5%	2	10.6%	27	1.0%	0	2.6%	3	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	4.5%	43	3.2%	1	5.3%	4	2.2%	2	10.8%	10	4.8%	3	0.8%	1	3.4%	9	1.7%	1	3.5%	5	10.9%	8
Choice of services (hairdressers, banks etc)	2.6%	25	2.3%	1	0.0%	0	4.9%	5	6.0%	5	13.2%	7	1.2%	1	0.0%	0	0.0%	0	3.1%	4	1.3%	1
Livestock market	0.4%	4	0.7%	0	3.0%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	3.0%	28	2.3%	1	5.0%	3	0.0%	0	0.7%	1	2.3%	1	4.8%	4	2.5%	6	1.0%	0	4.0%	5	7.0%	5
Close to home	17.5%	166	26.7%	12	30.1%	21	19.4%	19	31.3%	29	16.6%	9	35.5%	32	8.2%	21	4.9%	2	12.2%	16	7.4%	6
Close to work	1.9%	18	1.8%	1	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.6%	1	4.3%	11	1.7%	1	0.7%	1	3.6%	3
Easily accessible by public transport	0.8%	7	0.7%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	1.2%	1	0.4%	1	4.6%	2	0.7%	1	1.0%	1
Convenient car parking	2.3%	22	2.5%	1	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	5	1.7%	1	6.3%	8	3.8%	3
Free car parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.7%	2	2.7%	1	0.0%	0	0.0%	0
Compact shopping area / easy to get around	1.9%	18	0.7%	0	1.4%	1	1.7%	2	0.0%	0	1.6%	1	0.6%	1	2.8%	7	0.0%	0	4.5%	6	0.0%	0
Familiarity / habit	0.4%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.7%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Good market	0.3%	3	1.6%	1	0.0%	0	1.2%	1	0.5%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change / for a day out	3.0%	28	0.7%	0	0.7%	0	3.2%	3	0.7%	1	1.2%	1	0.6%	1	2.3%	6	5.3%	2	8.1%	11	5.1%	4
Meeting friends / family	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	9	0.7%	2	0.0%	0	0.5%	1	1.0%	1
Nice atmosphere / friendly people	0.3%	3	2.9%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To support local businesses (Nothing in particular)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		946		44		69		97		92		56		90		255		33		133		78
Sample:		919		93		92		84		91		88		97		146		57		113		58

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q41A Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q37) more often - First mention?																						
<i>Those who mentioned a centre at Q36</i>																						
Increased choice and range of shops	16.8%	158	15.5%	7	18.4%	13	17.0%	16	12.7%	12	18.1%	10	12.8%	11	22.1%	56	9.6%	3	17.9%	24	7.7%	6
Discount foodstores within the town centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Improved non-food shops within the town centre	1.9%	18	2.3%	1	3.0%	2	0.0%	0	2.9%	3	1.6%	1	0.8%	1	2.7%	7	0.0%	0	2.7%	4	0.0%	0
Improved leisure facilities	0.9%	9	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Improved quality of shops	2.9%	28	2.3%	1	0.7%	0	4.2%	4	0.0%	0	2.3%	1	3.6%	3	3.7%	10	4.6%	2	2.5%	3	4.5%	3
More parking	5.5%	52	3.8%	2	2.5%	2	4.6%	4	7.4%	7	0.9%	1	5.9%	5	7.2%	18	1.0%	0	6.1%	8	5.8%	5
Cheaper parking	5.9%	56	0.9%	0	3.7%	3	5.4%	5	7.7%	7	1.6%	1	1.7%	2	4.8%	12	1.7%	1	6.2%	8	21.5%	17
Improved street cleaning	2.9%	28	0.9%	0	4.3%	3	0.6%	1	0.0%	0	0.0%	0	1.5%	1	3.1%	8	16.4%	5	6.1%	8	1.0%	1
Increased public transport	1.1%	11	2.3%	1	2.3%	2	1.7%	2	0.5%	0	2.1%	1	0.0%	0	0.3%	1	0.0%	0	3.0%	4	0.0%	0
Cheaper public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Better environment	5.3%	51	7.9%	3	5.5%	4	6.5%	6	3.8%	4	4.2%	2	0.0%	0	7.6%	19	11.3%	4	5.0%	7	1.9%	1
Better security	2.2%	21	8.3%	4	1.6%	1	2.2%	2	0.7%	1	1.2%	1	1.5%	1	1.0%	3	1.0%	0	2.5%	3	6.4%	5
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.1%	0	0.0%	0	0.7%	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
Fewer charity shops	0.2%	2	0.0%	0	0.7%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Fewer empty shops	0.9%	8	2.0%	1	0.7%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Improve access to centre / the road system / congestion / less road works	1.5%	14	2.9%	1	2.3%	2	0.6%	1	1.3%	1	2.3%	1	1.2%	1	2.0%	5	0.0%	0	0.5%	1	1.3%	1
Make it more pedestrian friendly	0.1%	1	0.7%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.2%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
More public facilities (toilets, seating, bins etc.)	1.1%	11	2.3%	1	1.6%	1	0.6%	1	0.0%	0	2.3%	1	3.2%	3	0.0%	0	0.0%	0	2.8%	4	0.0%	0
More services	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	47.1%	446	47.3%	21	48.7%	34	46.3%	45	55.2%	51	59.6%	34	58.4%	52	41.3%	105	50.9%	17	41.1%	55	43.0%	33
(Don't know)	2.4%	23	0.7%	0	0.0%	0	2.2%	2	1.8%	2	3.1%	2	1.7%	2	2.9%	7	1.5%	0	1.8%	2	7.0%	5
Weighted base:		946		44		69		97		92		56		90		255		33		133		78
Sample:		919		93		92		84		91		88		97		146		57		113		58

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q41B Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q37) more often - Second mention?																						
<i>Those who gave a measure at Q41A</i>																						
Increased choice and range of shops	7.4%	35	7.4%	2	3.2%	1	8.2%	4	16.9%	7	4.3%	1	7.9%	3	6.6%	9	8.2%	1	9.0%	7	1.9%	1
Discount foodstores within the town centre	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	2.7%	13	0.0%	0	4.5%	2	1.1%	1	13.9%	5	1.8%	0	0.0%	0	0.6%	1	0.0%	0	5.6%	4	0.0%	0
Improved leisure facilities	2.5%	12	1.3%	0	1.3%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	5.6%	8	0.0%	0	2.2%	2	1.9%	1
Improved quality of shops	6.8%	32	6.9%	2	8.5%	3	12.5%	6	4.2%	2	5.1%	1	1.6%	1	10.2%	14	4.2%	1	0.9%	1	6.4%	2
More parking	1.1%	5	0.0%	0	2.4%	1	1.1%	1	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.6%	1
Cheaper parking	3.1%	15	0.0%	0	1.8%	1	7.7%	4	0.0%	0	4.3%	1	5.2%	2	2.1%	3	2.1%	0	4.3%	3	1.9%	1
Improved street cleaning	1.7%	8	1.3%	0	0.0%	0	0.0%	0	2.5%	1	6.2%	1	8.3%	3	0.0%	0	0.0%	0	2.2%	2	1.9%	1
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	5.0%	24	1.3%	0	5.8%	2	1.1%	1	3.0%	1	9.5%	2	8.3%	3	3.6%	5	14.4%	2	7.2%	5	4.5%	2
Better security	1.7%	8	1.8%	0	2.7%	1	0.0%	0	0.0%	0	1.8%	0	3.7%	1	2.4%	3	0.0%	0	2.2%	2	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.5%	3	5.6%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	1.0%	5	3.0%	1	7.1%	3	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve access to centre / the road system / congestion / less road works	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	2.2%	2	0.0%	0
Make it more pedestrian friendly	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.2%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public facilities (toilets, seating, bins etc.)	0.5%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
More services	0.4%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	62.4%	298	68.4%	15	58.7%	21	63.8%	32	52.4%	21	66.9%	14	50.7%	18	62.0%	88	71.2%	11	61.0%	46	78.9%	31
(Don't know)	1.8%	8	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	8	0.0%	0	0.0%	0	0.0%	0
Weighted base:		477		23		36		50		40		21		36		142		16		76		39
Sample:		462		53		52		45		48		38		38		74		23		63		28

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q41C Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q37) more often - Third mention?																						
<i>Those who gave a measure at Q41B</i>																						
Increased choice and range of shops	3.4%	6	0.0%	0	0.0%	0	3.2%	1	2.6%	0	0.0%	0	3.2%	1	7.2%	3	0.0%	0	3.2%	1	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	9.0%	1
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	1.7%	1	0.0%	0	12.1%	4	0.0%	0
More parking	6.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	9	0.0%	0	8.7%	3	0.0%	0
Cheaper parking	2.3%	4	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	4.3%	1	2.4%	1	0.0%	0	3.2%	1	0.0%	0
Improved street cleaning	2.3%	4	5.6%	0	0.0%	0	17.0%	3	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	5.0%	9	4.1%	0	0.0%	0	0.0%	0	2.6%	0	10.0%	1	11.8%	2	0.0%	0	0.0%	0	11.1%	3	21.3%	2
Better security	1.9%	3	9.6%	1	0.0%	0	4.3%	1	3.6%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	1.5%	3	0.0%	0	17.9%	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
Improve access to centre / the road system / congestion / less road works	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more pedestrian friendly	0.4%	1	9.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.5%	1	4.1%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public facilities (toilets, seating, bins etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	71.1%	122	62.9%	4	78.8%	11	75.5%	14	79.7%	15	84.5%	6	80.7%	14	62.6%	29	100.0%	5	61.7%	18	69.7%	6
(Don't know)	0.4%	1	4.1%	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
Weighted base:		171		7		14		18		19		7		18		46		5		30		8
Sample:		175		17		17		18		15		13		17		30		8		30		10

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q41X Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q37) more often? Any mention: [MR]																						
<i>Those who mentioned a centre at Q36</i>																						
Increased choice and range of shops	21.1%	200	19.3%	8	20.0%	14	21.9%	21	20.5%	19	19.7%	11	16.6%	15	27.0%	69	13.5%	4	23.8%	32	8.6%	7
Discount foodstores within the town centre	0.5%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Improved non-food shops within the town centre	3.5%	33	2.3%	1	5.3%	4	0.6%	1	8.9%	8	2.3%	1	0.8%	1	3.8%	10	0.0%	0	5.8%	8	1.0%	1
Improved leisure facilities	2.2%	21	0.7%	0	0.7%	0	0.0%	0	6.2%	6	0.0%	0	3.3%	3	3.1%	8	0.0%	0	1.9%	3	1.0%	1
Improved quality of shops	6.9%	65	5.8%	3	5.0%	3	10.6%	10	1.8%	2	4.9%	3	4.2%	4	9.7%	25	6.6%	2	5.7%	8	7.7%	6
More parking	7.3%	69	3.8%	2	3.8%	3	5.2%	5	9.2%	8	0.9%	1	5.9%	5	10.8%	28	1.0%	0	8.8%	12	7.1%	6
Cheaper parking	7.8%	74	0.9%	0	4.6%	3	9.3%	9	9.0%	8	3.2%	2	4.6%	4	6.4%	16	2.7%	1	9.4%	13	22.4%	17
Improved street cleaning	4.2%	39	2.5%	1	4.3%	3	3.8%	4	1.6%	1	2.3%	1	4.8%	4	3.1%	8	16.4%	5	7.3%	10	1.9%	1
Increased public transport	1.1%	11	2.3%	1	2.3%	2	1.7%	2	0.5%	0	2.1%	1	0.0%	0	0.3%	1	0.0%	0	3.0%	4	0.0%	0
Cheaper public transport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Better environment	8.8%	83	9.3%	4	8.4%	6	7.1%	7	5.6%	5	8.9%	5	5.6%	5	9.6%	25	18.1%	6	11.5%	15	6.4%	5
Better security	3.4%	32	10.8%	5	3.0%	2	3.0%	3	1.5%	1	1.9%	1	2.9%	3	2.8%	7	1.0%	0	3.7%	5	6.4%	5
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.1%	0	0.0%	0	0.7%	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
Fewer charity shops	0.5%	5	2.9%	1	1.4%	1	0.0%	0	0.5%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Fewer empty shops	1.6%	16	3.6%	2	8.0%	6	7.9%	8	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Improve access to centre / the road system / congestion / less road works	1.9%	18	2.9%	1	2.3%	2	0.6%	1	1.8%	2	2.3%	1	1.2%	1	2.7%	7	0.0%	0	1.8%	2	1.3%	1
Make it more pedestrian friendly	0.3%	3	2.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.4%	4	0.7%	0	1.4%	1	0.0%	0	0.5%	0	0.0%	0	0.6%	1	0.7%	2	0.0%	0	0.0%	0	0.0%	0
More public facilities (toilets, seating, bins etc.)	1.4%	13	3.8%	2	1.6%	1	0.6%	1	0.0%	0	2.3%	1	3.2%	3	0.0%	0	0.0%	0	4.0%	5	0.0%	0
More services	0.4%	4	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.7%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		946		44		69		97		92		56		90		255		33		133		78
Sample:		919		93		92		84		91		88		97		146		57		113		58

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q42A Why don't you visit Blackpool town centre? [MR]																						
<i>Those who do not visit Blackpool town centre at Q36</i>																						
Lack of choice and range of shops	13.0%	37	10.2%	0	5.6%	1	17.5%	4	14.1%	3	12.9%	2	23.4%	4	16.5%	15	4.2%	1	9.4%	4	8.8%	4
Doesn't have preferred supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	6.8%	19	10.2%	0	5.6%	1	11.6%	3	0.0%	0	18.1%	3	4.9%	1	4.8%	4	3.6%	1	7.8%	3	8.0%	4
Too far away from home or work	14.8%	42	7.5%	0	19.5%	2	13.2%	3	8.3%	1	15.7%	3	4.9%	1	20.5%	18	13.2%	2	18.4%	8	7.0%	3
Not accessible by public transport	0.5%	1	7.5%	0	4.1%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconveniently located / lack fo car parking	8.9%	25	7.5%	0	0.0%	0	11.6%	3	0.0%	0	2.4%	0	11.3%	2	9.7%	9	11.1%	2	7.1%	3	14.0%	7
Expensive car parking	4.6%	13	0.0%	0	0.0%	0	15.6%	4	14.8%	3	5.7%	1	3.6%	1	2.4%	2	0.0%	0	0.0%	0	6.7%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre too spread out / not compact	0.2%	1	7.5%	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%	0
Disability / health problems	2.9%	8	17.8%	1	0.0%	0	4.9%	1	2.8%	0	2.4%	0	6.4%	1	2.5%	2	5.1%	1	3.2%	1	0.0%	0
Doesn't feel safe	3.6%	10	0.0%	0	0.0%	0	8.3%	2	2.8%	0	2.4%	0	0.0%	0	2.1%	2	1.5%	0	1.6%	1	9.4%	5
Frequent roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	0.4%	1	10.2%	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	1.5%	1
Too busy	4.5%	13	0.0%	0	0.0%	0	0.0%	0	12.1%	2	8.1%	1	21.4%	3	0.0%	0	21.9%	3	3.8%	2	1.5%	1
Too expensive	1.1%	3	0.0%	0	4.1%	0	0.0%	0	14.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many closed shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	43.7%	124	43.5%	2	58.0%	7	40.5%	9	41.3%	7	16.3%	3	37.5%	6	46.7%	41	35.0%	6	44.9%	19	50.2%	24
(Don't know)	4.5%	13	13.5%	1	7.3%	1	0.0%	0	0.0%	0	26.4%	4	6.4%	1	0.0%	0	4.5%	1	10.9%	5	1.5%	1
Weighted base:		284		4		12		23		18		16		16		89		16		43		48
Sample:		318		10		12		21		23		28		18		68		44		45		49

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q42B Why don't you visit South Shore district centre? [MR]																						
<i>Those who do not visit South Shore district centre at Q36</i>																						
Lack of choice and range of shops	13.4%	122	8.1%	3	18.2%	9	10.6%	9	37.0%	21	17.1%	7	12.0%	10	11.2%	33	7.2%	3	14.3%	19	9.1%	9
Doesn't have preferred supermarket	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.1%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Environmental quality of centre	4.8%	44	5.3%	2	3.6%	2	11.3%	10	23.2%	13	13.8%	6	5.4%	4	0.6%	2	0.0%	0	1.8%	2	3.2%	3
To far away from home or work	24.4%	221	23.6%	7	10.6%	5	32.5%	28	5.0%	3	17.4%	7	47.1%	38	34.3%	100	32.9%	13	8.8%	12	7.6%	7
Not accessible by public transport	1.0%	9	8.3%	3	3.3%	2	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	1.5%	14	0.0%	0	1.0%	0	5.1%	4	1.7%	1	4.3%	2	0.7%	1	0.6%	2	0.6%	0	0.5%	1	2.5%	2
Expensive car parking	0.4%	4	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre too spread out / not compact	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability / health problems	0.6%	5	2.2%	1	0.0%	0	1.3%	1	0.0%	0	0.9%	0	0.0%	0	0.8%	2	0.6%	0	0.5%	1	0.0%	0
Doesn't feel safe	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.8%	3
Frequent roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	1	0.0%	0
Too busy	0.5%	5	2.2%	1	0.0%	0	3.5%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Too expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many closed shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	51.4%	466	55.6%	17	50.2%	25	40.0%	35	29.5%	17	39.7%	17	30.9%	25	52.3%	153	46.5%	19	72.8%	95	65.5%	64
(Don't know)	4.5%	41	1.7%	1	17.7%	9	0.0%	0	5.5%	3	7.6%	3	6.1%	5	0.9%	3	9.3%	4	2.5%	3	11.2%	11
Weighted base:		907		31		49		86		57		42		80		293		40		131		98
Sample:		894		72		53		80		57		69		88		185		86		118		86

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q42C Why don't you visit Bispham district centre? [MR]																						
<i>Those who do not visit Bispham district centre at Q36</i>																						
Lack of choice and range of shops	14.0%	125	14.1%	3	6.0%	4	13.0%	12	18.9%	18	5.3%	3	57.0%	13	20.6%	49	10.3%	4	7.5%	12	6.0%	6
Doesn't have preferred supermarket	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.1%	1	1.2%	0	0.7%	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
To far away from home or work	31.0%	278	20.3%	5	49.1%	34	27.6%	26	49.9%	47	62.3%	32	9.0%	2	17.9%	43	15.8%	6	34.6%	53	27.6%	30
Not accessible by public transport	1.3%	12	2.1%	1	0.0%	0	3.3%	3	0.0%	0	0.7%	0	2.4%	1	1.1%	3	4.6%	2	0.0%	0	2.3%	2
Inconveniently located car parking	0.3%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.5%	1	0.7%	1
Expensive car parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre too spread out / not compact	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability / health problems	0.6%	5	0.0%	0	0.0%	0	1.2%	1	1.6%	1	0.7%	0	0.0%	0	0.6%	1	0.6%	0	0.5%	1	0.0%	0
Doesn't feel safe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frequent roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many closed shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	51.6%	464	61.3%	15	43.9%	30	56.0%	54	34.4%	32	24.6%	13	27.3%	6	59.2%	142	63.2%	25	54.7%	84	58.3%	62
(Don't know)	2.6%	23	4.3%	1	1.9%	1	0.0%	0	0.5%	0	6.8%	4	6.7%	2	0.0%	0	7.5%	3	3.2%	5	7.0%	7
Weighted base:		898		25		69		96		94		52		23		240		40		153		107
Sample:		879		54		86		84		92		82		23		149		88		135		86

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q42D Why don't you visit Highfield Road district centre? [MR]																						
<i>Those who do not visit Highfield Road district centre at Q36</i>																						
Lack of choice and range of shops	8.4%	82	4.5%	2	8.3%	5	8.7%	9	31.0%	10	14.5%	5	15.2%	14	6.4%	20	3.4%	2	9.5%	15	1.8%	2
Doesn't have preferred supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.1%	3	0.0%	0	0.5%	1	0.0%	0
To far away from home or work	26.1%	255	23.1%	9	29.8%	17	36.6%	37	3.7%	1	25.9%	8	43.8%	40	29.3%	90	18.2%	9	15.7%	24	16.9%	20
Not accessible by public transport	0.9%	9	1.3%	1	0.0%	0	3.2%	3	0.0%	0	1.2%	0	0.0%	0	0.9%	3	2.7%	1	0.0%	0	0.6%	1
Inconveniently located car parking	1.6%	15	0.0%	0	1.7%	1	2.7%	3	3.2%	1	4.0%	1	2.0%	2	1.4%	4	0.5%	0	0.9%	1	1.3%	1
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre too spread out / not compact	0.5%	5	0.0%	0	8.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability / health problems	0.6%	6	1.7%	1	0.0%	0	1.7%	2	1.6%	0	1.2%	0	0.0%	0	0.5%	1	0.5%	0	0.5%	1	0.0%	0
Doesn't feel safe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Frequent roadworks	0.4%	4	0.0%	0	0.0%	0	3.1%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many closed shops	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	59.2%	578	70.2%	28	49.3%	28	45.3%	45	60.5%	19	41.4%	13	37.9%	35	60.2%	185	66.9%	32	71.1%	108	72.3%	84
(Don't know)	2.9%	29	1.3%	1	2.4%	1	0.8%	1	1.6%	0	9.3%	3	3.9%	4	1.1%	3	6.0%	3	2.9%	4	7.1%	8
Weighted base:		976		40		56		100		31		32		92		308		48		153		116
Sample:		951		86		74		86		28		53		100		196		98		134		96

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q42E Why don't you visit Layton district centre? [MR]																						
<i>Those who do not visit Layton district centre at Q36</i>																						
Lack of choice and range of shops	9.6%	99	8.6%	3	6.0%	4	7.8%	5	16.1%	14	16.1%	9	12.2%	10	10.5%	32	5.4%	3	11.1%	19	0.6%	1
Doesn't have preferred supermarket	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	2.0%	21	0.0%	0	1.6%	1	0.0%	0	8.3%	7	2.1%	1	0.7%	1	3.1%	9	0.0%	0	0.8%	1	0.0%	0
To far away from home or work	25.3%	261	13.5%	4	35.3%	25	13.2%	9	45.6%	40	39.2%	21	26.5%	21	22.6%	69	10.0%	5	21.3%	36	26.0%	31
Not accessible by public transport	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.9%	3	0.0%	0	0.6%	1	0.0%	0
Inconveniently located car parking	0.9%	9	0.0%	0	0.7%	0	0.8%	1	0.6%	0	0.0%	0	5.5%	4	0.4%	1	1.2%	1	0.0%	0	1.2%	1
Expensive car parking	0.5%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre too spread out / not compact	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability / health problems	0.6%	6	0.0%	0	0.0%	0	2.5%	2	1.1%	1	0.7%	0	0.0%	0	0.7%	2	0.5%	0	0.4%	1	0.0%	0
Doesn't feel safe	0.5%	6	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.7%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Frequent roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Too busy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many closed shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	58.2%	601	77.2%	24	55.2%	39	68.3%	48	34.9%	31	37.1%	20	49.4%	39	59.3%	181	77.8%	37	59.9%	101	68.0%	81
(Don't know)	3.2%	33	1.7%	1	1.2%	1	1.1%	1	1.1%	1	6.8%	4	5.8%	5	3.1%	10	5.1%	2	3.6%	6	2.7%	3
Weighted base:	1033		31		71		70		88		54		79		305		48		169		119	
Sample:	1015		72		88		53		93		88		83		193		97		149		99	

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q42F Why don't you visit Whitegate district centre? [MR]																						
<i>Those who do not visit Whitegate district centre at Q36</i>																						
Lack of choice and range of shops	9.3%	86	8.2%	2	9.7%	5	12.7%	10	8.8%	6	19.6%	8	13.5%	10	9.6%	26	5.0%	2	9.3%	15	1.4%	1
Doesn't have preferred supermarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.9%	8	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.7%	1	2.6%	7	0.0%	0	0.0%	0	0.0%	0
To far away from home or work	19.7%	182	17.2%	5	12.0%	6	22.2%	17	32.4%	23	20.9%	9	20.1%	15	21.2%	57	11.8%	5	18.8%	29	13.5%	15
Not accessible by public transport	0.7%	6	1.1%	0	1.0%	0	1.7%	1	0.0%	0	0.9%	0	0.0%	0	1.0%	3	0.5%	0	0.0%	0	0.7%	1
Inconveniently located car parking	1.1%	10	2.5%	1	1.0%	0	0.0%	0	1.3%	1	3.1%	1	1.7%	1	0.7%	2	1.3%	1	0.6%	1	1.6%	2
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre too spread out / not compact	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability / health problems	0.7%	7	0.0%	0	1.0%	0	2.2%	2	1.4%	1	0.9%	0	0.0%	0	0.8%	2	0.5%	0	0.4%	1	0.0%	0
Doesn't feel safe	0.1%	1	0.0%	0	0.0%	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
Frequent roadworks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy	0.5%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.9%	0	0.0%	0	0.5%	1	1.3%	1	0.6%	1	0.0%	0
Too expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many closed shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	64.5%	596	69.7%	19	72.8%	36	57.2%	45	55.6%	39	45.7%	19	57.4%	44	60.9%	164	74.3%	34	69.1%	108	81.2%	88
(Don't know)	3.0%	28	1.9%	1	2.7%	1	1.0%	1	2.1%	1	6.9%	3	6.7%	5	3.3%	9	5.4%	2	1.7%	3	1.6%	2
Weighted base:		923		27		49		79		70		41		77		270		46		156		108
Sample:		937		67		54		66		89		67		84		186		91		142		91

Q43 Do people in your household, including yourself, make use of home internet shopping, mobile internet shopping or TV shopping? [MR/PR]

Yes, Internet (home)	57.0%	655	42.2%	19	42.5%	34	45.7%	53	66.8%	66	48.0%	30	54.2%	50	62.1%	196	64.8%	32	55.5%	94	67.0%	80
Yes, portable internet shopping (through mobile phone / tablet)	26.0%	299	9.0%	4	14.6%	12	21.3%	25	29.9%	30	10.1%	6	25.2%	23	35.5%	112	24.2%	12	34.3%	58	14.6%	17
Yes, TV shopping	2.5%	29	2.4%	1	3.0%	2	5.4%	6	2.8%	3	2.9%	2	3.1%	3	2.8%	9	0.0%	0	1.8%	3	0.0%	0
(No)	32.2%	370	54.2%	25	48.8%	38	38.1%	45	29.6%	29	47.8%	30	36.6%	34	24.9%	79	23.5%	12	29.6%	50	23.9%	29
Weighted base:		1150		46		79		117		99		63		92		316		49		170		119
Sample:		1150		100		100		100		100		100		100		200		100		150		100

Blackpool Household Survey for WYG

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q44 Which goods or services does your household currently purchase via electronic (home / mobile / TV) shopping? [MR]																						
<i>Those who shop via Internet / TV at Q43</i>																						
Food	9.0%	70	16.9%	4	12.4%	5	10.3%	7	2.6%	2	6.1%	2	12.8%	8	8.3%	20	15.2%	6	4.9%	6	12.5%	11
Clothes	50.6%	395	40.8%	9	46.7%	19	49.1%	35	62.8%	44	61.4%	20	48.8%	29	58.1%	138	48.1%	18	41.0%	49	38.3%	35
Banking / finance	3.2%	25	3.8%	1	1.2%	0	5.0%	4	1.4%	1	6.3%	2	11.8%	7	2.2%	5	0.0%	0	1.4%	2	3.0%	3
Books	36.2%	282	43.9%	9	39.2%	16	32.4%	23	37.2%	26	33.1%	11	43.2%	25	29.5%	70	35.2%	13	44.6%	53	38.4%	35
CDs, DVDs, music	28.2%	220	34.3%	7	39.4%	16	23.5%	17	27.6%	19	18.6%	6	36.9%	22	26.0%	62	32.2%	12	28.6%	34	27.2%	25
DIY goods	6.3%	49	7.9%	2	7.2%	3	3.2%	2	18.6%	13	2.4%	1	1.3%	1	5.6%	13	5.5%	2	6.6%	8	4.7%	4
Furniture / carpets	7.2%	56	4.6%	1	7.2%	3	13.8%	10	1.7%	1	0.0%	0	8.6%	5	6.3%	15	4.3%	2	11.5%	14	6.7%	6
Garden items	2.1%	16	3.3%	1	0.0%	0	7.2%	5	0.7%	0	2.4%	1	0.0%	0	2.9%	7	0.6%	0	1.7%	2	0.0%	0
Holiday and / or travel tickets	4.0%	32	5.2%	1	4.0%	2	1.1%	1	5.2%	4	8.7%	3	6.4%	4	5.0%	12	0.0%	0	2.2%	3	3.8%	3
Jewellery	3.3%	25	3.3%	1	0.0%	0	1.1%	1	1.4%	1	4.0%	1	0.9%	1	7.3%	17	0.6%	0	1.4%	2	2.2%	2
Major electrical items	18.1%	141	17.7%	4	28.6%	12	21.6%	16	14.1%	10	1.2%	0	16.3%	10	22.4%	53	19.1%	7	18.8%	22	8.5%	8
Small electrical items	23.5%	183	22.4%	5	48.6%	20	24.0%	17	15.4%	11	15.5%	5	25.3%	15	25.2%	60	16.1%	6	27.4%	33	14.0%	13
Small household goods	13.1%	102	12.6%	3	24.6%	10	17.1%	12	10.5%	7	15.1%	5	14.1%	8	12.1%	29	14.0%	5	9.8%	12	12.6%	11
Sports goods	5.8%	45	1.4%	0	0.0%	0	4.2%	3	0.0%	0	13.5%	4	6.0%	4	6.2%	15	0.9%	0	7.4%	9	11.2%	10
Toys	11.9%	93	10.4%	2	11.9%	5	22.8%	17	3.1%	2	10.0%	3	14.7%	9	12.6%	30	3.5%	1	14.2%	17	8.3%	8
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parts / products	0.4%	3	1.4%	0	1.2%	0	0.8%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Craft / hobby items	2.3%	18	3.3%	1	4.0%	2	2.7%	2	0.0%	0	2.1%	1	0.0%	0	0.8%	2	10.0%	4	2.4%	3	5.5%	5
Gifts	4.4%	34	8.4%	2	1.2%	0	1.9%	1	1.7%	1	11.2%	4	0.0%	0	7.6%	18	0.0%	0	5.1%	6	1.6%	1
Health / beauty / cosmetic / toiletry items	3.4%	27	14.0%	3	1.2%	0	3.2%	2	0.7%	0	2.8%	1	2.3%	1	3.8%	9	8.1%	3	4.5%	5	0.8%	1
Pet products	0.9%	7	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.6%	2	1.1%	3	1.5%	1	0.0%	0	1.1%	1
Stationery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.8%	92	3.8%	1	6.1%	2	14.1%	10	3.3%	2	6.7%	2	12.8%	7	11.2%	27	18.3%	7	14.8%	18	17.4%	16
Weighted base:		780		21		40		72		70		33		59		237		37		119		91
Sample:		614		36		39		46		58		42		53		126		58		91		65

Q45 For your household's last non-food electronic (home / mobile / TV) shopping order, how did you receive your goods?*Those who shop via Internet / TV at Q43*

Collection at store	4.2%	33	6.5%	1	2.8%	1	2.7%	2	9.8%	7	0.0%	0	0.9%	1	4.3%	10	0.9%	0	6.5%	8	2.7%	2
Home delivery	91.1%	710	90.2%	19	94.9%	38	95.2%	69	89.3%	62	83.2%	27	95.5%	56	90.6%	215	95.0%	36	87.2%	104	92.3%	84
Delivery to place of work	2.2%	17	0.0%	0	1.2%	0	1.1%	1	1.0%	1	11.9%	4	1.3%	1	1.8%	4	3.5%	1	2.7%	3	1.9%	2
Collection at click and collect hub (non-store location)	1.0%	8	3.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.8%	4	0.0%	0	2.0%	2	0.0%	0
Collection at other location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	12	0.0%	0	1.2%	0	1.1%	1	0.0%	0	2.8%	1	2.2%	1	1.5%	4	0.6%	0	1.6%	2	3.0%	3
Weighted base:		780		21		40		72		70		33		59		237		37		119		91
Sample:		614		36		39		46		58		42		53		126		58		91		65

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q46 Which of these leisure activities do you participate in? [MR/PR]																						
Health & fitness	23.7%	273	5.1%	2	19.4%	15	24.4%	29	20.0%	20	10.8%	7	25.6%	24	24.5%	77	17.6%	9	33.8%	57	27.6%	33
Leisure centre activities	14.3%	165	3.9%	2	1.8%	1	13.3%	16	16.3%	16	9.1%	6	9.4%	9	20.0%	63	12.6%	6	10.6%	18	23.6%	28
Cinema	41.4%	477	19.5%	9	16.6%	13	38.4%	45	53.4%	53	39.2%	25	46.8%	43	45.1%	142	51.5%	25	46.8%	79	34.8%	42
Restaurant	60.7%	697	37.9%	17	39.3%	31	56.3%	66	66.8%	66	56.6%	35	53.3%	49	65.8%	208	50.4%	25	71.7%	122	65.3%	78
Pub / bars	47.7%	549	34.3%	16	27.7%	22	47.2%	55	45.6%	45	34.1%	21	39.1%	36	55.9%	176	44.1%	22	59.0%	100	46.0%	55
Nightclub	7.4%	86	2.4%	1	0.0%	0	11.1%	13	11.7%	12	1.7%	1	2.2%	2	11.0%	35	11.4%	6	4.7%	8	7.1%	8
Social club	8.0%	92	9.6%	4	8.9%	7	10.1%	12	11.4%	11	6.2%	4	3.2%	3	7.4%	23	8.3%	4	9.3%	16	6.5%	8
Ten pin bowling	9.1%	105	2.4%	1	7.9%	6	9.6%	11	12.6%	13	7.6%	5	1.4%	1	11.7%	37	9.0%	4	9.5%	16	8.6%	10
Bingo	6.0%	69	8.3%	4	13.7%	11	4.3%	5	6.2%	6	18.0%	11	2.9%	3	6.8%	21	6.0%	3	3.2%	5	0.0%	0
Theatre / concert hall	35.2%	405	27.1%	12	25.4%	20	32.8%	38	41.7%	42	25.8%	16	26.8%	25	32.9%	104	34.7%	17	43.1%	73	48.1%	58
Museum / art galleries	15.1%	173	14.5%	7	12.8%	10	10.2%	12	18.9%	19	10.0%	6	4.1%	4	14.2%	45	25.8%	13	20.1%	34	20.3%	24
(None of these)	16.8%	193	25.0%	11	31.3%	25	19.3%	23	13.7%	14	25.8%	16	23.3%	22	11.0%	35	16.0%	8	10.4%	18	19.5%	23
Weighted base:	1150		46		79		117		99		63		92		316		49		170		119	
Sample:	1150		100		100		100		100		100		100		200		100		150		100	

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Q47 Which centre / facility did you last visit for indoor sports or health and fitness activity?												
<i>Those who do indoor sports or health and fitness activities at Q46 AND Excl. nulls & SFT</i>												
Zone 1												
LivingWell Health Club, Hilton Hotel, Promenade, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Talbot Road, Blackpool	2.4%	7	50.0%	2	29.5%	5	2.2%	1	0.0%	0	0.0%	0
Zone 2												
Bannatyne Health Club, Rigby Road, Blackpool	5.6%	17	0.0%	0	43.3%	7	12.5%	4	8.2%	2	5.9%	1
Go Fitness, Blackpool FC Hotel, Blackpool	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharpstyle Boxing & Fitness Club, St Martins Yard, Bagot Street, Blackpool	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0
Zone 3												
Blackpool Sports Centre, West Park Drive, Blackpool	7.2%	22	8.7%	0	2.9%	0	7.7%	3	33.0%	7	16.0%	1
Helio Fitness, Newton Drive, Blackpool	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3 (Blackpool)	0.4%	1	0.0%	0	2.9%	0	0.0%	0	0.0%	0	7.7%	1
Play Football Blackpool, Garstang Road West, Blackpool	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Village Gym, East Park Drive, Blackpool	7.2%	21	8.7%	0	0.0%	0	20.3%	7	0.0%	0	0.0%	0
Village Hotel, East Park Drive, Blackpool	3.5%	10	0.0%	0	0.0%	0	25.1%	9	0.0%	0	4.3%	0
Zone 4												
Gym IT, Waterloo Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palatine Leisure Centre, St Anne's Road, Blackpool	2.9%	9	0.0%	0	21.4%	3	1.6%	1	14.9%	3	4.3%	0
Zone 5												
DW Sports Fitness, Vicarage Lane, Blackpool	0.9%	3	0.0%	0	0.0%	0	0.0%	0	5.8%	1	16.0%	1
Kelly Amelia Fitness Studio, Lynx House, Brinwell Road, Blackpool	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5 (Blackpool)	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0
Zone 6												
Moor Park Health and Leisure Centre, Bristol	8.9%	27	20.6%	1	0.0%	0	0.0%	0	2.4%	0	22.9%	2

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Avenue, Blackpool	0.8%	2	11.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norbreck Castle Hotel, Queens Promenade, Blackpool	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 6	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7											
Other, Fleetwood	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Poulton-le-Fylde	4.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Thornton-Cleveleys	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
YMCA, Breck Road, Poulton-le-Fylde	5.4%	16	0.0%	0	0.0%	0	25.1%	9	0.0%	0	0.0%
YMCA, The Esplanade, Fleetwood	4.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
YMCA, Victoria Road East, Thornton-Cleveleys	11.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8											
Other, Zone 8	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9											
Helio Fitness, St Alban's Road, Lytham St. Annes	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Lytham St Annes	5.5%	17	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%
Smooth Gym Ltd, South Westby Street, Lytham St. Annes	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
YMCA, Mythop Road, Lytham	4.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
YMCA, St. Albans Road, Lytham St. Annes	2.8%	8	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%
Zone 10											
Health Club at Ribby Hall Village, Ribby Road, Preston	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ribby Hall Village, Ribby Road, Wrea Green	4.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
YMCA, Station Road, Kirkham	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Lancaster											
DW Sports Fitness, Central Drive, Morecambe	0.6%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%
Other, Lancaster	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Preston											
fit4less, Capitol Trade Park, Winery Lane, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulwood Leisure Centre, Black Bull Lane, Fulwood, Preston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Preston	2.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	7
Real Gym Preston, Ormskirk Road, Preston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Reps Gym, Roman Way, Longridge Road, Preston	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Outside Study Area - Ribble Valley District												
Longridge Community Gym, Calder Avenue, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sefton District												
DW Sports Fitness, Ocean Plaza, Marine Parade, Southport	1.1%	3	0.0%	0	0.0%	0	14.9%	3	4.3%	0	0.0%	0
Outside Study Area - West Lancashire												
Body Pulse Ltd, Station Road, Preston	0.6%	2	0.0%	0	0.0%	0	0.0%	0	10.1%	1	0.0%	1
Outside Study Area - Wyre District												
Other, Wyre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1
Outside Study Area - Other												
East Midlands	0.5%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Merseyside	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	2
Others												
Other, outside area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	299	3	16	35	20	9	23	95	11	45	40	
Sample:	201	8	10	16	22	15	22	43	14	29	22	

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q48 Which centre / facility did you last visit to go the cinema?																						
<i>Those who go the cinema at Q46 AND Excl. nulls & SFT</i>																						
Zone 1																						
The Regent Cinema, Church Street, Blackpool	0.7%	3	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																						
Odeon Cinema, Rigby Road, Blackpool	40.7%	188	49.7%	4	73.3%	10	56.4%	25	90.7%	47	81.8%	20	43.8%	19	14.7%	19	1.3%	0	38.6%	30	31.7%	13
Zone 7																						
Other, Zone 7	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	2	0.0%	0	0.0%	0
Vue Cinema, North Promenade, Thornton-Cleveleys	39.5%	182	42.3%	4	23.1%	3	19.9%	9	0.9%	0	10.7%	3	53.1%	23	84.4%	111	77.6%	19	0.9%	1	22.5%	9
Zone 9																						
The Island Cinema, South Promenade, Lytham Saint Annes	11.6%	53	0.0%	0	3.6%	0	15.9%	7	8.4%	4	3.8%	1	0.0%	0	0.8%	1	0.0%	0	41.3%	32	17.8%	7
Outside Study Area - Blackburn with Darwen																						
Vue Cinema, Peel Leisure & Retail Park, Lower Audley Street, Blackburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Lancaster District																						
Reel Cinema, Central Drive, Morecambe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Dukes, Moor Lane, Lancaster	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Manchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0
Outside Study Area - Preston District																						
Odeon Cinema, Riversway, Preston	6.1%	28	8.0%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	1.0%	0	19.2%	15	28.1%	11
Outside Study Area - Sefton District																						
Vue Cinema, Ocean Plaza, Marine Drive, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Ribble District																						
Vue Cinema, The Capitol Centre, Walton-le-Dale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																						
Wales	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																						
Other, outside area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Weighted base:	462	9	13	45	52	24	43	132	25	78	41
Sample:	370	18	15	35	39	30	36	74	31	56	36

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q49 Which centre / facility did you last visit to go to a restaurant?																						
<i>Those who go to a restaurants at Q46 AND Excl. nulls & SFT</i>																						
Zone 1																						
North Shore, Blackpool	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Blackpool Town Centre	19.6%	129	58.0%	10	70.0%	21	40.9%	25	32.7%	19	36.8%	12	28.2%	14	8.8%	18	1.0%	0	1.7%	2	12.6%	8
Zone 2																						
Houndhill Shopping Centre, Victoria Street, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																						
Layton District Centre	0.8%	5	1.7%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0
South Shore District Centre	2.3%	15	0.0%	0	3.2%	1	9.5%	6	11.3%	7	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Whitegate Drive District Centre	0.6%	4	5.6%	1	1.6%	0	2.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																						
Blackpool Retail Park, Squires Gate Lane, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highfield Road District Centre	2.6%	17	0.0%	0	0.0%	0	1.3%	1	21.7%	13	10.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	0.1%	1	0.0%	0	1.6%	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
Clifton Retail Park, Blackpool	0.4%	3	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	2	0.0%	0	0.0%	0
Other Zone 5 (Fylde)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5 (Blackpool)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
Bispham District Centre	2.6%	17	3.9%	1	2.2%	1	2.2%	1	2.0%	1	0.0%	0	15.2%	7	1.9%	4	5.5%	1	0.0%	0	1.1%	1
Devonshire Road, Blackpool	0.0%	0	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	0.0%	0
Other, Zone 6	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Zone 7																						
Carleton	0.4%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Cleveleys Town Centre	11.3%	75	2.3%	0	1.6%	0	1.9%	1	0.8%	0	1.2%	0	10.9%	5	31.2%	62	3.4%	1	0.6%	1	3.7%	2
Fleetwood Town Centre	1.9%	13	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	5.1%	10	1.0%	0	0.0%	0	0.0%	0
Freeport Fleetwood Outlet Village, Anchorage Road, Fleetwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7 (Wyre)	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poulton-le-Fylde Town Centre	14.2%	94	3.3%	1	8.5%	3	15.3%	9	2.0%	1	6.2%	2	10.8%	5	31.9%	64	24.5%	6	0.0%	0	4.8%	3
Thornton-Cleveleys	1.4%	9	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	8	0.0%	0	0.0%	0	1.1%	1
Zone 8																						
Hambleton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.0%	0	0.0%	0	0.0%	0
Knott End-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Other, Zone 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Zone 9											
Ansdell District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham St Annes	0.6%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Lytham St Annes - Alexandria Drive	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Lytham St Annes Town Centre	14.3%	94	1.7%	0	0.0%	0	6.0%	4	14.8%	9	24.0%
Lytham Town Centre	10.6%	70	0.0%	0	0.0%	0	0.0%	0	11.3%	7	4.3%
Zone 10											
Freckleton Local Centre	0.6%	4	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkham Town Centre	0.8%	5	2.3%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Other, Zone 10	0.3%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Wrea Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Barrow District											
Barrow-in-Furness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Blackburn with Darwen											
Blackburn Retail & Leisure Park, Lower Audley Street, Blackburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackburn Town Centre	0.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Outside Study Area - Bolton District											
Bolton Shopping Park, Trinity Street, Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bolton Town Centre	0.2%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%
Outside Study Area - Burnley District											
Burnley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Cheshire West & Chester											
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Chorley District											
Botany Bay, Canal Mill, Botany Brow, Chorley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - City of London											
London City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Fylde District											
Elswick	0.2%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.4%
Other, Fylde	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Halton District											
Runcorn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Outside Study Area - Lancaster District											
Arndale Centre, Market Street, Morecambe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carnforth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%
Caton Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Lancaster City Centre	0.6%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%
Other, Lancaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Outside Study Area - Leeds											
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Liverpool											
Cavendish Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Centre	0.3%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%
Outside Study Area - Manchester											
Manchester City Centre	1.5%	10	0.0%	0	0.0%	0	1.9%	1	0.0%	0	7.7%
Outside Study Area - Preston District											
Blackpool Road / Woodplumpton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Preston	0.1%	1	3.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%
Preston City Centre	3.1%	21	0.0%	0	1.6%	0	0.9%	1	0.0%	0	0.8%
Ribbleton Lane Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%
Sharoe Green Local Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%
Outside Study Area - Ribble Valley District											
Clitheroe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Rochdale District											
Rochdale Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Sefton District											
Bootle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southport Town Centre	0.2%	1	1.7%	0	1.6%	0	0.0%	0	0.8%	0	0.0%
Outside Study Area - Sheffield											
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Ribble District											
Bamber Bridge District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gregson Lane Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Longton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Outside Study Area - St Helens District											
Church Square Shopping Centre, Lagrange Arcade,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
St Helens											
Outside Study Area - Warrington											
Warrington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - West Lancashire											
Concourse Shopping Centre, The Concourse, Southway, Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wigan											
Grand Arcade, Crompton Street, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wirral											
Birkenhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wyre District											
Garstang Town Centre	0.6%	4	0.0%	0	0.0%	0	0.8%	0	1.2%	1	0.0%
Great Ecclestone	1.5%	10	0.0%	0	0.0%	0	0.0%	0	1.2%	0	6.1%
Other, Wyre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.5%
Outside Study Area - Other											
Abroad	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cumbria	0.1%	1	1.7%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
East Midlands	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Other, Lancashire	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%
Other, North West	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%
Scotland	0.4%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%
South East	0.2%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%
South West	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
West Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Others											
Other, outside area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	660	17	30	61	59	33	49	200	24	120	67
Sample:	608	43	36	51	52	51	55	122	42	104	52

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q50 Which centre / facility did you last visit to go to bars, pubs and night / social clubs?											
<i>Those who visit bars, pubs and night / social clubs at Q46 AND Excl. nulls & SFT</i>											
Zone 1											
North Shore, Blackpool	0.3%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Town Centre	20.8%	113	69.2%	11	62.4%	16	46.6%	26	46.8%	21	51.8%
Zone 2											
Houndhill Shopping Centre, Victoria Street, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3											
Layton District Centre	0.1%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 3 (Blackpool)	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Other, Zone 3 (Fylde)	0.3%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%
South Shore District Centre	3.7%	20	1.8%	0	19.9%	5	2.4%	1	22.9%	10	14.1%
Whitegate Drive District Centre	2.7%	15	7.7%	1	10.2%	3	17.7%	10	1.1%	0	1.7%
Zone 4											
Blackpool Retail Park, Squires Gate Lane, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Highfield Road District Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	14.2%	6	4.1%
Other, Zone 4 (Blackpool)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Zone 5											
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clifton Retail Park, Blackpool	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marton, Blackpool	1.1%	6	4.2%	1	1.9%	0	6.5%	4	0.0%	0	5.2%
Other, Zone 5 (Blackpool)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.7%
Zone 6											
Bispham District Centre Devonshire Road, Blackpool	1.9%	10	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%
Zone 7											
Carleton	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cleveleys Town Centre	11.7%	64	1.8%	0	1.9%	0	1.0%	1	2.6%	1	0.0%
Fleetwod Town Centre	2.7%	15	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%
Other, Zone 7 (Blackpool)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poulton-le-Fylde Town Centre	19.2%	105	1.8%	0	1.9%	0	11.8%	7	1.1%	0	2.4%
Thornton-Cleveleys	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8											
Hambleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knott End-on-Sea	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9											

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Ansdell District Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	3.9%	2
Lytham St Annes	0.9%	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	5.0%	5	0.0%	0
Lytham St Annes - Alexandria Drive	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lytham St Annes - St Albans Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lytham St Annes Town Centre	11.7%	64	0.0%	0	0.0%	0	5.5%	3	2.2%	1	7.3%	2	0.0%	0	1.1%	2	0.0%	0	52.2%	52	10.0%	5
Lytham Town Centre	8.2%	45	0.0%	0	1.9%	0	0.0%	0	2.6%	1	4.1%	1	0.0%	0	0.6%	1	0.0%	0	32.3%	32	20.5%	9
Zone 10																						
Freckleton Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Kirkham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Wrea Green	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	1.6%	1
Outside Study Area - Barrow District																						
Barrow-in-Furness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Blackburn with Darwen																						
Blackburn Retail & Leisure Park, Lower Audley Street, Blackburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Bolton District																						
Bolton Shopping Park, Trinity Street, Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Burnley District																						
Burnley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West & Chester																						
Chester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Outside Study Area - Chorley District																						
Botany Bay, Canal Mill, Botany Brow, Chorley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - City of London																						
London City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fylde District																						
Elswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Halton District																						
Runcorn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Lancaster District																						
Arndale Centre, Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Street, Morecambe											
Caton Local Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lancaster City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Lancaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West End Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Leeds											
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Liverpool											
Cavendish Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Manchester											
Manchester City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Greater Manchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Preston District											
Blackpool Road / Woodplumpton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston City Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Ribble Valley District											
Clitheroe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Rochdale District											
Rochdale Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Sefton District											
Bootle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Sheffield											
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Ribble District											
Bamber Bridge District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - St Helens District											
Church Square Shopping Centre, Lagrange Arcade, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Warrington											
Warrington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - West Lancashire											
Concourse Shopping Centre, The Concourse, Southway,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Skelmersdale											
Outside Study Area - Wigan											
Grand Arcade, Crompton Street, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wirral											
Birkenhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wyre District											
Garstang Town Centre	0.2%	1	1.8%	0	0.0%	0	0.0%	0	2.3%	1	0.0%
Great Eccleston	1.0%	5	0.0%	0	0.0%	0	0.0%	0	11.4%	3	2.2%
Other, Wyre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	11.4%	3	0.0%
Outside Study Area - Other											
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cumbria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%
Other, Lancashire	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%
Yorkshire and Humber	0.2%	1	0.0%	0	0.0%	0	2.1%	1	2.4%	1	0.0%
Others											
Other, outside area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	544	16	25	56	45	22	36	177	24	99	45
Sample:	445	31	30	37	36	35	36	98	38	70	34

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Q51 Which centre / facility did you last visit to go ten-pin bowling?												
<i>Those who go ten-pin bowling at Q46 AND Excl. nulls & SFT</i>												
Zone 1												
MFA Bowl, Market Street, Blackpool	46.3%	44 100.0%	1 100.0%	6 92.5%	10 100.0%	12 91.3%	4 0.0%	0 26.4%	10 0.0%	0 8.1%	1 9.8%	1
Zone 2												
Blackpool Subscription Bowling Club, Somerset Avenue, Blackpool	0.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 8.7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Zone 3												
Newton Hall Bowling Centre, Staining Road, Blackpool	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Zone 7												
YMCA, Breck Road, Poulton-le-Fylde	1.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 51.2%	1 0.0%	0 0.0%	0
YMCA, The Esplanade, Fleetwood	7.4%	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 60.1%	7 0.0%	0
YMCA, Victoria Road East, Thornton-Cleveleys	30.9%	29 0.0%	0 0.0%	0 7.5%	1 0.0%	0 0.0%	0 100.0%	1 73.6%	27 48.8%	1 0.0%	0 0.0%	0
Outside Study Area - Lancaster District												
Lancaster	3.9%	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 31.8%	4 0.0%	0
Outside Study Area - Manchester												
Manchester	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 0.0%	0 9.8%	1
Outside Study Area - Preston												
Preston	1.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 12.9%	1
MFA Bowl, Greenbank Street, Preston	7.3%	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%	0 67.6%	7
Outside Study Area - Sefton District												
Premier Bowl & Laser, Ocean Plaza, Marine Drive, Southport	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Others												
Other, outside area	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Weighted base:		95	1	6	10	12	4	1	36	3	12	10
Sample:		49	2	3	4	4	5	1	16	4	3	7

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Q52 Which centre / facility do you normally visit for bingo?												
<i>Those who play bingo at Q46 AND Excl. nulls & SFT</i>												
Zone 1												
Mecca Bingo, Talbot Road, Blackpool	88.5%	56 100.0%	4 100.0%	9 100.0%	5 100.0%	6 83.9%	9 100.0%	1 100.0%	19 69.6%	2 0.0%	0 0.0%	0
Zone 2												
Haworths Prize Bingo, Dale Street, Blackpool	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Zone 5												
Empire Bingo, Hawes Side Lane, Blackpool	4.4%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 16.2%	2 0.0%	0 0.0%	0 0.0%	0 20.3%	1 0.0%	0
Zone 7												
Barneys Bingo, Station Road, Fleetwood	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Zone 8												
Other, Zone 8	1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 30.4%	1 0.0%	0 0.0%	0
Outside Study Area - Blackburn with Darwen												
Gala Bingo, Ainsworth Street, Blackburn	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Outside Study Area - Bolton District												
Mecca Bingo, Ormrod Street, Bolton	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Outside Study Area - Chorley District												
Gala Bingo, Market Street, Chorley	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Outside Study Area - Lancaster District												
Gala Bingo, King Street, Lancaster	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Outside Study Area - Preston District												
Club 3000 Preston NHL, New Hall Lane, Preston	5.8%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 79.7%	4 0.0%	0
Outside Study Area - Sefton District												
Mecca Bingo, Garrick Parade, Lord Street, Southport	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Outside Study Area - South Ribble District												
Bamber Bridge Trades Hall Club & Institute, Station Road, Bamber Bridge	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Others												

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Other, outside area	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	63	4	9	5	6	11	1	19	3	5	0
Sample:	51	9	9	4	3	8	1	11	4	2	0

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q53 Which centre / facility do you normally visit for art / culture activities (i.e. theatres / galleries / museums)?											
<i>Those who visit art / cultural facilities at Q46 AND Excl. nulls & SFT</i>											
Zone 1											
North Shore, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Town Centre	63.1%	273	79.4%	11	82.0%	17	78.9%	31	90.5%	38	84.8%
Zone 2											
Houndhill Shopping Centre, Victoria Street, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3											
Layton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4											
Blackpool Retail Park, Squires Gate Lane, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5											
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6											
Bispham District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Zone 7											
Carleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cleveleys Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
Fleetwod Town Centre	0.6%	2	2.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Thornton-Cleveleys	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Zone 8											
Hambleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9											
Ansdeil District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham St Annes Town Centre	0.2%	1	0.0%	0	2.3%	0	0.0%	0	1.2%	0	0.0%
Lytham Town Centre	1.8%	8	0.0%	0	2.3%	0	1.5%	1	0.0%	0	0.0%
Zone 10											
Freckleton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Barrow District											
Barrow-in-Furness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Blackburn with Darwen											
Blackburn Retail & Leisure Park, Lower Audley Street, Blackburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackburn Town Centre	0.7%	3	3.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%
Outside Study Area - Bolton District											

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Bolton Shopping Park, Trinity Street, Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bolton Town Centre Outside Study Area - Burnley District	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnley Town Centre Outside Study Area - Cheshire West & Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chester City Centre Outside Study Area - Chorley District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Botany Bay, Canal Mill, Botany Brow, Chorley Outside Study Area - City of London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
London City Centre Outside Study Area - Fylde District	4.8%	21	2.8%	0	4.6%	1	1.5%	1	1.2%	0	7.6%
Elswick Outside Study Area - Halton District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Runcorn Town Centre Outside Study Area - Lancaster District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Arndale Centre, Market Street, Morecambe Outside Study Area - Leeds	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%
Leeds City Centre Outside Study Area - Liverpool	0.2%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.3%
Cavendish Retail Park, Liverpool Outside Study Area - Manchester	2.7%	12	2.1%	0	0.0%	0	0.0%	0	2.8%	1	0.0%
Manchester City Centre Other, Greater Manchester Outside Study Area - Preston District	15.1%	65	0.0%	0	0.0%	0	8.4%	3	4.4%	2	0.0%
Blackpool Road / Woodplumpton Road Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cottam District Centre Outside Study Area - Ribble Valley District	3.6%	16	4.9%	1	0.0%	0	1.5%	1	0.0%	0	5.3%
Clitheroe Town Centre Outside Study Area -	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Rochdale District												
Rochdale Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sefton District												
Bootle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sheffield												
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Ribble District												
Bamber Bridge District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St Helens District												
Church Square Shopping Centre, Lagrange Arcade, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Warrington												
Warrington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - West Lancashire												
Concourse Shopping Centre, The Concourse, Southway, Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wigan												
Grand Arcade, Crompton Street, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wirral												
Birkenhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wyre District												
Garstang Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other												
Abroad	0.6%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Cumbria	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Merseyside	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North East	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Scotland	0.3%	1	4.9%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1
South West	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Wales	0.3%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
West Midlands	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yorkshire and Humber	0.4%	2	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Others												
Other, outside area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	432	14	20	39	42	17	24	114	24	77	60	
Sample:	417	34	27	46	38	25	26	70	36	65	50	

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q54 How do you normally travel when visiting leisure destinations?																						
<i>Those who participate in a leisure activity at Q46</i>																						
Car / van (as driver)	58.9%	563	27.9%	10	34.7%	19	47.9%	45	63.5%	54	58.8%	27	49.5%	35	61.8%	174	69.0%	28	62.7%	95	78.7%	76
Car / van (as passenger)	9.8%	94	19.8%	7	6.3%	3	10.7%	10	9.4%	8	10.8%	5	6.8%	5	13.5%	38	10.0%	4	4.3%	6	7.3%	7
Bus, minibus or coach	6.8%	65	4.8%	2	12.4%	7	19.1%	18	5.0%	4	10.5%	5	12.5%	9	2.4%	7	7.9%	3	5.8%	9	1.5%	1
Motorcycle, scooter or moped	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	11.2%	107	35.0%	12	32.7%	18	11.6%	11	11.1%	9	6.7%	3	8.2%	6	8.4%	24	0.6%	0	13.1%	20	4.7%	5
Taxi	7.4%	71	5.7%	2	10.0%	5	8.8%	8	3.1%	3	9.5%	4	17.5%	12	9.3%	26	0.6%	0	4.3%	7	2.9%	3
Train / tram	1.7%	17	0.0%	0	3.0%	2	0.8%	1	0.6%	0	0.0%	0	1.6%	1	2.1%	6	0.0%	0	2.3%	4	3.3%	3
Bicycle	0.3%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Mobility scooter / disability vehicle	0.5%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	2.4%	4	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aeroplane	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
(Don't know / varies)	3.1%	29	3.1%	1	0.0%	0	1.1%	1	7.3%	6	3.6%	2	4.0%	3	2.2%	6	11.9%	5	2.5%	4	1.5%	1
Weighted base:		956		35		54		94		86		46		71		281		41		152		96
Sample:		900		75		67		79		83		72		73		169		72		131		79

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q55 Which leisure facilities would you like to see more of in your area? [MR]																						
Bars / pubs	1.2%	13	0.0%	0	0.0%	0	0.7%	1	5.0%	5	2.1%	1	0.0%	0	1.4%	4	0.0%	0	1.1%	2	0.0%	0
Better shopping facilities	1.9%	22	0.6%	0	0.0%	0	1.6%	2	6.4%	6	0.0%	0	1.4%	1	2.5%	8	1.2%	1	1.4%	2	0.8%	1
Bowling alley	1.2%	13	0.0%	0	0.0%	0	0.0%	0	3.8%	4	2.9%	2	0.0%	0	0.3%	1	5.0%	2	1.9%	3	0.8%	1
Cinema	0.6%	7	0.6%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.3%	1	6.2%	3	0.6%	1	0.6%	1
Concert hall / venue	0.8%	9	2.8%	1	0.0%	0	0.7%	1	0.7%	1	1.1%	1	0.0%	0	0.3%	1	2.6%	1	0.4%	1	2.3%	3
Cycle paths / area	0.2%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1
Dance facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skate park	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	0	0.0%	0	0.0%	0	10.0%	5	0.0%	0	0.8%	1
Health & fitness (gym)	1.8%	20	1.1%	1	6.1%	5	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.6%	2	5.0%	2	1.0%	2	6.3%	7
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.3%	1	0.0%	0	2.1%	7	0.0%	0	0.0%	0	0.0%	0
Karting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Leisure centre	0.9%	10	1.3%	1	0.6%	0	3.1%	4	0.0%	0	1.5%	1	0.0%	0	0.6%	2	0.0%	0	0.4%	1	1.7%	2
More children facilities / activities	2.5%	29	1.5%	1	0.0%	0	4.3%	5	3.3%	3	0.8%	1	6.1%	6	2.2%	7	7.6%	4	1.7%	3	0.0%	0
More sports facilities (football pitches, tennis courts)	3.5%	41	0.6%	0	0.0%	0	0.0%	0	8.9%	9	3.3%	2	0.0%	0	1.1%	3	10.3%	5	2.9%	5	13.3%	16
Museum / art galleries	0.7%	8	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.5%	1	0.0%	0	0.6%	2	0.5%	0	2.1%	4	0.0%	0
Outdoor play areas / park facilities	1.5%	17	0.0%	0	0.0%	0	3.8%	4	1.7%	2	0.0%	0	0.0%	0	0.8%	2	2.6%	1	3.2%	5	1.5%	2
Paintballing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.3%	4	0.7%	0	0.6%	1	1.2%	1
Swimming pool	4.2%	48	7.9%	4	7.5%	6	4.8%	6	0.5%	0	5.9%	4	4.9%	4	2.3%	7	15.6%	8	3.9%	7	2.5%	3
Theatre	0.4%	5	1.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	3	0.0%	0	0.4%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled facilities	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Bingo hall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Library	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	1.4%	2	0.0%	0
More for older people to do	0.2%	2	0.6%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More green space	1.3%	15	0.0%	0	1.4%	1	3.8%	4	0.0%	0	1.5%	1	0.0%	0	2.3%	7	0.0%	0	0.0%	0	0.8%	1
(None)	71.1%	817	77.9%	36	72.4%	57	78.2%	91	64.9%	64	68.3%	43	75.5%	70	74.4%	235	50.7%	25	73.4%	124	60.1%	72
(Don't know)	9.3%	106	6.3%	3	11.9%	9	3.9%	5	9.7%	10	13.5%	8	10.4%	10	8.0%	25	12.5%	6	9.1%	15	12.7%	15
Weighted base:		1150		46		79		117		99		63		92		316		49		170		119
Sample:		1150		100		100		100		100		100		100		200		100		150		100

GEN Gender of respondent:

Male	32.7%	376	32.4%	15	41.5%	33	34.8%	41	33.8%	34	37.4%	23	36.0%	33	29.8%	94	32.9%	16	35.6%	60	22.6%	27
Female	67.3%	774	67.6%	31	58.5%	46	65.2%	76	66.2%	66	62.6%	39	64.0%	59	70.2%	221	67.1%	33	64.4%	109	77.4%	92
Weighted base:		1150		46		79		117		99		63		92		316		49		170		119
Sample:		1150		100		100		100		100		100		100		200		100		150		100

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
AGE Could I ask how old you are please?																						
18 – 24 years	6.0%	69	6.4%	3	12.2%	10	14.8%	17	5.0%	5	0.0%	0	0.0%	0	7.6%	24	20.0%	10	0.0%	0	0.0%	0
25 – 34 years	10.0%	115	0.0%	0	6.1%	5	4.9%	6	25.1%	25	12.4%	8	6.1%	6	10.2%	32	10.0%	5	8.3%	14	12.5%	15
35 – 44 years	15.9%	183	0.0%	0	9.7%	8	23.6%	28	13.3%	13	6.6%	4	19.3%	18	21.5%	68	13.2%	6	13.1%	22	13.2%	16
45 – 54 years	18.3%	211	8.6%	4	9.9%	8	14.0%	16	13.6%	14	10.9%	7	22.2%	21	18.9%	60	14.8%	7	24.5%	42	27.9%	33
55 – 64 years	16.6%	190	41.9%	19	15.7%	12	13.9%	16	13.0%	13	20.4%	13	14.3%	13	16.1%	51	12.9%	6	19.3%	33	11.7%	14
65+ years	27.0%	310	32.8%	15	37.9%	30	23.4%	27	27.3%	27	33.1%	21	28.3%	26	21.3%	67	25.6%	13	28.1%	48	30.2%	36
(Refused)	6.3%	72	10.2%	5	8.7%	7	5.3%	6	2.7%	3	16.6%	10	9.7%	9	4.5%	14	3.5%	2	6.6%	11	4.4%	5
Weighted base:	1150		46		79		117		99		63		92		316		49		170		119	
Sample:	1150		100		100		100		100		100		100		200		100		150		100	
EMP Is the chief wage earner in full-time or part-time employment?																						
Working full time	44.6%	512	33.4%	15	36.7%	29	40.1%	47	48.9%	49	28.7%	18	48.3%	45	50.7%	160	51.6%	25	39.7%	67	48.2%	58
Working part time	9.5%	110	7.1%	3	4.1%	3	10.9%	13	6.9%	7	14.5%	9	8.6%	8	12.8%	40	3.8%	2	9.1%	16	7.4%	9
Unemployed	1.7%	19	3.0%	1	1.4%	1	7.4%	9	0.7%	1	4.4%	3	2.9%	3	0.3%	1	0.0%	0	0.0%	0	0.8%	1
Retired	34.2%	393	45.3%	21	45.7%	36	28.9%	34	35.4%	35	36.3%	23	32.1%	30	29.8%	94	35.2%	17	37.3%	63	33.6%	40
A housewife / househusband	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A student	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0
Sick / disabled	1.2%	14	0.0%	0	1.4%	1	4.3%	5	0.0%	0	2.9%	2	0.0%	0	1.0%	3	0.0%	0	1.5%	3	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	8.6%	99	11.2%	5	10.7%	8	8.3%	10	8.2%	8	13.3%	8	8.2%	8	5.3%	17	4.3%	2	12.3%	21	10.0%	12
Weighted base:	1150		46		79		117		99		63		92		316		49		170		119	
Sample:	1150		100		100		100		100		100		100		200		100		150		100	
ADU How many adults, including yourself, live in your household (16 years and above)?																						
One	21.2%	244	30.5%	14	28.8%	23	28.1%	33	15.5%	15	24.0%	15	28.2%	26	19.2%	60	10.4%	5	19.7%	33	15.7%	19
Two	48.6%	559	46.2%	21	33.9%	27	58.3%	68	49.7%	49	52.9%	33	44.0%	41	51.7%	163	62.6%	31	46.2%	78	40.1%	48
Three	14.9%	171	7.9%	4	15.0%	12	3.8%	4	22.8%	23	6.0%	4	15.1%	14	14.1%	44	6.4%	3	19.1%	32	25.7%	31
Four or more	7.4%	85	6.2%	3	11.6%	9	1.3%	2	6.2%	6	3.1%	2	3.7%	3	9.8%	31	15.8%	8	5.4%	9	10.0%	12
(Refused)	7.9%	91	9.2%	4	10.7%	8	8.3%	10	5.8%	6	13.9%	9	9.0%	8	5.3%	17	4.8%	2	9.6%	16	8.5%	10
Weighted base:	1150		46		79		117		99		63		92		316		49		170		119	
Sample:	1150		100		100		100		100		100		100		200		100		150		100	

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
CHI How many children aged under 16 years old are there living in your household?																						
None	70.5%	811	86.3%	40	70.3%	55	64.4%	75	64.4%	64	75.6%	47	65.1%	60	68.8%	217	74.6%	36	73.6%	125	76.0%	91
One	9.4%	108	2.4%	1	15.8%	12	8.9%	10	5.2%	5	2.3%	1	9.5%	9	15.9%	50	2.0%	1	5.0%	8	7.4%	9
Two	8.9%	102	0.6%	0	0.0%	0	9.9%	12	17.4%	17	5.0%	3	16.6%	15	8.3%	26	10.9%	5	11.3%	19	3.4%	4
Three	2.2%	25	1.5%	1	3.2%	3	8.5%	10	0.0%	0	3.3%	2	0.8%	1	1.7%	5	2.6%	1	0.6%	1	1.5%	2
Four or more	1.2%	14	0.0%	0	0.0%	0	0.0%	0	7.7%	8	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	3.3%	4
(Refused)	7.8%	89	9.2%	4	10.7%	8	8.3%	10	5.3%	5	13.9%	9	7.9%	7	5.3%	17	4.8%	2	9.6%	16	8.5%	10
Weighted base:		1150		46		79		117		99		63		92		316		49		170		119
Sample:		1150		100		100		100		100		100		100		200		100		150		100
CAR How many cars does your household own or have the use of?																						
None	13.0%	149	18.5%	9	38.2%	30	21.8%	26	8.3%	8	15.4%	10	18.7%	17	7.5%	24	3.5%	2	10.9%	19	5.2%	6
One	35.2%	405	64.2%	30	29.3%	23	40.0%	47	30.3%	30	45.0%	28	38.1%	35	32.3%	102	39.4%	19	34.3%	58	27.6%	33
Two	31.0%	356	6.6%	3	10.4%	8	24.1%	28	47.8%	48	24.1%	15	24.6%	23	40.0%	126	35.3%	17	26.1%	44	36.4%	43
Three or more	13.2%	152	1.5%	1	11.6%	9	8.4%	10	8.2%	8	1.7%	1	10.4%	10	14.8%	47	18.2%	9	18.1%	31	22.4%	27
(Refused)	7.6%	88	9.2%	4	10.7%	8	5.7%	7	5.3%	5	13.9%	9	8.2%	8	5.3%	17	3.6%	2	10.5%	18	8.5%	10
Weighted base:		1150		46		79		117		99		63		92		316		49		170		119
Sample:		1150		100		100		100		100		100		100		200		100		150		100
HOM Do you own your own home?																						
Yes	73.4%	844	69.7%	32	67.5%	53	67.6%	79	75.1%	75	64.8%	41	79.0%	73	77.6%	245	61.0%	30	78.7%	134	69.2%	83
No	18.5%	213	21.2%	10	21.9%	17	24.0%	28	19.5%	19	19.6%	12	11.4%	10	17.0%	54	33.7%	16	11.3%	19	22.3%	27
(Refused)	8.1%	93	9.2%	4	10.7%	8	8.3%	10	5.3%	5	15.6%	10	9.6%	9	5.3%	17	5.3%	3	10.0%	17	8.5%	10
Weighted base:		1150		46		79		117		99		63		92		316		49		170		119
Sample:		1150		100		100		100		100		100		100		200		100		150		100
ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?																						
White	89.4%	1028	90.8%	42	79.4%	63	86.7%	101	89.6%	89	84.3%	53	91.0%	84	93.1%	294	91.9%	45	89.6%	152	88.8%	106
Indian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.9%	10	0.0%	0	6.1%	5	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.2%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.7%	9	0.0%	0	0.0%	0	4.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.4%	1	0.6%	1
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed race	0.6%	7	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	4	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	8.1%	93	9.2%	4	11.3%	9	5.7%	7	5.3%	5	15.7%	10	9.0%	8	5.6%	18	5.5%	3	10.0%	17	10.6%	13
Weighted base:		1150		46		79		117		99		63		92		316		49		170		119
Sample:		1150		100		100		100		100		100		100		200		100		150		100

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
QUOTA Zone:											
Zone 1	4.0%	46	100.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2	6.9%	79	0.0%	0	100.0%	79	0.0%	0	0.0%	0	0.0%
Zone 3	10.2%	117	0.0%	0	0.0%	0	100.0%	117	0.0%	0	0.0%
Zone 4	8.6%	99	0.0%	0	0.0%	0	0.0%	0	100.0%	99	0.0%
Zone 5	5.5%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 6	8.0%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 7	27.4%	316	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 8	4.3%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 9	14.8%	170	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 10	10.4%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Weighted base:	1150	46	79	117	99	63	92	316	49	170	119
Sample:	1150	100	100	100	100	100	100	200	100	150	100

Blackpool Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
PC Postcode sector:											
FY1 1	0.1%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
FY1 2	2.6%	30	64.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%
FY1 3	1.3%	15	33.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%
FY1 4	1.6%	18	0.0%	0	23.0%	18	0.0%	0	0.0%	0	0.0%
FY1 5	1.6%	19	0.0%	0	23.6%	19	0.0%	0	0.0%	0	0.0%
FY1 6	3.7%	42	0.0%	0	53.5%	42	0.0%	0	0.0%	0	0.0%
FY2 0	4.4%	51	0.0%	0	0.0%	0	0.0%	0	54.8%	51	0.0%
FY2 9	3.6%	42	0.0%	0	0.0%	0	0.0%	0	45.2%	42	0.0%
FY3 0	0.6%	7	0.0%	0	0.0%	0	6.1%	7	0.0%	0	0.0%
FY3 7	3.4%	39	0.0%	0	0.0%	0	33.1%	39	0.0%	0	0.0%
FY3 8	2.5%	29	0.0%	0	0.0%	0	25.0%	29	0.0%	0	0.0%
FY3 9	3.6%	42	0.0%	0	0.0%	0	35.7%	42	0.0%	0	0.0%
FY4 1	2.6%	30	0.0%	0	0.0%	0	0.0%	30	30.0%	30	0.0%
FY4 2	2.9%	33	0.0%	0	0.0%	0	0.0%	0	33.6%	33	0.0%
FY4 3	3.2%	36	0.0%	0	0.0%	0	0.0%	0	36.5%	36	0.0%
FY4 4	4.2%	48	0.0%	0	0.0%	0	0.0%	0	76.5%	48	0.0%
FY4 5	1.3%	15	0.0%	0	0.0%	0	0.0%	0	23.5%	15	0.0%
FY5 1	2.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%
FY5 2	3.6%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%
FY5 3	5.3%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%
FY5 4	2.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%
FY5 5	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%
FY6 0	1.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
FY6 7	5.8%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%
FY6 8	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
FY6 9	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.8%
FY7 6	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%
FY7 7	1.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%
FY7 8	2.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%
FY8 1	3.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
FY8 2	2.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%
FY8 3	3.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%
FY8 4	3.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%
FY8 5	3.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%
PR3 6	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.3%
PR4 1	1.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
PR4 2	4.4%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%
PR4 3	2.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.9%
Weighted base:	1150	46	79	117	99	63	92	316	49	170	119
Sample:	1150	100	100	100	100	100	100	200	100	150	100



Appendix 3 – In-Street Survey Results



Blackpool In Street Survey for WYG

September 2017

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	
Q01 How did you travel to Blackpool today?									
Car / van (as driver)	20.0%	20 34.1%	14 10.2%	6 15.4%	2 22.9%	8 19.2%	10 33.3%	12 12.5%	8
Car / van (as passenger)	7.0%	7 2.4%	1 10.2%	6 7.7%	1 5.7%	2 7.7%	4 11.1%	4 4.7%	3
Bus, minibus or coach	30.0%	30 9.8%	4 44.1%	26 30.8%	4 25.7%	9 32.7%	17 27.8%	10 31.3%	20
Motorcycle, scooter or moped	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Walk	34.0%	34 41.5%	17 28.8%	17 38.5%	5 31.4%	11 34.6%	18 27.8%	10 37.5%	24
Taxi / minicab	2.0%	2 2.4%	1 1.7%	1 0.0%	0 2.9%	1 1.9%	1 0.0%	0 3.1%	2
Bicycle	1.0%	1 2.4%	1 0.0%	0 0.0%	0 2.9%	1 0.0%	0 0.0%	0 1.6%	1
Combined (PLEASE WRITE IN)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Other (PLEASE WRITE IN)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Taxi and bus	1.0%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 1.9%	1 0.0%	0 1.6%	1
Train	2.0%	2 4.9%	2 0.0%	0 0.0%	0 2.9%	1 1.9%	1 0.0%	0 3.1%	2
Tram	3.0%	3 2.4%	1 3.4%	2 7.7%	1 5.7%	2 0.0%	0 0.0%	0 4.7%	3
Base:	100	41	59	13	35	52	36	64	
Q02 Where did you park today?									
<i>Those who said car / van at Q01</i>									
Adelaide Street Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Bank Street Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Bethesda Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Bloomfield Road Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Bolton Street Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Bonny Street Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Central Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Chapel Street Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Church Street/Cookson Street Car Park	3.7%	1 0.0%	0 8.3%	1 0.0%	0 0.0%	0 7.1%	1 6.3%	1 0.0%	0
Cocker Square Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Cocker Street Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
East Topping Street Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Filey Place Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Foxhall Village Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Glynn Square Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Hounds Hill Shopping Centre Car Park	22.2%	6 26.7%	4 16.7%	2 0.0%	0 30.0%	3 21.4%	3 31.3%	5 9.1%	1
Lonsdale Road Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Lytham Road Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Queen Street Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Sainsbury's Car Park	22.2%	6 33.3%	5 8.3%	1 0.0%	0 40.0%	4 14.3%	2 18.8%	3 27.3%	3
Seaside Way Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
South Beach Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
South Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
South King Street Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Talbot Road Multi-storey	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Tower Street Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
West Street Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Wilkinson's Car Park	7.4%	2 0.0%	0 16.7%	2 33.3%	1 0.0%	0 7.1%	1 6.3%	1 9.1%	1
Wimbourne Place Car Park	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Other (PLEASE WRITE IN FULL CAR PARK ADDRESS)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(Don't know - On Street)	18.5%	5 13.3%	2 25.0%	3 0.0%	0 0.0%	0 35.7%	5 12.5%	2 27.3%	3
(Don't know - Car park)	3.7%	1 6.7%	1 0.0%	0 33.3%	1 0.0%	0 0.0%	0 0.0%	0 9.1%	1
(Dropped off - didn't park)	14.8%	4 6.7%	1 25.0%	3 33.3%	1 20.0%	2 7.1%	1 12.5%	2 18.2%	2
Private work car park	3.7%	1 6.7%	1 0.0%	0 0.0%	0 10.0%	1 0.0%	0 6.3%	1 0.0%	0
Wilton parade	3.7%	1 6.7%	1 0.0%	0 0.0%	0 0.0%	0 7.1%	1 6.3%	1 0.0%	0
Base:	27	15	12	3	10	14	16	11	
Q03 Did you have any difficulties obtaining a car parking space today?									
<i>Those who mentioned a car park at Q02</i>									
Yes	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
No	100.0%	18 100.0%	12 100.0%	6 100.0%	2 100.0%	8 100.0%	8 100.0%	12 100.0%	6
Base:	18	12	6	2	8	8	12	6	

Blackpool In Street Survey for WYG

September 2017

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	
Mean score [minutes]									
Q04 How long did your journey to Blackpool take?									
0-5 minutes	13.0%	13 14.6%	6 11.9%	7 0.0%	0 11.4%	4 17.3%	9 5.6%	2 17.2%	11
6-10 minutes	34.0%	34 31.7%	13 35.6%	21 38.5%	5 28.6%	10 36.5%	19 36.1%	13 32.8%	21
11-15 minutes-	24.0%	24 24.4%	10 23.7%	14 15.4%	2 37.1%	13 17.3%	9 30.6%	11 20.3%	13
16-20 minutes	6.0%	6 9.8%	4 3.4%	2 15.4%	2 8.6%	3 1.9%	1 5.6%	2 6.3%	4
21-30 minutes	7.0%	7 2.4%	1 10.2%	6 23.1%	3 0.0%	0 7.7%	4 13.9%	5 3.1%	2
31-60 minutes	11.0%	11 7.3%	3 13.6%	8 0.0%	0 11.4%	4 13.5%	7 5.6%	2 14.1%	9
Over 60 minutes	5.0%	5 9.8%	4 1.7%	1 7.7%	1 2.9%	1 5.8%	3 2.8%	1 6.3%	4
Mean:	17.70	19.05	16.75	19.38	16.23	18.26	16.06	18.62	
Base:	100	41	59	13	35	52	36	64	
Q05 Did you travel to Blackpool directly from home, work or elsewhere?									
Home	78.0%	78 82.9%	34 74.6%	44 84.6%	11 85.7%	30 71.2%	37 69.4%	25 82.8%	53
Work	2.0%	2 0.0%	0 3.4%	2 0.0%	0 2.9%	1 1.9%	1 5.6%	2 0.0%	0
On holiday	20.0%	20 17.1%	7 22.0%	13 15.4%	2 11.4%	4 26.9%	14 25.0%	9 17.2%	11
Family member's home	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
College	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Hospital appointment	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Other medical appointment	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Friend's home	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Elsewhere (PLEASE WRITE IN)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Base:	100	41	59	13	35	52	36	64	
Q06 In terms of your visit to Blackpool do you live in Blackpool, work in Blackpool or are you a visitor to the area? [MR]									
Live in Blackpool	57.0%	57 65.9%	27 50.8%	30 53.8%	7 65.7%	23 51.9%	27 50.0%	18 60.9%	39
Work in Blackpool	9.0%	9 17.1%	7 3.4%	2 15.4%	2 20.0%	7 0.0%	0 13.9%	5 6.3%	4
Visitor to Blackpool (live elsewhere on the Fylde Coast)	18.0%	18 7.3%	3 25.4%	15 23.1%	3 11.4%	4 21.2%	11 19.4%	7 17.2%	11
Visitor to Blackpool (live outside of the Fylde Coast)	23.0%	23 22.0%	9 23.7%	14 23.1%	3 17.1%	6 26.9%	14 25.0%	9 21.9%	14
Base:	100	41	59	13	35	52	36	64	

Blackpool In Street Survey for WYG

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q07 Why do you choose to shop / visit Blackpool? [MR]																
Accessibility by public transport	20.0%	20	22.0%	9	18.6%	11	7.7%	1	37.1%	13	11.5%	6	16.7%	6	21.9%	14
Accessibility to Blackpool	35.0%	35	39.0%	16	32.2%	19	15.4%	2	51.4%	18	28.8%	15	27.8%	10	39.1%	25
Car parking prices	3.0%	3	4.9%	2	1.7%	1	0.0%	0	8.6%	3	0.0%	0	5.6%	2	1.6%	1
Car parking provision	6.0%	6	9.8%	4	3.4%	2	7.7%	1	14.3%	5	0.0%	0	11.1%	4	3.1%	2
Choice of High Street retailers	8.0%	8	17.1%	7	1.7%	1	7.7%	1	17.1%	6	1.9%	1	8.3%	3	7.8%	5
Choice of shops selling non-food goods	6.0%	6	9.8%	4	3.4%	2	7.7%	1	8.6%	3	3.8%	2	2.8%	1	7.8%	5
Cleanliness	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
Close to friends / family	16.0%	16	14.6%	6	16.9%	10	15.4%	2	25.7%	9	9.6%	5	13.9%	5	17.2%	11
Close to home	60.0%	60	61.0%	25	59.3%	35	53.8%	7	71.4%	25	53.8%	28	52.8%	19	64.1%	41
Close to work	14.0%	14	17.1%	7	11.9%	7	15.4%	2	25.7%	9	5.8%	3	22.2%	8	9.4%	6
Close to school / college	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment / events	18.0%	18	14.6%	6	20.3%	12	23.1%	3	17.1%	6	17.3%	9	19.4%	7	17.2%	11
Habit	12.0%	12	2.4%	1	18.6%	11	15.4%	2	14.3%	5	9.6%	5	8.3%	3	14.1%	9
Provision of leisure services	8.0%	8	9.8%	4	6.8%	4	7.7%	1	17.1%	6	1.9%	1	19.4%	7	1.6%	1
Provision of services (e.g. banks / financial services)	4.0%	4	2.4%	1	5.1%	3	0.0%	0	2.9%	1	5.8%	3	0.0%	0	6.3%	4
Public information, signposts, public facilities	2.0%	2	2.4%	1	1.7%	1	0.0%	0	5.7%	2	0.0%	0	5.6%	2	0.0%	0
Quality of shops selling food goods	2.0%	2	2.4%	1	1.7%	1	0.0%	0	5.7%	2	0.0%	0	2.8%	1	1.6%	1
Range of independent / specialist shops	6.0%	6	0.0%	0	10.2%	6	7.7%	1	2.9%	1	7.7%	4	11.1%	4	3.1%	2
Range of shops selling food goods	5.0%	5	2.4%	1	6.8%	4	15.4%	2	2.9%	1	3.8%	2	5.6%	2	4.7%	3
Safety (during the day)	8.0%	8	12.2%	5	5.1%	3	7.7%	1	17.1%	6	1.9%	1	11.1%	4	6.3%	4
Safety (during the night)	2.0%	2	2.4%	1	1.7%	1	0.0%	0	5.7%	2	0.0%	0	2.8%	1	1.6%	1
Shopping environment	9.0%	9	9.8%	4	8.5%	5	15.4%	2	8.6%	3	7.7%	4	11.1%	4	7.8%	5
The market	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
Value for money	4.0%	4	4.9%	2	3.4%	2	7.7%	1	2.9%	1	3.8%	2	2.8%	1	4.7%	3
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attending a course	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
On holiday	2.0%	2	4.9%	2	0.0%	0	0.0%	0	2.9%	1	1.9%	1	2.8%	1	1.6%	1
To fulfill a bucket list wish	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
Base:		100		41		59		13		35		52		36		64

Blackpool In Street Survey for WYG

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q08 What is the main reason why you are in Blackpool today?																
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes / shoes shopping	16.0%	16	7.3%	3	22.0%	13	38.5%	5	11.4%	4	13.5%	7	19.4%	7	14.1%	9
Bank / building society / Post Office	6.0%	6	2.4%	1	8.5%	5	0.0%	0	2.9%	1	9.6%	5	0.0%	0	9.4%	6
Browsing	17.0%	17	17.1%	7	16.9%	10	7.7%	1	11.4%	4	23.1%	12	16.7%	6	17.2%	11
Café / restaurant / pub (food and beverage)	2.0%	2	2.4%	1	1.7%	1	0.0%	0	2.9%	1	1.9%	1	2.8%	1	1.6%	1
Chemist	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
Doctor / dentist	4.0%	4	4.9%	2	3.4%	2	0.0%	0	8.6%	3	1.9%	1	2.8%	1	4.7%	3
Electrical goods shopping	3.0%	3	4.9%	2	1.7%	1	7.7%	1	2.9%	1	1.9%	1	0.0%	0	4.7%	3
Furniture / carpet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / gift shops	2.0%	2	0.0%	0	3.4%	2	0.0%	0	2.9%	1	1.9%	1	2.8%	1	1.6%	1
Library	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
Market	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
Public offices	2.0%	2	4.9%	2	0.0%	0	0.0%	0	2.9%	1	1.9%	1	0.0%	0	3.1%	2
Services (e.g. hairdressers, laundrette)	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
Social / leisure activities	3.0%	3	2.4%	1	3.4%	2	7.7%	1	2.9%	1	1.9%	1	0.0%	0	4.7%	3
Stationers / newsagents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work / school / college	11.0%	11	12.2%	5	10.2%	6	15.4%	2	17.1%	6	5.8%	3	16.7%	6	7.8%	5
Visit specialist shops	2.0%	2	0.0%	0	3.4%	2	0.0%	0	2.9%	1	1.9%	1	5.6%	2	0.0%	0
Blackpool Tramway	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
Blackpool Pleasure Beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Tower	2.0%	2	2.4%	1	1.7%	1	0.0%	0	0.0%	0	3.8%	2	0.0%	0	3.1%	2
Blackpool Tower Dungeon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Pier	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North pier	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandcastle Waterpark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Zoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Illuminations	1.0%	1	2.4%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Promenade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Model Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sea life Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madame Tussauds Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Performances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coral Island Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Amusement Arcades	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grundy Art Gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winter Gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B and M, Bank Hey Street, Blackpool	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
Co-op, Abingdon Street, Blackpool	3.0%	3	2.4%	1	3.4%	2	0.0%	0	2.9%	1	3.8%	2	5.6%	2	1.6%	1
Heron Food, Talbot Road, Blackpool	2.0%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	2.8%	1	1.6%	1
Iceland, Topping Street, Blackpool	3.0%	3	4.9%	2	1.7%	1	7.7%	1	2.9%	1	1.9%	1	0.0%	0	4.7%	3
Marks and Spencer, Church Street, Blackpool	4.0%	4	2.4%	1	5.1%	3	0.0%	0	0.0%	0	7.7%	4	5.6%	2	3.1%	2
Sainsburys, Talbot road, Blackpool	10.0%	10	17.1%	7	5.1%	3	7.7%	1	17.1%	6	5.8%	3	8.3%	3	10.9%	7
Visit a vintage rally	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
Base:		100		41		59		13		35		52		36		64

Blackpool In Street Survey for WYG

September 2017

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q09 What else do you intend to do whilst in Blackpool today? [MR]																
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes / shoes shopping	5.0%	5	2.4%	1	6.8%	4	0.0%	0	5.7%	2	5.8%	3	5.6%	2	4.7%	3
Bank / building society / Post Office	5.0%	5	4.9%	2	5.1%	3	7.7%	1	8.6%	3	1.9%	1	11.1%	4	1.6%	1
Browsing	31.0%	31	26.8%	11	33.9%	20	30.8%	4	34.3%	12	28.8%	15	41.7%	15	25.0%	16
Café / restaurant / pub (food and beverage)	18.0%	18	14.6%	6	20.3%	12	7.7%	1	8.6%	3	26.9%	14	22.2%	8	15.6%	10
Chemist	4.0%	4	2.4%	1	5.1%	3	0.0%	0	2.9%	1	5.8%	3	5.6%	2	3.1%	2
Doctor / dentist	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
Electrical goods shopping	3.0%	3	7.3%	3	0.0%	0	0.0%	0	5.7%	2	1.9%	1	0.0%	0	4.7%	3
Furniture / carpet	2.0%	2	2.4%	1	1.7%	1	0.0%	0	2.9%	1	1.9%	1	5.6%	2	0.0%	0
Jewellery / gift shops	14.0%	14	19.5%	8	10.2%	6	7.7%	1	22.9%	8	9.6%	5	22.2%	8	9.4%	6
Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market	4.0%	4	4.9%	2	3.4%	2	0.0%	0	0.0%	0	7.7%	4	0.0%	0	6.3%	4
Public offices	2.0%	2	2.4%	1	1.7%	1	0.0%	0	5.7%	2	0.0%	0	2.8%	1	1.6%	1
Services (e.g. hairdressers, laundrette)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Social / leisure activities	2.0%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	3.1%	2
Stationers / newsagents	4.0%	4	4.9%	2	3.4%	2	0.0%	0	11.4%	4	0.0%	0	2.8%	1	4.7%	3
Work / school / college	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit specialist shops	3.0%	3	4.9%	2	1.7%	1	7.7%	1	2.9%	1	1.9%	1	5.6%	2	1.6%	1
Blackpool Tramway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Pleasure Beach	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
Blackpool Tower	3.0%	3	2.4%	1	3.4%	2	7.7%	1	0.0%	0	3.8%	2	5.6%	2	1.6%	1
Blackpool Tower Dungeon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Pier	2.0%	2	2.4%	1	1.7%	1	0.0%	0	5.7%	2	0.0%	0	2.8%	1	1.6%	1
North pier	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandcastle Waterpark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Zoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Illuminations	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
Beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Promenade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Model Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sea life Blackpool	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
Madame Tussauds Blackpool	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
Performances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coral Island Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Amusement Arcades	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grundy Art Gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winter Gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Talbot road, Blackpool	3.0%	3	2.4%	1	3.4%	2	0.0%	0	5.7%	2	1.9%	1	2.8%	1	3.1%	2
(No reason / no other reason)	30.0%	30	29.3%	12	30.5%	18	53.8%	7	25.7%	9	26.9%	14	22.2%	8	34.4%	22
Base:		100		41		59		13		35		52		36		64

Blackpool In Street Survey for WYG

September 2017

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q09X Any mention at Q08 & Q09 [MR]																
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes / shoes shopping	21.0%	21	9.8%	4	28.8%	17	38.5%	5	17.1%	6	19.2%	10	25.0%	9	18.8%	12
Bank / building society / Post Office	11.0%	11	7.3%	3	13.6%	8	7.7%	1	11.4%	4	11.5%	6	11.1%	4	10.9%	7
Browsing	48.0%	48	43.9%	18	50.8%	30	38.5%	5	45.7%	16	51.9%	27	58.3%	21	42.2%	27
Café / restaurant / pub (food and beverage)	20.0%	20	17.1%	7	22.0%	13	7.7%	1	11.4%	4	28.8%	15	25.0%	9	17.2%	11
Chemist	5.0%	5	2.4%	1	6.8%	4	0.0%	0	2.9%	1	7.7%	4	8.3%	3	3.1%	2
Doctor / dentist	5.0%	5	4.9%	2	5.1%	3	0.0%	0	8.6%	3	3.8%	2	5.6%	2	4.7%	3
Electrical goods shopping	6.0%	6	12.2%	5	1.7%	1	7.7%	1	8.6%	3	3.8%	2	0.0%	0	9.4%	6
Furniture / carpet	2.0%	2	2.4%	1	1.7%	1	0.0%	0	2.9%	1	1.9%	1	5.6%	2	0.0%	0
Jewellery / gift shops	16.0%	16	19.5%	8	13.6%	8	7.7%	1	25.7%	9	11.5%	6	25.0%	9	10.9%	7
Library	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
Market	5.0%	5	4.9%	2	5.1%	3	0.0%	0	2.9%	1	7.7%	4	0.0%	0	7.8%	5
Public offices	4.0%	4	7.3%	3	1.7%	1	0.0%	0	8.6%	3	1.9%	1	2.8%	1	4.7%	3
Services (e.g. hairdressers, laundrette)	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
Social / leisure activities	5.0%	5	2.4%	1	6.8%	4	7.7%	1	2.9%	1	5.8%	3	0.0%	0	7.8%	5
Stationers / newsagents	4.0%	4	4.9%	2	3.4%	2	0.0%	0	11.4%	4	0.0%	0	2.8%	1	4.7%	3
Work / school / college	11.0%	11	12.2%	5	10.2%	6	15.4%	2	17.1%	6	5.8%	3	16.7%	6	7.8%	5
Visit specialist shops	5.0%	5	4.9%	2	5.1%	3	7.7%	1	5.7%	2	3.8%	2	11.1%	4	1.6%	1
Blackpool Tramway	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
Blackpool Pleasure Beach	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
Blackpool Tower	5.0%	5	4.9%	2	5.1%	3	7.7%	1	0.0%	0	7.7%	4	5.6%	2	4.7%	3
Blackpool Tower Dungeon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Pier	2.0%	2	2.4%	1	1.7%	1	0.0%	0	5.7%	2	0.0%	0	2.8%	1	1.6%	1
North pier	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandcastle Waterpark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Zoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Illuminations	2.0%	2	2.4%	1	1.7%	1	7.7%	1	0.0%	0	1.9%	1	2.8%	1	1.6%	1
Beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Promenade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Model Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sea life Blackpool	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
Madame Tussauds Blackpool	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
Performances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coral Island Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Amusement Arcades	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grundy Art Gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winter Gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B and M, Bank Hey Street, Blackpool	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
Co-op, Abingdon Street, Blackpool	3.0%	3	2.4%	1	3.4%	2	0.0%	0	2.9%	1	3.8%	2	5.6%	2	1.6%	1
Heron Food, Talbot Road, Blackpool	2.0%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	2.8%	1	1.6%	1
Iceland, Topping Street, Blackpool	3.0%	3	4.9%	2	1.7%	1	7.7%	1	2.9%	1	1.9%	1	0.0%	0	4.7%	3
Marks and Spencer, Church Street, Blackpool	4.0%	4	2.4%	1	5.1%	3	0.0%	0	0.0%	0	7.7%	4	5.6%	2	3.1%	2
Sainsburys, Talbot road, Blackpool	13.0%	13	19.5%	8	8.5%	5	7.7%	1	22.9%	8	7.7%	4	11.1%	4	14.1%	9
Visit a vintage rally	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
Base:		100		41		59		13		35		52		36		64

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE
Mean score [minutes]								
Q10 How long do you think you will stay in Blackpool today?								
Less than 30 minutes	2.0%	2 4.9%	2 0.0%	0 7.7%	1 2.9%	1 0.0%	0 2.8%	1 1.6%
30-59 minutes	16.0%	16 17.1%	7 15.3%	9 0.0%	0 8.6%	3 25.0%	13 19.4%	7 14.1%
1hr -1 hr 29 min	13.0%	13 9.8%	4 15.3%	9 7.7%	1 11.4%	4 15.4%	8 11.1%	4 14.1%
1hr 30 mins - 1 hr 59 min	30.0%	30 31.7%	13 28.8%	17 38.5%	5 34.3%	12 25.0%	13 30.6%	11 29.7%
Half the day (between 2 and 4 hours)	22.0%	22 14.6%	6 27.1%	16 15.4%	2 20.0%	7 25.0%	13 19.4%	7 23.4%
All day (4 hours or more)	16.0%	16 22.0%	9 11.9%	7 30.8%	4 20.0%	7 9.6%	5 13.9%	5 17.2%
(Don't know)	1.0%	1 0.0%	0 1.7%	1 0.0%	0 2.9%	1 0.0%	0 2.8%	1 0.0%
<i>Mean:</i>	<i>137.73</i>	<i>141.22</i>	<i>135.26</i>	<i>167.31</i>	<i>149.12</i>	<i>122.88</i>	<i>129.86</i>	<i>142.03</i>
Base:	100	41	59	13	35	52	36	64
Q11 Will you undertake your main food and grocery shop, whilst in Blackpool today?								
Yes	12.0%	12 17.1%	7 8.5%	5 7.7%	1 14.3%	5 11.5%	6 8.3%	3 14.1%
No	87.0%	87 82.9%	34 89.8%	53 92.3%	12 85.7%	30 86.5%	45 91.7%	33 84.4%
(Don't know)	1.0%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 1.9%	1 0.0%	0 1.6%
Base:	100	41	59	13	35	52	36	64
Q12 How frequently do you visit Blackpool for your main food and grocery shopping?								
Everyday	2.0%	2 4.9%	2 0.0%	0 0.0%	0 2.9%	1 1.9%	1 0.0%	0 3.1%
2-3 times a week	9.0%	9 9.8%	4 8.5%	5 0.0%	0 8.6%	3 11.5%	6 11.1%	4 7.8%
Once a week	24.0%	24 22.0%	9 25.4%	15 38.5%	5 28.6%	10 17.3%	9 22.2%	8 25.0%
Once a fortnight	19.0%	19 24.4%	10 15.3%	9 7.7%	1 34.3%	12 11.5%	6 19.4%	7 18.8%
Once a month	2.0%	2 2.4%	1 1.7%	1 7.7%	1 0.0%	0 1.9%	1 2.8%	1 1.6%
Less than once a month	1.0%	1 2.4%	1 0.0%	0 7.7%	1 0.0%	0 0.0%	0 0.0%	0 1.6%
First time today	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Never	38.0%	38 26.8%	11 45.8%	27 30.8%	4 22.9%	8 50.0%	26 41.7%	15 35.9%
(Don't know/varies)	5.0%	5 7.3%	3 3.4%	2 7.7%	1 2.9%	1 5.8%	3 2.8%	1 6.3%
Base:	100	41	59	13	35	52	36	64
Q13 How frequently do you visit Blackpool town centre for non-food shopping?								
Everyday	7.0%	7 7.3%	3 6.8%	4 15.4%	2 2.9%	1 7.7%	4 8.3%	3 6.3%
2-3 times a week	23.0%	23 19.5%	8 25.4%	15 15.4%	2 17.1%	6 28.8%	15 19.4%	7 25.0%
Once a week	19.0%	19 17.1%	7 20.3%	12 30.8%	4 22.9%	8 13.5%	7 22.2%	8 17.2%
Once a fortnight	20.0%	20 24.4%	10 16.9%	10 7.7%	1 31.4%	11 15.4%	8 22.2%	8 18.8%
Once a month	6.0%	6 7.3%	3 5.1%	3 7.7%	1 14.3%	5 0.0%	0 8.3%	3 4.7%
Less than once a month	9.0%	9 4.9%	2 11.9%	7 7.7%	1 5.7%	2 11.5%	6 5.6%	2 10.9%
First time today	3.0%	3 4.9%	2 1.7%	1 0.0%	0 0.0%	0 5.8%	3 5.6%	2 1.6%
Never	5.0%	5 7.3%	3 3.4%	2 7.7%	1 2.9%	1 5.8%	3 2.8%	1 6.3%
(Don't know/varies)	8.0%	8 7.3%	3 8.5%	5 7.7%	1 2.9%	1 11.5%	6 5.6%	2 9.4%
Base:	100	41	59	13	35	52	36	64
Mean score [£]								
Q14 How much have you spent or will you spend today in Blackpool town centre on non-food shopping?								
Nothing	17.0%	17 22.0%	9 13.6%	8 23.1%	3 5.7%	2 23.1%	12 16.7%	6 17.2%
Up to £5.00	11.0%	11 17.1%	7 6.8%	4 7.7%	1 17.1%	6 7.7%	4 13.9%	5 9.4%
£5.01-£10.00	14.0%	14 17.1%	7 11.9%	7 7.7%	1 17.1%	6 13.5%	7 19.4%	7 10.9%
£10.01-£15.00	5.0%	5 2.4%	1 6.8%	4 0.0%	0 5.7%	2 5.8%	3 5.6%	2 4.7%
£15.01-£20.00	13.0%	13 14.6%	6 11.9%	7 38.5%	5 11.4%	4 7.7%	4 2.8%	1 18.8%
£20.01-£25.00	3.0%	3 2.4%	1 3.4%	2 7.7%	1 5.7%	2 0.0%	0 8.3%	3 0.0%
£25.01-£50.00	10.0%	10 0.0%	0 16.9%	10 15.4%	2 5.7%	2 11.5%	6 16.7%	6 6.3%
£50.01-£75.00	6.0%	6 7.3%	3 5.1%	3 0.0%	0 14.3%	5 1.9%	1 2.8%	1 7.8%
£75.01-£100.00	2.0%	2 0.0%	0 3.4%	2 0.0%	0 2.9%	1 1.9%	1 0.0%	0 3.1%
More than £100	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Don't know)	19.0%	19 17.1%	7 20.3%	12 0.0%	0 14.3%	5 26.9%	14 13.9%	5 21.9%
<i>Mean:</i>	<i>17.47</i>	<i>11.69</i>	<i>21.65</i>	<i>15.00</i>	<i>22.50</i>	<i>14.34</i>	<i>14.92</i>	<i>19.05</i>
Base:	100	41	59	13	35	52	36	64

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q15 How often do you visit Blackpool town centre in the evening? [MR]																
Daily	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
Once a week or more	4.0%	4	9.8%	4	0.0%	0	7.7%	1	5.7%	2	1.9%	1	5.6%	2	3.1%	2
Less than once a week	2.0%	2	2.4%	1	1.7%	1	15.4%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Less than once a fortnight	8.0%	8	14.6%	6	3.4%	2	7.7%	1	20.0%	7	0.0%	0	8.3%	3	7.8%	5
Less than once a month	21.0%	21	19.5%	8	22.0%	13	23.1%	3	28.6%	10	15.4%	8	22.2%	8	20.3%	13
Never	58.0%	58	48.8%	20	64.4%	38	30.8%	4	42.9%	15	75.0%	39	61.1%	22	56.3%	36
(Don't know / varies)	6.0%	6	4.9%	2	6.8%	4	15.4%	2	0.0%	0	7.7%	4	2.8%	1	7.8%	5
Base:		100		41		59		13		35		52		36		64
Q16 What is the main reason you visit Blackpool town centre in the evening?																
<i>Those who visit Blackpool in the Evening at Q15</i>																
Evening Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening Non food shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat in a cafe or restaurant	25.0%	9	26.3%	5	23.5%	4	28.6%	2	30.0%	6	11.1%	1	15.4%	2	30.4%	7
Eat in a restaurant	19.4%	7	15.8%	3	23.5%	4	0.0%	0	25.0%	5	22.2%	2	23.1%	3	17.4%	4
Go to the cinema	5.6%	2	10.5%	2	0.0%	0	0.0%	0	5.0%	1	11.1%	1	0.0%	0	8.7%	2
Go to a concert/gig	22.2%	8	15.8%	3	29.4%	5	28.6%	2	15.0%	3	33.3%	3	46.2%	6	8.7%	2
Go to the gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit a bar	8.3%	3	10.5%	2	5.9%	1	28.6%	2	5.0%	1	0.0%	0	0.0%	0	13.0%	3
Visit a pub	8.3%	3	10.5%	2	5.9%	1	14.3%	1	5.0%	1	11.1%	1	15.4%	2	4.3%	1
Work / School / College	8.3%	3	10.5%	2	5.9%	1	0.0%	0	15.0%	3	0.0%	0	0.0%	0	13.0%	3
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The illuminations	2.8%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	4.3%	1
Base:		36		19		17		7		20		9		13		23
Q17 What else do you tend to do whilst visiting Blackpool town centre in the evening? [MR]																
<i>Those who visit Blackpool in the Evening at Q15</i>																
Evening Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening Non food shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat in a cafe or restaurant	11.1%	4	21.1%	4	0.0%	0	0.0%	0	15.0%	3	11.1%	1	7.7%	1	13.0%	3
Eat in a restaurant	16.7%	6	15.8%	3	17.6%	3	28.6%	2	15.0%	3	11.1%	1	38.5%	5	4.3%	1
Go to the cinema	13.9%	5	5.3%	1	23.5%	4	28.6%	2	15.0%	3	0.0%	0	30.8%	4	4.3%	1
Go to a concert/gig	2.8%	1	5.3%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	4.3%	1
Go to the gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit a bar	8.3%	3	15.8%	3	0.0%	0	0.0%	0	10.0%	2	11.1%	1	7.7%	1	8.7%	2
Visit a pub	13.9%	5	10.5%	2	17.6%	3	14.3%	1	15.0%	3	11.1%	1	7.7%	1	17.4%	4
Work / School / College	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play bingo	2.8%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	7.7%	1	0.0%	0
(No reason / no other reason)	44.4%	16	31.6%	6	58.8%	10	42.9%	3	35.0%	7	66.7%	6	30.8%	4	52.2%	12
Base:		36		19		17		7		20		9		13		23
Q17X Any mention at Q16 & Q17 [MR]																
Evening Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening Non food shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat in a cafe or restaurant	13.0%	13	22.0%	9	6.8%	4	15.4%	2	25.7%	9	3.8%	2	8.3%	3	15.6%	10
Eat in a restaurant	13.0%	13	14.6%	6	11.9%	7	15.4%	2	22.9%	8	5.8%	3	22.2%	8	7.8%	5
Go to the cinema	7.0%	7	7.3%	3	6.8%	4	15.4%	2	11.4%	4	1.9%	1	11.1%	4	4.7%	3
Go to a concert/gig	9.0%	9	9.8%	4	8.5%	5	15.4%	2	11.4%	4	5.8%	3	16.7%	6	4.7%	3
Go to the gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit a bar	6.0%	6	12.2%	5	1.7%	1	15.4%	2	8.6%	3	1.9%	1	2.8%	1	7.8%	5
Visit a pub	8.0%	8	9.8%	4	6.8%	4	15.4%	2	11.4%	4	3.8%	2	8.3%	3	7.8%	5
Work / School / College	3.0%	3	4.9%	2	1.7%	1	0.0%	0	8.6%	3	0.0%	0	0.0%	0	4.7%	3
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The illuminations	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
Play Bingo	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
No response	64.0%	64	53.7%	22	71.2%	42	46.2%	6	42.9%	15	82.7%	43	63.9%	23	64.1%	41
Base:		100		41		59		13		35		52		36		64

Blackpool In Street Survey for WYG

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE
Q18 How long do you typically spend in Blackpool town centre during the evening / night?								
<i>Those who visit Blackpool in the Evening at Q15</i>								
Up to 1 hour	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
1 to 2 hours	22.2%	8 26.3%	5 17.6%	3 14.3%	1 30.0%	6 11.1%	1 15.4%	2 26.1%
2 to 4 hours	72.2%	26 63.2%	12 82.4%	14 85.7%	6 60.0%	12 88.9%	8 84.6%	11 65.2%
Over 4 hours	5.6%	2 10.5%	2 0.0%	0 0.0%	0 10.0%	2 0.0%	0 0.0%	0 8.7%
Don't visit in the evening	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Base:	36	19	17	7	20	9	13	23
Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]								
Q19 Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects?								
Choice of shops								
Much better	2.0%	2 0.0%	0 3.4%	2 7.7%	1 2.9%	1 0.0%	0 2.8%	1 1.6%
Better	42.0%	42 46.3%	19 39.0%	23 38.5%	5 45.7%	16 40.4%	21 44.4%	16 40.6%
About the same	32.0%	32 31.7%	13 32.2%	19 30.8%	4 37.1%	13 28.8%	15 19.4%	7 39.1%
Worse	10.0%	10 2.4%	1 15.3%	9 7.7%	1 2.9%	1 15.4%	8 19.4%	7 4.7%
Much worse	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Don't know)	14.0%	14 19.5%	8 10.2%	6 15.4%	2 11.4%	4 15.4%	8 13.9%	5 14.1%
Mean:	0.42	0.55	0.34	0.55	0.55	0.30	0.35	0.45
Base:	100	41	59	13	35	52	36	64
Choice of High street names								
Much better	2.0%	2 0.0%	0 3.4%	2 7.7%	1 2.9%	1 0.0%	0 2.8%	1 1.6%
Better	28.0%	28 26.8%	11 28.8%	17 38.5%	5 25.7%	9 26.9%	14 25.0%	9 29.7%
About the same	47.0%	47 48.8%	20 45.8%	27 38.5%	5 54.3%	19 44.2%	23 47.2%	17 46.9%
Worse	8.0%	8 4.9%	2 10.2%	6 7.7%	1 5.7%	2 9.6%	5 11.1%	4 6.3%
Much worse	1.0%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 1.9%	1 0.0%	0 1.6%
(Don't know)	14.0%	14 19.5%	8 10.2%	6 7.7%	1 11.4%	4 17.3%	9 13.9%	5 14.1%
Mean:	0.26	0.27	0.25	0.50	0.29	0.16	0.23	0.27
Base:	100	41	59	13	35	52	36	64
Choice of independent / specialist shops								
Much better	1.0%	1 0.0%	0 1.7%	1 7.7%	1 0.0%	0 0.0%	0 2.8%	1 0.0%
Better	24.0%	24 26.8%	11 22.0%	13 23.1%	3 40.0%	14 13.5%	7 19.4%	7 26.6%
About the same	34.0%	34 31.7%	13 35.6%	21 46.2%	6 34.3%	12 30.8%	16 36.1%	13 32.8%
Worse	10.0%	10 4.9%	2 13.6%	8 0.0%	0 2.9%	1 17.3%	9 13.9%	5 7.8%
Much worse	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Don't know)	31.0%	31 36.6%	15 27.1%	16 23.1%	3 22.9%	8 38.5%	20 27.8%	10 32.8%
Mean:	0.23	0.35	0.16	0.50	0.48	-0.06	0.15	0.28
Base:	100	41	59	13	35	52	36	64
Range of services such as banks and other financial services								
Much better	1.0%	1 2.4%	1 0.0%	0 7.7%	1 0.0%	0 0.0%	0 0.0%	0 1.6%
Better	26.0%	26 26.8%	11 25.4%	15 38.5%	5 40.0%	14 13.5%	7 16.7%	6 31.3%
About the same	41.0%	41 34.1%	14 45.8%	27 30.8%	4 37.1%	13 46.2%	24 58.3%	21 31.3%
Worse	7.0%	7 7.3%	3 6.8%	4 0.0%	0 11.4%	4 5.8%	3 2.8%	1 9.4%
Much worse	1.0%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 1.9%	1 2.8%	1 0.0%
(Don't know)	24.0%	24 29.3%	12 20.3%	12 23.1%	3 11.4%	4 32.7%	17 19.4%	7 26.6%
Mean:	0.25	0.34	0.19	0.70	0.32	0.06	0.10	0.34
Base:	100	41	59	13	35	52	36	64
Range and choice of pubs / restaurants								
Much better	14.0%	14 12.2%	5 15.3%	9 53.8%	7 14.3%	5 3.8%	2 13.9%	5 14.1%
Better	48.0%	48 48.8%	20 47.5%	28 23.1%	3 60.0%	21 46.2%	24 47.2%	17 48.4%
About the same	17.0%	17 17.1%	7 16.9%	10 15.4%	2 14.3%	5 19.2%	10 16.7%	6 17.2%
Worse	1.0%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 1.9%	1 0.0%	0 1.6%
Much worse	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Don't know)	20.0%	20 22.0%	9 18.6%	11 7.7%	1 11.4%	4 28.8%	15 22.2%	8 18.8%
Mean:	0.94	0.94	0.94	1.42	1.00	0.73	0.96	0.92
Base:	100	41	59	13	35	52	36	64

Blackpool In Street Survey for WYG

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	
Leisure facilities									
Much better	9.0%	9 12.2%	5 6.8%	4 23.1%	3 11.4%	4 3.8%	2 8.3%	3 9.4%	6
Better	36.0%	36 36.6%	15 35.6%	21 15.4%	2 57.1%	20 26.9%	14 33.3%	12 37.5%	24
About the same	20.0%	20 19.5%	8 20.3%	12 46.2%	6 11.4%	4 19.2%	10 27.8%	10 15.6%	10
Worse	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Much worse	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(Don't know)	35.0%	35 31.7%	13 37.3%	22 15.4%	2 20.0%	7 50.0%	26 30.6%	11 37.5%	24
Mean:	0.83	0.89	0.78	0.73	1.00	0.69	0.72	0.90	
Base:	100	41	59	13	35	52	36	64	
Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]									
Q20 Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects?									
Town Centre environment									
Much better	2.0%	2 0.0%	0 3.4%	2 7.7%	1 0.0%	0 1.9%	1 0.0%	0 3.1%	2
Better	12.0%	12 12.2%	5 11.9%	7 15.4%	2 8.6%	3 13.5%	7 16.7%	6 9.4%	6
About the same	54.0%	54 58.5%	24 50.8%	30 46.2%	6 62.9%	22 50.0%	26 52.8%	19 54.7%	35
Worse	20.0%	20 12.2%	5 25.4%	15 23.1%	3 17.1%	6 21.2%	11 22.2%	8 18.8%	12
Much worse	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(Don't know)	12.0%	12 17.1%	7 8.5%	5 7.7%	1 11.4%	4 13.5%	7 8.3%	3 14.1%	9
Mean:	-0.05	0.00	-0.07	0.08	-0.10	-0.04	-0.06	-0.04	
Base:	100	41	59	13	35	52	36	64	
Cleanliness									
Much better	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Better	16.0%	16 7.3%	3 22.0%	13 23.1%	3 20.0%	7 11.5%	6 16.7%	6 15.6%	10
About the same	46.0%	46 48.8%	20 44.1%	26 46.2%	6 40.0%	14 50.0%	26 44.4%	16 46.9%	30
Worse	23.0%	23 26.8%	11 20.3%	12 23.1%	3 28.6%	10 19.2%	10 27.8%	10 20.3%	13
Much worse	1.0%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 1.9%	1 0.0%	0 1.6%	1
(Don't know)	14.0%	14 17.1%	7 11.9%	7 7.7%	1 11.4%	4 17.3%	9 11.1%	4 15.6%	10
Mean:	-0.10	-0.24	-0.02	0.00	-0.10	-0.14	-0.13	-0.09	
Base:	100	41	59	13	35	52	36	64	
Car parking provision									
Much better	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Better	14.0%	14 14.6%	6 13.6%	8 7.7%	1 17.1%	6 13.5%	7 25.0%	9 7.8%	5
About the same	23.0%	23 17.1%	7 27.1%	16 38.5%	5 17.1%	6 23.1%	12 30.6%	11 18.8%	12
Worse	5.0%	5 9.8%	4 1.7%	1 7.7%	1 8.6%	3 1.9%	1 2.8%	1 6.3%	4
Much worse	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(Don't know)	58.0%	58 58.5%	24 57.6%	34 46.2%	6 57.1%	20 61.5%	32 41.7%	15 67.2%	43
Mean:	0.21	0.12	0.28	0.00	0.20	0.30	0.38	0.05	
Base:	100	41	59	13	35	52	36	64	
Car parking prices									
Much better	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Better	2.0%	2 2.4%	1 1.7%	1 0.0%	0 0.0%	0 3.8%	2 5.6%	2 0.0%	0
About the same	24.0%	24 17.1%	7 28.8%	17 38.5%	5 25.7%	9 19.2%	10 30.6%	11 20.3%	13
Worse	9.0%	9 17.1%	7 3.4%	2 15.4%	2 14.3%	5 3.8%	2 11.1%	4 7.8%	5
Much worse	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(Don't know)	65.0%	65 63.4%	26 66.1%	39 46.2%	6 60.0%	21 73.1%	38 52.8%	19 71.9%	46
Mean:	-0.20	-0.40	-0.05	-0.29	-0.36	0.00	-0.12	-0.28	
Base:	100	41	59	13	35	52	36	64	
Accessibility by bus									
Much better	2.0%	2 2.4%	1 1.7%	1 7.7%	1 0.0%	0 1.9%	1 0.0%	0 3.1%	2
Better	35.0%	35 34.1%	14 35.6%	21 30.8%	4 54.3%	19 23.1%	12 38.9%	14 32.8%	21
About the same	29.0%	29 26.8%	11 30.5%	18 30.8%	4 25.7%	9 30.8%	16 30.6%	11 28.1%	18
Worse	3.0%	3 2.4%	1 3.4%	2 0.0%	0 0.0%	0 5.8%	3 2.8%	1 3.1%	2
Much worse	1.0%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 1.9%	1 0.0%	0 1.6%	1
(Don't know)	30.0%	30 34.1%	14 27.1%	16 30.8%	4 20.0%	7 36.5%	19 27.8%	10 31.3%	20
Mean:	0.49	0.56	0.44	0.67	0.68	0.27	0.50	0.48	
Base:	100	41	59	13	35	52	36	64	

Blackpool In Street Survey for WYG

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE
Accessibility by train								
Much better	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Better	14.0%	14 19.5%	8 10.2%	6 23.1%	3 28.6%	10 1.9%	1 8.3%	3 17.2%
About the same	53.0%	53 48.8%	20 55.9%	33 38.5%	5 54.3%	19 55.8%	29 63.9%	23 46.9%
Worse	3.0%	3 2.4%	1 3.4%	2 0.0%	0 0.0%	0 5.8%	3 2.8%	1 3.1%
Much worse	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Don't know)	30.0%	30 29.3%	12 30.5%	18 38.5%	5 17.1%	6 36.5%	19 25.0%	9 32.8%
Mean:	0.16	0.24	0.10	0.38	0.34	-0.06	0.07	0.21
Base:	100	41	59	13	35	52	36	64
Public information / signposts / public facilities								
Much better	5.0%	5 7.3%	3 3.4%	2 7.7%	1 11.4%	4 0.0%	0 2.8%	1 6.3%
Better	33.0%	33 36.6%	15 30.5%	18 7.7%	1 48.6%	17 28.8%	15 30.6%	11 34.4%
About the same	38.0%	38 26.8%	11 45.8%	27 61.5%	8 25.7%	9 40.4%	21 41.7%	15 35.9%
Worse	1.0%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 1.9%	1 0.0%	0 1.6%
Much worse	1.0%	1 2.4%	1 0.0%	0 7.7%	1 0.0%	0 0.0%	0 2.8%	1 0.0%
(Don't know)	22.0%	22 26.8%	11 18.6%	11 15.4%	2 14.3%	5 28.8%	15 22.2%	8 21.9%
Mean:	0.51	0.63	0.44	0.09	0.83	0.38	0.39	0.58
Base:	100	41	59	13	35	52	36	64
Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]								
Q21 Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects?								
Entertainment/ events / performances								
Much better	24.0%	24 22.0%	9 25.4%	15 38.5%	5 28.6%	10 17.3%	9 19.4%	7 26.6%
Better	47.0%	47 53.7%	22 42.4%	25 30.8%	4 54.3%	19 46.2%	24 55.6%	20 42.2%
About the same	9.0%	9 0.0%	0 15.3%	9 23.1%	3 2.9%	1 9.6%	5 8.3%	3 9.4%
Worse	1.0%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 1.9%	1 2.8%	1 0.0%
Much worse	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Don't know)	19.0%	19 24.4%	10 15.3%	9 7.7%	1 14.3%	5 25.0%	13 13.9%	5 21.9%
Mean:	1.16	1.29	1.08	1.17	1.30	1.05	1.06	1.22
Base:	100	41	59	13	35	52	36	64
Tourist facilities / hotels								
Much better	20.0%	20 24.4%	10 16.9%	10 30.8%	4 28.6%	10 11.5%	6 22.2%	8 18.8%
Better	48.0%	48 41.5%	17 52.5%	31 38.5%	5 45.7%	16 51.9%	27 41.7%	15 51.6%
About the same	11.0%	11 12.2%	5 10.2%	6 7.7%	1 11.4%	4 11.5%	6 13.9%	5 9.4%
Worse	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Much worse	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Don't know)	21.0%	21 22.0%	9 20.3%	12 23.1%	3 14.3%	5 25.0%	13 22.2%	8 20.3%
Mean:	1.11	1.16	1.09	1.30	1.20	1.00	1.11	1.12
Base:	100	41	59	13	35	52	36	64
Day time safety								
Much better	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Better	10.0%	10 9.8%	4 10.2%	6 15.4%	2 8.6%	3 9.6%	5 11.1%	4 9.4%
About the same	72.0%	72 70.7%	29 72.9%	43 69.2%	9 74.3%	26 71.2%	37 72.2%	26 71.9%
Worse	6.0%	6 2.4%	1 8.5%	5 7.7%	1 5.7%	2 5.8%	3 8.3%	3 4.7%
Much worse	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Don't know)	12.0%	12 17.1%	7 8.5%	5 7.7%	1 11.4%	4 13.5%	7 8.3%	3 14.1%
Mean:	0.05	0.09	0.02	0.08	0.03	0.04	0.03	0.05
Base:	100	41	59	13	35	52	36	64
Evening / night safety								
Much better	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Better	3.0%	3 4.9%	2 1.7%	1 7.7%	1 2.9%	1 1.9%	1 5.6%	2 1.6%
About the same	19.0%	19 14.6%	6 22.0%	13 38.5%	5 14.3%	5 17.3%	9 19.4%	7 18.8%
Worse	29.0%	29 36.6%	15 23.7%	14 15.4%	2 54.3%	19 15.4%	8 30.6%	11 28.1%
Much worse	17.0%	17 14.6%	6 18.6%	11 23.1%	3 11.4%	4 19.2%	10 16.7%	6 17.2%
(Don't know)	32.0%	32 29.3%	12 33.9%	20 15.4%	2 17.1%	6 46.2%	24 27.8%	10 34.4%
Mean:	-0.88	-0.86	-0.90	-0.64	-0.90	-0.96	-0.81	-0.93
Base:	100	41	59	13	35	52	36	64

Blackpool In Street Survey for WYG

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Layout															
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better	26.0%	26	19.5%	8	30.5%	18	38.5%	5	25.7%	9	23.1%	12	27.8%	10	25.0%
About the same	55.0%	55	56.1%	23	54.2%	32	53.8%	7	62.9%	22	50.0%	26	58.3%	21	53.1%
Worse	2.0%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	3.8%	2	2.8%	1	1.6%
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	17.0%	17	24.4%	10	11.9%	7	7.7%	1	11.4%	4	23.1%	12	11.1%	4	20.3%
Mean:		0.29		0.26		0.31		0.42		0.29		0.25		0.28	
Base:		100		41		59		13		35		52		36	

Public art															
Much better	3.0%	3	0.0%	0	5.1%	3	7.7%	1	5.7%	2	0.0%	0	5.6%	2	1.6%
Better	22.0%	22	19.5%	8	23.7%	14	7.7%	1	25.7%	9	23.1%	12	25.0%	9	20.3%
About the same	31.0%	31	39.0%	16	25.4%	15	46.2%	6	45.7%	16	17.3%	9	25.0%	9	34.4%
Worse	3.0%	3	2.4%	1	3.4%	2	0.0%	0	2.9%	1	3.8%	2	2.8%	1	3.1%
Much worse	2.0%	2	2.4%	1	1.7%	1	0.0%	0	0.0%	0	3.8%	2	2.8%	1	1.6%
(Don't know)	39.0%	39	36.6%	15	40.7%	24	38.5%	5	20.0%	7	51.9%	27	38.9%	14	39.1%
Mean:		0.34		0.19		0.46		0.38		0.43		0.24		0.45	
Base:		100		41		59		13		35		52		36	

Q22 What type of shops or services would you like to see more of in Blackpool? [MR]

Banks	7.0%	7	9.8%	4	5.1%	3	0.0%	0	8.6%	3	7.7%	4	11.1%	4	4.7%
Better leisure facility provision	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%
Better retail provision for children and babies	4.0%	4	2.4%	1	5.1%	3	0.0%	0	5.7%	2	3.8%	2	8.3%	3	1.6%
Book shop	5.0%	5	4.9%	2	5.1%	3	7.7%	1	2.9%	1	5.8%	3	8.3%	3	3.1%
Building society	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Click and collect facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clothing stores	15.0%	15	24.4%	10	8.5%	5	0.0%	0	28.6%	10	9.6%	5	16.7%	6	14.1%
Department stores / retailers	15.0%	15	14.6%	6	15.3%	9	7.7%	1	17.1%	6	15.4%	8	19.4%	7	12.5%
Drinking establishments	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Electrical goods	11.0%	11	12.2%	5	10.2%	6	15.4%	2	20.0%	7	3.8%	2	8.3%	3	12.5%
Footwear stores	19.0%	19	19.5%	8	18.6%	11	7.7%	1	25.7%	9	17.3%	9	30.6%	11	12.5%
High Street names	10.0%	10	12.2%	5	8.5%	5	7.7%	1	20.0%	7	3.8%	2	11.1%	4	9.4%
Household goods stores	10.0%	10	12.2%	5	8.5%	5	7.7%	1	11.4%	4	9.6%	5	22.2%	8	3.1%
Independent / specialist shops	13.0%	13	14.6%	6	11.9%	7	7.7%	1	11.4%	4	15.4%	8	19.4%	7	9.4%
Large supermarkets	8.0%	8	9.8%	4	6.8%	4	0.0%	0	11.4%	4	7.7%	4	8.3%	3	7.8%
Larger sizes clothing store	8.0%	8	4.9%	2	10.2%	6	15.4%	2	5.7%	2	7.7%	4	13.9%	5	4.7%
Indoor market stalls	3.0%	3	2.4%	1	3.4%	2	7.7%	1	2.9%	1	1.9%	1	5.6%	2	1.6%
Street market stalls	6.0%	6	7.3%	3	5.1%	3	0.0%	0	8.6%	3	5.8%	3	2.8%	1	7.8%
Pharmacies	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%
Public amenities	9.0%	9	9.8%	4	8.5%	5	0.0%	0	17.1%	6	5.8%	3	8.3%	3	9.4%
Restaurants / cafes	4.0%	4	4.9%	2	3.4%	2	0.0%	0	5.7%	2	3.8%	2	5.6%	2	3.1%
Solicitors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specialist food stores	2.0%	2	2.4%	1	1.7%	1	0.0%	0	0.0%	0	3.8%	2	2.8%	1	1.6%
Sports shop	2.0%	2	4.9%	2	0.0%	0	0.0%	0	2.9%	1	1.9%	1	0.0%	0	3.1%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
None mentioned	39.0%	39	36.6%	15	40.7%	24	46.2%	6	17.1%	6	51.9%	27	33.3%	12	42.2%
Toy shop	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%
(Don't know)	5.0%	5	7.3%	3	3.4%	2	23.1%	3	5.7%	2	0.0%	0	5.6%	2	4.7%
Base:		100		41		59		13		35		52		36	

Blackpool In Street Survey for WYG

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q23 What type of leisure facilities would you like to see more of in Blackpool? [MR]																
Art galleries	7.0%	7	9.8%	4	5.1%	3	7.7%	1	11.4%	4	3.8%	2	5.6%	2	7.8%	5
Bingo	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
Bowling alley	2.0%	2	2.4%	1	1.7%	1	7.7%	1	2.9%	1	0.0%	0	0.0%	0	3.1%	2
Children's activity centre	3.0%	3	0.0%	0	5.1%	3	7.7%	1	5.7%	2	0.0%	0	2.8%	1	3.1%	2
Cinema	6.0%	6	4.9%	2	6.8%	4	0.0%	0	11.4%	4	3.8%	2	8.3%	3	4.7%	3
Civic Hall / Civic spaces	5.0%	5	4.9%	2	5.1%	3	7.7%	1	8.6%	3	1.9%	1	11.1%	4	1.6%	1
Entertainment / activities for young people	9.0%	9	12.2%	5	6.8%	4	0.0%	0	14.3%	5	7.7%	4	16.7%	6	4.7%	3
Go-karting	2.0%	2	4.9%	2	0.0%	0	0.0%	0	5.7%	2	0.0%	0	2.8%	1	1.6%	1
Health and fitness	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
Hotels	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
Ice rink	1.0%	1	2.4%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Museums	8.0%	8	7.3%	3	8.5%	5	0.0%	0	8.6%	3	9.6%	5	11.1%	4	6.3%	4
Parks / gardens	8.0%	8	12.2%	5	5.1%	3	7.7%	1	14.3%	5	3.8%	2	8.3%	3	7.8%	5
Restaurants / cafes	3.0%	3	4.9%	2	1.7%	1	0.0%	0	5.7%	2	1.9%	1	5.6%	2	1.6%	1
Sports pitches	1.0%	1	2.4%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Swimming pool	10.0%	10	14.6%	6	6.8%	4	7.7%	1	17.1%	6	5.8%	3	5.6%	2	12.5%	8
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None mentioned	64.0%	64	58.5%	24	67.8%	40	38.5%	5	51.4%	18	78.8%	41	66.7%	24	62.5%	40
Leisure centre	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
(Don't know)	4.0%	4	4.9%	2	3.4%	2	15.4%	2	0.0%	0	3.8%	2	2.8%	1	4.7%	3
Base:		100		41		59		13		35		52		36		64

Blackpool In Street Survey for WYG

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q24 What measures do you think would improve Blackpool and make it more attractive? [MR]																
Accessibility by private car	3.0%	3	4.9%	2	1.7%	1	0.0%	0	2.9%	1	3.8%	2	5.6%	2	1.6%	1
Ban skateboarding, biking etc.	6.0%	6	4.9%	2	6.8%	4	7.7%	1	8.6%	3	3.8%	2	5.6%	2	6.3%	4
Better foodstore provision	7.0%	7	12.2%	5	3.4%	2	0.0%	0	11.4%	4	5.8%	3	11.1%	4	4.7%	3
Cheaper parking	15.0%	15	19.5%	8	11.9%	7	15.4%	2	20.0%	7	11.5%	6	13.9%	5	15.6%	10
Click and collect facilities	3.0%	3	7.3%	3	0.0%	0	0.0%	0	5.7%	2	1.9%	1	2.8%	1	3.1%	2
Expansion of the centre	7.0%	7	7.3%	3	6.8%	4	7.7%	1	14.3%	5	1.9%	1	11.1%	4	4.7%	3
Fewer low quality shops (take-away, pound shops)	20.0%	20	19.5%	8	20.3%	12	7.7%	1	28.6%	10	17.3%	9	27.8%	10	15.6%	10
Improve the quality of the shops	20.0%	20	19.5%	8	20.3%	12	7.7%	1	31.4%	11	15.4%	8	27.8%	10	15.6%	10
Fill the empty shops	34.0%	34	31.7%	13	35.6%	21	23.1%	3	45.7%	16	28.8%	15	41.7%	15	29.7%	19
Flexible parking	5.0%	5	9.8%	4	1.7%	1	0.0%	0	8.6%	3	3.8%	2	8.3%	3	3.1%	2
Give it a general face lift (Flowers, painting etc.)	28.0%	28	39.0%	16	20.3%	12	7.7%	1	40.0%	14	25.0%	13	41.7%	15	20.3%	13
Greater promotion / marketing of the centre	4.0%	4	4.9%	2	3.4%	2	0.0%	0	5.7%	2	3.8%	2	5.6%	2	3.1%	2
Interactive information points	10.0%	10	7.3%	3	11.9%	7	7.7%	1	14.3%	5	7.7%	4	13.9%	5	7.8%	5
Improve market provision	4.0%	4	4.9%	2	3.4%	2	0.0%	0	5.7%	2	3.8%	2	2.8%	1	4.7%	3
Improved bus services	4.0%	4	2.4%	1	5.1%	3	0.0%	0	2.9%	1	5.8%	3	5.6%	2	3.1%	2
Improved cleanliness	18.0%	18	17.1%	7	18.6%	11	15.4%	2	8.6%	3	25.0%	13	30.6%	11	10.9%	7
Improved cultural facilities	5.0%	5	4.9%	2	5.1%	3	0.0%	0	0.0%	0	9.6%	5	11.1%	4	1.6%	1
Improved security / CCTV	20.0%	20	19.5%	8	20.3%	12	15.4%	2	31.4%	11	13.5%	7	27.8%	10	15.6%	10
Improved signage / information	2.0%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	2.8%	1	1.6%	1
Improved street paving	9.0%	9	9.8%	4	8.5%	5	7.7%	1	14.3%	5	5.8%	3	11.1%	4	7.8%	5
Improved train services / a railway station	2.0%	2	2.4%	1	1.7%	1	0.0%	0	0.0%	0	3.8%	2	5.6%	2	0.0%	0
Increased choice / range of shops	10.0%	10	14.6%	6	6.8%	4	7.7%	1	17.1%	6	5.8%	3	19.4%	7	4.7%	3
Increased office development	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cultural facilities	4.0%	4	7.3%	3	1.7%	1	0.0%	0	5.7%	2	3.8%	2	5.6%	2	3.1%	2
More entertainment / leisure facilities	3.0%	3	7.3%	3	0.0%	0	0.0%	0	2.9%	1	3.8%	2	2.8%	1	3.1%	2
More evening activities	6.0%	6	9.8%	4	3.4%	2	0.0%	0	11.4%	4	3.8%	2	5.6%	2	6.3%	4
More national multiples / retailers	5.0%	5	7.3%	3	3.4%	2	0.0%	0	11.4%	4	1.9%	1	5.6%	2	4.7%	3
More non-food stores	7.0%	7	9.8%	4	5.1%	3	7.7%	1	11.4%	4	3.8%	2	8.3%	3	6.3%	4
More organised events e.g. street markets	4.0%	4	4.9%	2	3.4%	2	0.0%	0	2.9%	1	5.8%	3	2.8%	1	4.7%	3
More parking	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
More food and beverage facilities (pubs / restaurants)	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
More speciality shops	5.0%	5	7.3%	3	3.4%	2	7.7%	1	5.7%	2	3.8%	2	8.3%	3	3.1%	2
More tourist facilities	3.0%	3	7.3%	3	0.0%	0	0.0%	0	5.7%	2	1.9%	1	5.6%	2	1.6%	1
Pay on exit parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public toilet provision	11.0%	11	12.2%	5	10.2%	6	0.0%	0	17.1%	6	9.6%	5	11.1%	4	10.9%	7
Real time traffic or public transport information	2.0%	2	2.4%	1	1.7%	1	0.0%	0	0.0%	0	3.8%	2	2.8%	1	1.6%	1
Reduce traffic congestion	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None mentioned	28.0%	28	19.5%	8	33.9%	20	53.8%	7	20.0%	7	26.9%	14	16.7%	6	34.4%	22
Less homeless people on the streets	3.0%	3	0.0%	0	5.1%	3	0.0%	0	2.9%	1	3.8%	2	0.0%	0	4.7%	3
Better disabled access	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
Increased police presence	2.0%	2	4.9%	2	0.0%	0	7.7%	1	0.0%	0	1.9%	1	5.6%	2	0.0%	0
More affordable holiday accomodation	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
Base:		100		41		59		13		35		52		36		64

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q25 What do you think are the biggest weaknesses of Blackpool? [MR]																
Accessibility by cycling and by foot	4.0%	4	4.9%	2	3.4%	2	7.7%	1	2.9%	1	3.8%	2	2.8%	1	4.7%	3
Accessibility by private car	3.0%	3	4.9%	2	1.7%	1	0.0%	0	5.7%	2	1.9%	1	5.6%	2	1.6%	1
Accessibility by bus	2.0%	2	2.4%	1	1.7%	1	0.0%	0	2.9%	1	1.9%	1	0.0%	0	3.1%	2
Accessibility bus train	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
Anti-social behaviour	36.0%	36	34.1%	14	37.3%	22	46.2%	6	34.3%	12	34.6%	18	50.0%	18	28.1%	18
Availability of car parking	2.0%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	3.1%	2
Choice / range of non-food shops	18.0%	18	17.1%	7	18.6%	11	7.7%	1	28.6%	10	13.5%	7	22.2%	8	15.6%	10
Empty shops	29.0%	29	34.1%	14	25.4%	15	7.7%	1	42.9%	15	25.0%	13	41.7%	15	21.9%	14
Lack of cultural facilities	10.0%	10	17.1%	7	5.1%	3	0.0%	0	22.9%	8	3.8%	2	16.7%	6	6.3%	4
Lack of foodstore provision	2.0%	2	2.4%	1	1.7%	1	0.0%	0	2.9%	1	1.9%	1	5.6%	2	0.0%	0
Lack of leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of market facilities	4.0%	4	2.4%	1	5.1%	3	0.0%	0	2.9%	1	5.8%	3	2.8%	1	4.7%	3
Lack of non-retail provision (e.g. banks, estate agents etc)	3.0%	3	0.0%	0	5.1%	3	0.0%	0	2.9%	1	3.8%	2	2.8%	1	3.1%	2
Lack of public amenities	13.0%	13	12.2%	5	13.6%	8	0.0%	0	22.9%	8	9.6%	5	11.1%	4	14.1%	9
Poor marketing of the town	9.0%	9	9.8%	4	8.5%	5	7.7%	1	11.4%	4	7.7%	4	16.7%	6	4.7%	3
Price of car parking	9.0%	9	9.8%	4	8.5%	5	7.7%	1	14.3%	5	5.8%	3	13.9%	5	6.3%	4
Public information / events	2.0%	2	4.9%	2	0.0%	0	0.0%	0	2.9%	1	1.9%	1	2.8%	1	1.6%	1
Quantity of takeaways / charity shops	2.0%	2	0.0%	0	3.4%	2	0.0%	0	2.9%	1	1.9%	1	0.0%	0	3.1%	2
Range food and beverage facilities (pubs / restaurants)	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	2.8%	1	0.0%	0
Range of specialist / independent retailers	6.0%	6	7.3%	3	5.1%	3	0.0%	0	11.4%	4	3.8%	2	2.8%	1	7.8%	5
Security / safety	7.0%	7	12.2%	5	3.4%	2	0.0%	0	11.4%	4	5.8%	3	11.1%	4	4.7%	3
Tourism facilities	5.0%	5	4.9%	2	5.1%	3	7.7%	1	8.6%	3	1.9%	1	8.3%	3	3.1%	2
Town centre environment	8.0%	8	9.8%	4	6.8%	4	0.0%	0	14.3%	5	5.8%	3	13.9%	5	4.7%	3
Type / quality of retail provisions	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None mentioned	25.0%	25	22.0%	9	27.1%	16	30.8%	4	14.3%	5	30.8%	16	13.9%	5	31.3%	20
Beggars and homeless people	6.0%	6	4.9%	2	6.8%	4	7.7%	1	5.7%	2	5.8%	3	8.3%	3	4.7%	3
Litter / untidy	2.0%	2	0.0%	0	3.4%	2	0.0%	0	2.9%	1	1.9%	1	2.8%	1	1.6%	1
Unemployment	2.0%	2	2.4%	1	1.7%	1	7.7%	1	0.0%	0	1.9%	1	0.0%	0	3.1%	2
Weather	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
(Don't know)	2.0%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	2.8%	1	1.6%	1
Base:		100		41		59		13		35		52		36		64

Q26 Do you intend to visit a market during your trip to the centre today? [MR]

Yes Bonny Street	3.0%	3	0.0%	0	5.1%	3	0.0%	0	5.7%	2	1.9%	1	0.0%	0	4.7%	3
Yes Abingdon Street	21.0%	21	14.6%	6	25.4%	15	15.4%	2	25.7%	9	19.2%	10	13.9%	5	25.0%	16
Yes, Both	9.0%	9	12.2%	5	6.8%	4	0.0%	0	14.3%	5	7.7%	4	13.9%	5	6.3%	4
No	62.0%	62	65.9%	27	59.3%	35	69.2%	9	57.1%	20	63.5%	33	69.4%	25	57.8%	37
(Don't know / haven't decided yet)	8.0%	8	7.3%	3	8.5%	5	15.4%	2	2.9%	1	9.6%	5	2.8%	1	10.9%	7
Base:		100		41		59		13		35		52		36		64

Q27 How often do you visit the market?
Bonny Street

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week or more	2.0%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	2.8%	1	1.6%	1
Less than once a week	6.0%	6	7.3%	3	5.1%	3	7.7%	1	8.6%	3	3.8%	2	8.3%	3	4.7%	3
Less than once a fortnight	9.0%	9	14.6%	6	5.1%	3	7.7%	1	20.0%	7	1.9%	1	5.6%	2	10.9%	7
Less than once a month	25.0%	25	17.1%	7	30.5%	18	30.8%	4	31.4%	11	19.2%	10	19.4%	7	28.1%	18
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	47.0%	47	46.3%	19	47.5%	28	38.5%	5	37.1%	13	55.8%	29	55.6%	20	42.2%	27
(Don't know / varies)	11.0%	11	9.8%	4	11.9%	7	15.4%	2	2.9%	1	15.4%	8	8.3%	3	12.5%	8
Base:		100		41		59		13		35		52		36		64

Blackpool In Street Survey for WYG

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE
Abingdon Street								
Daily	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Once a week or more	13.0%	13 14.6%	6 11.9%	7 7.7%	1 14.3%	5 13.5%	7 5.6%	2 17.2%
Less than once a week	13.0%	13 12.2%	5 13.6%	8 23.1%	3 11.4%	4 11.5%	6 16.7%	6 10.9%
Less than once a fortnight	20.0%	20 24.4%	10 16.9%	10 7.7%	1 34.3%	12 13.5%	7 19.4%	7 20.3%
Less than once a month	22.0%	22 17.1%	7 25.4%	15 23.1%	3 17.1%	6 25.0%	13 19.4%	7 23.4%
First time today	2.0%	2 0.0%	0 3.4%	2 7.7%	1 2.9%	1 0.0%	0 2.8%	1 1.6%
Never	21.0%	21 22.0%	9 20.3%	12 15.4%	2 20.0%	7 23.1%	12 25.0%	9 18.8%
(Don't know / varies)	9.0%	9 9.8%	4 8.5%	5 15.4%	2 0.0%	0 13.5%	7 11.1%	4 7.8%
Base:	100	41	59	13	35	52	36	64

Q28 What one thing do you particularly like about the Bonny St Market?

All on one level	20.0%	20 19.5%	8 20.3%	12 7.7%	1 37.1%	13 11.5%	6 19.4%	7 20.3%	13
Availability of local produce	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Compact / easy to get around	3.0%	3 0.0%	0 5.1%	3 7.7%	1 2.9%	1 1.9%	1 5.6%	2 1.6%	1
Ease of parking	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Easy to get to	4.0%	4 7.3%	3 1.7%	1 7.7%	1 5.7%	2 1.9%	1 2.8%	1 4.7%	3
Everything	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Freshness of food	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Friendly atmosphere	1.0%	1 2.4%	1 0.0%	0 0.0%	0 2.9%	1 0.0%	0 0.0%	0 1.6%	1
Good service	1.0%	1 2.4%	1 0.0%	0 0.0%	0 0.0%	0 1.9%	1 0.0%	0 1.6%	1
Not too many children	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Presence of on-site security	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Proximity of bus station	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Quality of food	2.0%	2 0.0%	0 3.4%	2 0.0%	0 0.0%	0 3.8%	2 0.0%	0 3.1%	2
Quality of non-food items	1.0%	1 0.0%	0 1.7%	1 7.7%	1 0.0%	0 0.0%	0 0.0%	0 1.6%	1
Range of food	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Range of non-food items	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Specialist ethnic goods	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
The café	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
The opportunity to support local businesses	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
The variety	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Traditional values	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Value for money	3.0%	3 2.4%	1 3.4%	2 7.7%	1 2.9%	1 1.9%	1 2.8%	1 3.1%	2
Other (PLEASE WRITE IN)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
The day of the week the market is held	1.0%	1 2.4%	1 0.0%	0 0.0%	0 2.9%	1 0.0%	0 0.0%	0 1.6%	1
Nothing	46.0%	46 46.3%	19 45.8%	27 53.8%	7 34.3%	12 51.9%	27 52.8%	19 42.2%	27
Specialist stalls	1.0%	1 0.0%	0 1.7%	1 0.0%	0 2.9%	1 0.0%	0 0.0%	0 1.6%	1
(Don't know)	17.0%	17 17.1%	7 16.9%	10 7.7%	1 8.6%	3 25.0%	13 16.7%	6 17.2%	11
Base:	100	41	59	13	35	52	36	64	

Blackpool In Street Survey for WYG

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q29 What else do you particularly like about the Bonny St Market? [MR]																
All on one level	4.0%	4	7.3%	3	1.7%	1	7.7%	1	8.6%	3	0.0%	0	2.8%	1	4.7%	3
Availability of local produce	2.0%	2	0.0%	0	3.4%	2	0.0%	0	2.9%	1	1.9%	1	2.8%	1	1.6%	1
Compact / easy to get around	12.0%	12	7.3%	3	15.3%	9	0.0%	0	22.9%	8	7.7%	4	8.3%	3	14.1%	9
Ease of parking	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
Easy to get to	5.0%	5	4.9%	2	5.1%	3	0.0%	0	11.4%	4	1.9%	1	2.8%	1	6.3%	4
Everything	2.0%	2	0.0%	0	3.4%	2	0.0%	0	2.9%	1	1.9%	1	0.0%	0	3.1%	2
Freshness of food	8.0%	8	9.8%	4	6.8%	4	7.7%	1	17.1%	6	1.9%	1	5.6%	2	9.4%	6
Friendly atmosphere	8.0%	8	9.8%	4	6.8%	4	0.0%	0	11.4%	4	7.7%	4	8.3%	3	7.8%	5
Good service	11.0%	11	12.2%	5	10.2%	6	15.4%	2	22.9%	8	1.9%	1	13.9%	5	9.4%	6
Not too many children	3.0%	3	2.4%	1	3.4%	2	0.0%	0	5.7%	2	1.9%	1	5.6%	2	1.6%	1
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus station	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
Quality of food	11.0%	11	14.6%	6	8.5%	5	7.7%	1	22.9%	8	3.8%	2	5.6%	2	14.1%	9
Quality of non-food items	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
Range of food	8.0%	8	4.9%	2	10.2%	6	0.0%	0	17.1%	6	3.8%	2	8.3%	3	7.8%	5
Range of non-food items	3.0%	3	0.0%	0	5.1%	3	0.0%	0	5.7%	2	1.9%	1	2.8%	1	3.1%	2
Specialist ethnic goods	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.8%	1	0.0%	0
The café	4.0%	4	4.9%	2	3.4%	2	7.7%	1	8.6%	3	0.0%	0	0.0%	0	6.3%	4
The opportunity to support local businesses	2.0%	2	4.9%	2	0.0%	0	0.0%	0	2.9%	1	1.9%	1	5.6%	2	0.0%	0
The variety	4.0%	4	4.9%	2	3.4%	2	0.0%	0	8.6%	3	1.9%	1	2.8%	1	4.7%	3
Traditional values	3.0%	3	4.9%	2	1.7%	1	0.0%	0	8.6%	3	0.0%	0	2.8%	1	3.1%	2
Value for money	3.0%	3	2.4%	1	3.4%	2	7.7%	1	2.9%	1	1.9%	1	2.8%	1	3.1%	2
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	8.0%	8	7.3%	3	8.5%	5	23.1%	3	5.7%	2	5.8%	3	5.6%	2	9.4%	6
Nothing else	63.0%	63	63.4%	26	62.7%	37	61.5%	8	42.9%	15	76.9%	40	69.4%	25	59.4%	38
(Don't know)	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
Base:		100		41		59		13		35		52		36		64

Q29X Any mention at Q28 & Q29 [MR]

All on one level	24.0%	24	26.8%	11	22.0%	13	15.4%	2	45.7%	16	11.5%	6	22.2%	8	25.0%	16
Availability of local produce	2.0%	2	0.0%	0	3.4%	2	0.0%	0	2.9%	1	1.9%	1	2.8%	1	1.6%	1
Compact / easy to get around	15.0%	15	7.3%	3	20.3%	12	7.7%	1	25.7%	9	9.6%	5	13.9%	5	15.6%	10
Ease of parking	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
Easy to get to	9.0%	9	12.2%	5	6.8%	4	7.7%	1	17.1%	6	3.8%	2	5.6%	2	10.9%	7
Everything	2.0%	2	0.0%	0	3.4%	2	0.0%	0	2.9%	1	1.9%	1	0.0%	0	3.1%	2
Freshness of food	8.0%	8	9.8%	4	6.8%	4	7.7%	1	17.1%	6	1.9%	1	5.6%	2	9.4%	6
Friendly atmosphere	9.0%	9	12.2%	5	6.8%	4	0.0%	0	14.3%	5	7.7%	4	8.3%	3	9.4%	6
Good service	12.0%	12	14.6%	6	10.2%	6	15.4%	2	22.9%	8	3.8%	2	13.9%	5	10.9%	7
Not too many children	3.0%	3	2.4%	1	3.4%	2	0.0%	0	5.7%	2	1.9%	1	5.6%	2	1.6%	1
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus station	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
Quality of food	13.0%	13	14.6%	6	11.9%	7	7.7%	1	22.9%	8	7.7%	4	5.6%	2	17.2%	11
Quality of non-food items	2.0%	2	2.4%	1	1.7%	1	7.7%	1	2.9%	1	0.0%	0	0.0%	0	3.1%	2
Range of food	8.0%	8	4.9%	2	10.2%	6	0.0%	0	17.1%	6	3.8%	2	8.3%	3	7.8%	5
Range of non-food items	3.0%	3	0.0%	0	5.1%	3	0.0%	0	5.7%	2	1.9%	1	2.8%	1	3.1%	2
Specialist ethnic goods	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.8%	1	0.0%	0
The café	4.0%	4	4.9%	2	3.4%	2	7.7%	1	8.6%	3	0.0%	0	0.0%	0	6.3%	4
The opportunity to support local businesses	2.0%	2	4.9%	2	0.0%	0	0.0%	0	2.9%	1	1.9%	1	5.6%	2	0.0%	0
The variety	4.0%	4	4.9%	2	3.4%	2	0.0%	0	8.6%	3	1.9%	1	2.8%	1	4.7%	3
Traditional values	3.0%	3	4.9%	2	1.7%	1	0.0%	0	8.6%	3	0.0%	0	2.8%	1	3.1%	2
Value for money	6.0%	6	4.9%	2	6.8%	4	15.4%	2	5.7%	2	3.8%	2	5.6%	2	6.3%	4
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
Nothing	54.0%	54	53.7%	22	54.2%	32	76.9%	10	40.0%	14	57.7%	30	58.3%	21	51.6%	33
Nothing else	63.0%	63	63.4%	26	62.7%	37	61.5%	8	42.9%	15	76.9%	40	69.4%	25	59.4%	38
Specialist stalls	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
Base:		100		41		59		13		35		52		36		64

Blackpool In Street Survey for WYG

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE
Q30 What one thing do you particularly like about the Abingdon St Market?								
All on one level	29.0%	29	31.7%	13	27.1%	16	0.0%	0
Availability of local produce	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact / easy to get around	8.0%	8	9.8%	4	6.8%	4	0.0%	0
Ease of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to	3.0%	3	2.4%	1	3.4%	2	23.1%	3
Everything	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freshness of food	7.0%	7	4.9%	2	8.5%	5	0.0%	0
Friendly atmosphere	7.0%	7	2.4%	1	10.2%	6	7.7%	1
Good service	2.0%	2	4.9%	2	0.0%	0	2.9%	1
Not too many children	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food	1.0%	1	0.0%	0	1.7%	1	0.0%	0
Quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of food	12.0%	12	7.3%	3	15.3%	9	30.8%	4
Range of non-food items	2.0%	2	4.9%	2	0.0%	0	2.9%	1
Specialist ethnic goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The opportunity to support local businesses	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The variety	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional values	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	19.0%	19	22.0%	9	16.9%	10	30.8%	4
Undercover	1.0%	1	0.0%	0	1.7%	1	0.0%	0
(Don't know)	9.0%	9	9.8%	4	8.5%	5	7.7%	1
Base:	100	41	59	13	35	52	36	64

Q31 What else do you particularly like about the Abingdon St Market? [MR]

All on one level	7.0%	7	7.3%	3	6.8%	4	7.7%	1
Availability of local produce	11.0%	11	12.2%	5	10.2%	6	7.7%	1
Compact / easy to get around	21.0%	21	24.4%	10	18.6%	11	7.7%	1
Ease of parking	2.0%	2	2.4%	1	1.7%	1	0.0%	0
Easy to get to	18.0%	18	26.8%	11	11.9%	7	0.0%	0
Everything	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freshness of food	27.0%	27	31.7%	13	23.7%	14	7.7%	1
Friendly atmosphere	29.0%	29	36.6%	15	23.7%	14	15.4%	2
Good service	23.0%	23	22.0%	9	23.7%	14	15.4%	2
Not too many children	8.0%	8	9.8%	4	6.8%	4	7.7%	1
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus station	2.0%	2	2.4%	1	1.7%	1	7.7%	1
Quality of food	26.0%	26	26.8%	11	25.4%	15	15.4%	2
Quality of non-food items	10.0%	10	12.2%	5	8.5%	5	0.0%	0
Range of food	15.0%	15	22.0%	9	10.2%	6	7.7%	1
Range of non-food items	24.0%	24	34.1%	14	16.9%	10	23.1%	3
Specialist ethnic goods	4.0%	4	4.9%	2	3.4%	2	0.0%	0
The café	16.0%	16	19.5%	8	13.6%	8	7.7%	1
The opportunity to support local businesses	5.0%	5	7.3%	3	3.4%	2	7.7%	1
The variety	7.0%	7	9.8%	4	5.1%	3	7.7%	1
Traditional values	10.0%	10	12.2%	5	8.5%	5	7.7%	1
Value for money	21.0%	21	24.4%	10	18.6%	11	7.7%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	1.0%	1	0.0%	0	1.7%	1	0.0%	0
Nothing	8.0%	8	2.4%	1	11.9%	7	7.7%	1
Nothing else	29.0%	29	31.7%	13	27.1%	16	38.5%	5
(Don't know)	1.0%	1	0.0%	0	1.7%	1	0.0%	0
Base:	100	41	59	13	35	52	36	64

Blackpool In Street Survey for WYG

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	
Q31X Any mention at Q30 & Q31 [MR]									
All on one level	36.0%	36 39.0%	16 33.9%	20 7.7%	1 51.4%	18 32.7%	17 38.9%	14 34.4%	22
Availability of local produce	11.0%	11 12.2%	5 10.2%	6 7.7%	1 17.1%	6 7.7%	4 13.9%	5 9.4%	6
Compact / easy to get around	29.0%	29 34.1%	14 25.4%	15 7.7%	1 42.9%	15 25.0%	13 27.8%	10 29.7%	19
Ease of parking	2.0%	2 2.4%	1 1.7%	1 0.0%	0 5.7%	2 0.0%	0 2.8%	1 1.6%	1
Easy to get to	21.0%	21 29.3%	12 15.3%	9 23.1%	3 31.4%	11 13.5%	7 25.0%	9 18.8%	12
Everything	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Freshness of food	34.0%	34 36.6%	15 32.2%	19 7.7%	1 57.1%	20 25.0%	13 38.9%	14 31.3%	20
Friendly atmosphere	36.0%	36 39.0%	16 33.9%	20 23.1%	3 40.0%	14 36.5%	19 36.1%	13 35.9%	23
Good service	25.0%	25 26.8%	11 23.7%	14 15.4%	2 40.0%	14 17.3%	9 25.0%	9 25.0%	16
Not too many children	8.0%	8 9.8%	4 6.8%	4 7.7%	1 14.3%	5 3.8%	2 8.3%	3 7.8%	5
Presence of on-site security	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Proximity of bus station	2.0%	2 2.4%	1 1.7%	1 7.7%	1 2.9%	1 0.0%	0 0.0%	0 3.1%	2
Quality of food	27.0%	27 26.8%	11 27.1%	16 15.4%	2 40.0%	14 21.2%	11 25.0%	9 28.1%	18
Quality of non-food items	10.0%	10 12.2%	5 8.5%	5 0.0%	0 20.0%	7 5.8%	3 16.7%	6 6.3%	4
Range of food	27.0%	27 29.3%	12 25.4%	15 38.5%	5 34.3%	12 19.2%	10 22.2%	8 29.7%	19
Range of non-food items	26.0%	26 39.0%	16 16.9%	10 23.1%	3 40.0%	14 17.3%	9 25.0%	9 26.6%	17
Specialist ethnic goods	4.0%	4 4.9%	2 3.4%	2 0.0%	0 5.7%	2 3.8%	2 2.8%	1 4.7%	3
The café	16.0%	16 19.5%	8 13.6%	8 7.7%	1 20.0%	7 15.4%	8 16.7%	6 15.6%	10
The opportunity to support local businesses	5.0%	5 7.3%	3 3.4%	2 7.7%	1 5.7%	2 3.8%	2 8.3%	3 3.1%	2
The variety	7.0%	7 9.8%	4 5.1%	3 7.7%	1 17.1%	6 0.0%	0 8.3%	3 6.3%	4
Traditional values	10.0%	10 12.2%	5 8.5%	5 7.7%	1 20.0%	7 3.8%	2 11.1%	4 9.4%	6
Value for money	21.0%	21 24.4%	10 18.6%	11 7.7%	1 34.3%	12 15.4%	8 22.2%	8 20.3%	13
Other (PLEASE WRITE IN)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
The day of the week the market is held	1.0%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 1.9%	1 0.0%	0 1.6%	1
Nothing	27.0%	27 24.4%	10 28.8%	17 38.5%	5 22.9%	8 26.9%	14 33.3%	12 23.4%	15
Nothing else	29.0%	29 31.7%	13 27.1%	16 38.5%	5 20.0%	7 32.7%	17 30.6%	11 28.1%	18
Undercover	1.0%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 1.9%	1 0.0%	0 1.6%	1
Base:	100	41	59	13	35	52	36	64	

Q32 What one thing do you particularly dislike about the Bonny St Market?

Crime	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Difficult to find particular stalls	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Difficult to get around	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Difficult to park nearby	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Empty stalls / stalls closing down	2.0%	2 0.0%	0 3.4%	2 7.7%	1 0.0%	0 1.9%	1 2.8%	1 1.6%	1
Inability to pay by credit card	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
It is not covered	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
It is not heated	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Lack of cleanliness	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Litter	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Not big enough	1.0%	1 0.0%	0 1.7%	1 7.7%	1 0.0%	0 0.0%	0 0.0%	0 1.6%	1
Not enough stalls	1.0%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 1.9%	1 2.8%	1 0.0%	0
Poor accessibility	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Poor facilities e.g. toilets, seating	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Poor quality environment	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Poor quality of food	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Poor quality of non-food items	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Poor range of food	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Poor service	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Poor value for money	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
The café	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Too many stalls selling the same goods	1.0%	1 0.0%	0 1.7%	1 0.0%	0 2.9%	1 0.0%	0 2.8%	1 0.0%	0
Too many young children	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Too noisy	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
The day of the week the market is held	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Other (PLEASE WRITE IN)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Nothing	77.0%	77 82.9%	34 72.9%	43 69.2%	9 85.7%	30 73.1%	38 77.8%	28 76.6%	49
(Don't know)	18.0%	18 17.1%	7 18.6%	11 15.4%	2 11.4%	4 23.1%	12 13.9%	5 20.3%	13
Base:	100	41	59	13	35	52	36	64	

Blackpool In Street Survey for WYG

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q33 What else do you particularly dislike about the Bonny St Market? [MR]																
Crime	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty stalls / stalls closing down	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
Not enough stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	2.8%	1	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	1.0%	1	0.0%	0	1.7%	1	7.7%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Nothing else	95.0%	95	100.0%	41	91.5%	54	84.6%	11	97.1%	34	96.2%	50	91.7%	33	96.9%	62
(Don't know)	2.0%	2	0.0%	0	3.4%	2	7.7%	1	0.0%	0	1.9%	1	2.8%	1	1.6%	1
Base:		100		41		59		13		35		52		36		64

Blackpool In Street Survey for WYG

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q33X Any mention at Q32 & Q33 [MR]																
Crime	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty stalls / stalls closing down	2.0%	2	0.0%	0	3.4%	2	7.7%	1	0.0%	0	1.9%	1	2.8%	1	1.6%	1
Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	2.0%	2	0.0%	0	3.4%	2	7.7%	1	0.0%	0	1.9%	1	0.0%	0	3.1%	2
Not enough stalls	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	2.8%	1	0.0%	0
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	2.8%	1	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	78.0%	78	82.9%	34	74.6%	44	76.9%	10	85.7%	30	73.1%	38	80.6%	29	76.6%	49
Nothing else	95.0%	95	100.0%	41	91.5%	54	84.6%	11	97.1%	34	96.2%	50	91.7%	33	96.9%	62
Base:		100		41		59		13		35		52		36		64

Blackpool In Street Survey for WYG

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q34 What one thing do you particularly dislike about the Abingdon St Market?																
Crime	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty stalls / stalls closing down	3.0%	3	2.4%	1	3.4%	2	7.7%	1	0.0%	0	3.8%	2	0.0%	0	4.7%	3
Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	2.8%	1	0.0%	0
Poor range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	87.0%	87	87.8%	36	86.4%	51	76.9%	10	97.1%	34	82.7%	43	88.9%	32	85.9%	55
Fishy smell	1.0%	1	2.4%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
(Don't know)	8.0%	8	7.3%	3	8.5%	5	7.7%	1	0.0%	0	13.5%	7	5.6%	2	9.4%	6
Base:		100		41		59		13		35		52		36		64

Blackpool In Street Survey for WYG

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q35 What else do you particularly dislike about the Abingdon St Market? [MR]																
Crime	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty stalls / stalls closing down	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	2.8%	1	0.0%	0
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing else	99.0%	99	100.0%	41	98.3%	58	100.0%	13	97.1%	34	100.0%	52	97.2%	35	100.0%	64
Base:		100		41		59		13		35		52		36		64

Blackpool In Street Survey for WYG

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q35X Any mention at Q34 & Q35 [MR]																
Crime	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty stalls / stalls closing down	3.0%	3	2.4%	1	3.4%	2	7.7%	1	0.0%	0	3.8%	2	0.0%	0	4.7%	3
Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	2.8%	1	0.0%	0
Poor range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	2.8%	1	0.0%	0
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	87.0%	87	87.8%	36	86.4%	51	76.9%	10	97.1%	34	82.7%	43	88.9%	32	85.9%	55
Nothing else	99.0%	99	100.0%	41	98.3%	58	100.0%	13	97.1%	34	100.0%	52	97.2%	35	100.0%	64
Fishy smell	1.0%	1	2.4%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Base:		100		41		59		13		35		52		36		64
GEN Gender:																
Male	41.0%	41	100.0%	41	0.0%	0	30.8%	4	54.3%	19	34.6%	18	36.1%	13	43.8%	28
Female	59.0%	59	0.0%	0	100.0%	59	69.2%	9	45.7%	16	65.4%	34	63.9%	23	56.3%	36
Base:		100		41		59		13		35		52		36		64
AGE Age Group:																
18 - 24 years	3.0%	3	2.4%	1	3.4%	2	23.1%	3	0.0%	0	0.0%	0	0.0%	0	4.7%	3
25 - 34 years	10.0%	10	7.3%	3	11.9%	7	76.9%	10	0.0%	0	0.0%	0	11.1%	4	9.4%	6
35 - 44 years	17.0%	17	24.4%	10	11.9%	7	0.0%	0	48.6%	17	0.0%	0	19.4%	7	15.6%	10
45 - 54 years	18.0%	18	22.0%	9	15.3%	9	0.0%	0	51.4%	18	0.0%	0	8.3%	3	23.4%	15
55 - 64 years	21.0%	21	22.0%	9	20.3%	12	0.0%	0	0.0%	0	40.4%	21	25.0%	9	18.8%	12
65+ years	31.0%	31	22.0%	9	37.3%	22	0.0%	0	0.0%	0	59.6%	31	36.1%	13	28.1%	18
Base:		100		41		59		13		35		52		36		64
SEG SEG																
AB	9.0%	9	7.3%	3	10.2%	6	15.4%	2	8.6%	3	7.7%	4	25.0%	9	0.0%	0
C1	27.0%	27	24.4%	10	28.8%	17	15.4%	2	20.0%	7	34.6%	18	75.0%	27	0.0%	0
C2	19.0%	19	31.7%	13	10.2%	6	15.4%	2	20.0%	7	19.2%	10	0.0%	0	29.7%	19
DE	45.0%	45	36.6%	15	50.8%	30	53.8%	7	51.4%	18	38.5%	20	0.0%	0	70.3%	45
Base:		100		41		59		13		35		52		36		64

Blackpool In Street Survey for WYG

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	
ETH Ethnicity									
White	99.0%	99 100.0%	41 98.3%	58 100.0%	13 97.1%	34 100.0%	52 97.2%	35 100.0%	64
Indian	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Pakistani	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Bangladeshi	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Other Asian	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Black Caribbean	1.0%	1 0.0%	0 1.7%	1 0.0%	0 2.9%	1 0.0%	0 2.8%	1 0.0%	0
Black African	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Other Black	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Chinese	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Any other ethnic group	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Mixed background	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(Refused)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Base:	100	41	59	13	35	52	36	64	
DAY Day of interview:									
Monday	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Tuesday	20.0%	20 17.1%	7 22.0%	13 23.1%	3 8.6%	3 26.9%	14 13.9%	5 23.4%	15
Wednesday	20.0%	20 22.0%	9 18.6%	11 30.8%	4 22.9%	8 15.4%	8 19.4%	7 20.3%	13
Thursday	20.0%	20 26.8%	11 15.3%	9 7.7%	1 31.4%	11 15.4%	8 22.2%	8 18.8%	12
Friday	20.0%	20 19.5%	8 20.3%	12 7.7%	1 25.7%	9 19.2%	10 16.7%	6 21.9%	14
Saturday	20.0%	20 14.6%	6 23.7%	14 30.8%	4 11.4%	4 23.1%	12 27.8%	10 15.6%	10
Base:	100	41	59	13	35	52	36	64	
TIME Time of Interview									
09.00 – 12.00	33.0%	33 26.8%	11 37.3%	22 38.5%	5 20.0%	7 40.4%	21 25.0%	9 37.5%	24
12.01 – 14.00	44.0%	44 39.0%	16 47.5%	28 30.8%	4 45.7%	16 46.2%	24 44.4%	16 43.8%	28
14.01 – 17.00	23.0%	23 34.1%	14 15.3%	9 30.8%	4 34.3%	12 13.5%	7 30.6%	11 18.8%	12
Base:	100	41	59	13	35	52	36	64	
LOC Location									
Junction of Bank Hey St. and Adelaide West	19.0%	19 17.1%	7 20.3%	12 7.7%	1 25.7%	9 17.3%	9 16.7%	6 20.3%	13
Entrance to Houndshell on Victoria St.	21.0%	21 14.6%	6 25.4%	15 38.5%	5 14.3%	5 21.2%	11 25.0%	9 18.8%	12
Junction of Bank Hey and Market St	21.0%	21 24.4%	10 18.6%	11 15.4%	2 31.4%	11 15.4%	8 27.8%	10 17.2%	11
Church St. around M&S and towards the Grand Theatre	19.0%	19 14.6%	6 22.0%	13 23.1%	3 8.6%	3 25.0%	13 19.4%	7 18.8%	12
Talbot Rd/Abingdon St.	20.0%	20 29.3%	12 13.6%	8 15.4%	2 20.0%	7 21.2%	11 11.1%	4 25.0%	16
Base:	100	41	59	13	35	52	36	64	

Blackpool In Street Survey for WYG

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
PC																
AB33 8	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
BD19 5	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
BL1 4	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
CB6 3	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
CW1 3	1.0%	1	0.0%	0	1.7%	1	7.7%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
DD11 5	1.0%	1	0.0%	0	1.7%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
DN15 7	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
EH10 4	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
FY1	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
FY1 2	8.0%	8	4.9%	2	10.2%	6	7.7%	1	8.6%	3	7.7%	4	2.8%	1	10.9%	7
FY1 3	2.0%	2	2.4%	1	1.7%	1	7.7%	1	2.9%	1	0.0%	0	0.0%	0	3.1%	2
FY1 4	7.0%	7	9.8%	4	5.1%	3	7.7%	1	2.9%	1	9.6%	5	11.1%	4	4.7%	3
FY1 5	3.0%	3	2.4%	1	3.4%	2	0.0%	0	5.7%	2	1.9%	1	0.0%	0	4.7%	3
FY1 6	2.0%	2	2.4%	1	1.7%	1	0.0%	0	5.7%	2	0.0%	0	0.0%	0	3.1%	2
FY2 0	5.0%	5	9.8%	4	1.7%	1	7.7%	1	8.6%	3	1.9%	1	5.6%	2	4.7%	3
FY2 9	3.0%	3	2.4%	1	3.4%	2	15.4%	2	2.9%	1	0.0%	0	0.0%	0	4.7%	3
FY3 7	3.0%	3	0.0%	0	5.1%	3	7.7%	1	0.0%	0	3.8%	2	2.8%	1	3.1%	2
FY3 8	5.0%	5	7.3%	3	3.4%	2	7.7%	1	0.0%	0	7.7%	4	0.0%	0	7.8%	5
FY4 1	4.0%	4	4.9%	2	3.4%	2	0.0%	0	2.9%	1	5.8%	3	8.3%	3	1.6%	1
FY4 2	4.0%	4	2.4%	1	5.1%	3	0.0%	0	0.0%	0	7.7%	4	2.8%	1	4.7%	3
FY4 3	2.0%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	3.8%	2	2.8%	1	1.6%	1
FY4 4	2.0%	2	4.9%	2	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	3.1%	2
FY5 1	2.0%	2	4.9%	2	0.0%	0	0.0%	0	2.9%	1	1.9%	1	2.8%	1	1.6%	1
FY5 2	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
FY5 3	2.0%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	3.1%	2
FY6 7	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
FY6 8	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
FY6 9	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
FY7 6	1.0%	1	0.0%	0	1.7%	1	7.7%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
FY8 1	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
FY8 2	2.0%	2	0.0%	0	3.4%	2	7.7%	1	0.0%	0	1.9%	1	2.8%	1	1.6%	1
FY8 3	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	2.8%	1	0.0%	0
FY8 5	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
G63 9	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
HD6 4	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.8%	1	0.0%	0
L8 9	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
LA13 9	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
LS14 5	1.0%	1	2.4%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
LS4 2	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	2.8%	1	0.0%	0
M34 5	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
NE9 5	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
NG7 7	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
OL10 4	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
PR1 7	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.8%	1	0.0%	0
PR4	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
RH4 1	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
SN25 3	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
ST10 4	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0
ST3 2	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
WN5 7	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1
Refused	10.0%	10	14.6%	6	6.8%	4	0.0%	0	22.9%	8	3.8%	2	11.1%	4	9.4%	6
Base:		100		41		59		13		35		52		36		64



Appendix 4 – Health Check Assessment of Blackpool Town Centre





CENTRE	Blackpool Town Centre
OVERVIEW	<p>Blackpool Borough is situated on the Fylde Coast in the North-West England. Blackpool Town Centre is the principal retail, commercial and administrative centre and provides the main hub of retail and service uses in the Borough. The Blackpool Local Plan Part 1: Core Strategy 2012-2027 (January 2016) identifies the town centre and associated Resort Core as the borough's main focus, directing future growth, development and investment towards this inner area. Chapter 7 of the Core Strategy sets out a number of policies which seek to assist with facilitating Blackpool Council's ('the Council') regeneration aspirations for the town centre and associated Resort Core. The town centre is also supported by the Blackpool Town Centre Strategy (2013) which was published prior to the Core Strategy and helped to inform the policies associated with Blackpool Town Centre.</p> <p>Blackpool is well connected with the national strategic road network, with the M55 motorway connecting it directly with Junction 32 of the M6 motorway, which is located approximately 24km from the town centre. The M55 also provides direct access to the A6 which runs into Preston city centre. Preston city centre is located approximately 28 km from Blackpool Town Centre and is the closest regional hub to Blackpool. However, Blackpool's strong connectivity with the M6 and subsequently the M61 means that Manchester city centre can be reached by private vehicle in a little over an hour.</p> <p>The focus of retail activity in Blackpool Town Centre is within the pedestrianised core which comprises Church Street, Victoria Street, Bank Hey Street and the Houndshell Shopping Centre. This area is formally defined as the Principal Retail Core by Saved Policy SR5 of the Blackpool Local Plan (2001-2016). There are also saved policies designating a Retail/Café Zone (Policy SR6), a Mixed-use Zone (Policy SR7) and a Leisure Zone (Policy SR8). The town centre boundary was amended through the adoption of the Core Strategy which expanded it to include two strategic sites, the Central Business District (Policy CS19) and the Leisure Quarter (Policy CS20). The Winter Gardens (Policy CS18), which was already located within the town centre boundary was also allocated as a strategic site. This health check appraisal includes a review of the current designations in accordance with the definitions and guidance provided in the National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG) to ensure they remain appropriate.</p> <p>The Council has provided data on the diversity of retail and service uses in Blackpool Town Centre, recorded in August 2017. This data is based on the town centre boundary but does not account for existing uses within the defined 'Leisure Quarter'. We do provide commentary on the Leisure Quarter later in the report. We have re-categorised the data to accord with the</p>



Experian Goad retail definitions in order to provide a direct comparison with the latest national average figures which were recorded in August 2017. A site visit was also undertaken by WYG on Wednesday 27th September 2017 to verify the Council’s diversity of use data and review the on the ground situation in accordance with the healthcheck indicators for accessing town centres set out in the NPPG. The remainder of this report addresses each of these indicators in the context of Blackpool Town Centre.

SUB-REGIONAL SHOPPING HIERARCHY

Venuescore evaluates retail destinations in terms of its provision of multiple retailers which includes anchor stores, fashion operators and non-fashion multiples. Whilst traditionally, the Rankings were informed predominately by the convenience and comparison based product sectors, some leisure elements (defined by Venuescore as ‘Foodservice’; including cafes, bars and restaurants etc.) have been encompassed into the methodology in acknowledgement of their increasing role in helping to define and differentiate successful retail offers. The score attached to each operator is weighted to reflect its overall impact on shopping patterns. For example, anchor stores such as John Lewis and Marks and Spencer receive a higher score than traditional unit stores e.g. national multiples occupying traditional high street units that are not considered to be the ‘anchor’ of a town centre. The latest data set covers the 2016/17 period and Table 1 (below) sets out Blackpool’s ranking in the sub-regional context:

Table 1: Sub-Regional Shopping Hierarchy

Venue	Score 2016/17	Classification 2016/17	Rank		Change in rank between 2015/16 and 2016/17
			2015/16	2016/17	
Preston, Centre	228	Regional	56	58	- 2
Blackpool, Centre	212	Regional	74	68	+ 6
Blackburn, Centre	156	Regional	147	143	+ 4
Lancaster, Centre	154	Regional	144	145	- 1
Burnley, Centre	106	Sub-Regional	242	236	+ 6
Accrington, Centre	103	Sub-Regional	230	244	- 14
Chorley, Centre	96	Sub-Regional	278	270	+ 8
Preston, Deepdale R P	69	Major District	480	408	+ 72
Ormskirk, Centre	65	Major District	429	438	- 9

Blackpool Town Centre is assigned a Venuescore of 212, currently ranking 68th in the Venuescore centre hierarchy and designated as a ‘Regional’ destination, indicating that it has significance across the wider area. It is the 7th highest ranked retail venue in the North-West Region behind Manchester, Liverpool, The Trafford Centre, Chester, Preston and Warrington and is the second highest ranked centre in the Lancashire sub-region behind Preston. Blackpool’s Rank has increased six places from 74 to 68 since the 2015/16 Venuescore rankings. Indeed, the Venuescore 2017 Executive Summary notes Blackpool as the 9th highest

climber within the top 100 UK venues. However, this should be treated with a degree of caution as the centre's Venuescore has in fact fallen two points from 214 to 212. Whilst we consider this to be a negligible decrease, a rise in overall Rankings coupled with the Venuescore itself declining, simply suggests that Blackpool has suffered from lower levels of decline than competing centres. Whilst the Venuescore Rankings are a useful indicator of a centre's position within a national hierarchy, Blackpool's rise in the Rankings is clearly not as positive as it may initially appear. Furthermore, Venuescore's methodology does not necessarily account for all of the factors that impact on the vitality and viability of a town centre. For example, Venuescore only considers national multiple operators and does not take account for independent businesses. As such, whilst this data is a useful starting point in establishing a centre's performance, a degree of caution should be applied when considering the Venuescore Rankings, which should be considered in conjunction with the other healthcheck indicators considered in this report.

**PHOTOGRAPHS OF
 BLACKPOOL TOWN
 CENTRE**



Photograph 1: Coral Island, Central Promenade



Photograph 2: Houndshell Shopping Centre



Photograph 3: Winter Gardens from Victoria Street



Photograph 4: Church Street/Cedar Square



Photograph 5: Public Art, Deansgate



Photograph 6: Sainsbury's Supermarket, Talbot Road



Photograph 7: Blackpool Borough Council Offices, George Street



Photograph 8: View towards Blackpool Tower, Victoria Street

DIVERSITY OF USE ANALYSIS

The Council provided WYG with data identifying the diversity of retail and service uses in Blackpool Town Centre recorded in August 2017. WYG also undertook a subsequent diversity of use survey in September 2017 to confirm that there were no significant changes on-the-ground since the Council's assessment a month earlier. We can confirm that no significant changes were identified and therefore the Council's dataset forms the basis of this analysis. It should be noted that we have recategorised the data to fully accord with Experian Goad categorisation system, allowing us to compare the diversity of use data for Blackpool against the national averages provided by Goad. We have undertaken the analysis in accordance with the Council's data set on the basis of units contained within the adopted town centre boundary, excluding the Leisure Quarter although we have reviewed these units separately and pick up on this in the subsequent review of leisure services in the town centre. We consider this to provide the most consistent basis in which to accurately review the diversity of uses within Blackpool Town Centre for the following reasons:

- The adopted town centre boundary differs slightly from the boundary defined by Goad. The differences in the boundaries relate to peripheral locations where retail uses continue beyond the adopted town centre boundary but are encompassed within the Goad boundary. However, there are other locations where this occurs and Goad have



not recorded the units. Therefore, in the interest of consistency we consider it most appropriate to review the units within the defined town centre boundary only.

- The Goad boundary incorporates a considerable provision of guesthouses located on Albert Road which are located outside the defined town centre boundary. The inclusion of these in the analysis would have the effect of significantly increasing the proportion of leisure service units.

On the basis of the above, the August 2017 survey of the town centre boundary identified 621 retail and service units with a gross floorspace of 157,226 sq.m. Table 2 below sets out the composition of uses identified in accordance with the Goad categorisation system:

Table 2: Diversity of Use, August 2017

	Blackpool Town Centre - August 2017					
	No of Units	%	UK	Floorspace	%	UK
Convenience	36	5.8%	8.7%	19,788	12.6%	15.2%
Comparison	183	29.5%	31.3%	47,660	30.3%	35.1%
Retail Service	40	6.4%	14.4%	3,892	2.5%	6.8%
Leisure Service	193	31.1%	23.8%	59,544	37.9%	24.9%
Financial and Business Service	44	7.1%	10.4%	6,932	4.4%	7.8%
Vacant	125	20.1%	11.2%	19,410	12.3%	9.6%
Total	621	100%	100%	157,226	100%	100%
Other Uses	23	-	-	4,645	-	-

Source: Blackpool Borough Council Survey, August 2017 (Verified by WYG, September 2017)

* Recategorised by WYG in accordance with Experian Goad Main Town Centre Uses

* UK Average Figure, Experian Goad, August 2017

* Key retail services typically include hairdressers, beauty salons, opticians, post offices and travel agents

* Key leisure services typically include pubs, restaurants, cafes, bars, gyms and hot food takeaways

It should be noted that we have not compared the 2017 data with the previous healthcheck analysis from 2011 undertaken by Roger Tym & Partners (RTP) as the two sets of data do not correlate and therefore are not comparable. The RTP study utilised the 'Goad Centre Report' methodology, whilst we have utilised the 'Goad Category Report' methodology. WYG use the Category Report methodology as it provides a more detailed breakdown of retail categories and provides a more in-depth analysis of the composition of town centres e.g. differentiating between the services and including a broader range of main town centre uses. Furthermore, Experian confirmed to WYG in February 2018 that the Category Report methodology should be the only method used within retail assessments, with the Centre Report methodology only published for historical reasons. The category report provides an accurate and transparent view of the centre, whereas the Centre Report methodology still groups certain categories under historical and incorrect Subclasses. Based on this information, and in the interest of providing a transparent and correct view of the composition of retail and service uses in Blackpool Town Centre, we have not attempted to compare the latest data against the previous RTP study which was assessed against a methodology that has since been updated. However, we

understand that a comparison is often made against the previous study in order to provide a view as to how the composition of retail and service uses has changed over time. The Retail Study undertaken prior to the 2011 RTP Study was prepared by WYG in 2008 and utilised the Category Report methodology against the retail/service units included within the Goad boundary. We have reviewed our data from 2008 against the survey data undertaken by Experian Goad in May 2017 in order to provide a high-level view of changes that have occurred with the centres composition since 2008 when assessed against the Goad boundary (as opposed to the town centre boundary as per this current analysis). This is outlined in tables 3 and 4 below.

Table 3: Experian Goad Survey, May 2017

	Blackpool Goad Boundary - May 2017					
	No of Units	%	UK	Floorspace	%	UK
Convenience	56	7.7%	8.7%	20,520	11.2%	15.2%
Comparison	198	27.4%	31.5%	53,220	29.0%	35.3%
Retail Service	51	7.1%	14.3%	4,460	2.4%	6.8%
Leisure Service	235	32.5%	23.7%	78,500	42.8%	24.8%
Financial and Business Service	45	6.2%	10.4%	7,440	4.1%	7.8%
Vacant	138	19.1%	11.1%	19,270	10.5%	9.4%
Total	723	100%	100%	183,410	100%	100%

Source: Experian Goad, May 2017

*UK Average Figure, Experian Goad, May 2017

Table 4: WYG Historic Survey, November 2007

	Blackpool Goad Boundary - November 2007					
	No of Units	%	UK	Floorspace	%	UK
Convenience	49	7.1%	8.5%	8,920	5.3%	13.7%
Comparison	225	32.4%	36.7%	56,600	33.8%	39.5%
Retail Service	52	7.5%	12.7%	8,860	5.3%	7.0%
Leisure Service	202	29.1%	20.9%	73,100	43.7%	22.5%
Financial and Business Service	51	7.3%	11.6%	8,160	4.9%	9.3%
Vacant	116	16.7%	9.7%	11,720	7.0%	8.0%
Total	695	100%	100%	167,360	100%	100%

Source: Experian Goad updated by WYG, November 2007

*UK Average Figure, Experian Goad, November 2007

In summary, convenience floorspace has significantly increased which can be directly attributed to the new Sainsbury's at Talbot Gateway, both the number of comparison goods units and proportion of floorspace has declined, the number of vacant units and the proportion of vacant floorspace has increased, retail and financial businesses services have declined and the number of leisure units has increased. Whilst for the details outlined above, the following analysis is based on the retail and service uses contained within the town centre boundary as opposed to the Goad boundary, we have found the overall findings to be broadly consistent.

Convenience Goods

The survey identified 35 convenience goods units in Blackpool Town Centre which account for 5.6% of the total provision or retail and service units. This is 3.1 percentage points lower than



the national average of 8.7%. The 35 units equate to a gross floorspace of 18,673 sq.m which equates to 11.9% of the total proportion of retail and service floorspace. This is also below the national average of 15.2%. The qualitative convenience offer in Blackpool has however improved since 2014 when Sainsbury's opened a 12,584 sq.m (gross) superstore as part of the Talbot Gateway development. This has also resulted in a significant uplift in the proportion of convenience goods floorspace in the town centre when considering the figure in 2008. Prior to Sainsbury's opening, the town centre's convenience offer was limited to discount operators such as Iceland and Sainsbury's now provides consumers with access to an improved range of convenience goods within the town centre. Other convenience goods operators that are present in the town centre include a 519 sq.m (gross) Co-operative foodstore, a 643 sq.m (gross) Iceland and a 400 sq.m (gross) Heron Food. It should also be noted that the Home Bargains on Talbot Road, whilst categorised as comparison by Goad, also provides a range of convenience goods including confectionery and snacks, along with drinks and alcohol. Abingdon Street Market, which was refurbished in 2012 after successfully securing a grant from the Council's Townscape Heritage Initiative accommodates a number of local traders who provide a range of locally sourced produce. However, despite the refurbishment, the quality of many products sold from the market is considered to be middle to low-end and therefore the market is failing to attract shoppers from elsewhere on the Fylde Coast.

The role of Blackpool Town Centre as a convenience retail destination for Study Area residents has remained broadly static since 2010 when Blackpool Town Centre achieved a market share of 5.6% (compared to 5.7% at 2017). We would have expected the new Sainsbury's supermarket that opened in the town centre at Talbot Road in 2014 to increase the attraction and market share of Blackpool Town Centre for convenience retail shopping. However, the household survey results suggest that the new stores that have also opened up in Blackpool's local centres and at out-of-centre locations since 2010 (namely, Aldi at the Oxford Junction Local Centre and at Blackpool Retail Park) have acted to cancel out any potential shift in spending from out-of-centre destinations to Blackpool Town Centre.

Comparison Goods

Comparison goods traders in Blackpool (totalling in 184 units) currently occupy 29.6% of all outlets in the centre, which is slightly lower than the national average of 31.3%. In terms of the provision of comparison goods floorspace, the 184 units' account for 48,775 sq.m (gross), with the percentage of floorspace (31.0%) also slightly below the national average of 35.1%. Notwithstanding this, in the context of the Houndshill Shopping Centre, we consider Blackpool to have a reasonably strong comparison goods provision and this is reflected in the Venuescore sub-regional rankings which ranks Blackpool as the second retail destination in Lancashire after Preston city centre. However, as acknowledged in the Venuescore section of this report, the methodology does not account for many factors that are of significance when considering the



vitality and viability of a centre. In particular, the methodology does not consider the mix of comparison goods retailers beyond those which fall within the scope of the methodology. Most notably this includes charity shops and discount retailers which we have found there to be a prevalence of in parts of Blackpool town centre. In particular, we have identified there being 21 charity shops within the town centre of which five are located on Abingdon Street, three on Church Street and six on Talbot Road. Whilst these retailers contribute to the overall proportion of comparison goods units and floorspace, they are considered to be of a lower order than, for example, fashion retailers which have the ability to attract a significantly greater level of consumer expenditure.

Within the Principal Retail Core, national multiple comparison goods retailers are predominately located within the Houndshell Shopping Centre which comprises 71.7% comparison goods retailers in terms of the number of units and 93.2% in terms of the proportion of floorspace. This demonstrates that Houndshell is a well performing shopping destination and key retailers present include Debenhams, Next, H&M, River Island, Primark and Boots. It should also be noted that planning permission was granted in September 2017 (Ref. 17/0453) for the erection of a three-storey extension to the Houndshell Shopping Centre incorporating a restaurant, retail unit and cinema complex. It is our understanding that Wilkinson's will be relocating from their existing unit on Talbot Road to make way for the new tram terminal and hotel development being delivered as the second phase of the Talbot Gateway scheme (and discussed later in this report). At present, this move is expected to take place in 2020 and will result in the relocation of Wilkinson's from a dated unit outside the Principal Retail Core into a purpose built, modern unit being delivered as part of the Houndshell extension.

However, the success of Houndshell appears to have resulted in detriment to other areas within the Principal Retail Core. Following the shopping centre's original extension in 2008, a number of retailers relocated from elsewhere within the Principal Retail Core which resulted in a number of vacancies, most notably along Bank Hey Street where it has been identified there is a qualitative deficiency in terms of the retail stock which has resulted in a prevalence of discount operators including B&M Bargains, Poundland and Pound World. Despite this, there are some notable retailers located outside of the Houndshell Shopping Centre including Marks and Spencer, TK Maxx, WH Smiths and Waterstones.

Since December 2007, we have found that the number of comparison goods units in the town centre to have decreased within the region of 3.0%. This can largely be attributed to an increase in the number of vacant units although leisure uses have also increased in the town centre through the change of use of former comparison units. Key areas where we believe this to have occurred are along Victoria Street, Bank Hey Street and Church Street, as well as in peripheral areas such as Topping Street.



Within the comparison goods sector, predominant sub-categories comprise fashion and accessories (e.g. clothing and footwear stores), electronics (e.g. mobile telephones) and as discussed above, charity shops. It should however be noted that, whilst fashion and accessories is a predominant comparison sub-sector, there is a qualitative deficiency in terms of the mix of such retailers. As noted above, Houndshell accommodates a number of national multiple fashion retailers such as H&M, Next and River Island. However, there is a lack of up-market fashion retailers such as Zara which would have the ability to attract social demographics which, at present do not visit Blackpool.

Retail Services

Retail services, which comprise uses such as hairdressers, dry cleaners and petrol filling stations, account for 6.4% of outlets (40 units) and 2.5% of floorspace (3,892 sq.m) in Blackpool Town Centre, which compares to respective national averages of 14.4% and 6.8%. We are of the view that the low provision of retail services in Blackpool town centre can be attributed to the high proportion accommodated in the nearby Whitegate Drive District Centre which is located approximately 1 kilometre to the east of Blackpool Town Centre. The provision of retail services in this location significantly exceeds the national averages in terms of both units and floorspace and, given the close geographical relationship with Blackpool Town Centre, is considered to compliment the offer within the town centre. Whilst retail services in Blackpool are limited, 'health and beauty' traders are particularly dominant in this sector, with such businesses contributing to a significant proportion of the provision (75%). This offer typically comprises hairdressers, barbers and health and beauty salons. Other key retail services in Blackpool include opticians and travel agents. Due to the service based nature of this sector, operators generally do not require large-format units, typically tending to operate from small units in the centre, often smaller than 100 sq.m gross. Nevertheless, the number of retail service units in Blackpool appears to have declined since December 2007 which suggests that this service sector has also suffered from business closures over the last ten years.

Leisure Services

In terms of leisure services, Blackpool has a significant and unique offer, with this service sector dominating the composition of the town centre and beyond the town centre boundary within the Resort Core. There are 193 leisure service units in the surveyed area within the town centre which account for 31.1% of the total units. This is considerably greater than the national average of 23.8% for number of leisure service units. In terms of the floorspace, the 193 units equate to a gross floorspace of 59,544 sq.m. This accounts for 37.9% of the total retail and service floorspace in Blackpool Town Centre which again, is considerably greater than the national average of 24.9%. Furthermore, as discussed in the introduction of the analysis, the Council's survey did not cover the existing units located within the designated Leisure Quarter

which was adopted into the revised town centre boundary through the Core Strategy. This comprises a significant stretch of units fronting onto the Promenade that are dominated by leisure services, including the Madame Tussauds, Sea Life and a number of Amusement Arcades. This stretch of units has been subject to multiple subdivisions and the installation of small counter-based units into the front of the wider large-scale units. As such, the stretch accommodates a number of sub-uses which includes gift and memorabilia stores. This stretch of leisure units contributes an additional gross floorspace of 16,022 sq.m to the leisure service sector which, when factored in increases the share of leisure service floorspace in the town centre to 43.6%. This represents a considerable proportion of the overall retail and service floorspace and a provision beyond what we would usually expect to find within a town centre.

However, Blackpool's leisure service offer clearly has a function and draw beyond that of many non-resort town centres. For example, Blackpool Tower, the Winter Gardens, Madame Tussauds and the Sea Life Centre are key examples of the town's unique offer as a tourist destination. It should be noted that the Leisure Quarter is allocated as a strategic site under Policy CS20 of the Core Strategy, the Council promoting the comprehensive redevelopment of the entire site for a major leisure development of 'national significance' where the cumulative impact of a single or group of leisure uses will provide a compelling new reason to visit Blackpool. The policy requires proposals to come forward for the comprehensive redevelopment of the site. We understand that the Council are currently in talks with a preferred developer for the site and that proposals are likely to emerge in the public domain in due course.

The Winter Gardens, which is considered to be one of Europe's biggest entertainment complexes is also allocated as a strategic site under policy CS18 of the Core Strategy, the Council is promoting a major refurbishment of the facility in order to ensure that it continues to contribute to the town centre as a significant entertainment, leisure and conferencing venue. We understand that planning permission was granted in February 2017 (Ref. 16/0809) for the erection of a 3-storey extension with part basement to the existing Winter Gardens complex to form a conference and exhibition centre which are currently expected to open in 2019.

Along with creating a new retail unit for Wilkinson's, the extension to the Houndshell Shopping Centre (Ref. 17/0453) will deliver a cinema within the town centre, a key leisure facility which the provision is currently lacking. This facility, once open, will have the ability to divert trade from the existing out-of-centre Odeon cinema on Rigby Road, drawing both visitors and residents back into the town centre. The Light has been confirmed as the cinema operator. The development will also provide a new restaurant within Houndshell and whilst an operator



is yet to be confirmed, this represents a significant opportunity to introduce an up-market restaurateur into Blackpool town centre.

Whilst there is only one major hotel operator in the town centre; the Ibis Styles on Talbot Square, there are significant number of operators in the Resort Core and to the north of the town centre. However, it should be noted that there are several permissions in the town centre yet to be implemented as outlined in Table 9.3 of the main report. Policy CS23 of the Core Strategy seeks to achieve an economically viable level of quality holiday accommodation by managing a reduction in the oversupply of poor quality holiday bed space and current proposals appear to broadly accord with this.

Financial and Business Services

There are 44 financial and business service units in Blackpool which contribute to 7.1% of the total units and 4.4% (6,923 sq.m gross) of the total floorspace. In terms of both the number of units and provision of floorspace, this is lower than the respective national averages of 10.4% and 7.8%. We have noted whilst undertaking the health check assessments for the district centres that financial and business services are well provided for elsewhere in the Borough, particularly in Whitegate Drive district centre which is located less than 1km to the east of Blackpool Town Centre. To some degree, this assists in explaining why the provision in the town centre is below the national average or at least, removes any cause for concern as such uses are clearly taking up premises in the Whitegate Drive district centre which has a close relationship with the town centre. The town centre still accommodates an adequate provision of financial and business services with relatively diverse choice of key services such as retail banks and estate/lettings agents.

Other Main Town Centre Uses

In addition to the retail and services on offer in Blackpool Town Centre, there are a number of non-retail uses, including a number of offices, social and charity services and health services such as the NHS Young Peoples Centre. Most notably are the Blackpool Borough Council offices on Talbot Road which were developed alongside the Sainsbury's Supermarket as part of the Talbot Gateway Phase 1 scheme which was completed in 2014. The scheme has contributed significantly to the regeneration of the north of the town centre and we understand that the second phase, which proposes demolishing the existing Wilkinson's store on Talbot Road and replacing it with a six-storey 142-bedroom hotel was granted planning permission on the 5th July 2017 (Ref. 17/0276). The Talbot Gateway site falls within the Central Business District which is allocated as a strategic site under Policy CS19 of the Core Strategy. The policy seeks to further secure the comprehensive redevelopment of the wider area following the delivery of Phase 1 and the securing of planning permission for Phase 2. The existing non-retail and service uses in Blackpool make a significant contribution to the centre's role in providing a hub for



	community facilities and jobs, as well as contributing to the overall vitality and viability of the town centre.
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VACANCIES

The number of vacant units can provide a good indication of how a town centre is performing. However, care should be taken when interpreting the data as vacant units will be found in even the strongest of town centres because it is to be expected that there will always be some degree of 'churn' in the market with units changing representation. We understand that this is a particularly prevalent trend in Blackpool, and the Council recognises this and is actively monitoring the diversity of use and changes in representation in the town centre on a quarterly basis. On other occasions, properties may lay vacant because they are poorly maintained, unsuited to modern retailing requirements or are simply not being actively marketed. Conversely, a low vacancy rate does not necessarily mean that a centre is performing well. For example, if there is a proliferation of charity shops and other uses not usually associated with a town centre it may be a sign of decline, particularly where these uses are located in prime locations.

The August 2017 survey identified 125 vacant units (20.1%) with a combined gross floorspace of 19,410 sq.m (12.3%). The percentage of vacant units is considerably greater than the national average of 11.2%. In terms of floorspace, the proportion is still greater than the national average of 9.6% although not as significantly. This is due to the majority of vacant units being small-format with a gross floorspace of below 200 sq.m. It should also be noted that the number of vacant units and proportion of vacant floorspace in Blackpool Town Centre appears to have increased since December 2007 which, as discussed elsewhere is linked to the decline in the proportion of other retail/service uses in the town centre. However, this can be attributed in part to national trends and it is well established that vacancy issues within town centres have intensified over the last ten years. However, there are clearly also local factors, beyond the national decline that have attributed to the rise in vacancies including poor quality retail stock, increasing rents and rates and lack of diversity in retail uses resulting in an oversaturated local market. We also consider that the original extension to the Houndshell Shopping Centre has resulted in increased vacancies elsewhere within the Principal Retail Core due to a failure to attract new traders into the town centre. Outside of Houndshell there is a qualitative deficiency in terms of the retail stock, particularly in relation to the appearance, format and scale of units which results in them becoming less attractive to retailers, particularly national multiples. This is an issue that was identified in the Blackpool Town Centre Strategy (2013). In particular, within the Principal Retail Core there are seven vacant units located on Church Street and four on Bank Hey Street and it is noted that these two streets were subject to the most significant relocations into the Houndshell Shopping Centre.

Recently there have been a number of closures/departures of comparison goods retailers in Blackpool, most notably the closure of BHS (1,962 sq.m gross) and Argos (795 sq.m gross), both units remaining vacant to date. However, the factors associated with both of these closures are not specific to the performance of the individual branches in Blackpool but rather,



national circumstances associated with both businesses as a whole. As such, these closures do not reflect badly on the performance of Blackpool Town Centre. The loss of BHS is due to the company's collapse in 2016, which resulted in the closure of the retailer's entire portfolio of 165 stores across the country. BHS anchored town centres across the UK and its departure has left large-format vacant retail units in many centres, which up to this point, in many cases have not been re-let. However, the Colliers Midsummer Retail Report (2017) reflects that the departure of BHS has created opportunities for the new leaders of the occupational market to take on space and we understand that a new operator has now been secured for the former BHS unit in Blackpool although the identity of the operator is yet to be announced. In respect of Argos, the retailer has not left Blackpool Town Centre, rather has relocated into the Sainsbury's superstore on Talbot Road as a concession. The consolidation of Argos into Sainsbury's Supermarkets has been rolled out nationally following the grocers purchase of the company in 2016 and Blackpool has a further concession located within the Red Bank Road supermarket (Bispham). A standalone Argos store does however remain within the Borough at the Blackpool Retail Park on Squires Gate Lane.

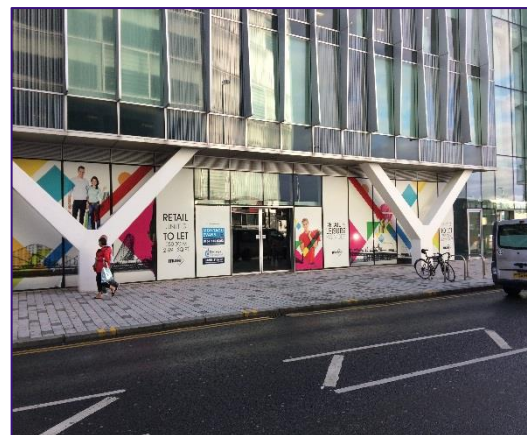
Within the Principal Retail Core, we found the Houndshell Shopping Centre to be subject to a very low proportion of vacant units with two current vacancies, although both are small with a respective gross floorspace of 11 sq.m and 32 sq.m which equates to 0.4% of the total retail and service floorspace in the Houndshell Shopping Centre. In contrast, other areas of the Principal Retail Core are subject to greater levels of vacancies, with particular clusters present on Bank Hey Street and Church Street as discussed above. In addition, peripheral parts of the town centre are also subject to high levels of vacancies. In particular, there is a continuous cluster of vacant units fronting the Church Street car park on Cookson Street and the wider sub-area (incorporating units fronting onto Counce Street, King Street, Millbourne Street and Cookson Street) is subject to vacancies interspersed regularly throughout. Indeed, there are visible vacancies in many peripheral parts of the town centre, the cumulative impact having a visible detrimental impact on the town centre's vitality. To some extent, this could be mitigated by improving the environmental quality of vacant units, many of which have been allowed to decline in appearance, appearing tired, and in many cases dilapidated. The quality of the retail stock is a well-known issue and the Council are currently offering grants to local businesses to improve their shopfronts as part of the 'Quality Corridors' initiative. It is recommended that the landlords of vacant properties are actively encouraged to apply for funding in order to help make their properties become more attractive to potential tenants. There are also examples where artwork and window dressing has been incorporated to vacant units in order to improve their appearance. An example of this can be seen in photograph 11 below.

Other notable vacancies include a number of purpose built retail units associated with the Talbot Gateway development. It is our understanding that a number of these units have never

been let, remaining vacant since the scheme opened in 2014. This suggests that there has been little market interest for these units which presents a significant cause for concern given that they are high quality purpose-built units, suitable to accommodate national multiples although the lack of demand can possibly be attributed to their secondary location within the town centre, outside of the Principal Retail Core.



Photograph 9: Former BHS Unit, Church Street



Photograph 10: Vacant Units, Talbot gateway



Photograph 11: Window Dressing, Vacant Unit



Photograph 12: Former Premier People Recruitment Office

RETAILER REPRESENTATION

Reviewing the retailer representation is an important sign of the vitality and viability of a centre as it demonstrates the existing and potential future level of key operators in the locality. We have reviewed the number of national and independent retailers which are present within Blackpool Town Centre, recognising that national multiple retailers can act as anchor tenants in the centre and can add to its appeal, helping to generate additional pedestrian footfall. Experian Goad produces a list of 28 top comparison goods retailers (such as House of Fraser, Boots and Vodafone) which acts as one measure of the vitality and viability of a centre. Blackpool Town Centre contained 24 of the 28 top comparison goods retailers in August 2017, with the only operators not present being Monsoon/Accessorize, Burton, House of Fraser and John Lewis. It should be noted Blackpool formerly accommodated a Monsoon/Accessorize and a Burton but these retailers since departed the town centre. As such, Blackpool's representation of Experian Goad's has decreased marginally. However, whilst a key objective



set out within the Blackpool Town Centre Strategy was to retain and support existing retailers, it should be acknowledged that departures can often be related to national circumstances as opposed to specific localised issues and despite the marginal decrease in retailer representation from Experian Goad's top retailers, we consider Blackpool to maintain a reasonable representation from Goad's top retailers as set out below in Table 5 (below). It should be noted that ten of the top retailers present in Blackpool are located within Houndshell. The others, excluding Wilkinsons are located in other parts of the Principal Retail Core, predominantly on Victoria Street and the southern part of Bank Hey Street although it should be noted that there is also a prevalence of discount retailers on Bank Hey Street such as B&M Bargains, Poundland and Pound World. It should also be noted that Wilkinsons are set to relocate to the Principal Retail Core as part of the proposed extension to Houndshell Shopping Centre. National multiple retailers are typically located within the Primary Shopping Area of a town centre as this is usually subject to the greatest levels of footfall. In this regard, the composition of Blackpool Town Centre is consistent with national trends.

Table 5: Presence of Experian Goad's Top 28 Retailers in Blackpool Town Centre

Retailer	August 2017
Argos	Yes
Monsoon/Accessorize	No
Boots	Yes
Burton	No
Carphone Warehouse	Yes
Clarks	Yes
Clintons	Yes
Debenhams	Yes
Dorothy Perkins	Yes
H&M	Yes
HMV	Yes
House of Fraser	No
John Lewis	No
Marks & Spencer	Yes
New Look	Yes
Next	Yes
O2	Yes
EE	Yes
Primark	Yes
River Island	Yes
Superdrug	Yes
TK Maxx	Yes
Topman	Yes
Topshop	Yes
Vodafone	Yes
Waterstones	Yes
WHSmith	Yes
Wilkinsons	Yes
Total	24



	<p>In terms of independent businesses, there is a prevalence of value operators such as discount stores and charity shops in many parts of the town centre and Blackpool would benefit from a higher quality independent offer, something which was acknowledged in the Blackpool Town Centre Strategy.</p>
<p>COMMERCIAL RENTS</p>	<p>To help assess the state of the retail property market within Blackpool, a review of retail units currently being marketed has been undertaken using EGi Insight Resource. The resource also provides key metrics for an area including available floorspace (sq.ft), average rent, and take-up by business sector. Searches can be undertaken based on postal sectors and in this instance, the FY1 postal sector reflects the most accurate reflection of the town centre, incorporating it in its entirety along with some of the Resort Core. Following this we have removed the data associated with properties located outside of the town centre but within the FY1 postal sector in order to provide the most reflective picture of the current retail market in Blackpool Town Centre. Our search has identified the following:</p> <ul style="list-style-type: none"> ▪ 115 Properties Currently on the market; ▪ Combined gross floorspace of 39,423 sq.m (excluding 8 units with no floorspace estimate); <ul style="list-style-type: none"> - 32 units < 100 sq.m; - 33 units > 100 sq.m / < 200 sq.m; - 37 units > 200 sq.m / < 1000 sq.m; and - 5 units > 1000 sq.m. <p>The proportion of floorspace currently on the market considerably exceeds the level identified as being vacant in the diversity of use analysis. This is due to the status of leases and properties being added to the market when a lease is nearing its end. The Insight resource estimates the average lease length within the FY1 postal area to be 9.8 years, with the average time to lease break being 4.4 years. Notable units currently being marketed include the former Royal Mail Sorting Office on Abingdon Street which is being marketed in two separate packages (Abingdon Street/Edward Street) as being suitable for retail, leisure, hotel and office uses following the grant of planning permission (Ref. 16/0428 and 17/0504). The total gross floorspace of the unit is estimated as being 9,587 sq.m and represents a significant opportunity within the town centre which is yet to be taken-up. The vacant retail units in Bickerstaffe Square (Talbot Gateway) are also being actively marketed although we understand that there has been limited interest in these premises to date.</p>
<p>PEDESTRIAN FLOWS</p>	<p>Observations on pedestrian flows were noted during our site visit to Blackpool Town Centre in order to identify those areas with a high or low pedestrian footfall. It was evident that the greatest levels of footfall were present in western parts of the town centre. As would be expected, the Houndshell Shopping Centre, along with Church Street, Victoria Street (comprising much of the Principal Retail Core) were subject to high levels of pedestrian footfall.</p>



	<p>We observed there to be lower levels of footfall to the north of Bank Hey Street which can be attributed to the high level of vacancies in this area. Levels of pedestrian activity was lower at the end of the pedestrianised stretch of Church Street, at which point the diversity of retail and service uses decreases with the volume of vacant units visibly increasing. The Promenade was also subject to consistently high levels of pedestrian footfall from the south of the leisure quarter northwards, reducing slightly around Cocker Street. This can be attributed to the Promenade’s concentration of leisure services and indeed tourist attractions, visitors to Blackpool appearing to be most active in this part of the town centre.</p> <p>In contrast, although not surprisingly, peripheral parts of the town centre were subject to lower levels of pedestrian footfall at the time of our visit. In particular, we observed low levels of footfall around Cookson Street and the wider sub-area (incorporating units fronting onto Counce Street, King Street, Millbourne Street and Cookson Street), which was flagged in the vacancies analysis as being subject to a high level of vacant units, some of which have fallen into decline. Low pedestrian footfall is often an issue in areas suffering from high levels of vacancies as there is a reduced commercial offer present at the location, with poor environmental quality also playing apart. Nevertheless, it is usual for peripheral areas to be subject to lower levels of footfall than within the Principal Retail Core and notwithstanding the vacancy issues, we would usually expect this area to be quieter.</p> <p>The Talbot Gateway development has clearly contributed to increasing footfall in the north of the town centre, particularly around the Sainsbury’s supermarket and Council offices where high concentrations of activity were observed. However, the area would clearly attract increased levels of footfall if the vacancy issue in the Talbot Gateway scheme was to be addressed. It is likely that the delivery of a new 142-bedroom hotel on the site of Wilkinson’s will help to increase the attractiveness of the units to the market.</p>
<p>ACCESSIBILITY</p>	<p>Blackpool has strong connectivity with the national strategic road network. The M55 motorway connects the town directly with Junction 32 of the M6 motorway which is located approximately 24km from the town centre and can be reached in less than 20 minutes by car. The M55 also provides direct access to the A6 which runs into Preston city centre which accommodates a relatively strong retail and service provision and competes with Blackpool Town Centre, particularly for expenditure derived from the eastern part of the study. Preston city centre is located approximately 28 km from Blackpool Town Centre making it the closest regional hub to Blackpool. Blackpool’s strong connectivity with the M6 and subsequently the M61 also means that Manchester city centre can be reached by car in a little over an hour. Whilst being well connected with the national strategic road network increases connectivity for Blackpool with competing regional destinations, ultimately it is a positive factor, particularly given Blackpool’s unique offer as a tourist destination which benefits from the relative ease in which the town centre can be reached by car. The Council is currently undertaking a raft of highways</p>



improvement works within and around the town centre which will help to further improve connectivity on the local road network and address congestion. Funding has recently been approved for initiatives to improve the bus hub on Market Street and Corporation Street, make Cookson Street two way between George Street and Counce Street and undertake structural maintenance on the Promenade.

The Council has a significant portfolio of car parks within the town centre which include Central (714), Chapel Street (208) and Bonny Street (135) car parks located in the Leisure Quarter and Talbot Road Multi Storey (558) which was delivered as part of Phase 1 of the Talbot Gateway Scheme. Other key privately owned car parks include Houndshell Multi-Storey (750) and Sainsburys Multi-Storey (613). Disabled parking is provided in all of the Council's car parks. The private APCOA Dickson Road car park located on the roof of the Wilkinson's unit will be lost to Phase 2 of the Talbot Gateway scheme although there is considered to be sufficient capacity elsewhere in the centre to mitigate this loss. Parking Tariffs apply at all times in the Council's car parks, fees generally costing £3 for 2 hours, £4.50 for 3 hours, £5.50 for 5 hours up to £20 for 96 hours. Our on-street survey found that the most popular car parks are those located at the Houndshell Shopping Centre (22.2%) and Sainsbury's supermarket (22.2%), the greatest proportion of respondents stating they use these facilities to park their vehicles. Respondents also answered that they had no difficulty parking in the town centre. However, the Council is currently reviewing the car parking capacity in the town centre in response to the significant regeneration initiatives which involves not only the loss of car parks but an increase in demand from the new development.

Blackpool North is the principal railway station serving Blackpool Town Centre and the wider settlement. It is located adjacent to Sainsbury's supermarket at Talbot Gateway and is well connected with the wider town centre. The station is served by both Virgin and Northern and notable services include trains to York via Leeds, Liverpool Lime Street, Hazel Grove via Manchester Piccadilly, Manchester Airport, Preston, London Euston and Ormskirk. Blackpool also benefits from a tramway which runs between Blackpool and Fleetwood for a stretch of 18 km. The town centre currently benefits from two stops but a further stop will be delivered by the tramway extension at Talbot Road. Work has now commenced on the tramway extension which will extend the existing line from North Pier to North Station, re-establishing a link which ceased operation in 1936. This also involves the construction of a new tram terminal on the site existing Wilko. Blackpool Central Coach Station, located within the Leisure Quarter provides national services and the town centre is also well served by local bus services operating on the Fylde Coast.



	<p>Blackpool has a largely flat topography, which benefits cyclists, pedestrians and less able users and much of the Principal Retail Core is pedestrianised, providing an accessible shopping environment.</p>
<p>PERCEPTION OF SAFETY</p>	<p>Our visit identified few visual signs that crime is a particular issue in Blackpool Town Centre. However, the in-street survey results found that 36.0% of respondents identified anti-social behaviour as the biggest weakness of Blackpool Town Centre and a further 20% of respondents stating that improved security/CCTV would help to improve Blackpool and make it more attractive. This suggests that crime is a greater issue in the town centre than our observations suggest and we note that much of the anti-social behaviour occurs during the evening/night time hours and is alcohol related. Indeed, this is acknowledged within the Blackpool Town Centre Strategy which states that the evening/night-time economy is based on a heavy drinking culture which acts as a deterrent to visitors and residents.</p> <p>Some of the main shopping streets, such as Bank Hey Street have reduced levels of natural surveillance due to breaks in active retail frontages. There is also a greater opportunity for crime to occur in peripheral areas where there are lower levels of pedestrian footfall although this is not a unique issue to Blackpool and we observed little evidence of vandalism. In 2013 the Council axed its live surveillance due to funding cuts. However, the service was reintroduced in November 2015 and it was reported in July 2017, following the publication of the Council’s Community Safety Performance Report (2016/17) that crime in the town centre has reduced since the reintroduction of the system. Live CCTV is a key tool for ensuring that town centres remain safe environments and that shoppers can feel safer and more secure whilst visiting the town centre.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>We observed a varying environmental quality in Blackpool during our visit to the centre although it was apparent that extensive works have been undertaken within parts of the town centre and within the wider Resort Core to improve the public realm. St Johns Square and Church Street benefitted from investment in 2009 to improve the public realm and we found this area to be continuing to benefit from a high environmental quality. We also found Victoria Street to benefit from a reasonable environmental quality which assists in improving connectivity between the Promenade and the Winter Gardens, and creating an attractive shopping environment. Despite this investment, parts of the Principal Retail Core require investment to improve the environmental quality, most notably Bank Hey Street although the issue here predominately relates to the quality of retail stock as addressed below. The Blackpool Town Centre Strategy (2013) sets out the Council’s strategy for improving the environmental quality within the town centre which focuses on the Principal Retail Core. Whilst some of the strategy has been fulfilled, progress is yet to be visibly made on a number of the objectives. Most notably, is the objective to complement public realm investment with improvements to shopfronts which is yet to occur in the most part. However, we understand that as part of the ‘Quality Corridors’ scheme that from February 2018 a £1m cash pot for shopfront improvements</p>



has been made available for traders located on Topping Street, Deansgate, Edward Street and parts of Church Street and Talbot Road which provides traders with an opportunity to apply for grants to undertake improvements to their shopfronts. The funding is available to 2020 and it is anticipated it will assist in addressing some of the qualitative issues associated with the retail stock. The strategy also flags that there is a considerable lack of green infrastructure within the town centre and we found this to remain the case. However, we acknowledge that the composition of the built environment within the town centre makes it difficult for such spaces to be provided.

The Destination Blackpool Strategy provides a three-year prospectus for transforming Blackpool as a tourist destination and addressing negative perceptions held by higher spending visitors who are not convinced by the Blackpool's appeal as a tourist destination. The Strategy identifies a five-year timeline, setting out a programme of projects and aspirations, some of which were achieved within this timeframe. Overall, the Destination Blackpool Strategy is thought to have assisted in securing positive improvements to environmental quality in the town centre.

There is a Business Improvement District (BID) operating within Blackpool Town Centre which comprises more than 500 of Blackpool Town Centre's businesses and organisations. In August 2015, the BID was approved by its members for a further five-year period until August 2020. The BID works in conjunction with the Council to secure improvements in the town centre and roll out initiatives that contribute to increasing footfall and fostering economic growth. The BID has also been responsible for keeping Blackpool Town Centre clean and it is thought that the organisation has had to date and will continue to have a positive impact on the environmental quality in Blackpool Town Centre.

In terms of Blackpool's retail stock, the quality varies significantly throughout the town centre. The Leisure Quarter would benefit from investment and we understand that proposals are emerging to redevelop the entire site which would clearly significantly improve this part of the town centre. In terms of the Principal Retail Core, the retail stock is of varied quality but the surrounding streetscene has benefited from investment in recent years, as has the Houndshell Shopping Centre which was refurbished in 2008. As a whole this has helped improve the image of the town centre although vacant units, particularly on Bank Hey Street continue to detract from the overall environmental quality within the Principal Retail Core. Blackpool tower is a nationally significant structure and one of the key tourist attractions for visitors. The tower is located prominently along the Promenade fronting towards the Principal Retail Core. The tower is well maintained and underwent an 8-year long maintenance project which began in 2008, concluding in 2016.



	<p>Environmental quality decreases in peripheral parts of the town centre, particularly to the east and south east around Cookson Street, King Street and the east of Church Street where there is a prevalence of poor quality retail units.</p> <p>Our assessment of the town centre’s environmental quality has been supported by the findings of the on-street survey which found that 29% of respondents felt that Blackpool’s biggest weakness was empty shops, with a further 34% feeling that reducing the number of vacancies would help to improve Blackpool and make it more attractive. A further 28% of respondents also felt that giving the town centre a general facelift would have the same positive effect.</p> <p>In the north of the town centre there has been significant investment and regeneration through the delivery of the first phase of the Talbot Gateway. This scheme is considered to be of exemplar quality and contributed significantly to improving the town centres environmental quality. The second phase of the scheme, which involves the demolition of the existing Wilkinson’s building which is now considerably outdated, will further contribute to securing the regeneration of Blackpool Town Centre.</p>
<p>CONCLUSION</p>	<p>Blackpool Town Centre, whilst being the principal retail, commercial and administrative centre in Blackpool Borough is also a regional and national tourist destination. Key attractions such as the Blackpool Tower, Madame Tussauds and Pleasure Beach (located to the south of the town) help to attract visitors to the town centre and wider Resort Core. The Venuescore retail rankings place Blackpool as the seventh highest ranked retail destination in the North-West region and second in the Lancashire sub-region behind Preston. Blackpool’s overall ranking in the national context has also increased in the 16/17 period against the 15/16 period by six places which appears to reflect positively on the town centre. However, we have established that this is simply attributed to other competing centres suffering from greater levels of decline in the context of the Venuescore methodology. Nevertheless, this still provides a helpful indication of Blackpool’s position within a national hierarchy of town centres and the increase in the rankings does reflect positively on Blackpool in the context of Venuescore methodology.</p> <p>The Blackpool Core Strategy was adopted in January 2016 and Chapter 7 addresses regenerating Blackpool Town Centre and the wider Resort Core. We consider this to set out a robust strategy for Blackpool, identifying the locations for future growth and investment (Winter Gardens, Talbot Gateway and Leisure Quarter), promoting leisure and business tourism and acknowledging the current issues associated with low quality holiday accommodation.</p> <p>Blackpool was found to contain a relatively high proportion of top national multiple retailers (as defined by Goad), all of which are located in the Principal Retail Core. We have however found that the Houndshell Shopping Centre dominates the Principle Retail Core, with a number of retailers relocating to within it from elsewhere in recent years. This has had a detrimental</p>



impact on other parts of the Principle Retail Core, in particular along Bank Hey Street which is subject to a number of vacancies.

Peripheral parts of the town centre were found to have a considerably greater proportion of vacant units and poorer environmental quality, although it is not unusual for such areas to have benefitted from lower levels of investment than the primary shopping area. However, there are parts of the Principal Retail Core that also require investment to uplift environmental quality, in particular, Bank Hey Street and Church Street. Blackpool's vacancy rate, in terms of the number of vacant units, and the proportion of vacant floorspace (albeit to a slightly lesser degree) significantly exceeds the national averages. It is within the peripheral areas outside of the Principal Retail Core, the Promenade and the three strategic allocations (Talbot Gateway, Winter Gardens and Leisure Quarter) where vacancies are notably prevalent although schemes such as the Quality Corridors initiative are already underway to help address the issues in these areas.

We acknowledged during our site visit that retail and service uses continue beyond the adopted town centre boundary in many locations, some of these locations falling under the wider Resort Core and others not. Whilst there are a number of continuous clusters of retail and service units beyond the town centre boundary, we do not consider expanding the town centre boundary to be an appropriate strategy and as per the above recommendation, non-retail/leisure uses such as residential should be encouraged in peripheral locations in order to try and address the issues associated with vacancies and poor quality retail stock.

It should be acknowledged that the role of leisure services in Blackpool is considerably greater than that in many towns of a comparable size due to the nature of Blackpool's draw as a regional and national tourist destination. The overall provision of leisure services is considerably greater than the national average figures in terms of both the number of units and provision of floorspace and this is evident when visiting the centre. Nevertheless, we have found the Council's strategy in relation to the town centre to be robust in that, comparison goods uses are concentrated within the Principal Retail Core, with leisure services intensifying in the wider town centre boundary which accords with national guidance. To address vacancy issues within parts of the Principal Retail Core outside of Houndshell, we advise that additional leisure services, in particular restaurants are encouraged to locate in these areas. The development of the new cinema will hopefully act as a catalyst to encouraging other leisure uses to these areas.

The Promenade is the centre of tourist activity within the town centre and this is reflected in the concentration of leisure services which comprise approximately 90% of the stretch contained within the town centre boundary. The Promenade is also well connected with the



	<p>Principal Retail Core which evidently helps to increase tourist footfall within the Principal Retail Core. However, the public realm linking the two is poor. The north of the town centre has benefitted considerably from the creation of Bickerstaffe Square through the first phase of the Talbot Gateway scheme, and the Sainsbury's supermarket considerably boosts the convenience goods offer in Blackpool Town Centre which previously lacked a large-format supermarket. We are hopeful that the second phase will assist in generating market interest in the retail units that are currently vacant.</p> <p>There are a number of planned investments, most notably for the 142-bedroom hotel associated with the second phase of the Talbot Gateway Scheme (Ref. 17/0276), the extension to the Houndshell Shopping centre to provide a cinema, restaurant and additional retail unit to accommodate Wilkinsons (Ref. 17/0453), the development of a new conference centre at the Winter Gardens (Ref. 16/0363) and also the reconfiguration of the former Royal Mail Sorting Office to create retail, leisure and office space (Ref. 17/0504) which will potentially create modern purpose built retail/leisure units that are suitable to accommodate national multiple retailers. The Leisure Quarter will also continue to represent key opportunity to create unique tourist attractions to help to further boost Blackpool as a tourist destination.</p> <p>Overall, our latest survey has identified some positive signs of vitality and viability within Blackpool Town Centre. The Principal Retail Core is considered to be functioning effectively in the context of the Houndshell Shopping Centre which accommodates a range of modern retailers. There are however significant issues with vacancies and poor quality retail stock in other parts of the Principal Retail Core. This is also true in more peripheral locations, including at Bickerstaffe Square where a number of retail and service units remain vacant since being developed in 2014 although it is hoped that the second phase of the scheme will help to generate market interest in this location. Leisure will continue to play a key role in the future strategy for Blackpool Town Centre but the Council should remain cautious to ensure that a balance is struck between retaining upper market comparison goods retailers within the Principal Retail Core and encouraging additional leisure uses to assist in reducing vacancies.</p>
<p>REVIEW OF EXISTING DESIGNATIONS AND RECOMMENDED DESIGNATIONS</p>	<p>As part of our healthcheck we have reviewed the existing town centre boundary, principal retail core and other designations. These can be summarised as follows and are shown on the Existing Designations Plan which supports this appendix:</p> <p><u>Blackpool Core Strategy</u></p> <ul style="list-style-type: none"> ▪ Policy CS17: Town Centre Boundary ▪ Policy CS17: Principal Retail Core ▪ Policy CS18: Winter Gardens ▪ Policy CS19: Central Business District ▪ Policy CS20: Leisure Quarter



Blackpool Local Plan: Saved Policies

- Saved Policy SR1: Hounds Hill
- Saved Policy SR6: Retail/Cafe Zone
- Saved Policy SR7: Mixed Use Zone
- Saved Policy SR8: Leisure Zone

We acknowledge that amendments have recently been made to the town centre boundary through the adoption of the Core Strategy, and consider the boundary, along with that of the Principal Retail Core to be robust. Additionally, the three strategic designations of the Winter Gardens, Central Business District and Leisure Quarter reflect the Council's ambitious strategy for regenerating the town centre and proposals are currently progressing on each site, with the first phase of Talbot Gateway (Central Business District) already completed. In summary, we do not recommend any amendments to the current designations and allocations set by the Core Strategy which we consider to wholly comply with guidance set out in the NPPF. For consistency, however, the title of the principal retail core could be amended to 'primary shopping area' in order to reflect the definitions set out in Annex 2 of the NPPF which defines a primary shopping area as a, *Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage)*. Following on from this, in accordance with the NPPF we have recommended the designation of primary and secondary shopping frontages which are generally contained within the primary shopping area. The NPPF defines primary and secondary frontages as, *primary frontages are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. Secondary frontages provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses*. Our recommended frontages are shown on the Recommended Primary & Secondary Frontages Plan which supports this appendix. The recommended primary frontages comprise the Houndshell Shopping Centre, Victoria Street and some units on Bank Hey Street. We recommend however, that the majority of Bank Hay Street is designated within the secondary frontages in order to increase opportunities for a greater diversity of uses and help to address the vacancy issue.

We have also reviewed all of the designations saved from the former Local Plan. These comprise the Houndshell Shopping Centre, a retail/café zone, a leisure zone, a mixed-use zone and a leisure zone. We have concluded that these designations do not remain relevant in accordance with the NPPF and we recommended that, through the adoption of Part 2 (Site Allocations and Development Management Policies) of the Local Plan these are removed from the proposals map.



SWOT

In summary, Blackpool Town Centre presents the following strengths and opportunities:

- Landmark tourist attractions such as the Blackpool Tower, the Winter Gardens and Madame Tussauds attracting footfall in the town centre. The Blackpool Tower and Winter Gardens are both within the Council's ownership and considerable investment has been delivered to preserve the future of both facilities;
- Further planned investment from Muse developments with the second phase of the Talbot Gateway Scheme, the extension of the Houndshell Shopping Centre to provide a cinema, restaurant and additional retail unit and the proposed Conference Centre in the Winter Gardens;
- The Houndshell Shopping Centre provides a purpose-built retail destination with a high proportion of national multiple comparison goods retailers; and
- Over the last 10 years has benefitted from significant regeneration within the Principal Retail Core, the Central Business District (Talbot Gateway) and the Promenade which has helped to modernise the town centre.

In contrast, the centre presents the following weaknesses and threats:

- Qualitative deficiency in hotel and guesthouse accommodation although this is acknowledged and a strategy has been developed to address the issue. This can be linked to the social demographic profile of visitors to Blackpool and has implications on the market conditions in the town centre;
- Attraction of Houndshell Shopping Centre to national multiple retailers causing detriment elsewhere within the Principal Retail Core, particularly along Bank Hey Street and Church Street which have vacancies due to operators departing for Houndshell;
- Prevalence of discount stores and charity shops outside of the Houndshell Shopping Centre;
- Despite the high proportion of leisure services across the centre, there is a lack of medium – high quality dining experiences and family orientated national chains;
- Concerns with anti-social behaviour identified by the on-street survey with the potential to impact the social demographics visiting the town centre.;
- Qualitative deficiency in relation to retail stock located within the Principal Retail Core but outside of the Houndshell Shopping Centre, particularly along Bank Hey Street;
- High level of vacant retail units in peripheral parts of the town centre, particularly to the east of King Street. It is unlikely that all of these units will be let in the coming years and therefore alternative uses such as residential should be considered; and
- Out-of-centre retail destinations diverting trade from the town centre.



Blackpool Council

BUILDING A BETTER COMMUNITY FOR ALL

Blackpool Town Centre

Diversity of Use

Key

Diversity of Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial and Business Service
- Vacant
- Other

Scale: 1:5,000

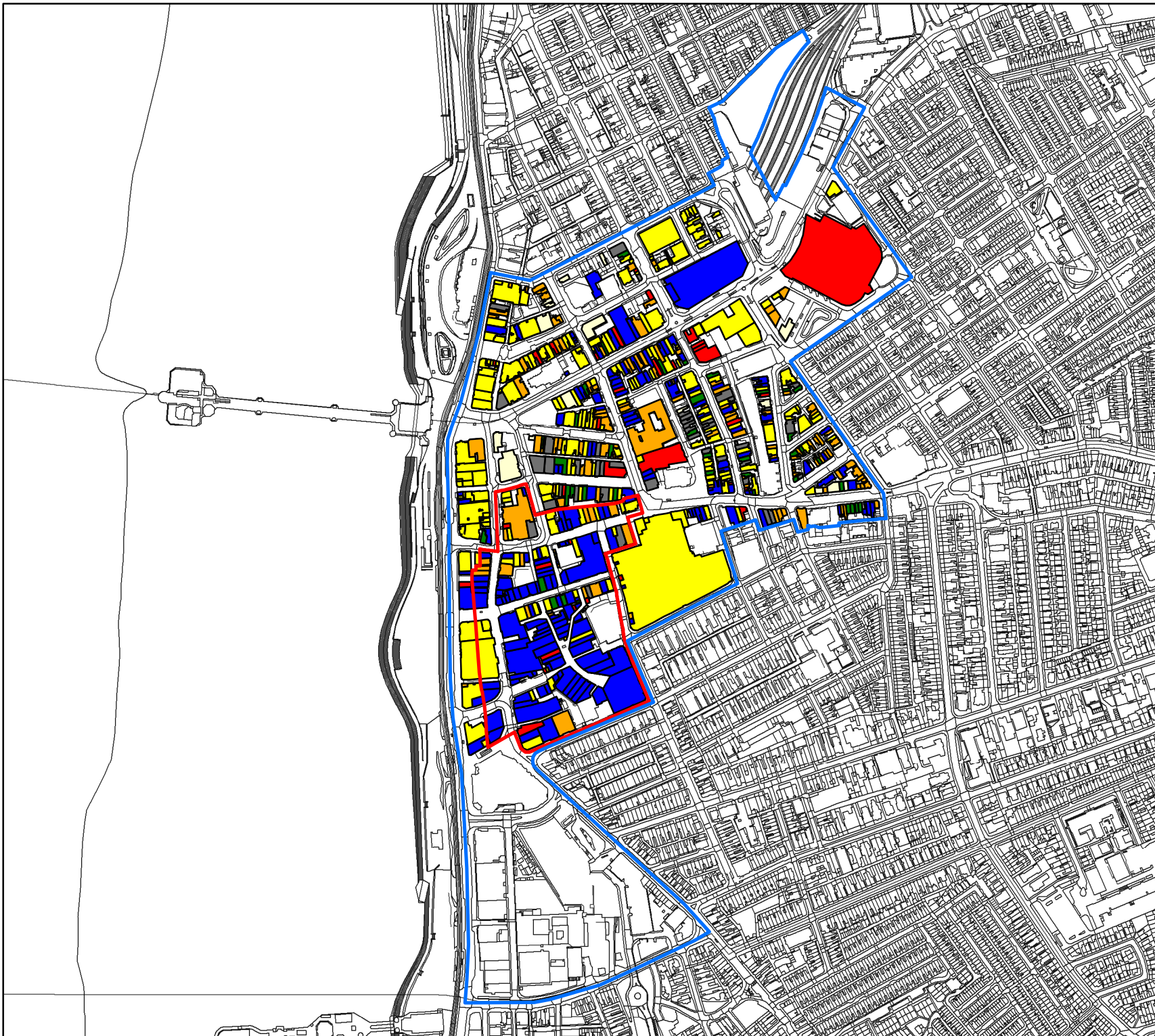
February 2018



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Blackpool Town Centre

Diversity of Use

Key

- Policy CS17: Town Centre Boundary
- Policy CS17: Principal Retail Core

Diversity of Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial and Business Service
- Vacant
- Other



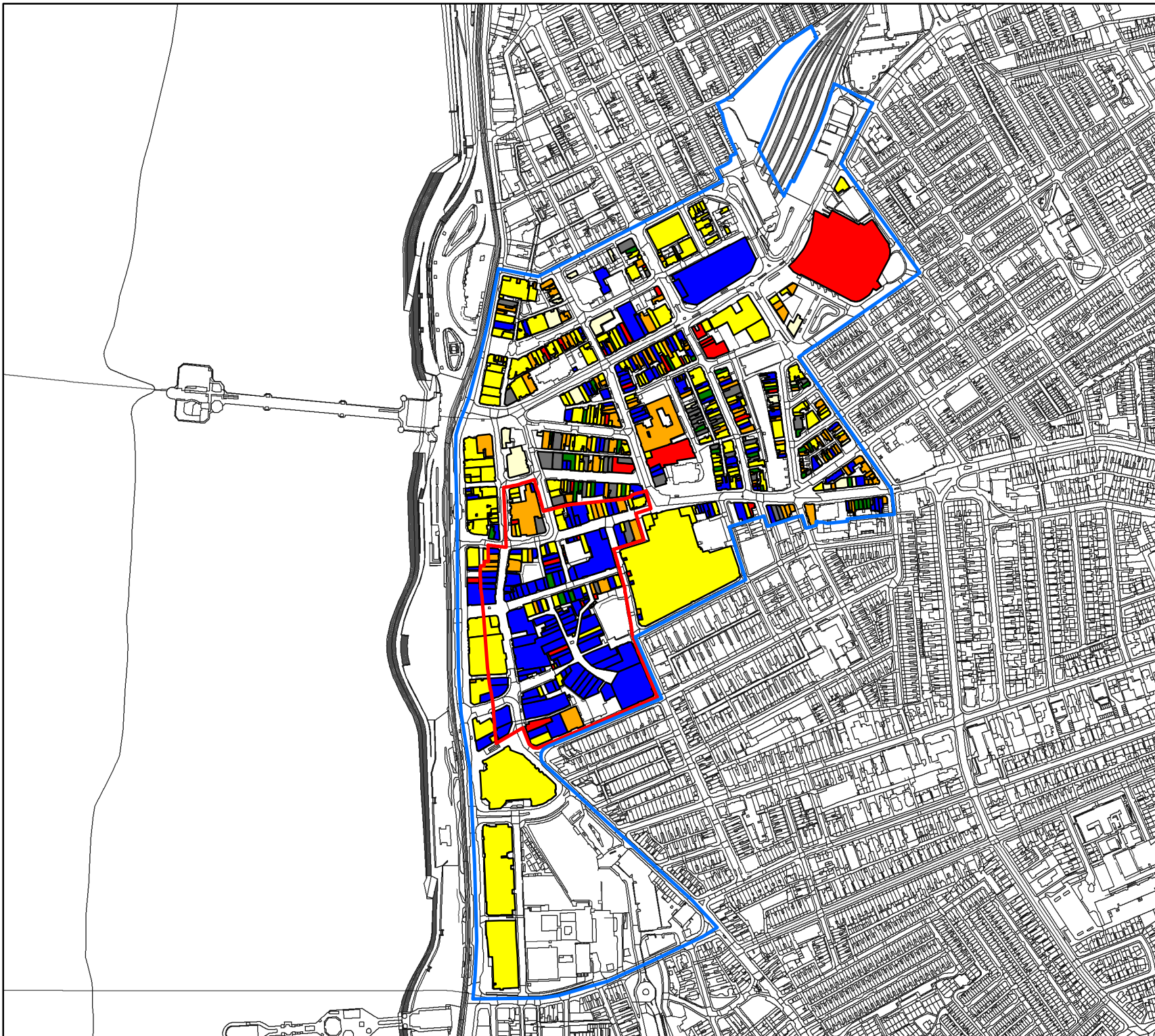
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Blackpool Town Centre

Diversity of Use
(Inc. Leisure Quarter)

Key

Policy CS17: Town Centre Boundary

Policy CS17: Principal Retail Core

Diversity of Use

Convenience

Comparison

Retail Service

Leisure Service

Financial and Business Service

Vacant

Other



Scale: 1:7,500

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Blackpool Town Centre

Principal Retail Core: Recommended Primary & Secondary Frontages Plan

Key

- Recommended Primary Frontages
- Recommended Secondary Frontages
- Policy CS17: Principal Retail Core

Diversity of Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial and Business Services
- Vacant
- Other

Scale: 1:2,000

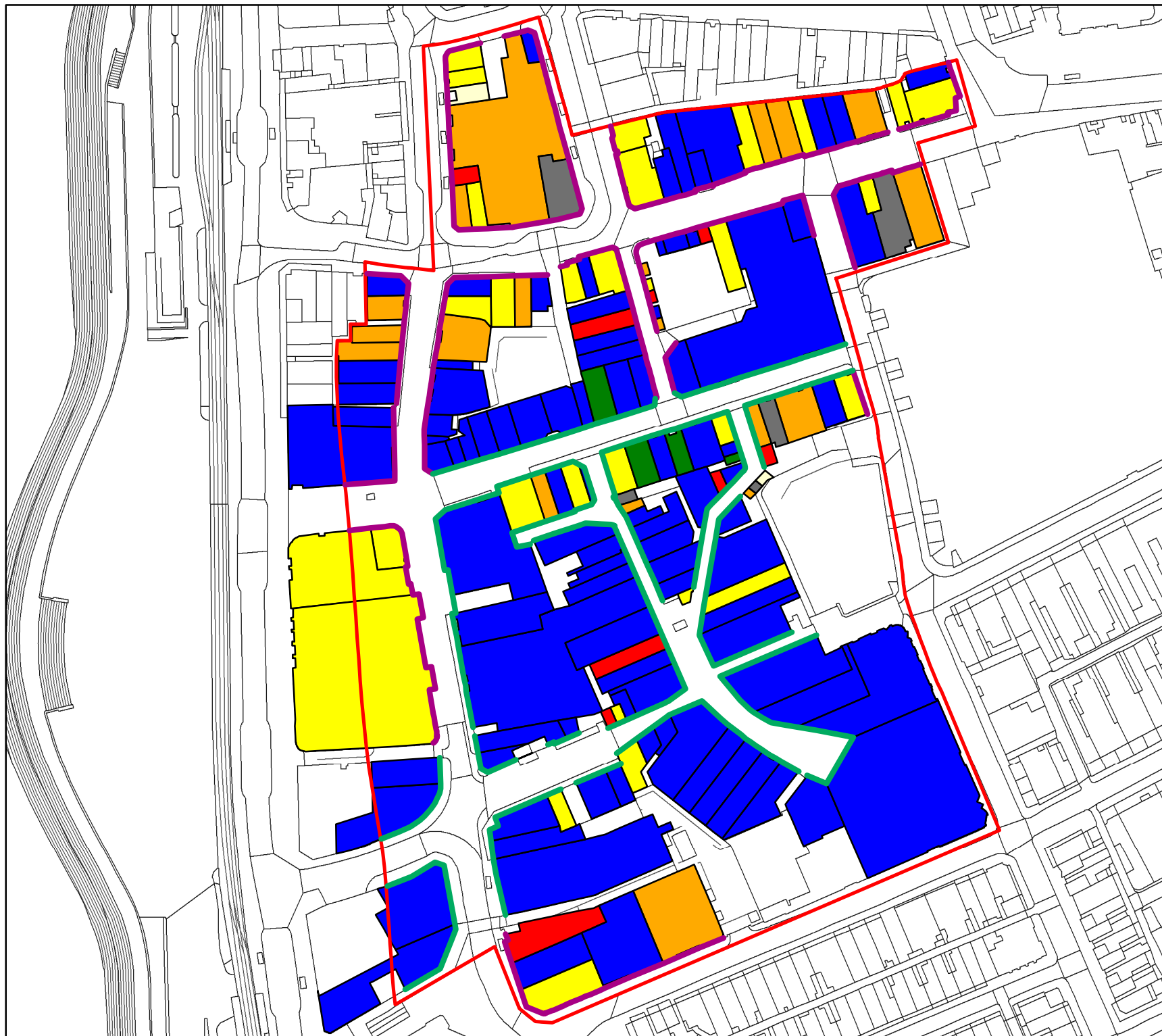
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Blackpool Town Centre

Vacancy Plan

Key

Other

Vacant



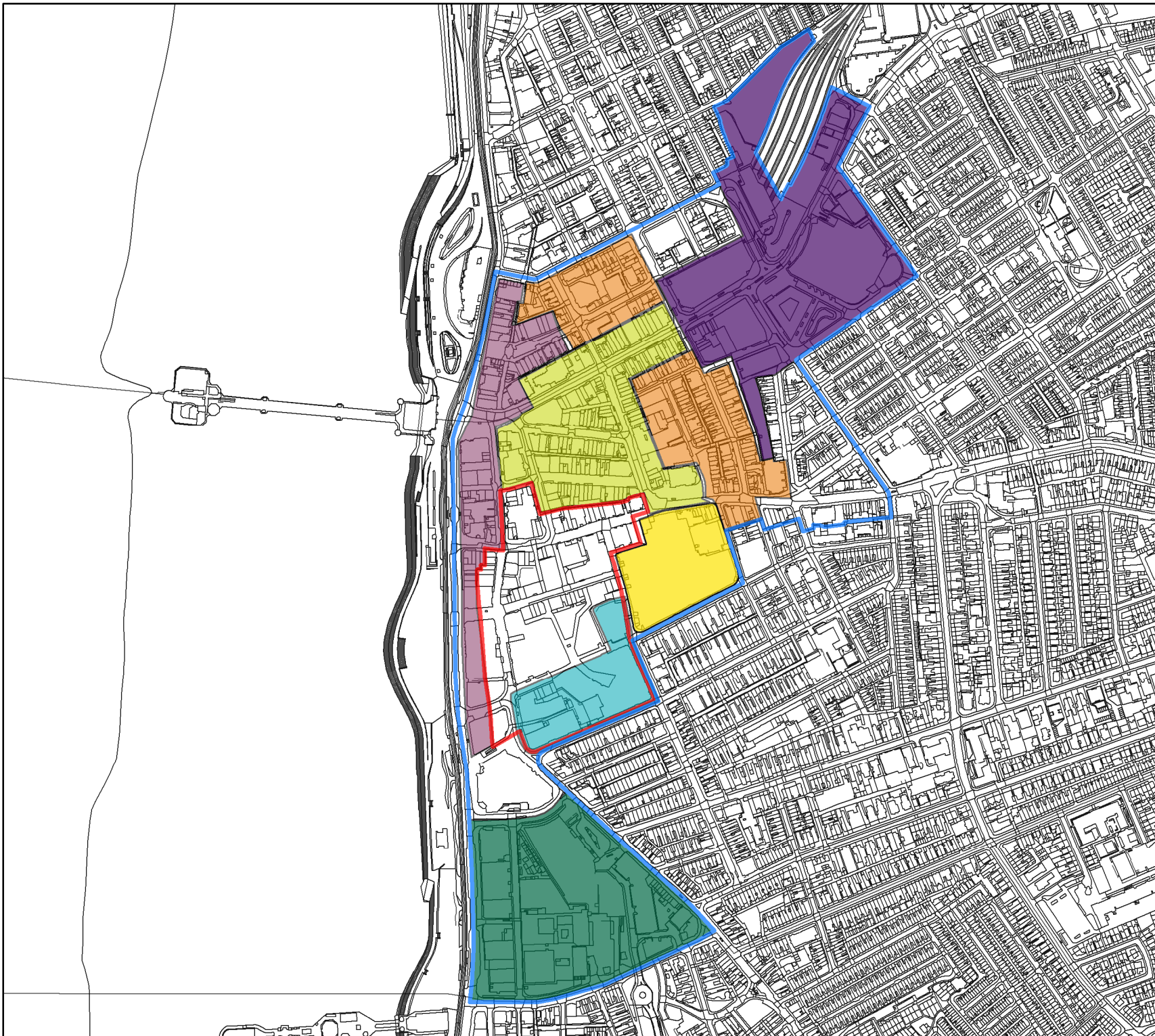
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Blackpool Council
BUILDING A BETTER COMMUNITY FOR ALL

Blackpool Town Centre

Existing Designations Plan

Key

Core Strategy

- Policy CS17: Town Centre Boundary
- Policy CS17: Principal Retail Core
- Policy CS18: Winter Gardens
- Policy CS19: Central Business District
- Policy CS20: Leisure Quarter

Saved Policies

- Saved Policy SR1: Hounds Hill
- Saved Policy SR6: Retail/Cafe Zone
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Scale: 1:7,500

February 2018

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**Blackpool - Diversity of Use Analysis
December 2007 | May 2017**

Blackpool Town Centre 2017

Blackpool Goad Boundary - May 2017						
	No of Units	%	UK	Floorspace	%	UK
Convenience	56	7.7%	8.7%	20,520	11.2%	15.2%
Comparison	198	27.4%	31.5%	53,220	29.0%	35.3%
Retail Service	51	7.1%	14.3%	4,460	2.4%	6.8%
Leisure Service	235	32.5%	23.7%	78,500	42.8%	24.8%
Financial and Business Service	45	6.2%	10.4%	7,440	4.1%	7.8%
Vacant	138	19.1%	11.1%	19,270	10.5%	9.4%
Total	723	100%	100%	183,410	100%	100%

Source: Experian Goad, May 2017

*UK Average Figure, Experian Goad, May 2017

Blackpool Town Centre 2007

Blackpool Goad Boundary - November 2007						
	No of Units	%	UK	Floorspace	%	UK
Convenience	49	7.1%	8.5%	8,920	5.3%	13.7%
Comparison	225	32.4%	36.7%	56,600	33.8%	39.5%
Retail Service	52	7.5%	12.7%	8,860	5.3%	7.0%
Leisure Service	202	29.1%	20.9%	73,100	43.7%	22.5%
Financial and Business Service	51	7.3%	11.6%	8,160	4.9%	9.3%
Vacant	116	16.7%	9.7%	11,720	7.0%	8.0%
Total	695	100%	100%	167,360	100%	100%

Source: Experian Goad updated by WYG, November 2007

*UK Average Figure, Experian Goad, November 2007



Appendix 5 – Health Check Assessments of the District Centres





Centre – Highfield Road	Pictures																																																																
<p>Highfield Road district centre is located approximately 4 km south of Blackpool town centre. New South Promenade is located a short distance (approx. 500 metres) west of the centre and runs towards Blackpool town centre, providing direct access through public and private modes of transport. The district centre boundary is currently defined by Saved Policy BH13 (District Centres) of the Blackpool Local Plan (2001 – 2016) and comprises approximately 450 metres of Highfield Road, running northwards along Lytham Road for approximately 75 metres at the western end of the centre.</p>	<div style="display: flex; justify-content: space-around;"> <div data-bbox="819 344 1361 762"> </div> <div data-bbox="1402 344 1944 762"> </div> </div> <p style="text-align: center;">Photograph 1: Tesco Express, Highfield Road Photograph 2: Cluster of retail units, Lytham Road</p>																																																																
<p>A site visit was undertaken by WYG on Wednesday the 27th September 2017 to inform this health check assessment, ensuring that the most up-to-date diversity of use and floorspace figures were available. The assessment was based on the retail and service uses present within the existing defined boundary, although consideration has also been given as to whether the defined boundary remains appropriate in our recommendations. Our survey identified 98 retail and service units within the centre, comprising a total gross floorspace of 11,662 sq.m.</p>	<div style="text-align: center;"> <p>Diversity of Use</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th colspan="6">Highfield Road District Centre - September 2017</th> </tr> <tr> <th></th> <th>No of Units</th> <th>%</th> <th>UK</th> <th>Floorspace</th> <th>%</th> <th>UK</th> </tr> </thead> <tbody> <tr> <td>Convenience</td> <td>11</td> <td>11.2%</td> <td>8.7%</td> <td>1,073</td> <td>9.2%</td> <td>15.2%</td> </tr> <tr> <td>Comparison</td> <td>24</td> <td>24.5%</td> <td>31.3%</td> <td>2,403</td> <td>20.6%</td> <td>35.1%</td> </tr> <tr> <td>Retail Service</td> <td>19</td> <td>19.4%</td> <td>14.4%</td> <td>1,895</td> <td>16.2%</td> <td>6.8%</td> </tr> <tr> <td>Leisure Service</td> <td>24</td> <td>24.5%</td> <td>23.8%</td> <td>3,403</td> <td>29.2%</td> <td>24.9%</td> </tr> <tr> <td>Financial and Business Service</td> <td>13</td> <td>13.3%</td> <td>10.4%</td> <td>2,098</td> <td>18.0%</td> <td>7.8%</td> </tr> <tr> <td>Vacant</td> <td>7</td> <td>7.1%</td> <td>11.2%</td> <td>790</td> <td>6.8%</td> <td>9.6%</td> </tr> <tr> <td>Total</td> <td>98</td> <td>100%</td> <td>100%</td> <td>11,662</td> <td>100%</td> <td>100%</td> </tr> </tbody> </table> <p>Source: WYG Survey, September 2017 * Categorized in accordance with Experian Goad Main Town Centre Uses *UK Average Figure, Experian Goad, August 2017</p> </div>			Highfield Road District Centre - September 2017							No of Units	%	UK	Floorspace	%	UK	Convenience	11	11.2%	8.7%	1,073	9.2%	15.2%	Comparison	24	24.5%	31.3%	2,403	20.6%	35.1%	Retail Service	19	19.4%	14.4%	1,895	16.2%	6.8%	Leisure Service	24	24.5%	23.8%	3,403	29.2%	24.9%	Financial and Business Service	13	13.3%	10.4%	2,098	18.0%	7.8%	Vacant	7	7.1%	11.2%	790	6.8%	9.6%	Total	98	100%	100%	11,662	100%	100%
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Comments

Retail/Service Representation – The centre is not supported by a retail anchor as such (for example, a large-format food store), although key national multiple retailers include Tesco Express and B&M Bargains. The centre has a fair convenience goods offer, including a newsagent, bakery, butcher and grocer. The proportion of convenience units (11.2%) is greater than the national average of 8.7%, although the proportion of floorspace (9.2%) is lower than the national average of 15.2%. This can be attributed to the lack of a larger format convenience unit such as a supermarket. There is a poor comparison goods offer, with the number of units accounting for 24.5% of the centre's stock and the floorspace representing 20.6% of the centre's total gross floorspace. This is lower than the respective national averages of 31.3% and 35.1%. There are a number of charity shops (4) and second hand stores (3). Retail services include several hairdressers and beauty salons, a post office and an optician. Leisure services predominately comprise cafes, restaurants and takeaways, with two betting offices also present. Highfield Road has a particularly strong financial and business services offer with the provision of units (13.3%) and floorspace (18.0%) exceeding the respective national averages of 10.4% and 7.8%. This offer predominately comprises estate agents.

Vacancy Rate – There were seven vacant units recorded at the time of our visit with a gross floorspace of 790 sq.m. The proportion of vacant units equates to 7.1% of the centre's retail and service stock and is below the national average of 11.2%. The proportion of vacant floorspace (6.8%) is also below the national average of 9.6%. All of the vacant units are relatively small in size and generally interspersed throughout the centre.

Pedestrian Activity – The centre was surveyed at approximately 9am and observed to have a moderate pedestrian activity, with the highest pedestrian footfall observed around the Tesco Express and B&M Bargains units, as well as within a number of cafes.

Accessibility – The centre benefits from a number of bus stops along Highfield Road which are served by the Route 5 bus (Victoria Hospital to Halfway House), with five buses an hour between 7am and 6pm, reducing to two per hour until 11pm. The centre is easily accessible on foot from the surrounding residential area and there is on-street parking set back from the highway. Cycle stands are also available in a number of places.

Environmental Quality – The quality of the environment was relatively good, with the majority of shopfronts appearing well-maintained. There was a good provision of litter bins and low evidence of litter. Efforts appear to have been made to improve the appearance of the centre, with seating provided at regular intervals and a number of seasonal planters.

Perception of Crime/Safety – The centre conveyed a general perception of safety and security. Pillar mounted CCTV cameras are present near to both the western and eastern boundaries of the district centre. Whilst Highfield Road is subject to relatively high levels of vehicular traffic, there are regular pedestrian crossing points allowing shoppers to cross the road safely at convenient intervals.



Summary – Whilst Highfield Road does not benefit from a particularly diverse mix of retail uses, the number of vacant units and proportion of floorspace is below the national average and the centre was observed to be functioning well within the parameters of its designation as a district centre. It should also be noted that Highfield Road has a relatively strong evening/night time economy due to the good selection of restaurants and bars.

Recommendations – We do not recommend any amendments to the existing district centre boundary, as defined by Saved Policy BH13 of the Local Plan.



Highfield Road District Centre

Diversity of Use

Key

- District Centre Boundary
- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial and Business Service
- Vacant
- Other

Scale: 1:2,500

October 2017





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Centre – Waterloo Road	Pictures																																																																
<p>Waterloo Road district centre is located approximately 2.1 km south of Blackpool town centre. The western edge of the centre joins the Promenade which runs towards the town centre. The district centre boundary is currently defined by Saved Policy BH13 (District Centres) of the Blackpool Local Plan (2001 – 2016) and comprises approximately 420 metres of Waterloo Road, also running northwards and southwards along Lytham Road for approximately 80 metres in each direction at the eastern end of the centre. The centre is located within Blackpool’s ‘Resort Core’ and there are considerable retail and service uses, particularly leisure uses beyond the defined boundary. A site visit was undertaken by WYG on Wednesday the 27th September 2017 to inform this health check assessment, ensuring that the most up-to-date diversity of use and floorspace figures were available. The assessment was based on the retail and service uses present within the existing defined boundary although consideration has also been given as to whether the defined boundary remains appropriate. Our survey identified 107 retail and service units within the centre, comprising a total gross floorspace of 18,654 sq.m.</p>	<div style="display: flex; justify-content: space-around;">   </div> <p style="text-align: center;">Photograph 1: New Market, Waterloo Road Photograph 2: Cluster of retail units, Waterloo Road</p>																																																																
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Comments

Retail/Service Representation – The largest unit on Waterloo Road is the 'New Market' which comprises 2,782 sq.m gross floorspace (ground floor). In the interest of consistency, in accordance with Goad categorisation, this has been recorded as convenience goods floorspace, although it should be noted that the market also accommodates comparison goods stalls, as well as a café. The first floor of the unit is occupied by the 'Krazy Kingdom' children's indoor play area. The market reopened in 2015 following its closure in 2014 and has undergone some modest refurbishments although the market predominately sells goods that are considered to be lower order. Retail and service uses are continuous along Waterloo Road and continue to the north and south on Lytham Road. Notable convenience goods units include a Tesco Express, Iceland and Premier. The number of proportion of convenience goods units (9.3%) is broadly consistent with the national average of 8.7%, although the proportion of floorspace (26.4%) is considerably greater than the national average of 15.2%. As outlined above, this can be largely attributed to New Market's categorisation as convenience floorspace. In terms of comparison goods, there are 33 units (30.8%) which account for 29.0% (5,413 sq.m gross) of the centre's retail and service floorspace. This is slightly lower than the respective national average of 31.3% and 35.1%. The offer predominantly comprises low order independent retailers and there is a prevalence of charity shops and second hand stores. The Hartes Home Store occupies a prominent unit (1,081 sq.m gross) in the south-west of the centre which contributes significantly to the proportion of comparison goods floorspace. There are 10 retail service units which include a hairdresser, 4 health & beauty salons, an optician. The number of units account for 9.3% of the total stock which is considerably lower than the national average of 14.4%. Likewise, the proportion of retail service floorspace (4.0%) is also below the national average of 6.8%. This is unusual as district centres typically accommodate a high proportion of retail services. Leisure services and financial and business services include, two amusement arcades, three betting offices, four cafes, a nightclub, four pubs, seven takeaways and two banks.

Vacancy Rate – The centre currently suffers from a high vacancy rate with 25 vacant units representing almost a quarter (23.4%) of the centre's retail stock. This is considerably greater than the national average of 11.2%. The overall proportion of vacant floorspace (12.3%) also exceeds the national average of 9.6%. Vacant units are generally small-format with a floorspace of less than 150 sq.m (gross), although the former Bond Street Food Hall has a floorspace of 399 sq.m gross. There is a prevalence of vacant units on Bond Street and we note that this was also identified in the previous healthcheck undertaken by Roger Tym and Partners in 2011. The retail stock on Bond Street is of a generally poor quality, making it unattractive to the market. The area of Bond Street located within the district centre boundary is considered to detract from the overall health of the district centre.

Pedestrian Activity – Waterloo Road was subject to relatively high levels of pedestrian activity, particularly within the eastern part of the centre. Lower levels were monitored on Bond Street which is to be expected, given the secondary nature of the street in the context of the wider district centre, along with the high proportion of vacant units.



Accessibility – A one-way system is in place along Waterloo Road which helps to control traffic levels. This improves pedestrian accessibility by promoting a semi-pedestrianised environment. This is further assisted by wide pavements. There are a number of bus stops conveniently located along Waterloo Road which provide regular services to the surrounding residential area and Blackpool town centre. The Waterloo Road tram stop is also located approximately 50 metres to the north-west of the district centre boundary and is served by a high volume of regular tram services which improves connectivity with the Blackpool town centre and the wider Fylde Coast. Secure cycle stands are also dispersed throughout the centre. There are a number of parking bays available along Waterloo Road, set back from the street, which allow for 30 minutes parking with no return within 1 hour.

Environmental Quality – Waterloo Road has a moderate environmental quality. There is a good provision of bins with low levels of litter observed. There is a high provision of secure cycle stands which helps to promote the use of sustainable transport methods which could potentially be contributing to decreasing road traffic in the centre (which is also assisted by the 1-way traffic system). There are a number of poor quality retail facias which detract from the overall environmental quality, particularly on Bond Street where there is a high volume of vacant retail and service units.

Perception of Crime/Safety – There were some signs of crime and anti-social behaviour observed in the centre. A window panel at Tesco express had been smashed and was boarded up at the time of our visit. Vacant units in peripheral parts of the centre on Bond Street and Lytham Road also detracted from the perception of safety in line with the 'broken window theory'. There is however pole mounted CCTV within the centre and the central stretch along Waterloo Road was not observed to be subject to adverse impacts from crime.

Summary – Although Waterloo Road appears to have a relatively strong comparison goods offer in quantitative terms when looking at the number of units when compared against the national average and in the context of the other district centres, there is a prevalence of low order retailers such as charity shops (6) and discount stores (3). It is possible that both the low order nature of the comparison goods offer and the low provision of retail services – is linked to the high levels of deprivation within the local catchment (as identified in the Core Strategy which identifies the Waterloo and Bloomfield wards as being within the top 10% most deprived wards in the country). Nevertheless, we consider the centre to be performing its designated role as a district centre in terms of meeting the needs of local residents within the catchment. Waterloo Road was observed to be a relatively vibrant centre in the context of the central stretch of Waterloo Road where there are few vacant units. The majority of vacant units present are located on Bond Street which we consider functions as a secondary area to the main stretch of Waterloo Road, as well as in other peripheral parts of the centre to the south-east on Lytham Road where there is a smaller cluster of vacancies.

Recommendations – Given its peripheral function and the long-term nature of the vacancy problems, we recommend that the boundary could be consolidated to remove Bond Street from the district centre and direct retail towards vacant units on Waterloo Road whilst exploring the possibility of securing alternative uses on Bond Street E.g. Residential. However, work should first be undertaken to establish if there is market interest to



enable the change of use of units on Bond Street for alternative uses. It is noted that retail, service and leisure uses continue beyond the boundary of the district centre to the north-east along Lytham Road and the west onto the promenade (to the north/south). Notwithstanding the recommendation above, we consider the district centre can continue to perform its designated function and restrict the uncontrolled sprawl of main town centre uses. Proposals located outside the district centre boundary but within the Resort Core, should be determined in accordance with the provisions of Policy CS4 of the Core Strategy which applies a sequential approach. We also consider the 'New Market' to represent an opportunity for investment which could act as a catalyst for attracting a more diverse retail offer on Waterloo Road. It is recommended that the council engage with the landowners to establish if they have any investment plans moving forwards and to explore funding opportunities.



Waterloo Road District Centre

Diversity of Use

Key

- District Centre Boundary
- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial and Business Service
- Vacant
- Other

Scale: 1:1,850

October 2017





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Centre – Whitegate Drive	Pictures																																																															
<p>Whitegate Drive district centre is located less than 1 km to the east of Blackpool town centre. Church Street runs west, from the north of the district centre, directly linking with Blackpool town centre. The district centre boundary is currently defined by Saved Policy BH13 (District Centres) of the Blackpool Local Plan (2001 – 2016) and comprises approximately 620 metres of Whitegate Drive. A site visit was undertaken by WYG on Thursday the 28th September 2017 to inform this health check assessment, ensuring that the most up-to-date diversity of use and floorspace figures were available. The assessment was based on the retail and service uses present within the existing defined boundary although consideration has also been given as to whether the defined boundary remains appropriate. Our survey identified 81 retail and service units within the centre, comprising a total gross floorspace of 9,921 sq.m.</p>	<div style="display: flex; justify-content: space-around;">   </div> <p style="text-align: center;">Photograph 1: Sainsbury's Local, Whitegate Drive Photograph 2: Reids Greengrocer, Whitegate Drive</p>																																																															
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Vacant	12	14.8%	11.2%	961	9.7%	9.6%																																																										
Total	81	100%	100%	9,921	100%	100%																																																										



Comments

Retail/Service Representation – Key national multiple retailers include Sainsbury's Local and Tesco Express which provide a key convenience goods service for residents. Other convenience goods units include a Premier, independent convenience store, bakery, grocery and two independent newsagents. There no butcher. There are eight convenience goods units in total which equate to 11.1% of the centre's total retail and service units. This is greater than the national average of 8.7%. However, in terms of floorspace, the proportion of 13.1% (1,304 sq.m gross) is slightly lower than the national average of 15.2%. There are 12 comparison goods units in total (14.8%) which falls significantly short of the national average of 31.3%. Similarly, the proportion of comparison goods floorspace (13.0%) is significantly lower than the national average of 35.1%. Whilst these figures are significantly below the national averages, a low comparison goods provision is often typical in a district centre and is not generally a cause for concern. Key retailers include a pharmacy and a florist. There is a strong retail services offer, with a particular prevalence of hairdressers (seven units) and health and beauty salons (four units). Other notable units include two laundrettes and an optician. There are typical leisure services present in the centre which comprises two betting offices, three cafes, three pubs, two restaurants and seven takeaways. Whitegate Drive has a particularly strong financial and business services offer, both the number of units (16.0%) and the proportion of floorspace (16.5%) significantly exceeding the respective national averages of 10.4% and 7.8%. This offer includes eight estate agents and two accountants. Other main town centre uses include four dentists and a medical centre.

Vacancy Rate – There are 12 vacant units, accounting for 14.8% of the total stock of retail and service units. This exceeds the national average of 11.2%. In contrast, the proportion of vacant floorspace (9.7%) is broadly consistent with the national average of 9.6%. The vacant units are interspersed throughout the centre, with no particular vacant clusters and as such, there is limited visible impact.

Pedestrian Activity – Pedestrian activity was observed to be moderate throughout the district centre, although the areas to the north and the south were subject to lower levels of activity than the central area where retail and service uses intensify slightly. Increased levels of footfall were observed around specific retail units such as Sainsbury's Local and Tesco Express.

Accessibility – Whitegate Drive is subject to high levels of vehicular traffic although sufficient pedestrian crossing points are provided throughout the centre, which allow pedestrians to safely cross the road in order to access retail/service units. The centre benefits from wide pavements in parts and retailers were parking in front of their units. On street parking bays are also provided in parts of the centre which allow for 1 hour parking with no return within 2 hours. Additional parking is available to the rear of Sainsbury's and at the Belle View pub. There are a number of bus stops present within the centre which are served by regular services to Blackpool town centre (no. 61) and Cleveleys (no. 4).

Environmental Quality – The centre has a reasonable environmental quality and there was little evidence of graffiti or litter. A number of retail fascias appeared tired and would benefit from an uplift. In contrast, Reids Greengrocer, which displays plants and flowers on the street adds attractive greenery to the streetscene.



Perception of Crime/Safety – There was no visible evidence of crime and anti-social behaviour being prevalent in the centre. A pole mounted CCTV camera is located on the pavement near the Belle Vue pub. Whitegate Drive was observed to be a busy vehicle route and it is only safe to cross the road at designated crossings in which there are several, interspersed throughout the centre.

Summary – We are of the view that Whitegate Drive is currently performing its designated function as a district centre. The presence of both Sainsbury's and Tesco provide a key convenience service for residents. There is a strong financial and business services offer with a particularly high proportion of estate agents, which provide a competitive local service. Other main town centre uses such as the medical centre and dentists support Whitegate Drive's role as a district centre, providing additional services for residents that allow them to meet their day to day needs without travelling elsewhere.

Recommendations – Our survey identified that considerable retail and service uses continue beyond the district centre boundary (as defined by Saved Policy BH13 of the Local Plan) to the north-west along Church Street towards the town centre. However, whilst the majority of units along this stretch comprise main town centre uses, we identified there being a prevalence of financial and business services which we do not consider would contribute further to the Whitegate Drive's function as a district centre. Furthermore, extending the district centre boundary beyond its current designation to the north-west would essentially result in it merging with the eastern edge of the Blackpool town centre boundary and as such, we do not recommend any amendments to the Whitegate Drive district centre boundary.



Whitegate Drive District Centre

Diversity of Use

Key

- District Centre Boundary
- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial and Business Service
- Vacant
- Other

Scale: 1:3,500



October 2017



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Centre – Layton	Pictures																																																																
<p>Layton district centre is located approximately 2 km to the north-east of Blackpool town centre. Talbot Road adjoins the south-western boundary of the district, linking Layton with Blackpool town centre. The district centre boundary is currently defined by Saved Policy BH13 (District Centres) of the Blackpool Local Plan (2001 – 2016) and comprises approximately 670 metres of Layton Road/Westcliffe Drive. A site visit was undertaken by WYG on Thursday the 28th September 2017 to inform this health check assessment, ensuring that the most up-to-date diversity of use and floorspace figures were available. The assessment was based on the retail and service uses present within the existing defined boundary although consideration has also been given as to whether the defined boundary remains appropriate. Our survey identified 47 retail and service units within the centre, comprising a total gross floorspace of 5,553 sq.m.</p>	 <p>Photograph 1: Cluster of retail units, Westcliffe Drive</p>	 <p>Photograph 2: Steve Hope Butchers, Westcliffe Drive</p>																																																															
Diversity of Use																																																																	
<table border="1" data-bbox="797 927 1928 1197"> <thead> <tr> <th colspan="7" data-bbox="797 927 1928 962">Layton District Centre - September 2017</th> </tr> <tr> <th data-bbox="797 962 1111 991"></th> <th data-bbox="1111 962 1249 991">No of Units</th> <th data-bbox="1249 962 1384 991">%</th> <th data-bbox="1384 962 1518 991">UK</th> <th data-bbox="1518 962 1653 991">Floorspace</th> <th data-bbox="1653 962 1787 991">%</th> <th data-bbox="1787 962 1928 991">UK</th> </tr> </thead> <tbody> <tr> <td data-bbox="797 991 1111 1019">Convenience</td> <td data-bbox="1111 991 1249 1019">8</td> <td data-bbox="1249 991 1384 1019">17.0%</td> <td data-bbox="1384 991 1518 1019">8.7%</td> <td data-bbox="1518 991 1653 1019">1,165</td> <td data-bbox="1653 991 1787 1019">21.0%</td> <td data-bbox="1787 991 1928 1019">15.2%</td> </tr> <tr> <td data-bbox="797 1019 1111 1048">Comparison</td> <td data-bbox="1111 1019 1249 1048">8</td> <td data-bbox="1249 1019 1384 1048">17.0%</td> <td data-bbox="1384 1019 1518 1048">31.3%</td> <td data-bbox="1518 1019 1653 1048">909</td> <td data-bbox="1653 1019 1787 1048">16.4%</td> <td data-bbox="1787 1019 1928 1048">35.1%</td> </tr> <tr> <td data-bbox="797 1048 1111 1077">Retail Service</td> <td data-bbox="1111 1048 1249 1077">9</td> <td data-bbox="1249 1048 1384 1077">19.1%</td> <td data-bbox="1384 1048 1518 1077">14.4%</td> <td data-bbox="1518 1048 1653 1077">725</td> <td data-bbox="1653 1048 1787 1077">13.1%</td> <td data-bbox="1787 1048 1928 1077">6.8%</td> </tr> <tr> <td data-bbox="797 1077 1111 1106">Leisure Service</td> <td data-bbox="1111 1077 1249 1106">17</td> <td data-bbox="1249 1077 1384 1106">36.2%</td> <td data-bbox="1384 1077 1518 1106">23.8%</td> <td data-bbox="1518 1077 1653 1106">2,221</td> <td data-bbox="1653 1077 1787 1106">40.0%</td> <td data-bbox="1787 1077 1928 1106">24.9%</td> </tr> <tr> <td data-bbox="797 1106 1111 1134">Financial and Business Service</td> <td data-bbox="1111 1106 1249 1134">2</td> <td data-bbox="1249 1106 1384 1134">4.3%</td> <td data-bbox="1384 1106 1518 1134">10.4%</td> <td data-bbox="1518 1106 1653 1134">261</td> <td data-bbox="1653 1106 1787 1134">4.7%</td> <td data-bbox="1787 1106 1928 1134">7.8%</td> </tr> <tr> <td data-bbox="797 1134 1111 1163">Vacant</td> <td data-bbox="1111 1134 1249 1163">3</td> <td data-bbox="1249 1134 1384 1163">6.4%</td> <td data-bbox="1384 1134 1518 1163">11.2%</td> <td data-bbox="1518 1134 1653 1163">272</td> <td data-bbox="1653 1134 1787 1163">4.9%</td> <td data-bbox="1787 1134 1928 1163">9.6%</td> </tr> <tr> <td data-bbox="797 1163 1111 1197">Total</td> <td data-bbox="1111 1163 1249 1197">47</td> <td data-bbox="1249 1163 1384 1197">100%</td> <td data-bbox="1384 1163 1518 1197">100%</td> <td data-bbox="1518 1163 1653 1197">5,553</td> <td data-bbox="1653 1163 1787 1197">100%</td> <td data-bbox="1787 1163 1928 1197">100%</td> </tr> </tbody> </table> <p data-bbox="797 1230 1155 1254">Source: WYG Survey, September 2017</p> <p data-bbox="797 1257 1476 1281">* Categorised in accordance with Experian Goad Main Town Centre Uses</p> <p data-bbox="797 1284 1261 1308">*UK Average Figure, Experian Goad, August 2017</p>			Layton District Centre - September 2017								No of Units	%	UK	Floorspace	%	UK	Convenience	8	17.0%	8.7%	1,165	21.0%	15.2%	Comparison	8	17.0%	31.3%	909	16.4%	35.1%	Retail Service	9	19.1%	14.4%	725	13.1%	6.8%	Leisure Service	17	36.2%	23.8%	2,221	40.0%	24.9%	Financial and Business Service	2	4.3%	10.4%	261	4.7%	7.8%	Vacant	3	6.4%	11.2%	272	4.9%	9.6%	Total	47	100%	100%	5,553	100%	100%
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Comments

Retail/Service Representation – The centre, is in part anchored by a Co-operative Foodstore although this is located south of the central parade, which is the only part of the centre where retail and service units front each other. Other notable convenience uses include Mc'Colls and Best One convenience stores, a bakery and a butcher. Convenience goods units account for 17.0% (8 units) of the centre's retail stock, a figure considerably greater than the national average of 8.7%. Similarly, the proportion of convenience goods floorspace (21.0%) also exceeds the national average of 15.2%. As such, local residents are well served within this retail sector. There is a poor comparison goods offer in Layton, both the number of units (17.0%) and proportion or floorspace (16.4%) falling below the respective national averages of 31.3% and 35.1%. However, this is not unusual for a district centre and does not represent a significant cause for concern. Retail Service uses include a hairdresser, two barbers and an optician. In terms of leisure services, there is a high provision, both the number of units and the proportion of floorspace significantly exceeding the national averages. There is a prevalence of hot food takeaways with eight units contributing almost half the provision. There are two financial and businesses service units, a financial advisor and a printing service.

Vacancy Rate – Layton's vacancy levels are lower than the national averages, with two vacant units accounting for 6.4% of the total retail and service units and 790 sq.m (gross) floorspace accounting for 4.9% of the total floorspace. This is considerably below the respective national averages of 11.2% and 9.6% which reflects positively on the health of the centre.

Pedestrian Activity – Reasonable levels of footfall were monitored during our visit, the highest levels recorded around the Co-operative Foodstore and central parade where retail and service uses intensify slightly.

Accessibility – Layton is a pedestrian friendly centre with wide pavements and a pedestrianised strip running between the vehicle lanes which accommodates public seating and planters. On-street parking bays are also provided and set back from the main highway, allowing free parking for one hour with no return within two hours. There are two bus stops present in the centre at the Layton Institute which provide regular services to Blackpool town centre, Fleetwood and Cleveleys. Layton also boasts a high provision of secure cycle stands.

Environmental Quality – We observed Layton to have a high environmental quality. The pedestrianised strip running between the vehicle lanes provides attractive seating for pedestrians and helps reduce the dominance of the highway running through the centre. The retail fascias generally high-quality and well maintained and the low level of vacant units contributes positively to the overall image of the centre.

Perception of Crime/Safety – Layton was found to be a safe and secure centre, the good environmental quality contributing towards this image. A pole mounted CCTV camera is located on a landscaped island fronting northwards into the centre. A semi-pedestrianised atmosphere is created by the pedestrianised centre piece, separating the highway. This improves pedestrian safety when crossing the road.



Summary – Overall, we are of the view that Layton is currently performing its designated function as a district centre. The provision of retail and services is consistent with what would usually be expected in a district centre. Whilst the centre itself lacks a medical centre and dentist, these services are provided elsewhere in the immediate locality.

Recommendations – We do not recommend any amendments to the existing district centre boundary, as defined by Saved Policy BH13 of the Local Plan.



Layton District Centre

Diversity of Use

Key

- District Centre Boundary
- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial and Business Service
- Vacant
- Other

Scale: 1:1,800

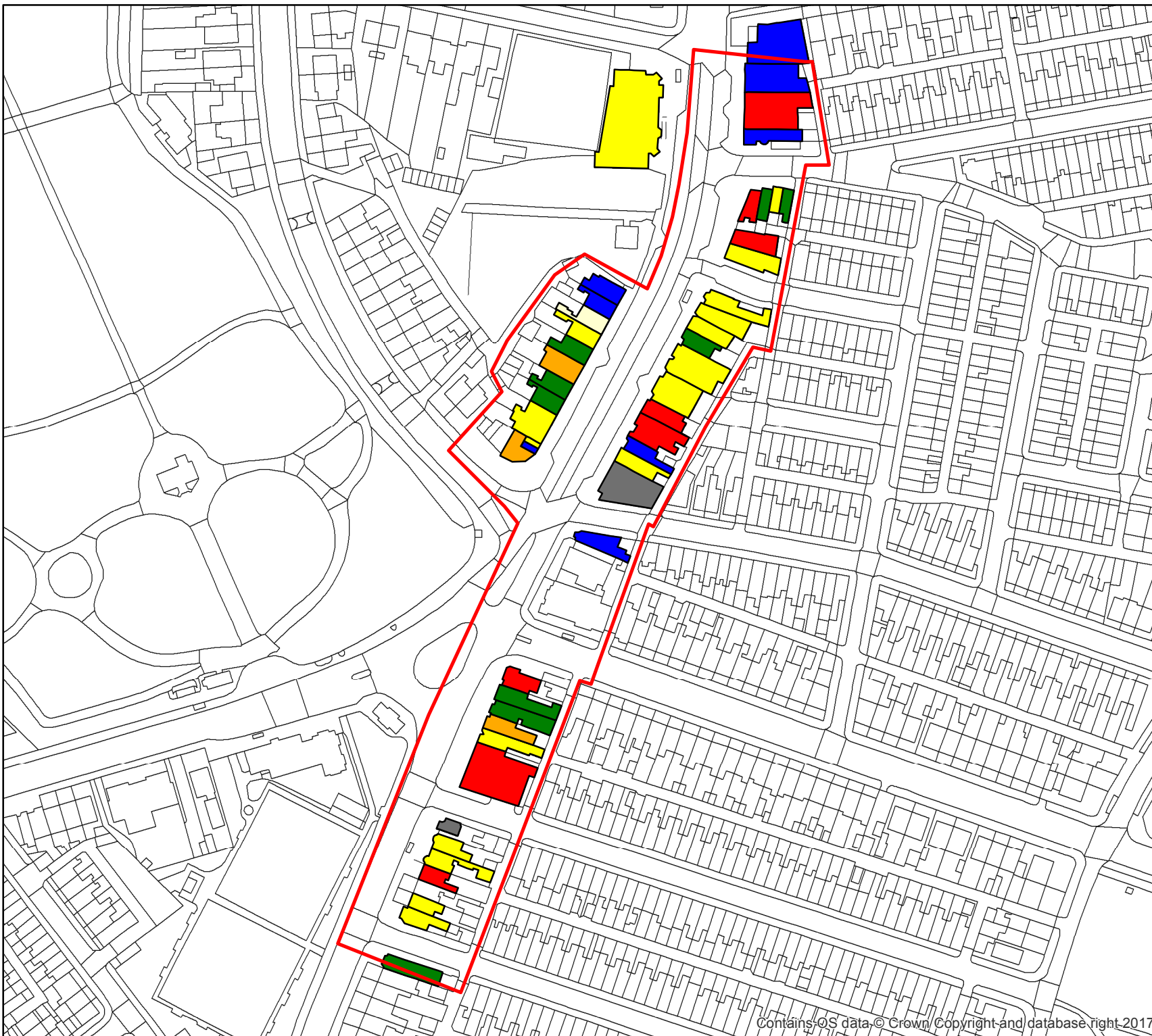
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Centre – Red Bank Road	Pictures																																																																
<p>Red Bank Road district centre is located approximately 5 km north of Blackpool town centre. The western boundary of the centre adjoins the Queen’s Promenade which runs southwards towards Blackpool town centre. The district centre boundary is currently defined by Saved Policy BH13 (District Centres) of the Blackpool Local Plan (2001 – 2016) and comprises approximately 450 metres of Red Bank Road. Red Bank Road district centre has a close relationship with Bispham district centre which is located approximately 0.5 km to the east of the centre. The two centres are however considered to function separately. A site visit was undertaken by WYG on Thursday the 28th September 2017 to inform this health check assessment, ensuring that the most up-to-date diversity of use and floorspace figures were available. The assessment was based on the retail and service uses present within the existing defined boundary although consideration has also been given as to whether the defined boundary remains appropriate. Our survey identified 79 retail and service units within the centre, comprising a total gross floorspace of 12,201 sq.m.</p>	<div style="display: flex; justify-content: space-around;">   </div> <p style="text-align: center;">Photograph 1: Harts Amusements, Red Bank Road Photograph 2: Cluster of retail units, Red Bank Road</p>																																																																
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Comments

Retail/Service Representation – The centre is anchored by a Sainsbury's supermarket which has a gross floorspace of 2,951 sq.m and contributes towards a significant proportion of the centre's retail and service floorspace which totals at 3,288 sq.m (gross), accounting for 26.9% of the total retail and service floorspace, a figure considerably greater than the national average of 15.2%. The number of convenience units (5), account for 6.3% of the centre's retail and service stock which is in fact lower than the national average of 8.7% although the presence of Sainsbury's reduces the market for other convenience units in the centre., particularly as the centre also accommodates Premier and McColls convenience stores and is in our view, well served by convenience goods operators. Red Bank Road has a relatively strong provision of comparison goods retailers, all of which are local businesses. The number of units (26) accounts for 32.9% of the total retail and service units and exceeds the national average of 31.3%. The proportion of floorspace (22.9%) is below the national average (35.1%), although this can be attributed to the proportion of the overall floorspace taken by the Sainsbury's unit and the lack of a large-format comparison goods store in the centre. Comparison goods retailers include a number of clothing stores, jewellers, hardware and cycling. The retail services sector is dominated by hairdressers and health and beauty salons, with these uses contributing 70% of the offer. Other retail services include a dress rental service and two opticians. Leisure services include a pub, restaurants, takeaways, cafes, a hotel and an amusements arcade. There are limited financial and business services at Red Bank Road. The services present include an estate agent and an accountant.

Vacancy Rate – Red Bank Road has two vacant units, which account for 2.5% of the total retail and service stock in the centre. The proportion of vacant floorspace is 1.9%. Both figures are considerably lower than the respective national averages of 11.2% and 9.6%. This reflects positively on the health of the centre, indicating a low turnover of retail and service units, with businesses appearing to be well established and viable.

Pedestrian Activity – Pedestrian footfall was observed to be relatively high, and consistent throughout the centre at the time of our visit. Increased levels of activity were present around the Sainsbury's supermarket and a number of cafes which provided al fresco seating arrangements.

Accessibility – The centre is not located within reasonable walking distance of Blackpool town centre but is well served by a number of bus services which can be accessed from bus stops within the centre or just beyond the western boundary from Queens Promenade, as well as the Blackpool Tramway in which regular services are provided between Red Bank Road and Starr Gate (South Shore). The centre itself benefits from on street parking bays which allows 1 hour with no return within 2 hours, as well as informal parking in front of a number of the retail units. A customer car park is also provided at the Sainsbury's supermarket. Red Bank Road also boasts a high provision of secure cycle stands.

Environmental Quality – Red Bank Road was observed to have a moderate environmental quality at the time of our visit. Retail fascias were generally of a good quality, excluding one of the two vacant units in which the fascia had been ripped out. Public seating is provided in parts of the centre, along with seasonal planters. The roads and pavements could benefit from resurfacing which could contribute significantly to regenerating the tired appearance of the centre.



Perception of Crime/Safety – There was no visible evidence of crime being a prevalent issue within and around the Red Bank Road district centre. The centre benefits from pole mounted CCTV close to the entrance to Sainsbury’s car park. The centre would benefit from an increased provision of formal pedestrian crossing points.

Summary – We are of the view that Red Bank Road is currently performing its designated function as a district centre. The provision of retail and services is consistent with what would usually be expected in a district centre. Located five km north of Blackpool town centre, Red Bank Road is not considered to be located within reasonable walking distance of Blackpool town centre. Therefore, the Sainsbury’s supermarket provides an important convenience goods service to residents of north Blackpool, allowing them to undertake their convenience goods shopping in the locality, helping to reduce car journeys southwards.

Recommendations – We do not recommend any amendments to the existing district centre boundary, as defined by Saved Policy BH13 of the Local Plan.



Red Bank Road District Centre

Diversity of Use

Key

- District Centre Boundary
- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial and Business Service
- Vacant
- Other

Scale: 1:2,250

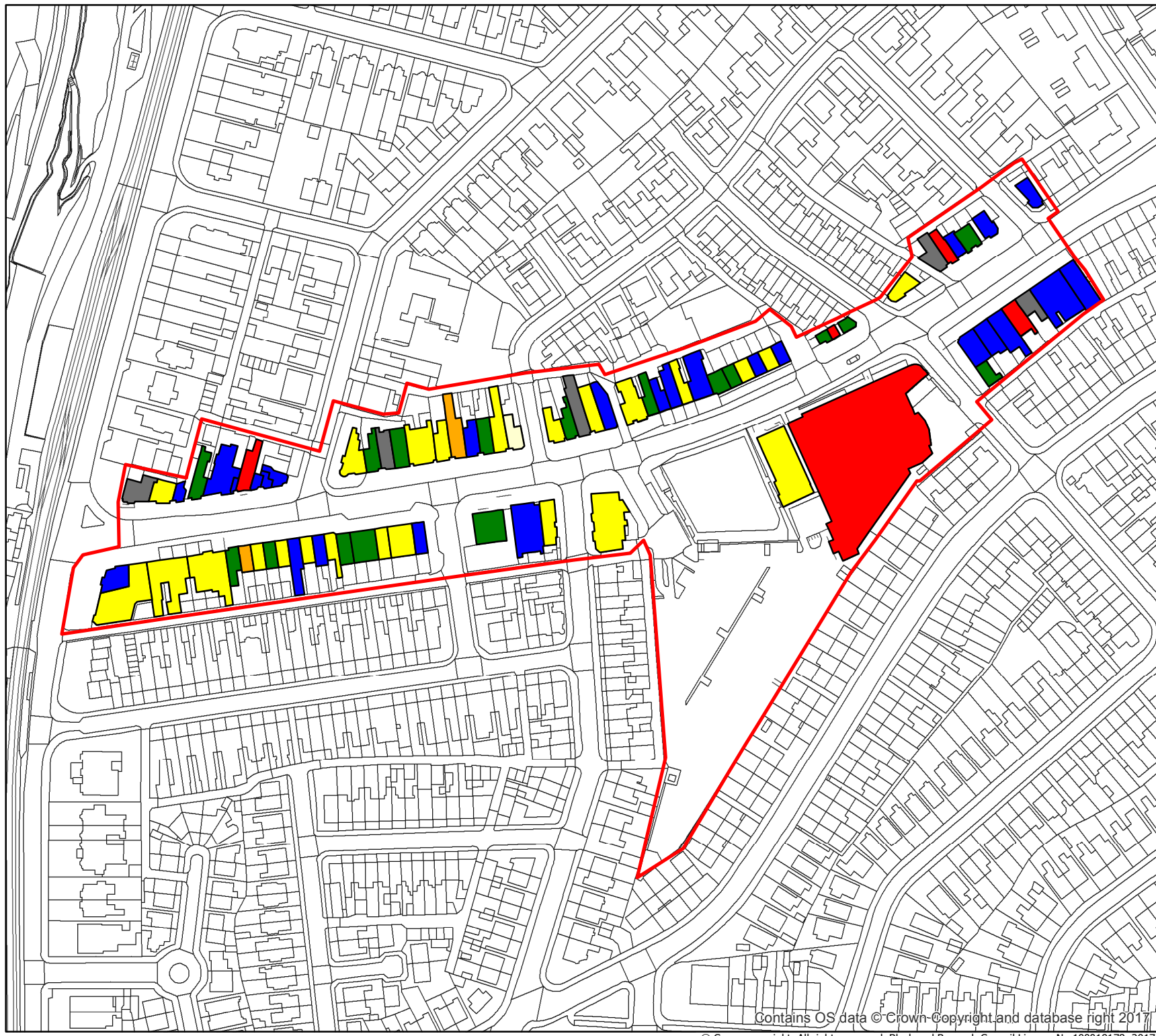
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Centre – Bispham	Pictures																																																															
<p>Bispham district centre is located approximately 5.5 km north of Blackpool town centre and 0.5 km north-east of Red Bank Road district centre in which we consider it to hold a close relationship with. The two centres are however considered to function separately. The district centre boundary is currently defined by Saved Policy BH13 (District Centres) of the Blackpool Local Plan (2001 – 2016) and comprises an enclosed shopping area with dedicated car park and adjacent retail units. A site visit was undertaken by WYG on Thursday the 28th September 2017 to inform this health check assessment, ensuring that the most up-to-date diversity of use and floorspace figures were available. The assessment was based on the retail and service uses present within the existing defined boundary although consideration has also been given as to whether the defined boundary remains appropriate. Our survey identified 32 retail and service units within the centre, comprising a total gross floorspace of 4,006 sq.m.</p>	<div style="display: flex; justify-content: space-around;">   </div> <p style="text-align: center;">Photograph 1: Cluster of retail units, Bispham Photograph 2: Bispham Market</p>																																																															
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<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="7" style="text-align: center;">Bispham District Centre - September 2017</th> </tr> <tr> <th></th> <th style="text-align: center;">No of Units</th> <th style="text-align: center;">%</th> <th style="text-align: center;">UK</th> <th style="text-align: center;">Floorspace</th> <th style="text-align: center;">%</th> <th style="text-align: center;">UK</th> </tr> </thead> <tbody> <tr> <td>Convenience</td> <td style="text-align: center;">7</td> <td style="text-align: center;">21.9%</td> <td style="text-align: center;">8.7%</td> <td style="text-align: center;">1,342</td> <td style="text-align: center;">33.5%</td> <td style="text-align: center;">15.2%</td> </tr> <tr> <td>Comparison</td> <td style="text-align: center;">6</td> <td style="text-align: center;">18.8%</td> <td style="text-align: center;">31.3%</td> <td style="text-align: center;">568</td> <td style="text-align: center;">14.2%</td> <td style="text-align: center;">35.1%</td> </tr> <tr> <td>Retail Service</td> <td style="text-align: center;">9</td> <td style="text-align: center;">28.1%</td> <td style="text-align: center;">14.4%</td> <td style="text-align: center;">586</td> <td style="text-align: center;">14.6%</td> <td style="text-align: center;">6.8%</td> </tr> <tr> <td>Leisure Service</td> <td style="text-align: center;">8</td> <td style="text-align: center;">25.0%</td> <td style="text-align: center;">23.8%</td> <td style="text-align: center;">1,299</td> <td style="text-align: center;">32.4%</td> <td style="text-align: center;">24.9%</td> </tr> <tr> <td>Financial and Business Service</td> <td style="text-align: center;">1</td> <td style="text-align: center;">3.1%</td> <td style="text-align: center;">10.4%</td> <td style="text-align: center;">44</td> <td style="text-align: center;">1.1%</td> <td style="text-align: center;">7.8%</td> </tr> <tr> <td>Vacant</td> <td style="text-align: center;">1</td> <td style="text-align: center;">3.1%</td> <td style="text-align: center;">11.2%</td> <td style="text-align: center;">167</td> <td style="text-align: center;">4.2%</td> <td style="text-align: center;">9.6%</td> </tr> <tr> <td>Total</td> <td style="text-align: center;">32</td> <td style="text-align: center;">100%</td> <td style="text-align: center;">100%</td> <td style="text-align: center;">4,006</td> <td style="text-align: center;">100%</td> <td style="text-align: center;">100%</td> </tr> </tbody> </table> <p>Source: WYG Survey, September 2017 * Categorised in accordance with Experian Goad Main Town Centre Uses *UK Average Figure, Experian Goad, August 2017</p>		Bispham District Centre - September 2017								No of Units	%	UK	Floorspace	%	UK	Convenience	7	21.9%	8.7%	1,342	33.5%	15.2%	Comparison	6	18.8%	31.3%	568	14.2%	35.1%	Retail Service	9	28.1%	14.4%	586	14.6%	6.8%	Leisure Service	8	25.0%	23.8%	1,299	32.4%	24.9%	Financial and Business Service	1	3.1%	10.4%	44	1.1%	7.8%	Vacant	1	3.1%	11.2%	167	4.2%	9.6%	Total	32	100%	100%	4,006	100%	100%
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Comments

Retail/Service Representation – The centre is not supported by a retail anchor as such, although key national multiple retailers include Tesco Express and Co-operative Food. The proportion of convenience goods floorspace (33.5%) is significantly greater than the national average (15.2%), with convenience operators accommodating the largest units in the centre. The number of convenience units (7) account for 21.9% of the centre's total retail and service stock, also exceeding the national average of 8.7%. Bispham Market, which accommodates a number of independent retailers, also provides a key convenience goods facility for residents and it should be noted that the market has successfully withstood competition from the two nearby supermarkets for a number of years. There are 6 comparison goods units which account for 18.8% of the total stock. This is considerably lower than the national average of 31.3%. Similarly, the proportion of comparison goods floorspace (14.2%) is also lower than the national average of 35.1%. However, whilst the comparison goods offer is limited, this could be attributed to the relatively good provision in the nearby Red Bank Road district centre. Whilst designated as convenience goods in accordance with the Goad categorisation, Bispham Market also accommodates a number of comparison goods retailers. Other comparison goods uses comprise two charity shops, two clothing stores, a florist and a pharmacy. Retail services include four hairdressers, a health and beauty salon, optician and post office. Leisure services include takeaways, restaurants, a café, a pub and a betting office. There is one financial and business service unit in Bispham which is accommodated by an estate agent.

Vacancy Rate – There is one vacant unit in Bispham accounting for 3.1% of the total units and the proportion of floorspace (167 sq.m gross) equates to 4.2% of the total floorspace. Both these figures are considerably lower than the national averages of 11.2% and 4.2%. This reflects positively on the health of the centre, indicating a low turnover of retail and service units, with businesses appearing to be well established and viable.

Pedestrian Activity – Pedestrian footfall was high at the time of our visit. The majority of pedestrians were observed to be accessing the centre by private vehicle, using the village car park provided in front of the central retail parade. Increased pedestrian activity was also observed around the adjacent Co-operative foodstore and Bispham Market.

Accessibility – The centre benefits from the dedicated 'Bispham Village car park' which is owned and operated by the Council. The car park allows free parking for up to two hours for shoppers only. Additional car parking is available to the rear of Tesco Express. There are two bus stops located within the centre which provide access to Blackpool town centre and Cleveleys. Pedestrian accessibility is hampered slightly due to the busy nature of the Bispham Village car park and the centre would benefit from a formal pedestrian crossing point between the car park and the adjacent Co-operative foodstore and Bispham Market. We observed a good provision of secure cycle stands within the centre.



Environmental Quality – The environmental quality in the centre was observed to be relatively good at the time of our visit. The retail fascias along the central parade have been recently upgraded which has positively improved the visual appearance of the centre. The vacant unit was well maintained and did not detract the visual amenity. Low levels of litter were also observed within the centre.

Perception of Crime/Safety – There was no visible evidence of crime being a prevalent issue within and around the Bispham district centre. The centre benefits from pole mounted CCTV within the Bispham Village car park. The car park can be busy during peak times which presents a minor hazard to pedestrians crossing between the Cooperative/Market and central parade.

Summary – We found Bispham to be a relatively vibrant and healthy centre which provides key services to local residents within the immediate vicinity. However, when assessed alongside the other designated district centres, the provision of retail and service units is considerably lower than that present elsewhere. Furthermore, whilst the centre is located in close proximity to the Red Bank Road district centre, we consider it to function separately as a centre in its own right. Red Bank Road has a provision of services that is consistent with what we would usually expect to find within a district centre and we are of the view that there is little merit in designating two district centres in such close proximity to one another. As such, we recommend that Bispham Village is re-designated as a local centre.

Recommendations – It is recommended that Bispham district centre is re-designated as a local centre. However, we do not recommend any amendments to the existing district centre boundary, as defined by Saved Policy BH13 of the Local Plan.



Bispham District Centre

Diversity of Use

Key

- District Centre Boundary
- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial and Business Service
- Vacant
- Other

Scale: 1:1,100

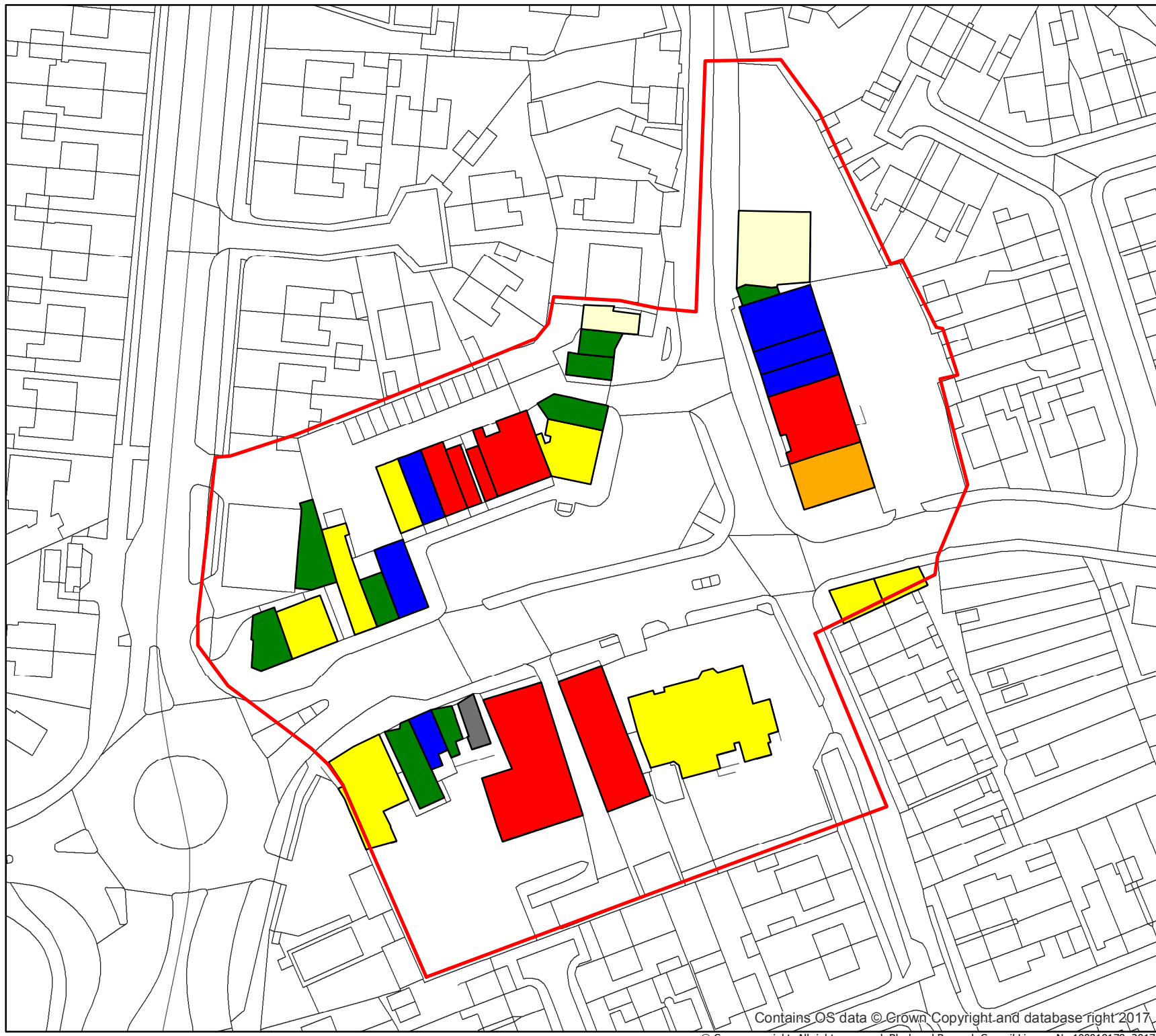
October 2017



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Appendix 6 – Shopping Patterns and Quantitative Retail Capacity Tables



**WYG PLANNING
BLACKPOOL RETAIL STUDY 2018**

TABLE 1a: POPULATION WITHIN EACH ZONE OF STUDY AREA

Year	Population										Blackpool Zones Persons	Study Area Persons
	Zone 1 Persons	Zone 2 Persons	Zone 3 Persons	Zone 4 Persons	Zone 5 Persons	Zone 6 Persons	Zone 7 Persons	Zone 8 Persons	Zone 9 Persons	Zone 10 Persons		
2017	12,817	21,006	32,500	26,739	18,094	24,338	85,003	13,289	44,914	33,196	135,494	311,896
2022	12,861	20,967	32,649	26,644	18,028	24,095	86,067	13,509	45,676	34,134	135,244	314,630
2027	12,856	20,958	32,888	26,650	18,048	23,952	87,076	13,698	46,318	34,983	135,352	317,427
2032	12,983	21,021	33,133	26,701	18,065	23,931	87,903	13,829	46,793	35,660	135,834	320,019

TABLE 1b: PER CAPITA CONVENIENCE EXPENDITURE WITHIN EACH ZONE OF STUDY AREA

SFT	Year	Per Capita Convenience Expenditure									
		Zone 1 £ per Person	Zone 2 £ per Person	Zone 3 £ per Person	Zone 4 £ per Person	Zone 5 £ per Person	Zone 6 £ per Person	Zone 7 £ per Person	Zone 8 £ per Person	Zone 9 £ per Person	Zone 10 £ per Person
Including SFT	2016	1,905	1,928	2,101	2,072	2,180	2,117	2,161	2,376	2,291	2,433
Excluding SFT	2016	1,850	1,872	2,040	2,012	2,116	2,056	2,098	2,307	2,225	2,362
	2017	1,844	1,867	2,034	2,005	2,110	2,049	2,092	2,300	2,218	2,355
	2022	1,818	1,841	2,005	1,978	2,081	2,021	2,063	2,268	2,187	2,322
	2027	1,809	1,832	1,995	1,968	2,070	2,011	2,052	2,257	2,176	2,311
	2032	1,807	1,830	1,993	1,966	2,068	2,009	2,050	2,255	2,174	2,308

Notes:

a. Zones based on the following post code sectors

1 - FY1 1, FY1 2, FY1 3

2 - FY1 4, FY1 5, FY1 6

3 - FY3 0, FY3 7, FY3 8, FY3 9

4 - FY4 1, FY4 2, FY4 3

5 - FY4 4, FY4 5

6 - FY2 0, FY2 9

7 - FY5 1, FY5 2, FY5 3, FY5 4, FY5 5, FY6 7, FY7 6, FY7 7, FY7 8

8 - FY6 0, FY6 9, PR3 6

9 - FY8 1, FY8 2, FY8 3, FY8 4, FY8 5

10 - FY6 8, PR4 1, PR4 2, PR4 3

b. Per capita expenditure derived from Experian MMG3 2017 data

c. Population derived from Experian MMG3 2017 data

d. Per capita expenditure projected forward from 2016 using forecast growth rates taken from Figure 6 of Experian Retail Planner Briefing Note 15, December 2017

e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Experian Retail Planner Briefing Note 15

2016 Prices

WYG PLANNING
BLACKPOOL RETAIL STUDY 2018

TABLE 2a: TOTAL CONVENIENCE GOODS EXPENDITURE FOR EACH ZONE

	Year	CONVENIENCE GOODS EXPENDITURE										Blackpool Zones £m	Study Area £m
		Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Zone 9 £m	Zone 10 £m		
Total	2017	23.64	39.21	66.09	53.63	38.18	49.88	177.81	30.57	99.62	78.18	270.63	656.81
	2022	23.39	38.59	65.47	52.69	37.51	48.69	177.53	30.64	99.90	79.27	266.34	653.67
	2027	23.26	38.39	65.62	52.44	37.36	48.16	178.71	30.91	100.80	80.83	265.23	656.48
	2032	23.47	38.46	66.04	52.49	37.36	48.07	180.23	31.18	101.73	82.31	265.89	661.34
Growth	2017-2022	-0.25	-0.62	-0.62	-0.94	-0.67	-1.19	-0.29	0.07	0.28	1.09	-4.28	-3.13
	2017-2027	-0.38	-0.83	-0.47	-1.19	-0.82	-1.72	0.90	0.35	1.18	2.65	-5.40	-0.32
	2027-2032	-0.17	-0.75	-0.05	-1.14	-0.82	-1.81	2.42	0.61	2.11	4.14	-4.74	4.53

TABLE 2b: CONVENIENCE GOODS EXPENDITURE SPLIT BETWEEN MAIN FOOD SHOPPING AND TOP-UP FOOD SHOPPING SPEND

		CONVENIENCE GOODS EXPENDITURE										Blackpool Zones £m	Study Area £m
		Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Zone 9 £m	Zone 10 £m		
2017	Main Food	19.48	32.20	53.36	41.38	28.38	39.02	139.58	25.10	81.78	57.64	213.82	517.93
	Top-up	4.16	7.01	12.73	12.25	9.80	10.86	38.23	5.47	17.84	20.53	56.80	138.88
	Total	23.64	39.21	66.09	53.63	38.18	49.88	177.81	30.57	99.62	78.18	270.63	656.81

Notes:

- a. Total convenience goods expenditure derived by multiplying population within each zone (Table 1a) by per capita expenditure within each zone (Table 1b)
- b. Convenience goods expenditure split between main food shopping and top-up food shopping derived from NEMS 2017 Household Survey (residents' typical weekly spend on main and top-up food shopping (Q18 and Q25A))

TABLE 3: STUDY AREA RESIDENTS' TRIPS (%) - CONVENIENCE GOODS 2017

Destination	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %
INSIDE STUDY AREA																				
Zone 1																				
Blackpool Town Centre	0.0	8.8	0.7	5.1	2.4	25.7	0.0	1.7	0.0	2.1	0.0	4.4	0.0	0.0	0.0	0.9	0.0	0.7	0.0	0.0
Sainsbury's, Talbot Road, Blackpool	28.1	27.7	9.6	2.6	6.9	2.6	0.0	0.0	0.7	0.0	7.7	3.1	1.2	1.7	4.8	0.5	0.0	0.0	0.4	0.0
Iceland, Topping Street, Blackpool	4.5	0.0	2.5	0.7	2.9	2.6	0.4	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0
Marks & Spencer, Church Street, Blackpool	1.0	0.0	1.6	2.0	2.0	2.8	0.3	0.0	0.3	2.7	0.6	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.8
Co-op, Abingdon Street, Blackpool	0.3	0.0	0.0	2.9	0.0	0.0	0.0	1.2	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Warley Road, Blackpool	0.7	0.9	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	11.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Zone 1	0.0	5.1	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 1	34.6	42.5	14.4	14.6	14.2	34.8	0.6	2.9	1.0	7.5	10.1	19.0	1.2	1.7	5.8	1.4	1.0	0.7	0.4	0.8
Zone 2																				
Lidl, Bloomfield Road, Blackpool	0.8	0.0	10.8	9.3	0.7	2.4	1.2	1.5	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ansdell Road, Blackpool	0.0	0.0	0.3	12.8	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Central Drive, Blackpool	0.0	0.0	0.8	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Zone 2	0.0	0.0	0.0	13.4	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	0.0	0.0	0.0
Sub Total Zone 2	0.8	0.0	11.9	40.6	0.7	2.4	1.2	2.1	2.5	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3																				
Co-op, Layton Road, Blackpool	0.0	0.0	0.0	0.0	0.8	15.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Normoss Road, Blackpool	0.0	0.0	0.0	0.0	0.0	13.2	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	0.0
Layton District Centre	0.0	0.0	0.0	0.0	0.3	3.3	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Devonshire Road, Blackpool	10.0	14.3	0.7	3.7	5.0	2.3	0.0	0.0	0.0	0.0	0.9	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Blackpool Victoria Hospital, Whinney Heys Road, Blackpool	0.7	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	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Whitegate Drive, Blackpool	0.0	1.8	0.3	2.0	0.4	1.8	0.4	12.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Westcliffe Drive, Blackpool	0.3	4.2	0.0	0.0	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.0
Tesco Express, Whitegate Drive, Blackpool	0.0	2.1	0.7	5.8	0.6	0.5	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Whitegate Drive District Centre	0.0	0.0	0.0	1.3	0.8	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Zone 3 (Blackpool)	0.0	3.2	0.0	0.0	0.0	1.8	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	0.0
Local shops, Zone 3 (Fylde)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	11.0	25.6	1.6	12.8	8.6	41.4	0.4	12.4	0.0	0.0	0.9	8.4	0.0	5.0	0.0	0.0	0.0	0.0	4.6	0.0
Zone 4																				
Aldi, Blackpool Retail Park, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	16.8	12.0	2.6	18.8	0.0	0.0	0.3	0.0	0.0	0.0	0.6	0.3	0.0	0.0
Aldi, Parkinson Way Retail Park, Waterloo Road, Blackpool	1.2	0.0	12.1	6.3	6.8	0.0	3.8	0.6	7.4	2.0	0.0	0.0	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Co-op, Harrowside, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Highfield Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.6	11.4	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waterloo Road/South Shore District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Waterloo Road, Blackpool	0.0	0.0	1.6	0.0	0.0	0.0	3.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Lytham Road, Blackpool	0.0	0.0	0.4	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Marton Drive, Blackpool	0.0	0.0	0.0	3.1	0.3	0.0	0.5	15.3	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0
Local shops, Zone 4 (Blackpool)	0.0	0.0	0.0	1.3	0.0	0.0	0.0	3.1	0.0	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool	1.7	0.0	10.4	0.0	3.6	0.0	34.0	15.2	7.4	0.7	2.2	1.1	0.3	0.0	1.8	0.0	13.4	0.0	1.0	0.8
Sub Total Zone 4	2.9	0.0	24.6	12.7	10.7	0.0	58.8	61.8	18.4	30.7	2.2	1.1	0.9	0.0	1.8	0.0	14.7	1.0	1.4	0.8
Zone 5																				
Aldi, Park Road, Blackpool	11.2	1.6	8.4	9.3	10.8	0.7	2.4	6.6	3.3	3.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Asda, Cherry Tree Road, Blackpool	9.8	4.2	11.5	2.6	18.2	7.9	11.7	2.5	47.5	14.4	3.0	1.6	0.5	0.3	0.0	0.0	1.1	2.1	3.6	0.0
Asda, Wellbeck Avenue, Blackpool	0.3	0.0	2.9	4.7	0.0	0.0	2.7	0.0	2.1	8.7	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Iceland, Vicarage Lane, Blackpool	0.8	0.0	0.0	1.3	0.0	0.0	2.1	1.5	1.5	5.5	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clifton Road Retail Park, Sandhams Way, Blackpool	8.0	0.0	22.4	0.7	20.3	4.3	10.2	0.0	19.3	7.7	13.0	0.0	3.1	0.0	15.6	0.0	11.4	0.9	11.0	0.0
Vicarage Lane Commercial Area, Blackpool	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Zone 5 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 5	30.1	5.8	45.2	18.6	49.3	13.5	29.1	10.5	73.6	57.8	18.1	1.6	3.6	0.3	15.6	0.0	12.7	3.0	15.2	0.0
Zone 6																				
Bispham District Centre	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Red Bank Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Devonshire Road, Blackpool	0.0	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Red Bank Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Red Bank Road District Centre, Blackpool	9.5	10.1	1.6	0.0	2.0	0.5	0.0	0.0	0.8	0.0	27.6	36.9	3.3	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, All Hallows Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	11.2	0.3	1.8	0.0	0.0	0.0	0.0	0.3	0.0
Local shops, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 6	9.5	20.6	1.6	0.0	2.0	0.5	0.0	0.0	0.8	0.0	28.5	62.3	3.6	3.5	0.0	0.0	0.0	0.0	0.3	0.0

Destination	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	
Zone 7																					
Aldi, Crescent West, Thornton-Cleveleys	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.5	1.1	13.2	6.3	1.1	0.0	0.0	0.0	0.0	0.0	
Aldi, Poulton Road, Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.7	3.1	2.3	0.6	0.0	0.0	0.0	0.0	
Aldi, Tithebarn Street, Poulton-le-Fylde	0.8	0.0	0.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0	2.9	0.0	5.0	0.6	20.9	0.6	0.0	0.0	2.9	5.3	
Asda, Cop Lane, Fleetwood	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	18.0	5.7	11.5	3.6	0.0	0.0	1.1	0.0	
Booths, Teanlowe Centre, Blackpool Old Road, Poulton-le-Fylde	0.7	0.0	0.0	0.0	3.1	2.1	0.0	0.0	0.0	0.0	0.0	0.0	3.7	3.3	0.9	2.8	0.0	0.0	2.7	4.7	
Cleveleys Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.1	0.4	3.7	0.0	0.0	0.0	0.0	0.0	0.0	
Co-op, Fleetwood Road North, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.5	0.0	0.6	0.0	0.0	0.7	0.0	
Co-op, Larkholme Parade, Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.2	0.0	0.0	0.0	0.0	0.0	2.3	
Co-op, Thornton Centre, Victoria Road East, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	5.6	0.0	0.0	0.0	0.0	0.0	0.0	
Fleetwood Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	
Iceland, Lord Street, Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	1.1	1.3	0.0	0.0	0.0	0.0	0.0	
Lidl, Anchorholme Lane West, Thornton-Cleveleys	0.3	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8	0.6	2.5	3.6	0.0	0.0	0.0	0.0	0.0	0.0	
M&S Simply Food, Victoria Road West, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.9	2.8	0.6	1.3	0.0	0.0	0.7	0.0	
Morrisons, Amounderness Way, Thornton-Cleveleys	2.1	2.1	0.0	0.0	1.9	1.2	0.4	0.0	0.0	0.0	6.7	1.0	22.2	5.6	13.5	1.4	0.0	0.0	0.3	0.0	
Poulton-le-Fylde Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.0	5.3	0.0	0.0	0.0	2.8	
Sainsbury's Local, Victoria Road West, Thornton-Cleveleys	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	2.3	0.0	0.0	0.0	0.0	0.0	0.0	
Tesco Express, Garstang Road East, Poulton-le-Fylde	0.0	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	0.0	0.6	0.0	0.0	0.0	1.1	
Tesco Express, Lighthouse Ford, Hatfield Avenue, Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0	
Tesco Express, Marsh Mill Village, Fleetwood Road North, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.8	0.6	0.0	0.0	0.0	0.0	0.0	
Tesco Metro, Victoria Road West, Thornton-Cleveleys	0.0	0.0	0.0	0.7	3.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.6	1.7	0.0	0.0	0.0	0.0	0.0	0.0	
Local shops, Zone 7 (Wyre)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total Zone 7	7.4	3.9	0.3	0.7	8.7	3.3	0.4	0.0	0.0	0.0	35.0	5.0	78.1	85.3	52.7	16.9	0.0	0.0	8.3	16.2	
Zone 8																					
Co-op, Lancaster Road, Poulton-le-Fylde	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	11.7	0.0	0.0	0.0	0.0	
Co-op, Sandy Lane, Poulton-le-Fylde	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	15.4	0.0	0.0	0.0	0.0	
Hambleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	10.4	0.0	0.0	0.0	0.0	
Knott End-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.8	0.0	0.0	0.0	0.0	
Pilling	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.6	0.0	0.0	0.0	0.0	
Spar, Hambleton Service Station, Shard Lane, Hambleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	0.0	0.0	0.0	0.0	
Spar, Lancaster Road, Knott End-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.9	0.0	0.0	0.0	0.0	
Stalmine	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.3	0.0	0.0	0.0	0.0	
Local shops, Zone 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	0.0	0.6	3.3	0.0	0.0	0.0	0.0	
Sub Total Zone 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	0.0	6.2	78.5	0.0	0.0	0.0	0.0	
Zone 9																					
Aldi, Clifton Drive North, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.9	5.8	0.3	0.0	
Booths, Haven Road, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.2	1.9	0.3	1.6	
Booths, Main Drive, Heyhouses Lane, Lytham St Annes	0.3	1.8	0.0	0.0	0.0	0.0	0.5	1.2	0.7	1.6	0.0	0.0	0.0	0.0	0.0	0.0	7.7	5.6	1.9	2.8	
Co-op, Headroomgate Road, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	7.3	0.0	0.0	
Co-op, Woodlands Road, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.9	11.1	0.0	0.0	
Lidl, Preston Road, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	4.9	1.2	0.8	
Local shops, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	
Lytham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	1.6	
Lytham/St Annes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1	0.0	0.0	
M&S Simply Food, Clifton Drive South, Lytham St Annes	0.0	0.0	0.0	0.0	0.5	0.0	0.5	3.3	0.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0	4.1	3.2	0.3	0.0	
Sainsbury's Local, Clifton Street, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	24.5	0.0	0.8	
Sainsbury's, St Andrews Road North, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.2	5.5	0.0	0.0	
Spar, Whalley Place, Lytham St. Annes	0.0	0.0	0.0	0.0	0.0	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	0.0	0.0	
Tesco Express, Clifton Street, Lytham St Annes	0.6	0.0	0.0	0.0	1.2	1.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	4.4	0.3	1.1	
Tesco Express, Kilnhouse Lane, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
Tesco Express, St Annes Road West, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.8	
Tesco Express, St Davids Road North, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5	0.0	0.0	
Sub Total Zone 9	1.0	1.8	0.0	0.0	1.7	2.2	3.8	8.7	1.1	4.1	0.0	0.0	0.0	0.0	0.0	0.0	67.4	94.4	4.4	9.7	
Zone 10																					
Aldi, Mill Farm Sports Village, Coronation Way, Wesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.5	18.4	1.1	
Co-op, Lytham Road, Freckleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	3.1	
Co-op, Market Square, Kirkham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	
Co-op, Weeton Road, Wesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	5.5	
Freckleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.7	
Kirkham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.9	
Lidl, Clarke Street, Poulton-le-Fylde	1.6	0.0	0.0	0.0	2.6	1.2	0.4	0.0	0.0	0.0	3.8	1.6	11.2	4.2	2.0	0.5	0.0	0.0	4.3	5.2	
Morrisons, Mill Street, Kirkham	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.6	0.0	19.5	22.3	
Sainsbury's Local, Euro Garages, Coronation Way, Wesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0													

Destination	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	Main Food %	Top-up %	
OUTSIDE STUDY AREA																					
Outside Study Area - Lancaster District																					
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Morrisons, Central Drive Retail Park, Central Drive, Morecambe	0.3	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Cable Street, Lancaster	0.0	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Lancaster District	0.3	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.5	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Manchester																					
Greater Manchester	0.3	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Manchester	0.3	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Preston District																					
Aldi, Corporation Street Retail Park, Corporation Street, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Deepdale Retail Park, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5	0.0
Asda, Pittman Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	1.1
Co-op, Norbreck Drive, Preston	0.0	0.0	0.3	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	0.0	0.0	0.0	0.0	0.0
Iceland, Market Street, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Lidl, New Hall Lane, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Lidl, West Strand, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Marks & Spencer, Fishergate, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Morrisons, Blackpool Road, Preston	0.3	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.7	0.0	0.0	0.0	0.4	0.0	0.0	0.0	2.0	0.0	6.8	0.8	0.0
Morrisons, Riverside Retail Park, Mariners Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.3	0.0	4.2	5.0	0.0
Preston City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Flintoff Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Tesco Express, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Tesco Express, Church Street, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.7	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	0.0
Tesco Express, Longsands Lane, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Sub Total Outside Study Area - Preston District	0.3	0.0	0.3	0.0	0.0	0.0	3.8	1.7	2.3	0.0	0.4	0.0	0.4	0.0	0.8	1.3	3.1	0.5	18.1	7.0	0.0
Outside Study Area - South Ribble District																					
Aldi, Cuerden Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Towngate, Leyland	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Liverpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Lidl, Churchill Way Development, Churchill Way, Leyland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0
Liverpool Road, Penwortham District Centre	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Station Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Sainsbury's Local, Birch Avenue, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Cuerden Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.1	0.0
Tesco Express, Canberra Road, Leyland	0.0	0.0	0.0	0.0	0.0	0.7	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	0.0	0.0
Waitrose, Capitol Centre Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - South Ribble District	0.0	0.0	0.0	0.0	0.8	0.7	0.3	0.0	0.3	0.0	0.0	1.1	0.6	0.0	0.8	0.0	0.0	0.0	2.1	5.0	0.0
Outside Study Area - Wyre District																					
Aldi, Moss Lane, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.8	0.9	0.0	0.0	1.0	1.1	0.0
Booths, Park Hill Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Great Eccleston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.8	0.0
Sainsbury's, Park Hill Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Wyre District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	12.9	0.9	0.0	0.0	1.0	7.9	0.0
Outside Study Area - Other																					
Cumbria	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.3	0.0	0.0
Wales	0.0	0.0	0.0	0.0	0.7	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	0.0	0.0	0.0
Sub Total Outside Study Area - Other	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.3	0.0	0.0
SUB TOTAL OUTSIDE STUDY AREA	1.0	0.0	0.3	0.0	1.5	0.7	5.1	1.7	2.6	0.0	0.4	1.1	1.2	0.0	15.8	2.7	3.6	0.5	21.5	19.9	0.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS 2017 Household Survey
b. Excludes 'don't know/varies', markets and internet sales
c. Red indicates destination in Blackpool Borough

TABLE 4: STUDY AREA RESIDENTS' EXPENDITURE (£m) - CONVENIENCE GOODS 2017

Destination	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Study Area	
	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m
INSIDE STUDY AREA																						
Zone 1																						
Blackpool Town Centre	0.00	0.36	0.21	0.36	1.25	3.27	0.00	0.21	0.00	0.21	0.00	0.48	0.00	0.00	0.00	0.05	0.00	0.12	0.00	0.00	1.47	5.06
Sainsbury's, Talbot Road, Blackpool	5.47	1.15	3.10	0.19	3.70	0.34	0.00	0.00	0.19	0.00	3.01	0.34	1.69	0.63	1.19	0.03	0.00	0.00	0.26	0.00	18.60	2.67
Iceland, Topping Street, Blackpool	0.88	0.00	0.80	0.05	1.56	0.34	0.15	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.82	0.00	0.00	0.00	4.92	0.38
Marks & Spencer, Church Street, Blackpool	0.20	0.00	0.53	0.14	1.08	0.36	0.11	0.00	0.10	0.26	0.24	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.17	2.52	0.93
Co-op, Abingdon Street, Blackpool	0.07	0.00	0.00	0.20	0.00	0.00	0.00	0.15	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.61
Co-op, Warley Road, Blackpool	0.13	0.04	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	1.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	1.41
Local shops, Zone 1	0.00	0.21	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.30
Sub Total Zone 1	6.75	1.76	4.64	1.02	7.60	4.43	0.26	0.36	0.28	0.73	3.95	2.06	1.69	0.63	1.45	0.08	0.82	0.12	0.26	0.17	27.71	11.36
Zone 2																						
Lidl, Bloomfield Road, Blackpool	0.16	0.00	3.48	0.65	0.37	0.31	0.48	0.18	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.19	1.14
Tesco Express, Ansdell Road, Blackpool	0.00	0.00	0.11	0.90	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.98
Tesco Express, Central Drive, Blackpool	0.00	0.00	0.25	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.50	0.36
Local shops, Zone 2	0.00	0.00	0.00	0.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.94
Sub Total Zone 2	0.16	0.00	3.84	2.85	0.37	0.31	0.48	0.25	0.70	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.80	3.41
Zone 3																						
Co-op, Layton Road, Blackpool	0.00	0.00	0.00	0.00	0.43	1.97	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.43	1.97
Co-op, Normoss Road, Blackpool	0.00	0.00	0.00	0.00	0.00	1.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.69
Layton District Centre	0.00	0.00	0.00	0.00	0.15	0.42	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.51
Lidl, Devonshire Road, Blackpool	1.95	0.60	0.21	0.26	2.67	0.30	0.00	0.00	0.00	0.00	0.37	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.20	1.57
Marks & Spencer, Blackpool Victoria Hospital, Whinney Heys Road, Blackpool	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00
Sainsbury's Local, Whitegate Drive, Blackpool	0.00	0.07	0.11	0.14	0.21	0.23	0.15	1.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.47	1.97
Tesco Express, Westcliffe Drive, Blackpool	0.07	0.17	0.00	0.00	0.37	0.09	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.40	2.84	0.34
Tesco Express, Whitegate Drive, Blackpool	0.00	0.09	0.21	0.40	0.31	0.06	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.78	0.88
Whitegate Drive District Centre	0.00	0.00	0.00	0.09	0.42	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42	0.39
Local shops, Zone 3 (Blackpool)	0.00	0.13	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36
Local shops, Zone 3 (Fylde)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.90
Sub Total Zone 3	2.15	1.06	0.53	0.90	4.57	5.27	0.15	1.52	0.00	0.00	0.37	0.91	0.00	1.90	0.00	0.00	0.00	0.00	0.00	2.66	10.43	11.57
Zone 4																						
Aldi, Blackpool Retail Park, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	6.97	1.47	0.74	1.85	0.00	0.00	0.44	0.00	0.00	0.00	0.52	0.06	0.00	0.00	8.67	3.38
Aldi, Parkinson Way Retail Park, Waterloo Road, Blackpool	0.23	0.00	3.90	0.44	3.62	0.00	1.58	0.08	2.11	0.20	0.00	0.00	0.37	0.00	0.00	0.24	0.00	0.00	0.00	0.00	12.06	0.71
Co-op, Harrowside, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27
Highfield Road District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Express, Highfield Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.26	1.40	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.26	1.59
Waterloo Road/South Shore District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, Waterloo Road, Blackpool	0.00	0.00	0.53	0.00	0.00	0.00	1.23	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.76	0.23
Tesco Express, Lytham Road, Blackpool	0.00	0.00	0.14	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.14
Tesco Express, Marton Drive, Blackpool	0.00	0.00	0.00	0.22	0.15	0.00	0.22	1.88	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.19	0.00	0.00	1.07	2.10
Local shops, Zone 4 (Blackpool)	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.38	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	1.29
Morrisons, Squires Gate Lane, Blackpool	0.34	0.00	3.35	0.00	1.93	0.00	14.06	1.87	2.11	0.07	0.87	0.12	0.44	0.00	0.44	0.00	10.99	0.00	0.60	0.17	35.12	2.22
Sub Total Zone 4	0.56	0.00	7.92	0.89	5.71	0.00	24.32	7.56	5.23	3.01	0.87	0.12	1.25	0.00	0.44	0.00	11.98	0.18	0.79	0.17	59.08	11.93
Zone 5																						
Aldi, Park Road, Blackpool	2.18	0.07	2.70	0.65	5.76	0.09	1.00	0.81	0.92	0.33	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.00	13.07	1.94
Asda, Cherry Tree Road, Blackpool	1.91	0.17	3.71	0.19	9.73	1.00	4.83	0.30	13.47	1.41	1.18	0.17	0.69	0.13	0.00	0.00	0.88	0.38	2.09	0.00	38.50	3.75
Asda, Wellbeck Avenue, Blackpool	0.07	0.00	0.93	0.33	0.00	0.00	1.12	0.00	0.59	0.85	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.00	2.93	1.18
Iceland, Vicarage Lane, Blackpool	0.16	0.00	0.00	0.09	0.00	0.00	0.85	0.18	0.44	0.54	0.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.10	0.81
Tesco Extra, Clifton Road Retail Park, Sandhams Way, Blackpool	1.56	0.00	7.22	0.05	10.84	0.55	4.22	0.00	5.46	0.75	5.06	0.00	4.38	0.00	3.91	0.00	9.30	0.16	6.32	0.00	58.27	1.51
Vicarage Lane Commercial Area, Blackpool	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Local shops, Zone 5 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.71
Sub Total Zone 5	5.87	0.24	14.55	1.31	26.32	1.72	12.03	1.28	20.88	5.66	7.07	0.17	5.07	0.13	3.91	0.00	10.42	0.54	8.76	0.00	114.88	11.05
Zone 6																						
Bispham District Centre	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.91
Co-op, Red Bank Road, Blackpool	0.00	0.00	0.00																			

Destination	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Study Area			
	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m
Zone 7																								
Aldi, Crescent West, Thornton-Cleveleys	0.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.21	0.12	18.48	2.42	0.26	0.00	0.00	0.00	0.00	0.00	0.00	26.42	2.54
Aldi, Poulton Road, Fleetwood	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.10	1.17	0.59	0.03	0.00	0.00	0.00	0.00	0.00	12.69	1.20
Aldi, Tithebarn Street, Poulton-le-Fylde	0.16	0.00	0.11	0.00	0.31	0.00	0.00	0.00	0.00	0.00	0.00	1.11	0.00	7.03	0.22	5.25	0.03	0.00	0.00	1.65	1.09	0.00	15.62	1.35
Asda, Cop Lane, Fleetwood	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	25.13	2.18	2.88	0.20	0.00	0.00	0.64	0.00	0.00	28.88	2.37
Booths, Teanlowe Centre, Blackpool Old Road, Poulton-le-Fylde	0.13	0.00	0.00	0.00	1.66	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.14	1.28	0.23	0.16	0.00	0.00	1.53	0.97	0.00	8.70	2.68
Cleveleys Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.12	0.51	1.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.63	1.54
Co-op, Fleetwood Road North, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.87	0.00	0.03	0.00	0.00	0.38	0.00	0.00	0.38	2.91
Co-op, Larkholme Parade, Fleetwood	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.74	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00	3.20
Co-op, Thornton Centre, Victoria Road East, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.93	2.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.93	2.15
Fleetwood Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.98
Iceland, Lord Street, Fleetwood	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.88	0.41	0.33	0.00	0.00	0.00	0.00	0.00	0.00	1.21	0.41
Lidl, Anchorholme Lane West, Thornton-Cleveleys	0.07	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.26	0.06	3.50	1.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.83	1.53
M&S Simply Food, Victoria Road West, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	1.25	1.08	0.14	0.07	0.00	0.00	0.38	0.00	0.00	1.77	1.27
Morrisons, Amounderness Way, Thornton-Cleveleys	0.40	0.09	0.00	0.00	1.00	0.15	0.15	0.00	0.00	0.00	0.00	2.60	0.11	30.92	2.14	3.40	0.08	0.00	0.00	0.19	0.00	0.00	38.67	2.56
Poulton-le-Fylde Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.82	0.00	0.29	0.00	0.00	0.00	0.57	0.00	0.00	2.68
Sainsbury's Local, Victoria Road West, Thornton-Cleveleys	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.86
Tesco Express, Garstang Road East, Poulton-le-Fylde	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.90	0.00	0.03	0.00	0.00	0.00	0.23	0.00	0.00	1.16
Tesco Express, Lighthouse Ford, Hatfield Avenue, Fleetwood	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.45
Tesco Express, Marsh Mill Village, Fleetwood Road North, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.70	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.47	0.70
Tesco Metro, Victoria Road West, Thornton-Cleveleys	0.00	0.00	0.00	0.05	1.66	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	2.30	0.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.12	0.71
Local shops, Zone 7 (Wyre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.77
Sub Total Zone 7	1.44	0.16	0.11	0.05	4.63	0.42	0.15	0.00	0.00	0.00	0.00	13.64	0.54	109.06	32.62	13.22	0.93	0.00	0.00	4.77	3.33	147.02	38.05	
Zone 8																								
Co-op, Lancaster Road, Poulton-le-Fylde	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.52	0.64
Co-op, Sandy Lane, Poulton-le-Fylde	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.47	0.84	0.00	0.00	0.00	0.00	0.00	0.00	0.47	0.84
Hambleton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.57
Knott End-on-Sea	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37
Pilling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64
Spar, Hambleton Service Station, Shard Lane, Hambleton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38
Spar, Lancaster Road, Knott End-on-Sea	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.05
Stalmine	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62
Local shops, Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.18
Sub Total Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.55	4.29	0.00	0.00	0.00	0.00	0.00	0.00	1.55	4.29
Zone 9																								
Aldi, Clifton Drive North, Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.28	1.03	0.19	0.00	0.00	0.00	17.32	1.03
Booths, Haven Road, Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.31	0.34	0.19	0.34	0.00	0.00	8.50	0.79
Booths, Main Drive, Heyhouses Lane, Lytham St Annes	0.07	0.07	0.00	0.00	0.00	0.00	0.22	0.15	0.19	0.16	0.00	0.00	0.00	0.00	0.00	0.00	6.27	1.00	1.09	0.57	0.00	0.00	7.83	1.95
Co-op, Headroomgate Road, Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	1.31	0.00	0.00	0.00	0.00	0.41	1.31
Co-op, Woodlands Road, Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.76	1.98	0.00	0.00	0.00	0.00	0.76	2.13
Lidl, Preston Road, Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.68	0.88	0.71	0.17	0.00	0.00	6.38	1.05
Local shops, Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.34
Lytham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.34	0.00	0.00	0.00	0.00	1.20
Lytham/St Annes Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.90	0.00	0.00	0.00	0.00	0.00	0.00	1.11
M&S Simply Food, Clifton Drive South, Lytham St Annes	0.00	0.00	0.00	0.00	0.28	0.00	0.22	0.40	0.13	0.09	0.00	0.00	0.00	0.00	0.00	0.00	3.39	0.58	0.19	0.00	0.00	0.00	4.21	1.07
Sainsbury's Local, Clifton Street, Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.57	4.37	0.00	0.17	0.00	0.00	3.57	4.54
Sainsbury's, St Andrews Road North, Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.99	0.97	0.00	0.00	0.00	0.00	9.99	0.97
Spar, Whalley Place, Lytham St. Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.00	0.00	0.00	0.00	0.42
Tesco Express, Clifton Street, Lytham St Annes	0.12	0.00	0.00	0.00	0.63	0.17	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.47	0.78	0.19	0.23	0.00	0.00	1.68	1.18
Tesco Express, Kilnhouse Lane, Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.06
Tesco Express, St Annes Road West, Lytham St Annes	0.																							

Destination	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Study Area		
	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	Main Food £m	Top-up £m	
OUTSIDE STUDY AREA																							
Outside Study Area - Lancaster District																							
Lancaster City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Central Drive Retail Park, Central Drive, Morecambe	0.07	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52
Sainsbury's, Cable Street, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33
Sub Total Outside Study Area - Lancaster District	0.07	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.85
Outside Study Area - Manchester																							
Greater Manchester	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Sub Total Outside Study Area - Manchester	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Outside Study Area - Preston District																							
Aldi, Corporation Street Retail Park, Corporation Street, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22
Aldi, Deepdale Retail Park, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.16	0.00	0.00	3.16
Asda, Pittman Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.07
Co-op, Norbreck Drive, Preston	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Iceland, Market Street, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.08
Lidl, New Hall Lane, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.71
Lidl, West Strand, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.19
Marks & Spencer, Fishergate, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.00	0.00	0.00	0.00	0.00	0.41
Morrisons, Blackpool Road, Preston	0.07	0.00	0.00	0.00	0.00	0.00	0.96	0.00	0.19	0.00	0.00	0.00	0.51	0.00	0.00	0.00	1.65	0.00	3.94	0.17	0.00	0.00	7.32
Morrisons, Riverside Retail Park, Mariners Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.07	0.00	0.24	0.00	2.43	1.03	0.00	0.00	3.05
Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Sainsbury's, Flintoff Way, Preston	0.00	0.00	0.00	0.00	0.00	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	0.00	0.00	0.00	0.00	0.24
Tesco Express, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.19
Tesco Express, Church Street, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.30
Tesco Express, Longsands Lane, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	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	0.00	0.00	0.26
Sub Total Outside Study Area - Preston District	0.07	0.00	0.11	0.00	0.00	0.00	1.57	0.21	0.64	0.00	0.17	0.00	0.51	0.00	0.21	0.07	2.53	0.08	10.42	1.43	0.00	0.00	16.22
Outside Study Area - South Ribble District																							
Aldi, Cuerden Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19
Aldi, Towngate, Leyland	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28
Booths, Liverpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.88	0.00	0.00	0.00	0.00	0.00	0.64	0.00	0.00	0.00	1.52
Lidl, Churchill Way Development, Churchill Way, Leyland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.80	0.00	0.00	0.80
Liverpool Road, Penwortham District Centre	0.00	0.00	0.00	0.00	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	0.00	0.00	0.00	0.00	0.15
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Morrisons, Station Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.38
Sainsbury's Local, Birch Avenue, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Sainsbury's, Cuerden Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.23	0.00	0.00	0.19
Tesco Express, Canberra Road, Leyland	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09
Waitrose, Capitol Centre Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10
Sub Total Outside Study Area - South Ribble District	0.00	0.00	0.00	0.00	0.43	0.09	0.11	0.00	0.10	0.00	0.00	0.12	0.88	0.00	0.19	0.00	0.00	0.00	1.21	1.03	0.00	0.00	2.91
Outside Study Area - Wyre District																							
Aldi, Moss Lane, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.97	0.05	0.00	0.00	0.57	0.23	0.00	0.00	2.54
Booths, Park Hill Road, Preston	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	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.56
Great Eccleston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.39	0.00	0.00	1.39
Sainsbury's, Park Hill Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.96
Sub Total Outside Study Area - Wyre District	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	3.23	0.05	0.00	0.00	0.00	0.57	1.62	0.00	0.00	4.05
Outside Study Area - Other																							
Cumbria	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.00	0.19	0.00	0.00	0.00	0.00	0.60
Wales	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37
Sub Total Outside Study Area - Other	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.00	0.19	0.00	0.00	0.00	0.00	0.97
SUB TOTAL OUTSIDE STUDY AREA	0.20	0.00	0.11	0.00	0.80	0.09	2.13	0.21	0.74	0.00	0.17	0.12	1.64	0.00	3.96	0.15	2.94	0.08	12.38	4.08	0.00	0.00	25.07
TOTAL	19.48	4.16	32.20	7.01	53.36	12.73	41.38	12.25	28.38	9.80	39.02	10.86	139.58	38.23	25.10	5.47	81.78						

TABLE 5: STUDY AREA RESIDENTS' EXPENDITURE (£m and %) - CONVENIENCE GOODS 2017

Destination	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Blackpool Zones		Study Area	
	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%
INSIDE STUDY AREA																								
Zone 1																								
Blackpool Town Centre	0.36	1.5	0.57	1.5	4.53	6.9	0.21	0.4	0.21	0.5	0.48	1.0	0.00	0.0	0.05	0.2	0.12	0.1	0.00	0.0	6.35	2.3	6.52	1.0
Sainsbury's, Talbot Road, Blackpool	6.62	28.0	3.28	8.4	4.04	6.1	0.00	0.0	0.19	0.5	3.34	6.7	2.32	1.3	1.22	4.0	0.00	0.0	0.26	0.3	17.47	6.5	21.27	3.2
Iceland, Topping Street, Blackpool	0.88	3.7	0.85	2.2	1.90	2.9	0.15	0.3	0.00	0.0	0.70	1.4	0.00	0.0	0.00	0.0	0.82	0.8	0.00	0.0	4.48	1.7	5.30	0.8
Marks & Spencer, Church Street, Blackpool	0.20	0.9	0.67	1.7	1.44	2.2	0.11	0.2	0.36	0.9	0.24	0.5	0.00	0.0	0.26	0.8	0.00	0.0	0.17	0.2	3.03	1.1	3.46	0.5
Co-op, Abingdon Street, Blackpool	0.07	0.3	0.20	0.5	0.00	0.0	0.15	0.3	0.26	0.7	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.68	0.3	0.68	0.1
Co-op, Warley Road, Blackpool	0.17	0.7	0.00	0.0	0.12	0.2	0.00	0.0	0.00	0.0	1.25	2.5	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	1.54	0.6	1.54	0.2
Local shops, Zone 1	0.21	0.9	0.09	0.2	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.30	0.1	0.30	0.0
Sub Total Zone 1	8.51	36.0	5.67	14.5	12.03	18.2	0.62	1.2	1.02	2.7	6.01	12.1	2.32	1.3	1.53	5.0	0.94	0.9	0.43	0.5	33.86	12.5	39.08	5.9
Zone 2																								
Lidl, Bloomfield Road, Blackpool	0.16	0.7	4.14	10.5	0.68	1.0	0.66	1.2	0.70	1.8	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	6.34	2.3	6.34	1.0
Tesco Express, Ansdell Road, Blackpool	0.00	0.0	1.01	2.6	0.00	0.0	0.08	0.1	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	1.08	0.4	1.08	0.2
Tesco Express, Central Drive, Blackpool	0.00	0.0	0.61	1.6	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.25	0.1	0.00	0.0	0.00	0.0	0.00	0.0	0.61	0.2	0.86	0.1
Local shops, Zone 2	0.00	0.0	0.94	2.4	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.94	0.3	0.94	0.1
Sub Total Zone 2	0.16	0.7	6.69	17.1	0.68	1.0	0.74	1.4	0.70	1.8	0.00	0.0	0.25	0.1	0.00	0.0	0.00	0.0	0.00	0.0	8.96	3.3	9.22	1.4
Zone 3																								
Co-op, Layton Road, Blackpool	0.00	0.0	0.00	0.0	2.40	3.6	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	2.40	0.9	2.40	0.4
Co-op, Normoss Road, Blackpool	0.00	0.0	0.00	0.0	1.69	2.6	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	1.69	0.6	1.69	0.3
Layton District Centre	0.00	0.0	0.00	0.0	0.58	0.9	0.00	0.0	0.00	0.0	0.08	0.2	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.66	0.2	0.66	0.1
Lidl, Devonshire Road, Blackpool	2.55	10.8	0.47	1.2	2.97	4.5	0.00	0.0	0.00	0.0	0.78	1.6	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	6.77	2.5	6.77	1.0
Marks & Spencer, Blackpool Victoria Hospital, Whinney Heys Road, Blackpool	0.13	0.6	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.13	0.0	0.13	0.0
Sainsbury's Local, Whitegate Drive, Blackpool	0.07	0.3	0.24	0.6	0.44	0.7	1.67	3.1	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	2.44	0.9	2.44	0.4
Tesco Express, Westcliffe Drive, Blackpool	0.24	1.0	0.00	0.0	0.45	0.7	0.00	0.0	0.00	0.0	0.08	0.2	0.00	0.0	0.00	0.0	0.00	0.0	2.40	3.1	0.78	0.3	3.18	0.5
Tesco Express, Whitegate Drive, Blackpool	0.09	0.4	0.62	1.6	0.37	0.6	0.00	0.0	0.00	0.0	0.33	0.7	0.00	0.0	0.00	0.0	0.00	0.0	0.26	0.3	1.40	0.5	1.66	0.3
Whitegate Drive District Centre	0.00	0.0	0.09	0.2	0.72	1.1	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.81	0.3	0.81	0.1
Local shops, Zone 3 (Blackpool)	0.13	0.6	0.00	0.0	0.22	0.3	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.36	0.1	0.36	0.1
Local shops, Zone 3 (Fylde)	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	1.90	1.1	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	1.90	0.3
Sub Total Zone 3	3.21	13.6	1.42	3.6	9.84	14.9	1.67	3.1	0.00	0.0	1.28	2.6	1.90	1.1	0.00	0.0	0.00	0.0	2.66	3.4	17.44	6.4	22.00	3.3
Zone 4																								
Aldi, Blackpool Retail Park, Blackpool	0.00	0.0	0.00	0.0	0.00	0.0	8.44	15.7	2.59	6.8	0.00	0.0	0.44	0.2	0.00	0.0	0.58	0.6	0.00	0.0	11.02	4.1	12.04	1.8
Aldi, Parkinson Way Retail Park, Waterloo Road, Blackpool	0.23	1.0	4.34	11.1	3.62	5.5	1.66	3.1	2.31	6.1	0.00	0.0	0.37	0.2	0.00	0.0	0.24	0.2	0.00	0.0	12.16	4.5	12.77	1.9
Co-op, Harrowside, Blackpool	0.00	0.0	0.00	0.0	0.00	0.0	0.27	0.5	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.27	0.1	0.27	0.0
Highfield Road District Centre	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Tesco Express, Highfield Road, Blackpool	0.00	0.0	0.00	0.0	0.00	0.0	1.66	3.1	0.20	0.5	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	1.85	0.7	1.85	0.3
Waterloo Road/South Shore District Centre	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Iceland, Waterloo Road, Blackpool	0.00	0.0	0.53	1.4	0.00	0.0	1.45	2.7	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	1.98	0.7	1.98	0.3
Tesco Express, Lytham Road, Blackpool	0.00	0.0	0.28	0.7	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.28	0.1	0.28	0.0
Tesco Express, Marton Drive, Blackpool	0.00	0.0	0.22	0.6	0.15	0.2	2.10	3.9	0.27	0.7	0.00	0.0	0.00	0.0	0.00	0.0	0.24	0.2	0.19	0.2	2.74	1.0	3.17	0.5
Local shops, Zone 4 (Blackpool)	0.00	0.0	0.09	0.2	0.00	0.0	0.38	0.7	0.70	1.8	0.00	0.0	0.00	0.0	0.00	0.0	0.12	0.1	0.00	0.0	1.17	0.4	1.29	0.2
Morrisons, Squires Gate Lane, Blackpool	0.34	1.4	3.35	8.5	1.93	2.9	15.93	29.7	2.18	5.7	0.99	2.0	0.44	0.2	0.44	1.4	10.99	11.0	0.77	1.0	24.71	9.1	37.35	5.7
Sub Total Zone 4	0.56	2.4	8.81	22.5	5.71	8.6	31.88	59.5	8.24	21.6	0.99	2.0	1.25	0.7	0.44	1.4	12.16	12.2	0.96	1.2	56.20	20.8	71.01	10.8
Zone 5																								
Aldi, Park Road, Blackpool	2.25	9.5	3.35	8.5	5.84	8.8	1.81	3.4	1.26	3.3	0.17	0.3	0.00	0.0	0.00	0.0	0.00	0.0	0.34	0.4	14.68	5.4	15.02	2.3
Asda, Cherry Tree Road, Blackpool	2.08	8.8	3.90	9.9	10.73	16.2	5.13	9.6	14.88	39.0	1.35	2.7	0.82	0.5	0.00	0.0	1.26	1.3	2.09	2.7	38.07	14.1	42.24	6.4
Asda, Wellbeck Avenue, Blackpool	0.07	0.3	1.26	3.2	0.00	0.0	1.12	2.1	1.44	3.8	0.00	0.0	0.00	0.0	0.00	0.0	0.24	0.2	0.00	0.0	3.88	1.4	4.12	0.6
Iceland, Vicarage Lane, Blackpool	0.16	0.7	0.09	0.2	0.00	0.0	1.03	1.9	0.97	2.6	0.66	1.3	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	2.91	1.1	2.91	0.4
Tesco Extra, Clifton Road Retail Park, Sandhams Way, Blackpool	1.56	6.6	7.27	18.5	11.38	17.2	4.22	7.9	6.22	16.3	5.06	10.2	4.38	2.5	3.91	12.8	9.46	9.5	6.32	8.1	35.71	13.2	59.78	9.1
Vicarage Lane Commercial Area, Blackpool	0.00	0.0	0.00	0.0	0.09	0.1	0.00	0.0	0.07	0.2	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.15	0.1	0.15	0.0
Local shops, Zone 5 (Blackpool)	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	1.71	4.5	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	1.71	0.6	1.71	0.3
Sub Total Zone 5	6.11	25.9	15.86	40.4	28.04	42.4	13.31	24.8	26.54	69.5	7.24	14.5	5.20	2.9	3.91	12.8	10.96							

Destination	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Blackpool Zones		Study Area			
	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%		
Zone 7																										
Aldi, Crescent West, Thornton-Cleveleys	0.48	2.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	7.33	14.7	20.89	11.7	0.26	0.9	0.00	0.0	0.00	0.0	7.81	2.9	28.97	4.4
Aldi, Poulton Road, Fleetwood	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	13.27	7.5	0.62	2.0	0.00	0.0	0.00	0.0	0.00	0.0	13.89	2.1
Aldi, Tithebarn Street, Poulton-le-Fylde	0.16	0.7	0.11	0.3	0.31	0.5	0.00	0.0	0.00	0.0	0.00	0.0	1.11	2.2	7.26	4.1	5.28	17.3	0.00	0.0	2.75	3.5	1.69	0.6	16.97	2.6
Asda, Cop Lane, Fleetwood	0.07	0.3	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.17	0.3	27.31	15.4	3.07	10.0	0.00	0.0	0.64	0.8	0.23	0.1	31.25	4.8
Booths, Teanlowe Centre, Blackpool Old Road, Poulton-le-Fylde	0.13	0.6	0.00	0.0	1.93	2.9	0.00	0.0	0.00	0.0	0.00	0.0	6.42	3.6	0.39	1.3	0.00	0.0	0.00	0.0	2.50	3.2	2.07	0.8	11.38	1.7
Cleveleys Town Centre	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.25	0.5	1.93	1.1	0.00	0.0	0.00	0.0	0.00	0.0	0.25	0.1	2.17	0.3
Co-op, Fleetwood Road North, Thornton-Cleveleys	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	2.87	1.6	0.03	0.1	0.00	0.0	0.38	0.5	0.00	0.0	3.29	0.5
Co-op, Larkholme Parade, Fleetwood	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	2.74	1.5	0.00	0.0	0.00	0.0	0.00	0.0	0.46	0.6	0.00	0.0	3.20	0.5
Co-op, Thornton Centre, Victoria Road East, Thornton-Cleveleys	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	3.08	1.7	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	3.08	0.5
Fleetwood Town Centre	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.98	0.6	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.98	0.1
Iceland, Lord Street, Fleetwood	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	1.29	0.7	0.33	1.1	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	1.62	0.2
Lidl, Anchorholme Lane West, Thornton-Cleveleys	0.14	0.6	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	2.32	4.7	4.89	2.8	0.00	0.0	0.00	0.0	0.00	0.0	2.46	0.9	7.36	1.1
M&S Simply Food, Victoria Road West, Thornton-Cleveleys	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.12	0.2	2.33	1.3	0.21	0.7	0.00	0.0	0.38	0.5	0.12	0.0	3.04	0.5
Morrisons, Amounderness Way, Thornton-Cleveleys	0.49	2.1	0.00	0.0	1.15	1.7	0.15	0.3	0.00	0.0	0.00	0.0	2.72	5.4	33.06	18.6	3.47	11.4	0.00	0.0	0.19	0.2	4.51	1.7	41.23	6.3
Poulton-le-Fylde Town Centre	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	1.82	1.0	0.29	0.9	0.00	0.0	0.00	0.0	0.57	0.7	0.00	0.0	2.68	0.4
Sainsbury's Local, Victoria Road West, Thornton-Cleveleys	0.13	0.6	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	1.24	0.7	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.13	0.0	1.37	0.2
Tesco Express, Garstang Road East, Poulton-le-Fylde	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.90	0.5	0.03	0.1	0.00	0.0	0.00	0.0	0.23	0.3	0.00	0.0	1.16	0.2
Tesco Express, Lighthouse Ford, Hatfield Avenue, Fleetwood	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.63	0.4	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.63	0.1
Tesco Express, Marsh Mill Village, Fleetwood Road North, Thornton-Cleveleys	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	1.04	0.6	0.14	0.5	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	1.17	0.2
Tesco Metro, Victoria Road West, Thornton-Cleveleys	0.00	0.0	0.05	0.1	1.66	2.5	0.00	0.0	0.00	0.0	0.00	0.0	0.17	0.3	2.96	1.7	0.00	0.0	0.00	0.0	0.00	0.0	1.87	0.7	4.83	0.7
Local shops, Zone 7 (Wyre)	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	4.77	2.7	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	4.77	0.7
Sub Total Zone 7	1.60	6.8	0.15	0.4	5.05	7.6	0.15	0.3	0.00	0.0	14.19	28.4	141.68	79.7	14.14	46.3	0.00	0.0	8.10	10.4	21.14	7.8	185.06	28.2		
Zone 8																										
Co-op, Lancaster Road, Poulton-le-Fylde	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	1.16	3.8	0.00	0.0	0.00	0.0	0.00	0.0	1.16	0.2
Co-op, Sandy Lane, Poulton-le-Fylde	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	1.31	4.3	0.00	0.0	0.00	0.0	0.00	0.0	1.31	0.2
Hambleton	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.64	2.1	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.64	0.1
Knott End-on-Sea	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.37	1.2	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.37	0.1
Pilling	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.64	2.1	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.64	0.1
Spar, Hambleton Service Station, Shard Lane, Hambleton	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.38	1.2	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.38	0.1
Spar, Lancaster Road, Knott End-on-Sea	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.40	1.3	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.40	0.1
Stalmine	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.62	2.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.62	0.1
Local shops, Zone 8	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.32	1.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.32	0.0
Sub Total Zone 8	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	5.84	19.1	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	5.84	0.9
Zone 9																										
Aldi, Clifton Drive North, Lytham St Annes	0.00	0.0	0.00	0.0	0.00	0.0	0.85	1.6	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	17.32	17.4	0.19	0.2	0.85	0.3	18.36	2.8
Booths, Haven Road, Lytham St Annes	0.00	0.0	0.00	0.0	0.11	0.2	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	8.65	8.7	0.53	0.7	0.00	0.0	0.11	0.0	9.29	1.4
Booths, Main Drive, Heyhouses Lane, Lytham St Annes	0.14	0.6	0.00	0.0	0.00	0.0	0.37	0.7	0.35	0.9	0.00	0.0	0.00	0.0	0.00	0.0	7.27	7.3	1.66	2.1	0.00	0.0	0.86	0.3	9.78	1.5
Co-op, Headroomgate Road, Lytham St Annes	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	1.72	1.7	0.00	0.0	0.00	0.0	1.72	0.3
Co-op, Woodlands Road, Lytham St Annes	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.16	0.4	0.00	0.0	0.00	0.0	0.00	0.0	2.73	2.7	0.00	0.0	0.00	0.0	0.16	0.1	2.89	0.4
Lidl, Preston Road, Lytham St Annes	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	6.55	6.6	0.88	1.1	0.00	0.0	0.00	0.0	7.43	1.1
Local shops, Lytham St Annes	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.34	0.3	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.34	0.1
Lytham Town Centre	0.00	0.0	0.00	0.0	0.00	0.0	0.30	0.6	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.56	0.6	0.34	0.4	0.00	0.0	0.30	0.1	1.20	0.2
Lytham/St Annes Town Centre	0.00	0.0	0.00	0.0	0.00	0.0	0.21	0.4	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.90	0.9	0.00	0.0	0.21	0.1	0.21	0.1	1.11	0.2
M&S Simply Food, Clifton Drive South, Lytham St Annes	0.00	0.0	0.00	0.0	0.28	0.4	0.62	1.2	0.22	0.6	0.00	0.0	0.00	0.0	0.00	0.0	3.97	4.0	0.19	0.2	0.00	0.0	1.12	0.4	5.28	0.8
Sainsbury's Local, Clifton Street, Lytham St Annes	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	7.95	8.0	0.17	0.2	0.00	0.0	0.00	0.0	8.11	1.2
Sainsbury's, St Andrews Road North, Lytham St Annes	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	10.97	11.0	0.00	0.0	0.00	0.0	0.00	0.0	10.97	1.7
Spar, Whalley Place, Lytham St. Annes	0.00																									

Destination	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Blackpool Zones		Study Area	
	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%	All Convenience £m	%
OUTSIDE STUDY AREA																								
Outside Study Area - Lancaster District																								
Lancaster City Centre	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.03	0.1	0.00	0.0	0.00	0.0	0.00	0.0
Morrisons, Central Drive Retail Park, Central Drive, Morecambe	0.07	0.3	0.00	0.0	0.00	0.0	0.45	0.8	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.52	0.2
Sainsbury's, Cable Street, Lancaster	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.33	1.1	0.00	0.0	0.00	0.0	0.00	0.0
Sub Total Outside Study Area - Lancaster District	0.07	0.3	0.00	0.0	0.00	0.0	0.45	0.8	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.35	1.2	0.00	0.0	0.00	0.0	0.52	0.2
Outside Study Area - Manchester																								
Greater Manchester	0.07	0.3	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.07	0.0
Sub Total Outside Study Area - Manchester	0.07	0.3	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.07	0.0
Outside Study Area - Preston District																								
Aldi, Corporation Street Retail Park, Corporation Street, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.15	0.3	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.07	0.2	0.00	0.0	0.00	0.0	0.15	0.1
Aldi, Deepdale Retail Park, Blackpool Road, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	3.16	4.0	0.00	0.0
Asda, Pittman Way, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.07	0.2	0.00	0.0	0.23	0.3	0.00	0.0
Co-op, Norbreck Drive, Preston	0.00	0.0	0.11	0.3	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.11	0.0
Iceland, Market Street, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.08	0.1	0.00	0.0	0.00	0.0
Lidl, New Hall Lane, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.45	1.2	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.26	0.3	0.45	0.2
Lidl, West Strand, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.19	0.2	0.00	0.0
Marks & Spencer, Fishergate, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.41	0.4	0.00	0.0	0.00	0.0
Morrisons, Blackpool Road, Preston	0.07	0.3	0.00	0.0	0.00	0.0	0.96	1.8	0.19	0.5	0.00	0.0	0.51	0.3	0.00	0.0	1.65	1.7	4.11	5.3	1.22	0.5	7.49	1.1
Morrisons, Riverside Retail Park, Mariners Way, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.15	0.3	0.00	0.0	0.17	0.3	0.00	0.0	0.07	0.2	0.24	0.2	3.46	4.4	0.32	0.1	4.09	0.6
Preston City Centre	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.07	0.2	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Sainsbury's, Flintoff Way, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.24	0.2	0.00	0.0	0.00	0.0
Tesco Express, Blackpool Road, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.21	0.4	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.19	0.2	0.21	0.1	0.39	0.1
Tesco Express, Church Street, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.30	0.6	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.30	0.1
Tesco Express, Longsands Lane, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.26	0.3	0.00	0.0	0.26	0.0
Sub Total Outside Study Area - Preston District	0.07	0.3	0.11	0.3	0.00	0.0	1.77	3.3	0.64	1.7	0.17	0.3	0.51	0.3	0.28	0.9	2.61	2.6	11.85	15.2	2.75	1.0	18.01	2.7
Outside Study Area - South Ribble District																								
Aldi, Cuerden Way, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.19	0.6	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Aldi, Towngate, Leyland	0.00	0.0	0.00	0.0	0.28	0.4	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.64	0.8	0.00	0.0
Booths, Liverpool Road, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.88	0.5	0.00	0.0	0.00	0.0	0.00	0.0	0.80	1.0	0.00	0.0
Lidl, Churchill Way Development, Churchill Way, Leyland	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.80	0.1
Liverpool Road, Penwortham District Centre	0.00	0.0	0.00	0.0	0.15	0.2	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.15	0.1
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.00	0.0	0.00	0.0	0.00	0.0	0.11	0.2	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.11	0.0
Morrisons, Station Road, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.38	0.5	0.00	0.0	0.38	0.1
Sainsbury's Local, Birch Avenue, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.12	0.2	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.42	0.5	0.12	0.0
Sainsbury's, Cuerden Way, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.42	0.5	0.00	0.0	0.42	0.1
Tesco Express, Canberra Road, Leyland	0.00	0.0	0.00	0.0	0.09	0.1	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.09	0.0
Waitrose, Capitol Centre Retail Park, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.10	0.2	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.10	0.0
Sub Total Outside Study Area - South Ribble District	0.00	0.0	0.00	0.0	0.52	0.8	0.11	0.2	0.10	0.2	0.12	0.2	0.88	0.5	0.19	0.6	0.00	0.0	2.24	2.9	0.85	0.3	4.16	0.6
Outside Study Area - Wyre District																								
Aldi, Moss Lane, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	2.02	6.6	0.00	0.0	0.80	1.0	0.00	0.0	2.82	0.4
Booths, Park Hill Road, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.25	0.1	0.30	1.0	0.00	0.0	0.00	0.0	0.00	0.0	0.56	0.1
Great Eccleston	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	1.39	1.8	0.00	0.0	1.39	0.2
Sainsbury's, Park Hill Road, Preston	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.96	3.1	0.00	0.0	0.00	0.0	0.00	0.0	0.96	0.1
Sub Total Outside Study Area - Wyre District	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.25	0.1	3.28	10.7	0.00	0.0	2.19	2.8	0.00	0.0	5.72	0.9
Outside Study Area - Other																								
Cumbria	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.41	0.4	0.19	0.2	0.00	0.0	0.60	0.1
Wales	0.00	0.0	0.00	0.0	0.37	0.6	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.37	0.1
Sub Total Outside Study Area - Other	0.00	0.0	0.00	0.0	0.37	0.6	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0	0.41	0.4	0.19	0.2	0.37	0.1	0.97	0.1
SUB TOTAL OUTSIDE STUDY AREA	0.20	0.9	0.11	0.3	0.88	1.3	2.34	4.4	0.74	1.9	0.29	0.6	1.64	0.9	4.11	13.4	3.02	3.0	16.47	21.1	4.55	1.7	29.79	4.5
TOTAL	23.64	100.0	39.21	100.0	66.09	100.0	53.63	100.0	38.18	100.0	49.88	100.0	177.81	100.0	30.57	100.0								

TABLE 6: SURVEY-DERIVED PERFORMANCE OF STORES COMPARED TO EXPECTED BENCHMARK PERFORMANCE AT 2017

Destination	Benchmark Convenience Goods Turnover					Survey Turnover £m	Over/under-trading (Excluding Inflow)* £m
	Gross sq.m	Net Sales Area sq.m	Convenience Sales Area sq.m	Sales Density £ per sq.m	Benchmark Turnover £m		
INSIDE STUDY AREA							
Zone 1							
Blackpool Town Centre	2,950	2,065	2,065	-	6.5	6.5	0.0
Sainsbury's, Talbot Road, Blackpool	12,584	5,388	3,233	11,338	36.7	21.3	-15.4
Iceland, Topping Street, Blackpool	643	450	431	6,608	2.9	5.3	2.5
Marks & Spencer, Church Street, Blackpool	1,977	1,186	1,023	11,558	11.8	3.5	-8.4
Co-op, Abingdon Street, Blackpool	519	363	316	10,549	3.3	0.7	-2.6
Co-op, Warley Road, Blackpool	372	240	209	10,549	2.2	1.5	-0.7
Local shops, Zone 1	-	-	-	-	0.3	0.3	0.0
Sub Total Zone 1	-	-	-	-	63.7	39.1	-24.6
Zone 2							
Lidl, Bloomfield Road, Blackpool	1,511	1,068	831	8,872	7.4	6.3	-1.0
Tesco Express, Ansdell Road, Blackpool	277	194	174	12,519	2.2	1.1	-1.1
Tesco Express, Central Drive, Blackpool	232	168	151	12,519	1.9	0.9	-1.0
Local shops, Zone 2	-	-	-	-	0.9	0.9	0.0
Sub Total Zone 2	-	-	-	-	12.4	9.2	-3.2
Zone 3							
Co-op, Layton Road, Blackpool	443	194	169	10,549	1.8	2.4	0.6
Co-op, Normoss Road, Blackpool	333	163	141	10,549	1.5	1.7	0.2
Layton District Centre	815	571	571	-	0.7	0.7	0.0
Lidl, Devonshire Road, Blackpool	1,257	889	692	8,872	6.1	6.8	0.6
Marks & Spencer, Blackpool Victoria Hospital, Whinney Heys Road, Blackpool	174	113	102	11,558	1.2	0.1	-1.0
Sainsbury's Local, Whitegate Drive, Blackpool	384	253	228	11,338	2.6	2.4	-0.1
Tesco Express, Westcliffe Drive, Blackpool	422	278	250	12,519	3.1	3.2	0.1
Tesco Express, Whitegate Drive, Blackpool	301	210	189	12,519	2.4	1.7	-0.7
Whitegate Drive District Centre	584	409	409	-	0.8	0.8	0.0
Local shops, Zone 3 (Blackpool)	-	-	-	-	0.4	0.4	0.0
Local shops, Zone 3 (Fylde)	-	-	-	-	1.9	1.9	0.0
Sub Total Zone 3	-	-	-	-	22.4	22.0	-0.4
Zone 4							
Aldi, Blackpool Retail Park, Blackpool	1,685	1,255	1,032	11,417	11.8	12.0	0.3
Aldi, Parkinson Way Retail Park, Waterloo Road, Blackpool	1,591	1,096	901	11,417	10.3	12.8	2.5
Co-op, Harrowside, Blackpool	92	58	50	10,549	0.5	0.3	-0.3
Highfield Road District Centre	635	445	445	-	0.0	0.0	0.0
Tesco Express, Highfield Road, Blackpool	198	139	125	12,519	1.6	1.9	0.3
Waterloo Road/South Shore District Centre	2,193	1,535	1,535	-	0.0	0.0	0.0
Iceland, Waterloo Road, Blackpool	703	352	337	6,608	2.2	2.0	-0.2
Tesco Express, Lytham Road, Blackpool	709	495	339	12,519	4.2	0.3	-4.0
Tesco Express, Marton Drive, Blackpool	382	233	210	12,519	2.6	3.2	0.5
Local shops, Zone 4 (Blackpool)	-	-	-	-	1.3	1.3	0.0
Morrisons, Squires Gate Lane, Blackpool	7,534	4,392	3,231	12,671	40.9	37.3	-3.6
Sub Total Zone 4	-	-	-	-	75.5	71.0	-4.5
Zone 5							
Aldi, Park Road, Blackpool	1,648	1,135	933	11,417	10.7	15.0	4.4
Asda, Cherry Tree Road, Blackpool	10,427	6,338	3,803	13,641	51.9	42.2	-9.6
Asda, Wellbeck Avenue, Blackpool	1,146	834	521	13,641	7.1	4.1	-3.0
Iceland, Vicarage Lane, Blackpool	823	412	395	6,608	2.6	2.9	0.3
Tesco Extra, Clifton Road Retail Park, Sandhams Way, Blackpool	13,817	9,477	5,686	12,519	71.2	59.8	-11.4
Vicarage Lane Commercial Area, Blackpool	-	-	-	-	0.2	0.2	0.0
Local shops, Zone 5 (Blackpool)	-	-	-	-	1.7	1.7	0.0
Sub Total Zone 5	-	-	-	-	145.3	125.9	-19.4
Zone 6							
Bispham District Centre	489	318	318	-	0.9	0.9	0.0
Co-op, Red Bank Road, Blackpool	782	314	273	10,549	2.9	0.4	-2.5
Devonshire Road, Blackpool	-	-	-	-	0.3	0.3	0.0
Red Bank Road District Centre	337	219	219	-	0.0	0.0	0.0
Sainsbury's, Red Bank Road District Centre, Blackpool	4,527	2,783	1,972	11,338	22.4	24.0	1.7
Tesco Express, All Hallows Road, Blackpool	222	165	148	12,519	1.9	2.7	0.9
Local shops, Zone 6	-	-	-	-	0.6	0.6	0.0
Sub Total Zone 6	-	-	-	-	28.9	29.0	0.1
Zone 7							
Lidl, Anchorholme Lane West, Thornton-Cleveleys	1,631	1,153	897	8,872	8.0	7.4	-0.6
Sub Total Zone 7	-	-	-	-	8.0	7.4	-0.6
TOTAL BLACKPOOL BOROUGH	-	-	-	-	313.3	264.3	-49.0

Notes:

- Gross floorspace for other stores sourced from Storepoint Food 2017, planning application material, the Valuation Office Agency database or Council database.
- Net sales area floorspace sourced from Storepoint Food 2017 or planning application material where available, or based on WYG professional judgement (generally assumed to be 70% of gross floorspace for smaller stores where not specifically known)
- Net convenience goods sales area floorspace for top 10 operators (i.e. Aldi, Asda, Co-op, Iceland, Lidl, M&S Food, Morrisons, Sainsbury's, Tesco and Waitrose) derived from company average split between convenience and comparison floorspace as identified by Verdict UK Food & Grocery Retailer Update 2017 with the exception of large food superstores (i.e. over 7,000 sq.m gross) and small convenience stores (i.e. under 500 sq.m gross) operated by the top 4 operators (Asda, Morrisons, Sainsbury's and Tesco), for which 60% and 95% of net sales area floorspace respectively is assumed to be convenience goods floorspace. Booths assumed have 85% of net sales dedicated to convenience goods. Net convenience goods sales area floorspace for other destinations in Blackpool town centre and Blackpool's district centres assumed to equal net sales area.
- Sales densities relate to the monetary turnover of each square metre of net sales area. Company average sales densities are derived from Verdict 2017 or Mintel Retail Rankings 2017
- Benchmark turnover for named convenience stores is calculated as the convenience sales area multiplied by the company average sales density. It has been assumed that all unnamed convenience stores are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that identified by the survey)
- Survey derived convenience goods turnover is the turnover derived from residents of the Study Area only as estimated in Table 4
- Over/undertrading deducts the benchmark turnover from the survey derived turnover.

TABLE 7: TURNOVER OF CONVENIENCE GOODS COMMITMENTS IN STUDY AREA

Planning Application Reference	Location	Description of Development	Gross Retail Floorspace sq.m	Net Retail Floorspace sq.m	Net Convenience Sales Area Floorspace sq.m	Estimated Convenience Sales Density £ per sq.m	Estimated Convenience Turnover at 2017 £m	Percentage Diversion from Blackpool Borough %	Convenience Turnover Diverted from Blackpool Borough £m	Planning Status
Zone 1										
16/0429	Former Post Office, 26-30 Abingdon Street, Blackpool	Redevelopment for retail, restaurants and cafes, office and leisure uses (A1, A3, B1 (a), D2) and a 50 bed hotel	1,061	743	0	-	-	-	-	Full planning permission granted 23/11/2016 - Extant
17/0276	Wilko store, Talbot Road, Blackpool	New hotel and associated development including 5 new retail units	667	0	-	-	-	-	-	Full planning permission granted 05/07/2017- Extant
Zone 2										
16/0538	Lidl, Bloomfield Road, Blackpool	Extension to existing Lidl store	394	276	215	8,872	1.90	100%	1.90	Full planning permission granted 04/01/2017 - Extant
17/0453	Tower Street Car Park, Tower Street, Blackpool	Extension to the Houndshell Shopping Centre for restaurant, retail unit (Wilko) and cinema	2,090	0	-	-	-	-	-	Full planning permission granted 27/09/2017 - Extant
Zone 3										
16/0537	Lidl, Devonshire Road, Blackpool	Extension to existing Lidl store	367	217	169	8,872	1.50	100%	1.50	Under construction at August 2017
Zone 5										
16/0564	Former Booths, Highfield Road, Blackpool	Redevelopment for residential and convenience store	450	315	284	5,000	1.42	100%	1.42	Outline planning permission granted 04/01/2017
14/0822	Site 3, Whitehills Business Park, Hallam Way, Blackpool (Fylde)	Erection of non-food bulky goods retail unit	10,195	7,137	0	-	-	-	-	Full planning permission granted 03/03/2016 - Extant. Full planning application for revised scheme pending determination (ref. 17/0359).
Zone 7										
11/00473/FULMAJ	Freeport Fleetwood Outlet Village, Anchorage Road, Fleetwood	Three new retail units	2,101	1,471	0	-	-	-	-	Development commenced (15/00202/LAWP), but scheme is not currently being progressed
18/00065/LMAJ	Land at Norcross, Norcross Lane, Thornton-Cleveleys	Mixed use development including supermarket, frozen food store and non-food retail units (Class A1)								Full planning permission granted 21/03/2018 - Extant
		Supermarket	1,115	836	836	11,253	9.41	35%	3.29	
		Frozen food store	1,096	767	652	6,506	4.24	35%	1.48	
		Non-food units	3,901	3,121	0	-	-	-	-	
16/00853/FULMAJ	Former Bourne Poacher, 325 Fleetwood Road North, Thornton-Cleveleys	Retirement apartments and retail unit	402	248	248	5,000	1.24	0%	0.00	
Zone 9										
16/0317	Former Westgate House, Squires Gate Lane, Squires Gate, Blackpool (Fylde)	Erection of Lidl foodstore	2,469	1,424	1,108	8,872	9.83	90%	8.85	Opened 26/10/2017
TOTAL INSIDE STUDY AREA			-	-	3,512	-	29.55	-	18.45	

Notes:

- Former Post Office: Gross retail floorspace sourced from planning application. Assumed net to gross ratio of 70%. Assumed 100% of retail floorspace will be comparison floorspace. Sales density based on WYG judgement for the type of units proposed.
- Wilko, Talbot Road: Gross retail floorspace sourced from planning application material. Existing Wilko store on site relocating to Tower Street Car Park development (application ref 17/0453). No net uplift in retail floorspace once the relocation and redevelopment of Wilko's existing store is taken into account.
- Lidl, Bloomfield Road: Gross retail floorspace sourced from planning application. Assumed net to gross ratio of 70%. Assumed company average comparison/convenience floorspace split and sales densities for Lidl sourced from Verdict 2017.
- Tower Street Car Park: Gross retail floorspace sourced from planning application. Wilko relocating from existing store on Talbot Road in Blackpool. Site of existing store to be redeveloped for a tram terminus and hotel uses (application ref 17/0276). No net uplift in retail floorspace once the relocation and redevelopment of Wilko's existing store is taken into account.
- Lidl, Devonshire Road: Gross and net retail floorspace sourced from planning application. Assumed company average comparison/convenience floorspace split and sales densities for Lidl sourced from Verdict 2017.
- Former Booths, Highfield Road: Gross retail floorspace sourced from planning application. Assumed net to gross ratio of 70%. Assumed 90% of retail floorspace will be convenience floorspace and 10% will be comparison floorspace. Sales density based on WYG judgement for the type of unit proposed.
- Site 3, Whitehills Business Park: Gross retail floorspace sourced from planning application. Assumed net to gross ratio of 70%. Assumed 100% of retail floorspace will be comparison floorspace. Sales density based on WYG judgement for the type of unit proposed.
- Freeport Fleetwood Outlet Village: Gross retail floorspace sourced from planning application. Assumed net to gross ratio of 70%. Assumed 100% of retail floorspace will be comparison floorspace. Sales density based on WYG judgement for the type of unit proposed.
- Land at Norcross: Retail floorspace sourced from planning application. Frozen food store - assumed average of company average sales densities for Iceland, Farmfoods and Heron Foods derived from Verdict 2017 and Mintel Retail Rankings 2017. Supermarket - assumed average of company average sales densities for the top 10 convenience operators sourced from Verdict 2017. Non-food units - sales density based on WYG judgement for the type of unit proposed.
- Former Bourne Poacher: Gross and net retail floorspace sourced from planning application. Assumed 100% of retail floorspace will be convenience floorspace. Sales density based on WYG judgement for the type of unit proposed.
- Former Westgate House, Squires Gate Lane: Gross and net retail floorspace sourced from planning application. Assumed company average comparison/convenience floorspace split and sales densities for Lidl sourced from Verdict 2017.
- Percentage diversion from Blackpool Borough based on WYG professional judgement.
- Red indicates destination in Blackpool Borough

ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN BLACKPOOL BOROUGH

Table 8a: Estimated 'Capacity' for Convenience Goods Facilities in Blackpool Borough

Year	Benchmark Turnover of Existing Stores ¹	Market Share of Study Area Expenditure*	Expenditure Drawn from Study Area ²	Inflow from Outside Study Area ³	Total available expenditure ⁴	Surplus Expenditure ⁵
	£m	%	£m	£m	£m	£m
2017	313.3	40.2	264.3	55.2	319.5	6.2
2022	312.3	40.2	263.0	54.9	317.9	5.6
2027	313.3	40.2	264.2	55.1	319.3	6.0
2032	314.8	40.2	266.1	55.5	321.7	6.8

Notes:

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (Dec 2017)
2. Assumes constant market share claimed by Zones 1 to 6 of 40.2% from Study Area
3. Assumes that the proportion of the total available expenditure in Blackpool Borough derived through the inflow is maintained over the study period.
4. Sum of expenditure drawn from the study area and inflow from outside the study area
5. Surplus calculated by subtracting the benchmark turnover of existing stores from the total available expenditure

Table 8b: Quantitative Need for Additional Convenience Goods Floorspace in Blackpool Borough

Year	Surplus Expenditure £m	Convenience Goods Floorspace Requirement	
		Min ^{1*} sq.m	Max ^{2*} sq.m
		2017	6.2
2022	5.6	400	700
2027	6.0	500	800
2032	6.8	500	900

Notes:

1. Average sales density assumed to be £12,573 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2017
 2. Average sales density assumed to be £8,000 per sq.m which is more typical for discount operators
- * Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (Dec 2017)

Table 8c: Net Quantitative Need for Additional Convenience Goods Floorspace in Blackpool Borough (with Deduction for Planning Commitments)

Year	Surplus Expenditure £m	Convenience Goods			
		Turnover of Commitments ¹ £m	Residual Expenditure ² £m	Floorspace Requirement	
				Min ^{3*} sq.m	Max ^{4*} sq.m
2017	6.2	18.4	-12.2	-1,000	-1,500
2022	5.6	18.4	-12.8	-1,000	-1,600
2027	6.0	18.4	-12.4	-1,000	-1,600
2032	6.8	18.5	-11.7	-900	-1,500

Notes:

1. Convenience turnover of commitments diverted from Blackpool Borough (Table 6). Includes floorspace implemented since the 2017 household survey was undertaken and extant planning permissions.
 2. Residual calculated by subtracting turnover of commitments from surplus expenditure
 3. Average sales density assumed to be £12,542 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2017
 4. Average sales density assumed to be £8,000 per sq.m which is more typical for discount operators
- * Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (Dec 2017)

TABLE 9a : POPULATION WITHIN EACH ZONE OF STUDY AREA

Year	Population										Blackpool Zones Persons	Study Area Persons
	Zone 1 Persons	Zone 2 Persons	Zone 3 Persons	Zone 4 Persons	Zone 5 Persons	Zone 6 Persons	Zone 7 Persons	Zone 8 Persons	Zone 9 Persons	Zone 10 Persons		
2017	12,817	21,006	32,500	26,739	18,094	24,338	85,003	13,289	44,914	33,196	135,494	311,896
2022	12,861	20,967	32,649	26,644	18,028	24,095	86,067	13,509	45,676	34,134	135,244	314,630
2027	12,856	20,958	32,888	26,650	18,048	23,952	87,076	13,698	46,318	34,983	135,352	317,427
2032	12,983	21,021	33,133	26,701	18,065	23,931	87,903	13,829	46,793	35,660	135,834	320,019

TABLE 9b : PER CAPITA COMPARISON GOODS EXPENDITURE WITHIN EACH ZONE OF STUDY AREA

SFT	Year	Comparison Goods Category	Per Capita Comparison Goods Expenditure										
			Zone 1 £ per person	Zone 2 £ per person	Zone 3 £ per person	Zone 4 £ per person	Zone 5 £ per person	Zone 6 £ per person	Zone 7 £ per person	Zone 8 £ per person	Zone 9 £ per person	Zone 10 £ per person	
Including SFT	2016	Clothing & Footwear	737	772	922	914	931	962	963	995	1,035	1,111	
		Books, CDs & DVDs	104	108	139	134	142	145	153	195	190	201	
		Small Household	213	228	311	289	311	318	341	430	410	425	
		Recreational	295	325	424	418	432	440	451	514	491	556	
		Chemist	349	366	440	425	455	446	469	531	569	571	
		Electrical	280	292	371	363	387	392	426	462	488	504	
		DIY & Gardening	101	107	159	158	166	175	191	236	215	232	
		Furniture	178	187	260	250	249	273	285	308	326	340	
		Total	2,257	2,385	3,027	2,951	3,072	3,150	3,280	3,671	3,724	3,939	
Excluding SFT	2016	Clothing & Footwear	637	668	798	790	805	833	833	861	896	961	
		Books, CDs & DVDs	90	93	121	116	122	125	133	168	165	174	
		Small Household	185	198	269	250	269	275	295	372	355	368	
		Recreational	255	281	367	362	373	381	390	444	424	481	
		Chemist	302	317	381	368	394	385	406	459	492	494	
		Electrical	242	252	321	314	335	339	368	400	422	436	
		DIY & Gardening	87	93	137	137	143	151	165	204	186	200	
		Furniture	154	162	225	216	215	236	247	267	282	294	
			Total	1,952	2,063	2,619	2,553	2,658	2,725	2,837	3,175	3,221	3,407
	2017	Clothing & Footwear	642	673	804	797	812	839	840	868	903	969	
		Books, CDs & DVDs	90	94	122	117	123	126	134	170	166	175	
		Small Household	186	199	272	252	271	277	297	375	358	371	
		Recreational	257	283	370	365	376	384	393	448	428	485	
		Chemist	304	319	384	371	397	388	409	463	496	498	
		Electrical	244	254	323	316	338	342	371	403	426	439	
		DIY & Gardening	88	93	138	138	144	152	166	206	187	202	
		Furniture	155	163	227	218	217	238	249	269	284	296	
			Total	1,968	2,079	2,640	2,573	2,679	2,747	2,860	3,200	3,247	3,435
	2022	Clothing & Footwear	706	739	883	875	892	922	923	953	992	1,064	
		Books, CDs & DVDs	99	103	134	129	136	139	147	186	182	192	
		Small Household	204	219	298	277	298	304	327	412	393	407	
		Recreational	283	311	406	401	413	422	432	492	470	532	
		Chemist	334	351	422	407	436	427	449	508	545	547	
		Electrical	268	279	355	347	371	376	408	443	467	483	
DIY & Gardening		97	102	152	151	159	167	183	226	206	222		
Furniture		170	179	249	239	238	261	273	295	312	325		
		Total	2,161	2,284	2,899	2,826	2,943	3,017	3,141	3,515	3,567	3,773	
2027	Clothing & Footwear	823	863	1,031	1,021	1,041	1,076	1,077	1,112	1,157	1,242		
	Books, CDs & DVDs	116	121	156	150	158	162	171	217	213	224		
	Small Household	239	255	348	323	347	355	381	480	459	475		
	Recreational	330	363	474	468	483	492	504	574	548	621		
	Chemist	390	410	492	475	509	498	524	594	636	638		
	Electrical	313	326	414	405	433	438	476	516	546	563		
	DIY & Gardening	113	120	178	176	185	195	213	264	240	259		
	Furniture	199	209	291	279	278	305	319	344	364	380		
		Total	2,523	2,666	3,384	3,299	3,434	3,522	3,666	4,103	4,163	4,403	
2032	Clothing & Footwear	963	1,009	1,206	1,195	1,217	1,258	1,259	1,301	1,353	1,453		
	Books, CDs & DVDs	136	141	182	176	185	189	200	254	249	263		
	Small Household	279	299	407	378	406	415	446	562	537	556		
	Recreational	386	425	555	547	564	576	590	672	641	726		
	Chemist	456	479	576	556	595	582	613	694	743	746		
	Electrical	366	381	485	474	507	513	557	604	638	659		
	DIY & Gardening	132	140	208	206	216	228	250	309	281	303		
	Furniture	232	244	340	326	325	357	373	403	426	444		
		Total	2,950	3,117	3,957	3,858	4,016	4,118	4,287	4,798	4,868	5,149	

Notes:

- Zones based on the following post code sectors
 - FY1 1, FY1 2, FY1 3
 - FY1 4, FY1 5, FY1 6
 - FY3 0, FY3 7, FY3 8, FY3 9
 - FY4 1, FY4 2, FY4 3
 - FY4 4, FY4 5
 - FY2 0, FY2 9
 - FY5 1, FY5 2, FY5 3, FY5 4, FY5 5, FY6 7, FY7 6, FY7 7, FY7 8
 - FY6 0, FY6 9, PR3 6
 - FY8 1, FY8 2, FY8 3, FY8 4, FY8 5
 - FY6 8, PR4 1, PR4 2, PR4 3
- Per capita expenditure derived from Experian MMG3 2017 data
- Population derived from Experian MMG3 2017 data
- Per capita expenditure projected forward from 2016 using forecast growth rates taken from Figure 6 of Experian Retail Planner Briefing Note 15, December 2017
- Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Experian Retail Planner Briefing Note 15 2016 prices

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TABLE 10 : TOTAL COMPARISON GOODS EXPENDITURE BY EACH ZONE OF STUDY AREA

SFT	Year	Comparison Goods Category	Total Comparison Goods Expenditure										Blackpool Zones	Study Area
			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10		
			£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Excluding SFT	2017	Clothing & Footwear	8.23	14.13	26.14	21.31	14.69	20.42	71.39	11.53	40.55	32.17	104.92	260.6
		Books, CDs & DVDs	1.16	1.98	3.95	3.13	2.23	3.07	11.36	2.25	7.45	5.81	15.53	42.4
		Small Household	2.39	4.18	8.82	6.74	4.90	6.74	25.28	4.98	16.08	12.30	33.78	92.4
		Recreational	3.30	5.95	12.03	9.75	6.81	9.34	33.44	5.95	19.21	16.08	47.18	121.9
		Chemist	3.90	6.71	12.48	9.91	7.18	9.45	34.77	6.15	22.27	16.52	49.63	129.3
		Electrical	3.13	5.34	10.50	8.46	6.11	8.32	31.56	5.35	19.11	14.59	41.87	112.5
		DIY & Gardening	1.13	1.96	4.50	3.68	2.61	3.71	14.15	2.74	8.42	6.71	17.59	49.6
		Furniture	1.99	3.42	7.37	5.82	3.93	5.79	21.13	3.57	12.75	9.83	28.31	75.6
	Total	25.22	43.68	85.79	68.80	48.47	66.86	243.08	42.53	145.84	114.02	338.82	884.28	
	2022	Clothing & Footwear	9.07	15.50	28.84	23.32	16.08	22.21	79.40	12.87	45.29	36.33	115.01	288.91
		Books, CDs & DVDs	1.28	2.17	4.36	3.43	2.44	3.34	12.63	2.52	8.32	6.57	17.02	47.06
		Small Household	2.63	4.59	9.74	7.38	5.37	7.33	28.12	5.56	17.96	13.89	37.03	102.56
		Recreational	3.64	6.52	13.27	10.67	7.45	10.16	37.19	6.65	21.46	18.17	51.72	135.19
		Chemist	4.29	7.36	13.77	10.85	7.86	10.28	38.67	6.87	24.87	18.66	54.41	143.48
		Electrical	3.45	5.86	11.59	9.26	6.69	9.05	35.10	5.98	21.35	16.47	45.89	124.80
		DIY & Gardening	1.24	2.15	4.97	4.03	2.86	4.03	15.74	3.06	9.40	7.58	19.28	55.04
		Furniture	2.19	3.75	8.13	6.37	4.30	6.29	23.50	3.99	14.25	11.11	31.03	83.87
	Total	27.80	47.89	94.66	75.30	53.05	72.70	270.34	47.49	162.90	128.78	371.40	980.91	
	2027	Clothing & Footwear	10.59	18.08	33.91	27.22	18.78	25.77	93.76	15.24	53.61	43.46	134.35	340.41
		Books, CDs & DVDs	1.49	2.53	5.13	4.00	2.86	3.88	14.91	2.98	9.85	7.85	19.88	55.48
		Small Household	3.07	5.35	11.45	8.61	6.27	8.51	33.20	6.58	21.25	16.62	43.26	120.92
		Recreational	4.24	7.61	15.60	12.46	8.71	11.79	43.92	7.87	25.40	21.73	60.42	159.34
		Chemist	5.01	8.58	16.19	12.67	9.18	11.93	45.66	8.13	29.44	22.32	63.56	169.11
		Electrical	4.02	6.83	13.63	10.81	7.82	10.50	41.45	7.08	25.27	19.71	53.61	147.11
		DIY & Gardening	1.45	2.51	5.84	4.70	3.34	4.68	18.58	3.62	11.13	9.06	22.52	64.90
		Furniture	2.56	4.37	9.56	7.44	5.02	7.30	27.75	4.72	16.86	13.29	36.25	98.86
	Total	32.43	55.87	111.30	87.91	61.98	84.35	319.23	56.20	192.81	154.04	433.84	1,156.13	
	2032	Clothing & Footwear	12.50	21.21	39.95	31.90	21.99	30.11	110.68	17.99	63.33	51.81	157.65	401.46
Books, CDs & DVDs		1.76	2.97	6.04	4.69	3.34	4.53	17.61	3.52	11.63	9.36	23.33	65.45	
Small Household		3.62	6.28	13.49	10.09	7.34	9.94	39.20	7.77	25.11	19.81	50.76	142.65	
Recreational		5.01	8.93	18.38	14.60	10.19	13.78	51.85	9.29	30.01	25.90	70.89	187.94	
Chemist		5.92	10.07	19.07	14.84	10.75	13.94	53.90	9.60	34.78	26.61	74.58	199.48	
Electrical		4.75	8.01	16.06	12.66	9.15	12.27	48.93	8.35	29.86	23.49	62.90	173.53	
DIY & Gardening		1.72	2.94	6.88	5.51	3.91	5.46	21.94	4.27	13.15	10.80	26.42	76.57	
Furniture		3.02	5.13	11.26	8.71	5.88	8.53	32.76	5.57	19.92	15.84	42.53	116.62	
Total	38.30	65.53	131.12	103.00	72.56	98.56	376.87	66.35	227.79	183.63	509.07	1,363.71		

Notes:

a. Total comparison goods expenditure for each category of comparison goods derived by multiplying population within each zone (Table 9a) by per capita expenditure within each zone (Table 9b)

TABLE 11: STUDY AREA RESIDENTS' SHOPPING PATTERNS - CLOTHING & FOOTWEAR 2017

Destination	Zone 1 Clothing & Footwear %	Zone 2 Clothing & Footwear %	Zone 3 Clothing & Footwear %	Zone 4 Clothing & Footwear %	Zone 5 Clothing & Footwear %	Zone 6 Clothing & Footwear %	Zone 7 Clothing & Footwear %	Zone 8 Clothing & Footwear %	Zone 9 Clothing & Footwear %	Zone 10 Clothing & Footwear %
INSIDE STUDY AREA										
Zone 1										
North Shore, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Talbot Road, Blackpool	7.7	1.4	4.8	0.0	0.0	0.0	0.3	1.3	0.7	0.0
Blackpool Town Centre	61.6	77.9	54.6	50.6	36.2	58.8	38.0	22.0	33.4	25.8
Sub Total Zone 1	69.2	79.3	59.4	50.6	36.2	58.8	38.3	23.2	34.1	25.8
Zone 2										
Houndshill Shopping Centre, Victoria Street, Blackpool	4.0	0.8	3.3	5.0	0.0	0.0	0.0	7.4	1.2	0.0
Other, Zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 2	4.0	0.8	3.3	5.0	0.0	0.0	0.0	7.4	1.2	0.0
Zone 3										
Layton District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mowbray Drive, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waterloo Road/South Shore District Centre, Blackpool	0.0	1.8	0.0	0.0	10.5	0.0	0.0	0.0	0.0	0.0
Talbot Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitegate Drive District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 3 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	0.0	1.8	0.0	0.0	10.5	0.0	0.0	0.0	0.0	0.0
Zone 4										
Blackpool Retail Park, Squires Gate Lane, Blackpool	0.0	1.4	0.0	0.0	0.8	0.0	0.3	0.0	3.1	6.3
Highfield Road District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Parkinson Way, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 4 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 4	0.0	1.4	0.0	0.0	0.8	0.0	0.3	0.0	3.1	6.3
Zone 5										
Asda Superstore, Cherry Tree Road, Blackpool	1.7	1.5	1.5	0.0	9.8	0.0	0.0	0.0	2.8	2.4
Baguley's the Garden People, Midgeland Road, Marton, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	1.5	0.0	3.3	0.0	0.0	0.0	0.0	0.9	1.2	0.0
Clifton Retail Park, Sandhams Way, Blackpool	2.4	7.3	16.2	7.2	13.6	0.0	3.4	1.5	4.4	1.4
Local shops, Zone 5 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton, Blackpool	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.6	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool	2.0	1.8	0.0	0.0	3.7	0.0	1.7	0.0	3.2	0.0
Trebaron Garden Centre Ltd, Common Edge Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vicarage Lane Commercial Area, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 5 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 5	7.5	10.6	21.0	7.2	29.1	0.0	5.1	3.0	11.6	3.7
Zone 6										
Bispham District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Devonshire Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holyoake Avenue Retail Park, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Red Bank Road District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 6	0.0	0.0	0.0	0.0	0.0	0.9	0.4	0.0	0.0	0.0
Zone 7										
Asda Superstore, Cop Lane, Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	3.2	4.1	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	2.5	1.5	1.9	1.5	0.8	7.5	10.5	10.4	0.5	0.0
Fleetwood Town Centre	1.7	0.0	0.0	1.0	0.0	3.4	5.9	3.0	0.5	1.0
Freepoint Fleetwood Outlet Village, Anchorage Road, Fleetwood	4.5	3.8	4.2	2.9	1.7	8.1	25.5	9.1	1.2	2.0
Marsh Mill Shopping Village, Fleetwood Rd North, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Morrisons, Amounderness Way, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	1.0
Teanlowe Centre, Poulton-le-Fylde	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Plant Place, Fleetwood Road South, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 7 (Wyre)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 7 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 7	9.6	5.4	6.0	5.4	2.5	19.0	45.2	28.5	2.3	5.3
Zone 8										
Hambleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knott End-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Other, Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Zone 9										
Ansdeil District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - Alexandria Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - Headroomgate Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - St Albans Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - St Davids Road North	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes Town Centre	0.0	0.0	0.0	3.5	2.3	1.6	0.7	0.0	5.3	5.7
Lytham Town Centre	0.0	0.0	0.0	2.5	0.8	0.0	0.3	0.0	3.5	1.0
Sainsburys, St Andrews Road North, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 9	0.0	0.0	0.8	6.0	3.2	1.6	1.1	0.0	8.8	6.7
Zone 10										
Freckleton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
The Plant Emporium, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
SUB-TOTAL BLACKPOOL BOROUGH	80.8	93.9	83.7	62.7	76.6	59.8	44.1	33.7	50.0	35.8
SUB TOTAL INSIDE STUDY AREA	90.3	99.2	90.6	74.1	82.3	80.4	90.4	62.8	61.1	48.9
OUTSIDE STUDY AREA										
Outside Study Area - Barrow District										
Cornerhouse Retail Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Barrow District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Blackburn with Darwen										
Blackburn Town Centre	0.0	0.8	0.0	0.7	2.0	0.0	0.0	3.4	0.0	1.0
Whitebirk Retail Park, Hyndburn, Blackburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Blackburn with Darwen	0.0	0.8	0.0	0.7	2.0	0.0	0.0	3.4	0.0	1.0

Destination	Zone 1 Clothing & Footwear %	Zone 2 Clothing & Footwear %	Zone 3 Clothing & Footwear %	Zone 4 Clothing & Footwear %	Zone 5 Clothing & Footwear %	Zone 6 Clothing & Footwear %	Zone 7 Clothing & Footwear %	Zone 8 Clothing & Footwear %	Zone 9 Clothing & Footwear %	Zone 10 Clothing & Footwear %
Outside Study Area - Bolton District										
Bolton Shopping Park, Trinity Street, Bolton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Bolton District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Cheshire West & Chester										
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0	0.0	1.5	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Cheshire West & Chester	0.0	0.0	1.5	0.0	2.0	0.0	0.4	0.0	0.0	0.0
Outside Study Area - Chorley District										
Chorley Retail Park, George Street, Chorley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Chorley District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Fylde District										
Dobbies Garden World, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Fylde District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Lancaster District										
B&Q, Aldcliffe Road, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bare Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Caton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central Drive Retail Park, Morecambe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heysham Village Local Centre	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	2.2	0.0	18.7	0.0	0.0
Lancaster City Retail Park, Mellishaw Lane, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster University Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0
Morecambe Town Centre	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Sainsburys, Cable Street, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Lancaster Road, Morecambe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
St Nicholas Arcades, St Nicholas Arcades, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Lancaster District	0.0	0.0	0.0	0.0	0.8	4.3	0.0	23.0	0.0	0.0
Outside Study Area - Leeds										
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Leeds	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Liverpool										
Liverpool City Centre	0.0	0.0	1.5	0.0	1.1	0.0	0.0	0.0	1.4	0.0
Sub Total Outside Study Area - Liverpool	0.0	0.0	1.5	0.0	1.1	0.0	0.0	0.0	1.4	0.0
Outside Study Area - Manchester										
Manchester City Centre	2.0	0.0	2.0	8.5	0.0	3.4	0.9	0.0	3.2	6.4
Other, Greater Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Sub Total Outside Study Area - Manchester	2.0	0.0	2.0	8.5	0.0	3.4	0.9	0.6	3.2	6.4
Outside Study Area - Oldham										
Oldham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Oldham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Pendle										
Boundary Mill Stores, Colne	0.0	0.0	0.0	0.7	3.5	0.0	0.0	1.5	0.5	1.0
Sub Total Outside Study Area - Pendle	0.0	0.0	0.0	0.7	3.5	0.0	0.0	1.5	0.5	1.0
Outside Study Area - Preston District										
Asda Superstore, Pittman Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Road / Woodplumpton Road Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deepdale, Blackpool Road, Preston	0.0	0.0	0.0	2.5	0.8	2.2	0.4	0.0	3.3	8.2
Fishergate Shopping Centre, Fishergate, Preston City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	6.3
Homebase, Preston Riversway, Mariners Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Deepdale, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Preston City Centre	4.8	0.0	1.2	1.5	5.5	4.7	3.7	3.3	13.6	22.9
Queens Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Preston Riversway, Mariners Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Preston District	4.8	0.0	1.2	4.0	6.3	6.9	4.9	3.3	16.9	37.4
Outside Study Area - Ribble Valley District										
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0
Sub Total Outside Study Area - Ribble Valley District	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0
Outside Study Area - Rochdale District										
Rochdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Rochdale District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Sefton District										
Briarlee Garden Centre, Chapel Lane, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southport Town Centre	0.0	0.0	1.2	0.0	0.0	0.0	0.7	0.0	1.0	1.0
Strand Shopping Centre, The Hexagon, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Sefton District	0.0	0.0	1.2	0.0	0.0	0.0	0.7	0.0	1.0	1.0
Outside Study Area - Sheffield										
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Sheffield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - South Lakeland District										
Kendal Town Centre, Cumbria	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Sub Total Outside Study Area - South Lakeland District	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Outside Study Area - South Ribble District										
B&Q, Craven Drive, Southings Business Park, Bamber Bridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bamber Bridge District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Capitol Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Leyland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Towngate, Leyland	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Walmer Bridge Local Centre	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - South Ribble District	0.0	0.0	0.0	1.0	0.0	0.9	0.0	0.0	0.5	1.0
Outside Study Area - St Helens District										
St. Helens Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - St Helens District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Trafford										
The Trafford Centre, Manchester	2.0	0.0	2.1	2.0	0.0	2.2	0.4	2.4	9.3	0.0
Sub Total Outside Study Area - Trafford	2.0	0.0	2.1	2.0	0.0	2.2	0.4	2.4	9.3	0.0
Outside Study Area - Warrington District										
Gemini Retail Park, Europa Boulevard, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.0	0.0
Warrington Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Warrington District	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.0	0.0

Destination	Zone 1 Clothing & Footwear %	Zone 2 Clothing & Footwear %	Zone 3 Clothing & Footwear %	Zone 4 Clothing & Footwear %	Zone 5 Clothing & Footwear %	Zone 6 Clothing & Footwear %	Zone 7 Clothing & Footwear %	Zone 8 Clothing & Footwear %	Zone 9 Clothing & Footwear %	Zone 10 Clothing & Footwear %
Outside Study Area - West Lancashire										
Skelmersdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - West Lancashire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Wyre District										
Barton Grange Garden Centre, Garstang Rd, Brock, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garstang Town Centre	0.0	0.0	0.0	0.0	0.0	0.9	0.0	2.2	0.0	0.0
Great Eccleston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Wyre District	0.0	0.0	0.0	0.0	0.0	0.9	0.0	2.2	0.0	0.0
Outside Study Area - Other										
London City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Cumbria	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Other, East Midlands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Lancashire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, North East	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
South East	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.5	0.0
Other, South West	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, West Midlands	0.0	0.0	0.0	7.5	0.0	0.0	0.0	0.0	0.0	0.0
Other, Yorkshire and Humber	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	3.5	0.0
Other, Scotland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Wales	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.8	0.0	0.0	0.0	2.0	0.9	0.3	0.0	1.4	1.4
Sub Total Outside Study Area - Other	0.8	0.0	0.0	8.9	2.0	0.9	1.1	0.0	5.5	3.3
SUB TOTAL OUTSIDE STUDY AREA	9.7	0.8	9.4	25.9	17.7	19.6	9.6	37.2	38.9	51.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

- Notes:**
- a. Market shares derived directly from Blackpool Household Survey (October 2017) and taken from Q26 (weighted and filtered)
 - b. Excludes 'don't know/varies', markets and internet sales
 - c. Red indicates destination in Blackpool Borough

TABLE 12: STUDY AREA RESIDENTS' EXPENDITURE - CLOTHING & FOOTWEAR 2017

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area	
	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	%
INSIDE STUDY AREA												
Zone 1												
North Shore, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsburys, Talbot Road, Blackpool	0.63	0.19	1.25	0.00	0.00	0.00	0.23	0.15	0.29	0.00	2.74	1.1
Blackpool Town Centre	5.07	11.01	14.28	10.77	5.32	12.02	27.12	2.53	13.54	8.30	109.96	42.2
Sub Total Zone 1	5.70	11.21	15.53	10.77	5.32	12.02	27.34	2.68	13.83	8.30	112.70	43.3
Zone 2												
Houndshell Shopping Centre, Victoria Street, Blackpool	0.33	0.11	0.87	1.06	0.00	0.00	0.00	0.85	0.50	0.00	3.71	1.4
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 2	0.33	0.11	0.87	1.06	0.00	0.00	0.00	0.85	0.50	0.00	3.71	1.4
Zone 3												
Layton District Centre, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Screwfix, Mowbray Drive, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Waterloo Road/South Shore District Centre, Blackpool	0.00	0.26	0.00	0.00	1.54	0.00	0.00	0.00	0.00	0.00	1.79	0.7
Talbot Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Whitegate Drive District Centre, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Wickes, Preston New Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 3 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 3	0.00	0.26	0.00	0.00	1.54	0.00	0.00	0.00	0.00	0.00	1.79	0.7
Zone 4												
Blackpool Retail Park, Squires Gate Lane, Blackpool	0.00	0.19	0.00	0.00	0.12	0.00	0.23	0.00	1.25	2.03	3.82	1.5
Highfield Road District Centre, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
The Range, Parkinson Way, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 4 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morrisons, Squires Gate Lane, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 4	0.00	0.19	0.00	0.00	0.12	0.00	0.23	0.00	1.25	2.03	3.82	1.5
Zone 5												
Asda Superstore, Cherry Tree Road, Blackpool	0.14	0.22	0.38	0.00	1.45	0.00	0.00	0.00	1.13	0.76	4.07	1.6
Baguley's the Garden People, Midgeland Road, Marton, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	0.12	0.00	0.87	0.00	0.00	0.00	0.00	0.10	0.50	0.00	1.59	0.6
Clifton Retail Park, Sandhams Way, Blackpool	0.19	1.03	4.23	1.53	2.00	0.00	2.42	0.18	1.79	0.44	13.80	5.3
Local shops, Zone 5 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Marton, Blackpool	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.07	0.00	0.00	0.37	0.1
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool	0.16	0.26	0.00	0.00	0.54	0.00	1.21	0.00	1.29	0.00	3.46	1.3
Trebaron Garden Centre Ltd, Common Edge Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Vicarage Lane Commercial Area, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 5 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 5	0.62	1.50	5.48	1.53	4.27	0.00	3.63	0.35	4.72	1.20	23.29	8.9
Zone 6												
Bispham District Centre, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.00	0.00	0.31	0.1
Devonshire Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Holyoake Avenue Retail Park, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sainsburys, Red Bank Road District Centre, Blackpool	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.19	0.1
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 6	0.00	0.00	0.00	0.00	0.00	0.19	0.31	0.00	0.00	0.00	0.50	0.2
Zone 7												
Asda Superstore, Cop Lane, Fleetwood	0.00	0.00	0.00	0.00	0.00	0.00	2.28	0.47	0.00	0.00	2.75	1.1
Burnside Garden Centre, New Lane, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Cleveleys Town Centre	0.21	0.22	0.48	0.31	0.12	1.53	7.53	1.20	0.21	0.00	11.81	4.5
Fleetwood Town Centre	0.14	0.00	0.00	0.21	0.00	0.70	4.23	0.35	0.21	0.32	6.16	2.4
Freepoint Fleetwood Outlet Village, Anchorage Road, Fleetwood	0.37	0.54	1.09	0.63	0.25	1.66	18.22	1.05	0.50	0.64	24.94	9.6
Marsh Mill Shopping Village, Fleetwood Rd North, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.44	0.2
Morrisons, Amunderness Way, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Poulton-le-Fylde Town Centre	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.32	0.61	0.2
Teanlowe Centre, Poulton-le-Fylde	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
The Plant Place, Fleetwood Road South, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 7 (Wyre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 7 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 7	0.79	0.76	1.57	1.16	0.37	3.89	32.25	3.29	0.92	1.72	46.71	17.9
Zone 8												
Hambleton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Knott End-on-Sea	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.07	0.0
Other, Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.07	0.0
Zone 9												
Ansdeil District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lytham St Annes - Alexandria Drive	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lytham St Annes - Headroomgate Road	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lytham St Annes - St Albans Road	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lytham St Annes - St Davids Road North	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.1
Lytham St Annes Town Centre	0.00	0.00	0.00	0.75	0.34	0.34	0.53	0.00	2.14	1.84	5.94	2.3
Lytham Town Centre	0.00	0.00	0.00	0.53	0.12	0.00	0.23	0.00	1.42	0.32	2.62	1.0
Sainsburys, St Andrews Road North, Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 9	0.00	0.00	0.22	1.28	0.47	0.34	0.76	0.00	3.56	2.16	8.78	3.4
Zone 10												
Freckleton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Kirkham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32	0.32	0.1
The Plant Emporium, Preston New Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32	0.32	0.1
SUB-TOTAL BLACKPOOL BOROUGH	6.65	13.27	21.87	13.36	11.25	12.20	31.50	3.88	20.29	11.53	145.81	56.0
SUB TOTAL INSIDE STUDY AREA	7.44	14.03	23.67	15.79	12.09	16.43	64.52	7.25	24.77	15.72	201.70	77.4
OUTSIDE STUDY AREA												
Outside Study Area - Barrow District												
Cornerhouse Retail Park, Hindpool Road, Barrow-in-Furness	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Barrow District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Blackburn with Darwen												
Blackburn Town Centre	0.00	0.11	0.00	0.16	0.29	0.00	0.00	0.40	0.00	0.32	1.27	0.5
Whitebirk Retail Park, Hyndburn, Blackburn	0.00	0.00										

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area		
	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	%
Outside Study Area - Bolton District													
Bolton Shopping Park, Trinity Street, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Bolton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Bolton District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Cheshire West & Chester													
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.38	0.00	0.00	0.00	0.31	0.00	0.00	0.00	0.00	0.69	0.3
Chester City Centre	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.1
Sub Total Outside Study Area - Cheshire West & Chester	0.00	0.00	0.38	0.00	0.29	0.00	0.31	0.00	0.00	0.00	0.00	0.98	0.4
Outside Study Area - Chorley District													
Chorley Retail Park, George Street, Chorley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Chorley Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Chorley District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Fylde District													
Dobbies Garden World, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Fylde District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Lancaster District													
B&Q, Aldcliffe Road, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Bare Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Caton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Central Drive Retail Park, Morecambe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Heysham Village Local Centre	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.00	0.00	0.00	0.44	0.2
Lancaster City Centre	0.00	0.00	0.00	0.00	0.00	0.44	0.00	2.16	0.00	0.00	0.00	2.60	1.0
Lancaster City Retail Park, Mellishaw Lane, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lancaster University Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.40	0.2
Morecambe Town Centre	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.0
Sainsburys, Cable Street, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sainsburys, Lancaster Road, Morecambe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.10	0.0
St Nicholas Arcades, St Nicholas Arcades, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Westgate Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Lancaster District	0.00	0.00	0.00	0.00	0.12	0.89	0.00	2.66	0.00	0.00	0.00	3.67	1.4
Outside Study Area - Leeds													
Leeds City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Leeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Liverpool													
Liverpool City Centre	0.00	0.00	0.38	0.00	0.17	0.00	0.00	0.00	0.58	0.00	0.00	1.13	0.4
Sub Total Outside Study Area - Liverpool	0.00	0.00	0.38	0.00	0.17	0.00	0.00	0.00	0.58	0.00	0.00	1.13	0.4
Outside Study Area - Manchester													
Manchester City Centre	0.16	0.00	0.51	1.80	0.00	0.70	0.62	0.00	1.29	2.07	0.00	7.16	2.7
Other, Greater Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.07	0.0
Sub Total Outside Study Area - Manchester	0.16	0.00	0.51	1.80	0.00	0.70	0.62	0.07	1.29	2.07	0.00	7.23	2.8
Outside Study Area - Oldham													
Oldham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Oldham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Pendle													
Boundary Mill Stores, Colne	0.00	0.00	0.00	0.16	0.51	0.00	0.00	0.18	0.21	0.32	0.00	1.38	0.5
Sub Total Outside Study Area - Pendle	0.00	0.00	0.00	0.16	0.51	0.00	0.00	0.18	0.21	0.32	0.00	1.38	0.5
Outside Study Area - Preston District													
Asda Superstore, Pittman Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Blackpool Road / Woodplumpton Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Deepdale, Blackpool Road, Preston	0.00	0.00	0.00	0.53	0.12	0.44	0.31	0.00	1.35	2.63	0.00	5.37	2.1
Fishergate Shopping Centre, Fishergate, Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.00	0.00	2.03	0.00	2.57	1.0
Homebase, Preston Riversway, Mariners Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morrisons, Deepdale, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Preston City Centre	0.40	0.00	0.32	0.31	0.80	0.97	2.65	0.38	5.52	7.36	0.00	18.71	7.2
Queens Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Riversway Retail Park, Preston Riversway, Mariners Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Preston District	0.40	0.00	0.32	0.84	0.93	1.41	3.49	0.38	6.87	12.02	0.00	26.66	10.2
Outside Study Area - Ribble Valley District													
Clitheroe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.21	0.00	0.00	0.44	0.2
Sub Total Outside Study Area - Ribble Valley District	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.21	0.00	0.00	0.44	0.2
Outside Study Area - Rochdale District													
Rochdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Rochdale District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Sefton District													
Briarlee Garden Centre, Chapel Lane, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Southport Town Centre	0.00	0.00	0.32	0.00	0.00	0.00	0.53	0.00	0.42	0.32	0.00	1.60	0.6
Strand Shopping Centre, The Hexagon, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Sefton District	0.00	0.00	0.32	0.00	0.00	0.00	0.53	0.00	0.42	0.32	0.00	1.60	0.6
Outside Study Area - Sheffield													
Sheffield City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Sheffield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - South Lakeland District													
Kendal Town Centre, Cumbria	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.23	0.1
Sub Total Outside Study Area - South Lakeland District	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.23	0.1
Outside Study Area - South Ribble District													
B&Q, Craven Drive, Southings Business Park, Bamber Bridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Bamber Bridge District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32	0.00	0.32	0.1
Capitol Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.21	0.1
Leyland Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Penwortham District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Tesco Extra, Towngate, Leyland	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.1
Walmer Bridge Local Centre	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.19	0.1
Sub Total Outside Study Area - South Ribble District	0.00	0.00	0.00	0.21	0.00	0.19	0.00	0.00	0.21	0.32	0.00	0.93	0.4
Outside Study Area - St Helens District													
St. Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - St Helens District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Trafford													
The Trafford Centre, Manchester	0.16	0.00	0.54	0.43	0.00	0.44	0.31	0.28	3.77	0.00	0.00	5.93	2.3</

Destination	Zone 1 Clothing & Footwear £m	Zone 2 Clothing & Footwear £m	Zone 3 Clothing & Footwear £m	Zone 4 Clothing & Footwear £m	Zone 5 Clothing & Footwear £m	Zone 6 Clothing & Footwear £m	Zone 7 Clothing & Footwear £m	Zone 8 Clothing & Footwear £m	Zone 9 Clothing & Footwear £m	Zone 10 Clothing & Footwear £m	Study Area Clothing & Footwear	
											£m	%
Outside Study Area - West Lancashire												
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Wyre District												
Barton Grange Garden Centre, Garstang Rd, Brock, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Garstang Town Centre	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.25	0.00	0.00	0.44	0.2
Great Eccleston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Wyre District	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.25	0.00	0.00	0.44	0.2
Outside Study Area - Other												
London City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Cumbria	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.64	0.2
Other, East Midlands	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, North East	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.1
South East	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.21	0.00	0.37	0.1
Other, South West	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, West Midlands	0.00	0.00	0.00	1.59	0.00	0.00	0.00	0.00	0.00	0.00	1.59	0.6
Other, Yorkshire and Humber	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.00	1.42	0.00	1.96	0.8
Other, Scotland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Wales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Abroad	0.07	0.00	0.00	0.00	0.29	0.19	0.23	0.00	0.58	0.44	1.79	0.7
Sub Total Outside Study Area - Other	0.07	0.00	0.00	1.90	0.29	0.19	0.76	0.00	2.21	1.08	6.50	2.5
SUB TOTAL OUTSIDE STUDY AREA	0.80	0.11	2.47	5.51	2.60	4.00	6.88	4.28	15.77	16.45	58.86	22.6
TOTAL	8.23	14.13	26.14	21.31	14.69	20.42	71.39	11.53	40.55	32.17	260.56	100.0

Notes:

a. Expenditure calculated by multiplying the total expenditure on clothing and footwear for each zone (Table 9) by the market share for each destination (Table 10)

b. Red indicates destination in Blackpool Borough

2016 Prices

TABLE 13: STUDY AREA RESIDENTS' SHOPPING DESTINATIONS FOR BOOKS, CDS & DVDS 2017

Destination	Zone 1 Books, CDs & DVDs %	Zone 2 Books, CDs & DVDs %	Zone 3 Books, CDs & DVDs %	Zone 4 Books, CDs & DVDs %	Zone 5 Books, CDs & DVDs %	Zone 6 Books, CDs & DVDs %	Zone 7 Books, CDs & DVDs %	Zone 8 Books, CDs & DVDs %	Zone 9 Books, CDs & DVDs %	Zone 10 Books, CDs & DVDs %
INSIDE STUDY AREA										
Zone 1										
North Shore, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Talbot Road, Blackpool	8.4	2.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	64.1	88.4	67.8	58.4	49.5	53.8	35.8	29.1	14.3	16.3
Sub Total Zone 1	72.6	90.4	67.8	60.4	49.5	53.8	35.8	29.1	14.3	16.3
Zone 2										
Houndshill Shopping Centre, Victoria Street, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3										
Layton District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mowbray Drive, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waterloo Road/South Shore District Centre, Blackpool	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Talbot Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0
Whitegate Drive District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 3 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	0.0	3.6	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0
Zone 4										
Blackpool Retail Park, Squires Gate Lane, Blackpool	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Highfield Road District Centre, Blackpool	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Parkinson Way, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 4 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool	2.5	0.0	0.0	2.9	1.9	0.0	0.0	0.0	1.4	0.0
Sub Total Zone 4	2.5	0.0	0.0	4.4	3.9	0.0	0.0	0.0	1.4	0.0
Zone 5										
Asda Superstore, Cherry Tree Road, Blackpool	7.0	0.0	12.4	18.3	26.5	0.0	0.0	0.0	1.9	0.0
Baguley's the Garden People, Midgeland Road, Marton, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Clifton Retail Park, Sandhams Way, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Zone 5 (Blackpool)	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Marton, Blackpool	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool	7.0	2.0	4.6	5.5	2.7	3.4	2.5	1.5	16.3	6.0
Trebaron Garden Centre Ltd, Common Edge Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vicarage Lane Commercial Area, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 5 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 5	14.0	2.0	19.4	25.3	31.1	3.4	2.5	1.5	18.2	6.0
Zone 6										
Bispham District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	10.7	0.0	0.0	0.0	0.0
Devonshire Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holyoake Avenue Retail Park, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Red Bank Road District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 6	0.0	0.0	0.0	0.0	0.0	10.7	1.1	0.0	0.0	0.0
Zone 7										
Asda Superstore, Cop Lane, Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	7.1	7.9	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	5.0	0.0	0.0	0.0	0.0	10.7	15.0	17.5	0.0	0.0
Fleetwood Town Centre	0.0	0.0	0.0	1.5	0.0	2.5	9.2	3.5	0.0	4.4
Freeport Fleetwood Outlet Village, Anchorage Road, Fleetwood	0.0	0.0	3.2	0.0	0.0	0.0	5.7	0.0	0.0	0.0
Marsh Mill Shopping Village, Fleetwood Rd North, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Amounderness Way, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	3.0	1.5	0.0	0.0
Poulton-le-Fylde Town Centre	0.0	0.0	2.3	0.0	0.0	0.0	1.1	5.9	0.0	8.7
Teanlowe Centre, Poulton-le-Fylde	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Plant Place, Fleetwood Road South, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0
Other, Zone 7 (Wyre)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 7 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 7	5.0	0.0	5.5	1.5	0.0	13.2	42.5	36.2	0.0	13.1
Zone 8										
Hambleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knott End-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0
Other, Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0
Zone 9										
Ansdeil District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.0
Lytham St Annes - Alexandria Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - Headroomgate Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - St Albans Road	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.0	0.0	10.3
Lytham St Annes - St Davids Road North	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes Town Centre	0.0	0.0	4.2	2.9	7.4	0.0	5.0	0.0	22.9	0.0
Lytham Town Centre	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	5.7	14.7
Sainsburys, St Andrews Road North, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 9	0.0	0.0	4.2	6.4	9.3	0.0	5.0	0.0	32.8	25.0
Zone 10										
Freckleton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4
The Plant Emporium, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4
SUB-TOTAL BLACKPOOL BOROUGH	86.6	96.0	87.2	87.2	82.6	67.9	39.3	34.1	32.6	22.2
SUB TOTAL INSIDE STUDY AREA	94.1	96.0	96.8	98.0	93.8	81.1	86.8	71.8	66.8	64.7
OUTSIDE STUDY AREA										
Outside Study Area - Barrow District										
Cornerhouse Retail Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Barrow District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Blackburn with Darwen										
Blackburn Town Centre	0.0	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.0	0.0
Whitebirk Retail Park, Hyndburn, Blackburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Blackburn with Darwen	0.0	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.0	0.0

Destination	Zone 1 Books, CDs & DVDs %	Zone 2 Books, CDs & DVDs %	Zone 3 Books, CDs & DVDs %	Zone 4 Books, CDs & DVDs %	Zone 5 Books, CDs & DVDs %	Zone 6 Books, CDs & DVDs %	Zone 7 Books, CDs & DVDs %	Zone 8 Books, CDs & DVDs %	Zone 9 Books, CDs & DVDs %	Zone 10 Books, CDs & DVDs %
Outside Study Area - Bolton District										
Bolton Shopping Park, Trinity Street, Bolton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Bolton District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Cheshire West & Chester										
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Cheshire West & Chester	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0
Outside Study Area - Chorley District										
Chorley Retail Park, George Street, Chorley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Chorley District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Fylde District										
Dobbies Garden World, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Fylde District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Lancaster District										
B&Q, Aldcliffe Road, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bare Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Caton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central Drive Retail Park, Morecambe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heysham Village Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	1.1	20.4	0.0	0.0
Lancaster City Retail Park, Mellishaw Lane, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster University Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morecambe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0
Sainsburys, Cable Street, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Lancaster Road, Morecambe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Nicholas Arcades, St Nicholas Arcades, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Lancaster District	0.0	0.0	0.0	0.0	0.0	0.0	1.1	21.8	0.0	0.0
Outside Study Area - Leeds										
Leeds City Centre	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Leeds	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Liverpool										
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0
Sub Total Outside Study Area - Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0
Outside Study Area - Manchester										
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	13.1	9.6	0.0	0.0	0.0
Other, Greater Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Manchester	0.0	0.0	0.0	0.0	0.0	13.1	9.6	0.0	0.0	0.0
Outside Study Area - Oldham										
Oldham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Oldham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Pendle										
Boundary Mill Stores, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Pendle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Preston District										
Asda Superstore, Pittman Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0
Blackpool Road / Woodplumpton Road Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4
Deepdale, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fishergate Shopping Centre, Fishergate, Preston City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Preston Riversway, Mariners Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Deepdale, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Preston City Centre	0.0	2.0	3.2	0.0	0.0	0.0	0.0	0.0	20.3	30.9
Queens Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Preston Riversway, Mariners Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Preston District	0.0	2.0	3.2	0.0	0.0	0.0	0.0	1.5	20.3	35.3
Outside Study Area - Ribble Valley District										
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Ribble Valley District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Rochdale District										
Rochdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Rochdale District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Sefton District										
Briarlee Garden Centre, Chapel Lane, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Strand Shopping Centre, The Hexagon, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Sefton District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Outside Study Area - Sheffield										
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Sheffield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - South Lakeland District										
Kendal Town Centre, Cumbria	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - South Lakeland District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - South Ribble District										
B&Q, Craven Drive, Southings Business Park, Bamber Bridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bamber Bridge District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capitol Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Towngate, Leyland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walmer Bridge Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - South Ribble District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - St Helens District										
St. Helens Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - St Helens District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Trafford										
The Trafford Centre, Manchester	0.0	0.0	0.0	2.0	0.0	0.0	1.4	0.0	7.6	0.0
Sub Total Outside Study Area - Trafford	0.0	0.0	0.0	2.0	0.0	0.0	1.4	0.0	7.6	0.0
Outside Study Area - Warrington District										
Gemini Retail Park, Europa Boulevard, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warrington Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Warrington District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Destination	Zone 1 Books, CDs & DVDs %	Zone 2 Books, CDs & DVDs %	Zone 3 Books, CDs & DVDs %	Zone 4 Books, CDs & DVDs %	Zone 5 Books, CDs & DVDs %	Zone 6 Books, CDs & DVDs %	Zone 7 Books, CDs & DVDs %	Zone 8 Books, CDs & DVDs %	Zone 9 Books, CDs & DVDs %	Zone 10 Books, CDs & DVDs %
Outside Study Area - West Lancashire										
Skelmersdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - West Lancashire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Wyre District										
Barton Grange Garden Centre, Garstang Rd, Brock, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garstang Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0
Great Eccleston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Wyre District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0
Outside Study Area - Other										
London City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0
Other, Cumbria	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, East Midlands	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Other, Lancashire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, North East	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South East	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, South West	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, West Midlands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Yorkshire and Humber	5.9	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0
Other, Scotland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Wales	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	2.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Other	5.9	2.0	0.0	0.0	0.0	2.5	1.1	1.5	1.9	0.0
SUB TOTAL OUTSIDE STUDY AREA	5.9	4.0	3.2	2.0	6.2	18.9	13.2	28.2	33.2	35.3
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

- Notes:**
- a. Market shares derived directly from Blackpool Household Survey (October 2017) and taken from Q29 (weighted and filtered)
 - b. Excludes 'don't know/varies', markets and internet sales
 - c. Red indicates destination in Blackpool Borough

TABLE 14: STUDY AREA RESIDENTS' EXPENDITURE - BOOKS, CDS AND DVDS 2017

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area	
	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	%
INSIDE STUDY AREA												
Zone 1												
North Shore, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsburys, Talbot Road, Blackpool	0.10	0.04	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20
Blackpool Town Centre	0.74	1.75	2.68	1.83	1.11	1.65	4.06	0.66	1.07	0.95	16.49	38.9
Sub Total Zone 1	0.84	1.79	2.68	1.89	1.11	1.65	4.06	0.66	1.07	0.95	16.69	39.4
Zone 2												
Houndhill Shopping Centre, Victoria Street, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 3												
Layton District Centre, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Screwfix, Mowbray Drive, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Waterloo Road/South Shore District Centre, Blackpool	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.2
Talbot Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.08	0.2
Whitegate Drive District Centre, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Preston New Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 3 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Zone 3	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.15	0.4
Zone 4												
Blackpool Retail Park, Squires Gate Lane, Blackpool	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.04	0.1
Highfield Road District Centre, Blackpool	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.1
The Range, Parkinson Way, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 4 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Squires Gate Lane, Blackpool	0.03	0.00	0.00	0.09	0.04	0.00	0.00	0.00	0.11	0.00	0.27	0.6
Sub Total Zone 4	0.03	0.00	0.00	0.14	0.09	0.00	0.00	0.00	0.11	0.00	0.36	0.8
Zone 5												
Asda Superstore, Cherry Tree Road, Blackpool	0.08	0.00	0.49	0.57	0.59	0.00	0.00	0.00	0.14	0.00	1.88	4.4
Baguley's the Garden People, Midgeland Road, Marton, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.04	0.1
Clifton Retail Park, Sandhams Way, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local shops, Zone 5 (Blackpool)	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.1
Marton, Blackpool	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.2
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool	0.08	0.04	0.18	0.17	0.06	0.10	0.28	0.03	1.21	0.35	2.52	5.9
Trebaron Garden Centre Ltd, Common Edge Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vicarage Lane Commercial Area, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 5 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Whitehills Retail Park, Preston New Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Zone 5	0.16	0.04	0.77	0.79	0.70	0.10	0.28	0.03	1.36	0.35	4.58	10.8
Zone 6												
Bispham District Centre, Blackpool	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.33	0.8
Devonshire Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Holyoake Avenue Retail Park, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsburys, Red Bank Road District Centre, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.12	0.3
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Zone 6	0.00	0.00	0.00	0.00	0.00	0.33	0.12	0.00	0.00	0.00	0.45	1.1
Zone 7												
Asda Superstore, Cop Lane, Fleetwood	0.00	0.00	0.00	0.00	0.00	0.00	0.81	0.18	0.00	0.00	0.99	2.3
Burnside Garden Centre, New Lane, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cleveleys Town Centre	0.06	0.00	0.00	0.00	0.00	0.33	1.70	0.39	0.00	0.00	2.48	5.9
Fleetwood Town Centre	0.00	0.00	0.00	0.05	0.00	0.08	1.05	0.08	0.00	0.25	1.50	3.5
Freepoint Fleetwood Outlet Village, Anchorage Road, Fleetwood	0.00	0.00	0.13	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.77	1.8
Marsh Mill Shopping Village, Fleetwood Rd North, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Amounderness Way, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.03	0.00	0.00	0.37	0.9
Poulton-le-Fylde Town Centre	0.00	0.00	0.09	0.00	0.00	0.00	0.12	0.13	0.00	0.51	0.85	2.0
Teanlowe Centre, Poulton-le-Fylde	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Plant Place, Fleetwood Road South, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.16	0.4
Other, Zone 7 (Wyre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 7 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Zone 7	0.06	0.00	0.22	0.05	0.00	0.40	4.82	0.82	0.00	0.76	7.12	16.8
Zone 8												
Hambleton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Knott End-on-Sea	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.03	0.1
Other, Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.03	0.1
Zone 9												
Ansdeil District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32	0.00	0.32	0.7
Lytham St Annes - Alexandria Drive	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lytham St Annes - Headroomgate Road	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lytham St Annes - St Albans Road	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.60	0.71	1.7
Lytham St Annes - St Davids Road North	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lytham St Annes Town Centre	0.00	0.00	0.17	0.09	0.16	0.00	0.57	0.00	1.71	0.00	2.70	6.4
Lytham Town Centre	0.00	0.00	0.00	0.04	0.04	0.00	0.00	0.42	0.85	0.00	1.32	3.1
Sainsburys, St Andrews Road North, Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Zone 9	0.00	0.00	0.17	0.20	0.21	0.00	0.57	0.00	2.44	1.45	5.04	11.9
Zone 10												
Freckleton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kirkham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.25	0.6
The Plant Emporium, Preston New Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Zone 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.25	0.6
SUB-TOTAL BLACKPOOL BOROUGH	1.00	1.90	3.44	2.73	1.84	2.09	4.47	0.77	2.43	1.29	21.96	51.8
SUB TOTAL INSIDE STUDY AREA	1.09	1.90	3.83	3.07	2.10	2.49	9.86	1.62	4.98	3.76	34.69	81.8
OUTSIDE STUDY AREA												
Outside Study Area - Barrow District												
Cornerhouse Retail Park, Hindpool Road, Barrow-in-Furness	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Outside Study Area - Barrow District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - Blackburn with Darwen												
Blackburn Town Centre	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.08	0.2
Whitebirk Retail Park, Hyndburn, Blackburn												

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area	
	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	%
Outside Study Area - Bolton District												
Bolton Shopping Park, Trinity Street, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bolton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Outside Study Area - Bolton District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - Cheshire West & Chester												
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.10
Chester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Outside Study Area - Cheshire West & Chester	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.10
Outside Study Area - Chorley District												
Chorley Retail Park, George Street, Chorley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Chorley Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Outside Study Area - Chorley District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - Fylde District												
Dobbies Garden World, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Outside Study Area - Fylde District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - Lancaster District												
B&Q, Aldcliffe Road, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bare Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Caton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Central Drive Retail Park, Morecambe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Heysham Village Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lancaster City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.46	0.00	0.00	0.58	1.4
Lancaster City Retail Park, Mellishaw Lane, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lancaster University Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morecambe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.03	0.1
Sainsburys, Cable Street, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsburys, Lancaster Road, Morecambe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Nicholas Arcades, St Nicholas Arcades, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Westgate Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Outside Study Area - Lancaster District	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.49	0.00	0.00	0.61	1.4
Outside Study Area - Leeds												
Leeds City Centre	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Sub Total Outside Study Area - Leeds	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Outside Study Area - Liverpool												
Liverpool City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.14	0.3
Sub Total Outside Study Area - Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.14	0.3
Outside Study Area - Manchester												
Manchester City Centre	0.00	0.00	0.00	0.00	0.00	0.40	1.09	0.00	0.00	0.00	1.50	3.5
Other, Greater Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Outside Study Area - Manchester	0.00	0.00	0.00	0.00	0.00	0.40	1.09	0.00	0.00	0.00	1.50	3.5
Outside Study Area - Oldham												
Oldham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Outside Study Area - Oldham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - Pendle												
Boundary Mill Stores, Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Outside Study Area - Pendle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - Preston District												
Asda Superstore, Pittman Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.03	0.1
Blackpool Road / Woodplumpton Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.25	0.6
Deepdale, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fishergate Shopping Centre, Fishergate, Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Preston Riversway, Mariners Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Deepdale, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Preston City Centre	0.00	0.04	0.13	0.00	0.00	0.00	0.00	0.00	1.51	1.80	3.47	8.2
Queens Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Riversway Retail Park, Preston Riversway, Mariners Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Outside Study Area - Preston District	0.00	0.04	0.13	0.00	0.00	0.00	0.00	0.03	1.51	2.05	3.76	8.9
Outside Study Area - Ribble Valley District												
Clitheroe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Outside Study Area - Ribble Valley District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - Rochdale District												
Rochdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Outside Study Area - Rochdale District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - Sefton District												
Briarlee Garden Centre, Chapel Lane, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Southport Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.11	0.2
Strand Shopping Centre, The Hexagon, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Outside Study Area - Sefton District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.11	0.2
Outside Study Area - Sheffield												
Sheffield City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Outside Study Area - Sheffield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - South Lakeland District												
Kendal Town Centre, Cumbria	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Outside Study Area - South Lakeland District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - South Ribble District												
B&Q, Craven Drive, Southings Business Park, Bamber Bridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bamber Bridge District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Capitol Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leyland Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Penwortham District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Towngate, Leyland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Walmer Bridge Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Outside Study Area - South Ribble District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - St Helens District												
St. Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Outside Study Area - St Helens District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - Trafford												
The Trafford Centre, Manchester	0.00	0.00	0.00	0.06	0.00	0.00	0.16	0.00	0.57	0.00	0.79	1.9
Sub Total Outside Study Area - Trafford	0.00	0.00	0.00	0.06	0.00	0.00	0.16	0.00	0.57	0.00	0.79	1.9
Outside Study Area - Warrington District												
Gemini Retail Park, Europa Boulevard, Warrington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warrington Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total Outside Study Area - Warrington District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area	
	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	Books, CDs & DVDs £m	%
Outside Study Area - West Lancashire												
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Wyre District												
Barton Grange Garden Centre, Garstang Rd, Brock, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Garstang Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.08	0.2
Great Eccleston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Wyre District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.08	0.2
Outside Study Area - Other												
London City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.14	0.3
Other, Cumbria	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, East Midlands	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.12	0.3
Other, Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, North East	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
South East	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, South West	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, West Midlands	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Yorkshire and Humber	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.10	0.2
Other, Scotland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Wales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Abroad	0.00	0.04	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.11	0.3
Sub Total Outside Study Area - Other	0.07	0.04	0.00	0.00	0.00	0.08	0.12	0.03	0.14	0.00	0.48	1.1
SUB TOTAL OUTSIDE STUDY AREA	0.07	0.08	0.13	0.06	0.14	0.58	1.50	0.64	2.47	2.05	7.71	18.19
TOTAL	1.16	1.98	3.95	3.13	2.23	3.07	11.36	2.25	7.45	5.81	42.40	100.0

Notes:

a. Expenditure calculated by multiplying the total expenditure on books, CDs & DVDs for each zone (Table 12) by the market share for each destination (Table 10)

b. Red indicates destination in Blackpool Borough

2016 Prices

TABLE 15: STUDY AREA RESIDENTS' SHOPPING PATTERNS - SMALL HOUSEHOLD GOODS 2017

Destination	Zone 1 Small Household %	Zone 2 Small Household %	Zone 3 Small Household %	Zone 4 Small Household %	Zone 5 Small Household %	Zone 6 Small Household %	Zone 7 Small Household %	Zone 8 Small Household %	Zone 9 Small Household %	Zone 10 Small Household %
INSIDE STUDY AREA										
Zone 1										
North Shore, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Talbot Road, Blackpool	5.3	0.0	2.7	1.5	0.0	3.4	0.0	3.8	0.0	0.0
Blackpool Town Centre	35.9	43.5	19.3	30.1	33.4	32.9	21.4	33.6	9.6	36.9
Sub Total Zone 1	41.2	43.5	22.0	31.6	33.4	36.3	21.4	37.3	9.6	36.9
Zone 2										
Houndshill Shopping Centre, Victoria Street, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3										
Layton District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mowbray Drive, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waterloo Road/South Shore District Centre, Blackpool	2.2	5.6	0.0	7.4	4.3	0.0	0.0	3.7	1.3	0.0
Talbot Road, Blackpool	0.0	5.6	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0
Whitegate Drive District Centre, Blackpool	0.0	0.0	20.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 3 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	2.2	11.3	20.1	7.4	6.8	0.0	0.0	3.7	1.3	0.0
Zone 4										
Blackpool Retail Park, Squires Gate Lane, Blackpool	34.7	9.6	7.4	28.0	9.7	5.9	7.7	8.5	34.3	7.0
Highfield Road District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Parkinson Way, Blackpool	0.0	1.7	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 4 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 4	34.7	11.3	7.4	30.6	9.7	5.9	7.7	8.5	34.3	7.0
Zone 5										
Asda Superstore, Cherry Tree Road, Blackpool	0.0	0.0	14.2	2.6	16.7	3.4	0.0	0.0	0.0	0.0
Baguley's the Garden People, Midgeland Road, Marton, Blackpool	0.0	0.0	0.0	11.2	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	5.3	0.0	0.0	0.0	0.0	0.0	4.9	0.0	0.0	0.0
Clifton Retail Park, Sandhams Way, Blackpool	0.0	0.0	15.4	0.0	8.1	13.3	1.1	0.0	1.3	0.0
Local shops, Zone 5 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton, Blackpool	0.0	0.0	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool	5.3	10.6	4.7	0.0	9.0	5.9	0.0	0.0	3.6	4.0
Trebaron Garden Centre Ltd, Common Edge Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vicarage Lane Commercial Area, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 5 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	1.7	2.2	0.0	0.0
Sub Total Zone 5	10.5	10.6	34.3	13.8	39.6	22.6	7.7	2.2	5.0	4.0
Zone 6										
Bispham District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Devonshire Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holyoake Avenue Retail Park, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Red Bank Road District Centre, Blackpool	2.2	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 6	2.2	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Zone 7										
Asda Superstore, Cop Lane, Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	7.9	0.0	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	0.0	0.0	2.0	0.0	0.0	17.6	13.6	7.5	0.0	0.0
Fleetwood Town Centre	0.0	0.0	0.0	0.0	0.0	2.5	2.8	0.0	0.0	0.0
Freepoint Fleetwood Outlet Village, Anchorage Road, Fleetwood	0.0	0.0	0.0	1.1	0.0	3.4	7.6	5.9	5.2	3.1
Marsh Mill Shopping Village, Fleetwood Rd North, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Amounderness Way, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	1.5	1.6	0.0	0.0
Poulton-le-Fylde Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	3.4	1.6	0.0	0.0
Teanlowe Centre, Poulton-le-Fylde	0.0	0.0	0.0	0.0	0.0	0.0	6.4	0.0	0.0	0.0
The Plant Place, Fleetwood Road South, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton-Cleveleys	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 7 (Wyre)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 7 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 7	0.0	0.0	2.0	2.2	0.0	23.5	43.2	16.6	5.2	3.1
Zone 8										
Hambleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knott End-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 9										
Ansdeil District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - Alexandria Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - Headroomgate Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - St Albans Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - St Davids Road North	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.4	0.0
Lytham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.1	1.7
Sainsburys, St Andrews Road North, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.4	1.7
Zone 10										
Freckleton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.0
The Plant Emporium, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.0
SUB-TOTAL BLACKPOOL BOROUGH	90.8	76.7	83.9	83.4	89.4	64.7	35.8	49.6	50.2	48.0
SUB TOTAL INSIDE STUDY AREA	90.8	76.7	85.9	85.6	89.4	88.2	80.8	68.3	80.9	75.8
OUTSIDE STUDY AREA										
Outside Study Area - Barrow District										
Cornerhouse Retail Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Barrow District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Blackburn with Darwen										
Blackburn Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitebirk Retail Park, Hyndburn, Blackburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Blackburn with Darwen	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Destination	Zone 1 Small Household %	Zone 2 Small Household %	Zone 3 Small Household %	Zone 4 Small Household %	Zone 5 Small Household %	Zone 6 Small Household %	Zone 7 Small Household %	Zone 8 Small Household %	Zone 9 Small Household %	Zone 10 Small Household %
Outside Study Area - Bolton District										
Bolton Shopping Park, Trinity Street, Bolton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Bolton District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Cheshire West & Chester										
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Cheshire West & Chester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Outside Study Area - Chorley District										
Chorley Retail Park, George Street, Chorley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	4.0	0.0	0.0	0.0	0.0	5.9	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Chorley District	4.0	0.0	0.0	0.0	0.0	5.9	0.0	0.0	0.0	0.0
Outside Study Area - Fylde District										
Dobbies Garden World, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Fylde District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Lancaster District										
B&Q, Aldcliffe Road, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bare Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Caton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central Drive Retail Park, Morecambe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heysham Village Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Retail Park, Mellishaw Lane, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster University Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morecambe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Cable Street, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Sainsburys, Lancaster Road, Morecambe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Nicholas Arcades, St Nicholas Arcades, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Lancaster District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	1.7
Outside Study Area - Leeds										
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Leeds	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Liverpool										
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Manchester										
Manchester City Centre	0.0	0.0	2.0	0.0	0.0	3.4	6.4	16.0	1.9	6.4
Other, Greater Manchester	0.0	9.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Sub Total Outside Study Area - Manchester	0.0	9.0	2.0	0.0	0.0	3.4	6.4	16.0	1.9	8.1
Outside Study Area - Oldham										
Oldham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Oldham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Pendle										
Boundary Mill Stores, Colne	5.3	1.7	0.0	1.1	2.4	2.5	2.1	5.3	2.3	0.0
Sub Total Outside Study Area - Pendle	5.3	1.7	0.0	1.1	2.4	2.5	2.1	5.3	2.3	0.0
Outside Study Area - Preston District										
Asda Superstore, Pittman Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Road / Woodplumpton Road Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0
Deepdale, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	1.7
Fishergate Shopping Centre, Fishergate, Preston City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Preston Riversway, Mariners Way, Preston	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Deepdale, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Preston City Centre	0.0	1.7	0.0	0.0	0.0	0.0	1.5	2.2	3.3	4.0
Queens Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Riversway Retail Park, Preston Riversway, Mariners Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Preston District	0.0	4.0	0.0	0.0	0.0	0.0	5.7	3.7	3.3	5.7
Outside Study Area - Ribble Valley District										
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Ribble Valley District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Rochdale District										
Rochdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Rochdale District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Sefton District										
Briarlee Garden Centre, Chapel Lane, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southport Town Centre	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Strand Shopping Centre, The Hexagon, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Sefton District	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Sheffield										
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Sheffield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - South Lakeland District										
Kendal Town Centre, Cumbria	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - South Lakeland District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - South Ribble District										
B&Q, Craven Drive, Southings Business Park, Bamber Bridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bamber Bridge District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capitol Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Leyland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Towngate, Leyland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walmer Bridge Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - South Ribble District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Outside Study Area - St Helens District										
St. Helens Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - St Helens District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Trafford										
The Trafford Centre, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	7.9	2.3
Sub Total Outside Study Area - Trafford	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	7.9	2.3
Outside Study Area - Warrington District										
Gemini Retail Park, Europa Boulevard, Warrington	0.0	4.7	7.4	13.3	0.0	0.0	2.0	0.0	1.3	4.0
Warrington Town Centre	0.0	0.0	0.0	0.0	5.7	0.0	0.9	0.0	0.0	0.0
Sub Total Outside Study Area - Warrington District	0.0	4.7	7.4	13.3	5.7	0.0	2.9	0.0	1.3	4.0

Destination	Zone 1 Small Household %	Zone 2 Small Household %	Zone 3 Small Household %	Zone 4 Small Household %	Zone 5 Small Household %	Zone 6 Small Household %	Zone 7 Small Household %	Zone 8 Small Household %	Zone 9 Small Household %	Zone 10 Small Household %
Outside Study Area - West Lancashire										
Skelmersdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - West Lancashire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Wyre District										
Barton Grange Garden Centre, Garstang Rd, Brock, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garstang Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0
Great Eccleston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Wyre District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0
Outside Study Area - Other										
London City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Cumbria	0.0	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, East Midlands	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Other, Lancashire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, North East	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South East	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, South West	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, West Midlands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Yorkshire and Humber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0
Other, Scotland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Wales	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	2.4	0.0	0.6	0.0	1.3	0.0
Sub Total Outside Study Area - Other	0.0	0.0	4.7	0.0	2.4	0.0	1.3	1.6	1.3	0.0
SUB TOTAL OUTSIDE STUDY AREA	9.2	23.3	14.1	14.4	10.6	11.8	19.2	31.7	19.1	24.2
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Market shares derived directly from Blackpool Household Survey (October 2017) and taken from Q30 (weighted and filtered)
- b. Excludes 'don't know/varies', markets and internet sales
- c. Red indicates destination in Blackpool Borough

TABLE 16: STUDY AREA RESIDENTS' EXPENDITURE - SMALL HOUSEHOLD GOODS 2017

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area		
	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	£m	%
INSIDE STUDY AREA													
Zone 1													
North Shore, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sainsburys, Talbot Road, Blackpool	0.13	0.00	0.24	0.10	0.00	0.23	0.00	0.19	0.00	0.00	0.00	0.88	1.0
Blackpool Town Centre	0.86	1.82	1.71	2.03	1.64	2.22	5.42	1.67	1.55	4.54	23.46	25.4	
Sub Total Zone 1	0.99	1.82	1.95	2.13	1.64	2.45	5.42	1.86	1.55	4.54	24.34	26.3	
Zone 2													
Houndshill Shopping Centre, Victoria Street, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Zone 3													
Layton District Centre, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Screwfix, Mowbray Drive, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Waterloo Road/South Shore District Centre, Blackpool	0.05	0.24	0.00	0.50	0.21	0.00	0.00	0.19	0.21	0.00	1.40	1.5	
Talbot Road, Blackpool	0.00	0.24	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.35	0.4	
Whitegate Drive District Centre, Blackpool	0.00	0.00	1.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.78	1.9	
Wickes, Preston New Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 3 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 3	0.05	0.47	1.78	0.50	0.33	0.00	0.00	0.19	0.21	0.00	3.53	3.8	
Zone 4													
Blackpool Retail Park, Squires Gate Lane, Blackpool	0.83	0.40	0.66	1.88	0.47	0.40	1.96	0.42	5.51	0.86	13.39	14.5	
Highfield Road District Centre, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
The Range, Parkinson Way, Blackpool	0.00	0.07	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.3	
Other, Zone 4 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morrisons, Squires Gate Lane, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 4	0.83	0.47	0.66	2.06	0.47	0.40	1.96	0.42	5.51	0.86	13.64	14.8	
Zone 5													
Asda Superstore, Cherry Tree Road, Blackpool	0.00	0.00	1.26	0.18	0.82	0.23	0.00	0.00	0.00	0.00	2.48	2.7	
Baguley's the Garden People, Midgeland Road, Marton, Blackpool	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.8	
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	0.13	0.00	0.00	0.00	0.00	0.00	1.23	0.00	0.00	0.00	1.36	1.5	
Clifton Retail Park, Sandhams Way, Blackpool	0.00	0.00	1.35	0.00	0.40	0.90	0.29	0.00	0.21	0.00	3.15	3.4	
Local shops, Zone 5 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Marton, Blackpool	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.28	0.3	
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool	0.13	0.45	0.42	0.00	0.44	0.40	0.00	0.00	0.59	0.50	2.91	3.1	
Trebaron Garden Centre Ltd, Common Edge Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Vicarage Lane Commercial Area, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 5 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.11	0.00	0.00	0.54	0.6	
Sub Total Zone 5	0.25	0.45	3.03	0.93	1.94	1.52	1.96	0.11	0.80	0.50	11.47	12.4	
Zone 6													
Bispham District Centre, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Devonshire Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Holyoake Avenue Retail Park, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sainsburys, Red Bank Road District Centre, Blackpool	0.05	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.21	0.2	
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 6	0.05	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.21	0.2	
Zone 7													
Asda Superstore, Cop Lane, Fleetwood	0.00	0.00	0.00	0.00	0.00	0.00	1.99	0.00	0.00	0.00	1.99	2.2	
Burnside Garden Centre, New Lane, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Cleveleys Town Centre	0.00	0.00	0.18	0.00	0.00	1.19	3.45	0.37	0.00	0.00	5.19	5.6	
Fleetwood Town Centre	0.00	0.00	0.00	0.00	0.00	0.17	0.70	0.00	0.00	0.00	0.86	0.9	
Freepoint Fleetwood Outlet Village, Anchorage Road, Fleetwood	0.00	0.00	0.00	0.07	0.00	0.23	1.93	0.29	0.84	0.38	3.74	4.1	
Marsh Mill Shopping Village, Fleetwood Rd North, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morrisons, Amounderness Way, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.38	0.08	0.08	0.00	0.00	0.46	0.5	
Poulton-le-Fylde Town Centre	0.00	0.00	0.00	0.00	0.00	0.86	0.08	0.00	0.00	0.00	0.93	1.0	
Teanlowe Centre, Poulton-le-Fylde	0.00	0.00	0.00	0.00	0.00	1.62	0.00	0.00	0.00	0.00	1.62	1.7	
The Plant Place, Fleetwood Road South, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Thornton-Cleveleys	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.1	
Other, Zone 7 (Wyre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 7 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 7	0.00	0.00	0.18	0.15	0.00	1.58	10.92	0.83	0.84	0.38	14.87	16.1	
Zone 8													
Hambleton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Knott End-on-Sea	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Zone 9													
Ansdeil District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lytham St Annes - Alexandria Drive	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lytham St Annes - Headroomgate Road	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lytham St Annes - St Albans Road	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lytham St Annes - St Davids Road North	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lytham St Annes Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.02	0.00	1.02	1.1	
Lytham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.07	0.21	3.28	3.5	
Sainsburys, St Andrews Road North, Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.09	0.21	4.30	4.7	
Zone 10													
Freckleton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Kirkham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.83	2.83	3.1
The Plant Emporium, Preston New Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.83	2.83	3.1
SUB-TOTAL BLACKPOOL BOROUGH	2.17	3.21	7.40	5.62	4.39	4.36	9.06	2.47	8.08	5.90	52.65	57.0	
SUB TOTAL INSIDE STUDY AREA	2.17	3.21	7.58	5.77	4.39	5.95	20.42	3.40	13.00	9.32	75.20	81.4	
OUTSIDE STUDY AREA													
Outside Study Area - Barrow District													
Cornerhouse Retail Park, Hindpool Road, Barrow-in													

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area		
	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	%
Outside Study Area - Bolton District													
Bolton Shopping Park, Trinity Street, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Bolton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Bolton District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Cheshire West & Chester													
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.16	0.2
Chester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Cheshire West & Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.16	0.16	0.2
Outside Study Area - Chorley District													
Chorley Retail Park, George Street, Chorley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Chorley Town Centre	0.10	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.49	0.5
Sub Total Outside Study Area - Chorley District	0.10	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.49	0.5
Outside Study Area - Fylde District													
Dobbies Garden World, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Fylde District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Lancaster District													
B&Q, Aldcliffe Road, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Bare Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.21	0.21	0.2
Caton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Central Drive Retail Park, Morecambe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Heysham Village Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lancaster City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lancaster City Retail Park, Mellishaw Lane, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lancaster University Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morecambe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sainsburys, Cable Street, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.11	0.11	0.1
Sainsburys, Lancaster Road, Morecambe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
St Nicholas Arcades, St Nicholas Arcades, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Westgate Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Lancaster District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.21	0.32	0.32	0.3
Outside Study Area - Leeds													
Leeds City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Leeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Liverpool													
Liverpool City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Manchester													
Manchester City Centre	0.00	0.00	0.18	0.00	0.00	0.23	1.62	0.80	0.31	0.78	3.92	3.92	4.2
Other, Greater Manchester	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.59	0.59	0.6
Sub Total Outside Study Area - Manchester	0.00	0.38	0.18	0.00	0.00	0.23	1.62	0.80	0.31	0.99	4.50	4.50	4.9
Outside Study Area - Oldham													
Oldham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Oldham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Pendle													
Boundary Mill Stores, Colne	0.13	0.07	0.00	0.07	0.12	0.17	0.54	0.27	0.37	0.00	1.73	1.73	1.9
Sub Total Outside Study Area - Pendle	0.13	0.07	0.00	0.07	0.12	0.17	0.54	0.27	0.37	0.00	1.73	1.73	1.9
Outside Study Area - Preston District													
Asda Superstore, Pittman Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Blackpool Road / Woodplumpton Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.86	0.00	0.00	0.00	0.86	0.86	0.9
Deepdale, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.21	0.29	0.29	0.3
Fishergate Shopping Centre, Fishergate, Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Homebase, Preston Riversway, Mariners Way, Preston	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.10	0.1
Morrisons, Deepdale, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Preston City Centre	0.00	0.07	0.00	0.00	0.00	0.00	0.38	0.11	0.53	0.50	1.58	1.58	1.7
Queens Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.22	0.22	0.2
Riversway Retail Park, Preston Riversway, Mariners Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Preston District	0.00	0.17	0.00	0.00	0.00	0.00	1.45	0.19	0.53	0.71	3.04	3.04	3.3
Outside Study Area - Ribble Valley District													
Clitheroe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Ribble Valley District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Rochdale District													
Rochdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Rochdale District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Sefton District													
Briarlee Garden Centre, Chapel Lane, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Southport Town Centre	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.17	0.2
Strand Shopping Centre, The Hexagon, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Sefton District	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.17	0.2
Outside Study Area - Sheffield													
Sheffield City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Sheffield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - South Lakeland District													
Kendal Town Centre, Cumbria	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - South Lakeland District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - South Ribble District													
B&Q, Craven Drive, Southings Business Park, Bamber Bridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Bamber Bridge District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Capitol Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.29	0.29	0.3
Leyland Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Penwortham District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Tesco Extra, Towngate, Leyland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Walmer Bridge Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - South Ribble District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.29	0.29	0.3
Outside Study Area - St Helens District													
St. Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - St Helens District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Trafford													
The Trafford Centre, Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	1.28	0.29	1.78	1.78	1.9
Sub Total Outside Study Area - Trafford	0.00	0.00	0.00</										

Destination	Zone 1 Small Household £m	Zone 2 Small Household £m	Zone 3 Small Household £m	Zone 4 Small Household £m	Zone 5 Small Household £m	Zone 6 Small Household £m	Zone 7 Small Household £m	Zone 8 Small Household £m	Zone 9 Small Household £m	Zone 10 Small Household £m	Study Area Small Household	
											£m	%
Outside Study Area - West Lancashire												
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Wyre District												
Barton Grange Garden Centre, Garstang Rd, Brock, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Garstang Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.14	0.2
Great Eccleston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Wyre District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.14	0.2
Outside Study Area - Other												
London City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Cumbria	0.00	0.00	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42	0.4
Other, East Midlands	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.16	0.2
Other, Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, North East	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
South East	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, South West	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, West Midlands	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Yorkshire and Humber	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.08	0.1
Other, Scotland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Wales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Abroad	0.00	0.00	0.00	0.00	0.12	0.00	0.16	0.00	0.21	0.00	0.49	0.5
Sub Total Outside Study Area - Other	0.00	0.00	0.42	0.00	0.12	0.00	0.32	0.08	0.21	0.00	1.15	1.2
SUB TOTAL OUTSIDE STUDY AREA	0.22	0.97	1.25	0.97	0.52	0.79	4.87	1.58	3.07	2.98	17.22	18.63
TOTAL	2.39	4.18	8.82	6.74	4.90	6.74	25.28	4.98	16.08	12.30	92.42	100.0

Notes:

a. Expenditure calculated by multiplying the total expenditure on small household goods for each zone (Table 14) by the market share for each destination (Table 10)

b. Red indicates destination in Blackpool Borough

2016 Prices

TABLE 17: STUDY AREA RESIDENTS' SHOPPING PATTERNS - RECREATIONAL GOODS 2017

Destination	Zone 1 Recreational %	Zone 2 Recreational %	Zone 3 Recreational %	Zone 4 Recreational %	Zone 5 Recreational %	Zone 6 Recreational %	Zone 7 Recreational %	Zone 8 Recreational %	Zone 9 Recreational %	Zone 10 Recreational %
INSIDE STUDY AREA										
Zone 1										
North Shore, Blackpool	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	0.0
Sainsburys, Talbot Road, Blackpool	9.6	0.0	2.8	0.0	0.0	0.0	0.0	3.5	0.0	0.0
Blackpool Town Centre	25.8	57.8	38.1	15.1	56.4	40.6	30.7	2.0	5.8	38.6
Sub Total Zone 1	35.4	57.8	40.9	15.1	56.4	43.7	30.7	5.6	5.8	38.6
Zone 2										
Houndshill Shopping Centre, Victoria Street, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	1.3	15.1	0.0	0.0
Other, Zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 2	0.0	0.0	0.0	0.0	0.0	0.0	1.3	15.1	0.0	0.0
Zone 3										
Layton District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mowbray Drive, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waterloo Road/South Shore District Centre, Blackpool	2.8	0.0	0.0	1.4	7.4	16.4	0.0	0.0	0.0	0.0
Talbot Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitegate Drive District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 3 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	2.8	0.0	0.0	1.4	7.4	16.4	0.0	0.0	0.0	0.0
Zone 4										
Blackpool Retail Park, Squires Gate Lane, Blackpool	13.4	5.8	32.9	46.1	1.7	0.0	12.0	0.0	6.4	2.4
Highfield Road District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Parkinson Way, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 4 (Blackpool)	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 4	13.4	5.8	32.9	48.1	3.4	0.0	12.0	0.0	6.4	2.4
Zone 5										
Asda Superstore, Cherry Tree Road, Blackpool	0.0	0.0	0.0	7.7	3.0	0.0	0.0	3.5	0.0	0.0
Baguley's the Garden People, Midgeland Road, Marton, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	25.3	14.0	9.5	17.4	9.4	5.5	16.6	1.5	11.5	5.6
Clifton Retail Park, Sandhams Way, Blackpool	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0	3.2
Local shops, Zone 5 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton, Blackpool	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool	6.7	19.1	7.6	0.0	0.0	0.0	0.0	2.0	2.3	0.0
Trebaron Garden Centre Ltd, Common Edge Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vicarage Lane Commercial Area, Blackpool	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0
Other, Zone 5 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 5	32.0	33.0	18.6	28.6	14.1	5.5	16.6	7.1	13.9	8.9
Zone 6										
Bispham District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Devonshire Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holyoake Avenue Retail Park, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Red Bank Road District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 7										
Asda Superstore, Cop Lane, Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	0.0	0.0	0.0	1.4	0.0	4.2	18.6	0.0	0.0	0.0
Fleetwood Town Centre	0.0	1.7	0.0	0.0	0.0	10.3	5.3	15.1	1.7	3.2
Freeport Fleetwood Outlet Village, Anchorage Road, Fleetwood	0.0	0.0	1.4	0.0	0.0	0.0	3.9	8.0	0.0	0.0
Marsh Mill Shopping Village, Fleetwood Rd North, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Amounderness Way, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	2.4
Teanlowe Centre, Poulton-le-Fylde	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Plant Place, Fleetwood Road South, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 7 (Wyre)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 7 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 7	0.0	1.7	1.4	1.4	0.0	14.5	31.3	23.0	1.7	5.6
Zone 8										
Hambleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knott End-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 9										
Ansdeil District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - Alexandria Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - Headroomgate Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - St Albans Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - St Davids Road North	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes Town Centre	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	28.8	0.0
Lytham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.7	0.0
Sainsburys, St Andrews Road North, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0
Sub Total Zone 9	0.0	0.0	0.0	0.0	5.7	0.0	0.0	0.0	50.2	0.0
Zone 10										
Freckleton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6
The Plant Emporium, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6
SUB-TOTAL BLACKPOOL BOROUGH	83.7	96.6	92.4	91.2	81.2	65.6	60.6	27.7	26.0	49.8
SUB TOTAL INSIDE STUDY AREA	83.7	98.3	93.8	94.6	86.9	80.2	91.9	50.7	77.9	61.1
OUTSIDE STUDY AREA										
Outside Study Area - Barrow District										
Cornerhouse Retail Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Barrow District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Blackburn with Darwen										
Blackburn Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0	0.0	3.2
Whitebirk Retail Park, Hyndburn, Blackburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Blackburn with Darwen	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0	0.0	3.2

Destination	Zone 1 Recreational %	Zone 2 Recreational %	Zone 3 Recreational %	Zone 4 Recreational %	Zone 5 Recreational %	Zone 6 Recreational %	Zone 7 Recreational %	Zone 8 Recreational %	Zone 9 Recreational %	Zone 10 Recreational %
Outside Study Area - Bolton District										
Bolton Shopping Park, Trinity Street, Bolton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Bolton District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Cheshire West & Chester										
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Cheshire West & Chester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Chorley District										
Chorley Retail Park, George Street, Chorley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Chorley District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Fylde District										
Dobbies Garden World, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Fylde District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Lancaster District										
B&Q, Aldcliffe Road, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bare Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Caton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central Drive Retail Park, Morecambe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heysham Village Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Retail Park, Mellishaw Lane, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster University Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morecambe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Cable Street, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Lancaster Road, Morecambe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Nicholas Arcades, St Nicholas Arcades, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0
Westgate Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Lancaster District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0
Outside Study Area - Leeds										
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Leeds	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Liverpool										
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0
Sub Total Outside Study Area - Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0
Outside Study Area - Manchester										
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	4.2	0.0	15.1	0.0	3.2
Other, Greater Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Manchester	0.0	0.0	0.0	0.0	0.0	4.2	0.0	15.1	0.0	3.2
Outside Study Area - Oldham										
Oldham Town Centre	0.0	0.0	0.0	0.0	0.0	7.3	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Oldham	0.0	0.0	0.0	0.0	0.0	7.3	0.0	0.0	0.0	0.0
Outside Study Area - Pendle										
Boundary Mill Stores, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Pendle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Preston District										
Asda Superstore, Pittman Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Road / Woodplumpton Road Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deepdale, Blackpool Road, Preston	6.7	0.0	1.4	0.0	1.7	4.2	2.2	22.7	3.4	8.9
Fishergate Shopping Centre, Fishergate, Preston City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Preston Riversway, Mariners Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Deepdale, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Preston City Centre	2.8	0.0	0.0	3.4	9.1	4.2	4.1	0.0	2.3	14.6
Queens Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Preston Riversway, Mariners Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.2	0.0
Sub Total Outside Study Area - Preston District	9.6	0.0	1.4	3.4	10.8	8.4	6.3	22.7	14.9	23.5
Outside Study Area - Ribble Valley District										
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Ribble Valley District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Rochdale District										
Rochdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Rochdale District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Sefton District										
Briarlee Garden Centre, Chapel Lane, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Strand Shopping Centre, The Hexagon, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Sefton District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Sheffield										
Sheffield City Centre	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Sheffield	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0
Outside Study Area - South Lakeland District										
Kendal Town Centre, Cumbria	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - South Lakeland District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - South Ribble District										
B&Q, Craven Drive, Southings Business Park, Bamber Bridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bamber Bridge District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capitol Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Towngate, Leyland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walmer Bridge Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - South Ribble District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - St Helens District										
St. Helens Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - St Helens District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Trafford										
The Trafford Centre, Manchester	6.7	0.0	0.0	2.0	0.0	0.0	0.9	0.0	2.3	0.0
Sub Total Outside Study Area - Trafford	6.7	0.0	0.0	2.0	0.0	0.0	0.9	0.0	2.3	0.0
Outside Study Area - Warrington District										
Gemini Retail Park, Europa Boulevard, Warrington	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6
Warrington Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Warrington District	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6

Destination	Zone 1 Recreational %	Zone 2 Recreational %	Zone 3 Recreational %	Zone 4 Recreational %	Zone 5 Recreational %	Zone 6 Recreational %	Zone 7 Recreational %	Zone 8 Recreational %	Zone 9 Recreational %	Zone 10 Recreational %
Outside Study Area - West Lancashire										
Skelmersdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - West Lancashire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Wyre District										
Barton Grange Garden Centre, Garstang Rd, Brock, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Garstang Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0
Great Eccleston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Wyre District	0.0	0.0	0.0	0.0	0.0	0.0	0.9	3.5	0.0	0.0
Outside Study Area - Other										
London City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Cumbria	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, East Midlands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Lancashire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, North East	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South East	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, South West	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, West Midlands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Yorkshire and Humber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Scotland	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Wales	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2
Sub Total Outside Study Area - Other	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0	3.2
SUB TOTAL OUTSIDE STUDY AREA	16.3	1.7	6.2	5.4	13.1	19.8	8.1	49.3	22.1	38.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

- Notes:**
- a. Market shares derived directly from Blackpool Household Survey (October 2017) and taken from Q31 (weighted and filtered)
 - b. Excludes 'don't know/varies', markets and internet sales
 - c. Red indicates destination in Blackpool Borough

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area		
	Recreational £m	Recreational £m	Recreational £m	Recreational £m	Recreational £m	Recreational £m	Recreational £m	Recreational £m	Recreational £m	Recreational £m	Recreational £m	Recreational £m	%
Outside Study Area - Bolton District													
Bolton Shopping Park, Trinity Street, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Bolton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Bolton District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Cheshire West & Chester													
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Chester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Cheshire West & Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Chorley District													
Chorley Retail Park, George Street, Chorley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Chorley Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Chorley District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Fylde District													
Dobbies Garden World, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Fylde District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Lancaster District													
B&Q, Aldcliffe Road, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Bare Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Caton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Central Drive Retail Park, Morecambe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Heysham Village Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lancaster City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lancaster City Retail Park, Mellishaw Lane, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lancaster University Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morecambe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sainsburys, Cable Street, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sainsburys, Lancaster Road, Morecambe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
St Nicholas Arcades, St Nicholas Arcades, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.33	0.33	0.3
Westgate Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Lancaster District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.33	0.33	0.3
Outside Study Area - Leeds													
Leeds City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Leeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Liverpool													
Liverpool City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.59	0.00	0.59	0.59	0.5
Sub Total Outside Study Area - Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.59	0.00	0.59	0.59	0.5
Outside Study Area - Manchester													
Manchester City Centre	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.90	0.00	0.52	1.81	1.81	1.5
Other, Greater Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Manchester	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.90	0.00	0.52	1.81	1.81	1.5
Outside Study Area - Oldham													
Oldham Town Centre	0.00	0.00	0.00	0.00	0.00	0.68	0.00	0.00	0.00	0.00	0.68	0.68	0.6
Sub Total Outside Study Area - Oldham	0.00	0.00	0.00	0.00	0.00	0.68	0.00	0.00	0.00	0.00	0.68	0.68	0.6
Outside Study Area - Pendle													
Boundary Mill Stores, Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Pendle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Preston District													
Asda Superstore, Pittman Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Blackpool Road / Woodplumpton Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Deepdale, Blackpool Road, Preston	0.22	0.00	0.17	0.00	0.12	0.39	0.74	1.35	0.66	1.43	5.08	5.08	4.2
Fishergate Shopping Centre, Fishergate, Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Homebase, Preston Riversway, Mariners Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morrisons, Deepdale, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Preston City Centre	0.09	0.00	0.00	0.33	0.62	0.39	1.36	0.00	0.45	2.36	5.60	5.60	4.6
Queens Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Riversway Retail Park, Preston Riversway, Mariners Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.76	0.00	1.76	1.76	1.4
Sub Total Outside Study Area - Preston District	0.32	0.00	0.17	0.33	0.73	0.78	2.10	1.35	2.87	3.78	12.44	12.44	10.2
Outside Study Area - Ribble Valley District													
Clitheroe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Ribble Valley District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Rochdale District													
Rochdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Rochdale District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Sefton District													
Briarlee Garden Centre, Chapel Lane, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Southport Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Strand Shopping Centre, The Hexagon, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Sefton District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Sheffield													
Sheffield City Centre	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.16	0.16	0.1
Sub Total Outside Study Area - Sheffield	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.16	0.16	0.1
Outside Study Area - South Lakeland District													
Kendal Town Centre, Cumbria	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - South Lakeland District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - South Ribble District													
B&Q, Craven Drive, Southings Business Park, Bamber Bridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Bamber Bridge District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Capitol Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Leyland Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Penwortham District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Tesco Extra, Towngate, Leyland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Walmer Bridge Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - South Ribble District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - St Helens District													
St. Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - St Helens District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Trafford													
The Trafford Centre, Manchester	0.22	0.00	0.00	0.19	0.00	0.00	0.31	0.00	0.45	0.00	1.18	1.18	1.0
Sub Total Outside Study Area - Trafford	0.22	0.00											

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area		
	Recreational £m	Recreational £m	Recreational £m	Recreational £m	Recreational £m	Recreational £m	Recreational £m	Recreational £m	Recreational £m	Recreational £m	Recreational £m	Recreational £m	%
Outside Study Area - West Lancashire													
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Wyre District													
Barton Grange Garden Centre, Garstang Rd, Brock, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.00	0.00	0.00	0.31	0.3
Garstang Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.21	0.2
Great Eccleston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Wyre District	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.21	0.00	0.00	0.00	0.52	0.4
Outside Study Area - Other													
London City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Cumbria	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, East Midlands	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, North East	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
South East	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, South West	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, West Midlands	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Yorkshire and Humber	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Scotland	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.1
Other, Wales	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.3
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52	0.52	0.52	0.4
Sub Total Outside Study Area - Other	0.00	0.00	0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.52	0.52	1.10	0.9
SUB TOTAL OUTSIDE STUDY AREA	0.54	0.10	0.75	0.53	0.89	1.85	2.72	2.94	4.24	6.26	20.81	20.81	17.07
TOTAL	3.30	5.95	12.03	9.75	6.81	9.34	33.44	5.95	19.21	16.08	121.88	121.88	100.0

Notes:

a. Expenditure calculated by multiplying the total expenditure on toys, games, bicycles and recreational goods for each zone (Table 16) by the market share for each destination (Table 10)

b. Red indicates destination in Blackpool Borough

2016 Prices

TABLE 19: STUDY AREA RESIDENTS' SHOPPING PATTERNS - CHEMIST GOODS 2017

Destination	Zone 1 Chemist %	Zone 2 Chemist %	Zone 3 Chemist %	Zone 4 Chemist %	Zone 5 Chemist %	Zone 6 Chemist %	Zone 7 Chemist %	Zone 8 Chemist %	Zone 9 Chemist %	Zone 10 Chemist %
INSIDE STUDY AREA										
Zone 1										
North Shore, Blackpool	3.4	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0
Sainsburys, Talbot Road, Blackpool	4.8	2.2	1.6	0.0	0.0	1.1	0.0	0.8	0.0	0.0
Blackpool Town Centre	66.0	49.2	47.7	64.7	49.3	42.5	11.5	7.8	4.6	11.1
Sub Total Zone 1	74.2	51.4	49.3	64.7	49.3	45.9	11.5	8.6	4.6	11.1
Zone 2										
Houndshill Shopping Centre, Victoria Street, Blackpool	0.0	0.0	0.7	0.0	0.8	0.8	0.4	6.1	0.0	0.0
Other, Zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 2	0.0	0.0	0.7	0.0	0.8	0.8	0.4	6.1	0.0	0.0
Zone 3										
Layton District Centre, Blackpool	2.6	0.0	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mowbray Drive, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waterloo Road/South Shore District Centre, Blackpool	0.8	16.1	3.2	5.5	3.3	0.0	0.0	0.0	1.2	0.0
Talbot Road, Blackpool	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitegate Drive District Centre, Blackpool	0.8	8.7	3.8	0.0	5.4	0.8	0.0	0.0	0.0	0.0
Wickes, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 3 (Blackpool)	0.0	0.0	13.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	7.9	24.9	25.5	5.5	8.7	0.8	0.0	0.0	1.2	0.0
Zone 4										
Blackpool Retail Park, Squires Gate Lane, Blackpool	0.0	0.0	0.0	1.8	1.4	0.8	0.0	0.0	0.0	0.0
Highfield Road District Centre, Blackpool	1.9	8.7	0.0	8.0	2.5	0.0	0.0	0.0	0.0	0.0
The Range, Parkinson Way, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 4 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool	0.0	0.8	1.6	5.9	0.0	0.0	0.0	0.0	1.5	0.0
Sub Total Zone 4	1.9	9.5	1.6	15.7	3.9	0.8	0.0	0.0	1.5	0.0
Zone 5										
Asda Superstore, Cherry Tree Road, Blackpool	0.0	4.5	4.7	1.4	11.2	1.1	0.0	0.0	1.1	0.0
Baguley's the Garden People, Midgeland Road, Marton, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	0.0	0.0	0.0	0.6	2.3	0.0	0.0	0.0	0.0	0.0
Clifton Retail Park, Sandhams Way, Blackpool	0.0	1.9	3.5	0.0	0.0	0.0	0.0	0.0	1.3	1.4
Local shops, Zone 5 (Blackpool)	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0
Marton, Blackpool	0.0	0.0	1.2	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool	3.3	7.2	9.1	1.9	13.2	5.5	0.3	0.8	4.4	14.8
Trebaron Garden Centre Ltd, Common Edge Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vicarage Lane Commercial Area, Blackpool	0.0	0.8	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Other, Zone 5 (Blackpool)	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 5	3.3	14.3	19.4	4.0	29.7	6.7	0.3	0.8	6.9	16.2
Zone 6										
Bispham District Centre, Blackpool	0.8	0.0	0.0	0.0	0.0	14.0	0.6	0.0	0.0	0.0
Devonshire Road, Blackpool	6.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holyoake Avenue Retail Park, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Red Bank Road District Centre, Blackpool	0.8	0.0	0.0	0.0	0.0	5.4	0.8	0.0	0.0	0.0
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Sub Total Zone 6	7.6	0.0	0.0	0.0	0.0	19.4	1.8	0.0	0.0	0.0
Zone 7										
Asda Superstore, Cop Lane, Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	4.4	5.5	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	0.0	0.0	2.2	0.0	0.0	21.4	39.8	9.1	0.0	1.0
Fleetwood Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	11.9	12.9	0.0	0.0
Freepoint Fleetwood Outlet Village, Anchorage Road, Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Marsh Mill Shopping Village, Fleetwood Rd North, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Amounderness Way, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.8	2.0	0.6	0.0	0.0
Poulton-le-Fylde Town Centre	1.1	0.0	1.3	0.0	1.8	0.0	13.1	13.2	0.0	21.6
Teanlowe Centre, Poulton-le-Fylde	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
The Plant Place, Fleetwood Road South, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	5.6	0.0	0.0	0.0
Other, Zone 7 (Wyre)	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Other, Zone 7 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Sub Total Zone 7	1.1	0.0	3.5	0.0	1.8	23.0	78.8	41.3	0.0	22.6
Zone 8										
Hambleton	0.0	0.0	0.0	0.0	0.0	0.0	0.8	8.5	0.0	0.0
Knott End-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.7	0.0	0.0
Other, Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Other, Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.8	16.9	0.0	0.0
Zone 9										
Ansdeil District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Lytham St Annes - Alexandria Drive	0.0	0.0	0.0	1.4	0.0	0.0	3.2	0.0	1.1	0.0
Lytham St Annes - Headroomgate Road	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.5	0.0
Lytham St Annes - St Albans Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - St Davids Road North	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes Town Centre	0.0	0.0	0.0	5.6	1.8	0.0	0.0	0.6	59.1	3.4
Lytham Town Centre	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	19.9	4.5
Sainsburys, St Andrews Road North, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Sub Total Zone 9	0.0	0.0	0.0	7.8	4.3	0.0	3.2	0.6	82.9	7.9
Zone 10										
Freckleton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	1.4
Kirkham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.4
The Plant Emporium, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 10	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 10	1.4	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	19.8
SUB-TOTAL BLACKPOOL BOROUGH	94.9	99.2	94.9	84.0	92.4	75.3	14.1	15.6	12.7	27.2
SUB TOTAL INSIDE STUDY AREA	97.4	100.0	100.0	97.7	98.5	97.5	98.6	74.4	97.0	77.5
OUTSIDE STUDY AREA										
Outside Study Area - Barrow District										
Cornerhouse Retail Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Barrow District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Blackburn with Darwen										
Blackburn Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Whitebirk Retail Park, Hyndburn, Blackburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Blackburn with Darwen	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0

Destination	Zone 1 Chemist %	Zone 2 Chemist %	Zone 3 Chemist %	Zone 4 Chemist %	Zone 5 Chemist %	Zone 6 Chemist %	Zone 7 Chemist %	Zone 8 Chemist %	Zone 9 Chemist %	Zone 10 Chemist %
Outside Study Area - Bolton District										
Bolton Shopping Park, Trinity Street, Bolton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Bolton District	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Cheshire West & Chester										
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Cheshire West & Chester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Chorley District										
Chorley Retail Park, George Street, Chorley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Chorley District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Fylde District										
Dobbies Garden World, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Fylde District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Lancaster District										
B&Q, Aldcliffe Road, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bare Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Caton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central Drive Retail Park, Morecambe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heysham Village Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.5	0.0	0.0
Lancaster City Retail Park, Mellishaw Lane, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster University Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morecambe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Cable Street, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Lancaster Road, Morecambe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Nicholas Arcades, St Nicholas Arcades, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Sub Total Outside Study Area - Lancaster District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.5	0.0	1.4
Outside Study Area - Leeds										
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Leeds	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Liverpool										
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Manchester										
Manchester City Centre	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.7	0.0
Other, Greater Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Manchester	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.7	0.0
Outside Study Area - Oldham										
Oldham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Oldham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Pendle										
Boundary Mill Stores, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Pendle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Preston District										
Asda Superstore, Pittman Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Road / Woodplumpton Road Local Centre	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deepdale, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.8	0.0	0.4	6.1	0.0	2.8
Fishergate Shopping Centre, Fishergate, Preston City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Preston Riversway, Mariners Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Deepdale, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Preston City Centre	0.0	0.0	0.0	0.0	0.0	1.6	0.6	1.4	1.8	15.5
Queens Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Preston Riversway, Mariners Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Preston District	1.9	0.0	0.0	0.0	0.8	1.6	1.1	7.6	2.3	18.3
Outside Study Area - Ribbles Valley District										
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Ribbles Valley District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Rochdale District										
Rochdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Rochdale District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Sefton District										
Briarlee Garden Centre, Chapel Lane, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Strand Shopping Centre, The Hexagon, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Sefton District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Sheffield										
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Sheffield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - South Lakeland District										
Kendal Town Centre, Cumbria	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - South Lakeland District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - South Ribbles District										
B&Q, Craven Drive, Southings Business Park, Bamber Bridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bamber Bridge District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capitol Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Tesco Extra, Towngate, Leyland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walmer Bridge Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - South Ribbles District	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	1.4
Outside Study Area - St Helens District										
St. Helens Town Centre	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - St Helens District	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Trafford										
The Trafford Centre, Manchester	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Trafford	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Warrington District										
Gemini Retail Park, Europa Boulevard, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Warrington Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Warrington District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0

Destination	Zone 1 Chemist %	Zone 2 Chemist %	Zone 3 Chemist %	Zone 4 Chemist %	Zone 5 Chemist %	Zone 6 Chemist %	Zone 7 Chemist %	Zone 8 Chemist %	Zone 9 Chemist %	Zone 10 Chemist %
Outside Study Area - West Lancashire										
Skelmersdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - West Lancashire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Wyre District										
Barton Grange Garden Centre, Garstang Rd, Brock, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garstang Town Centre	0.0	0.0	0.0	0.0	0.0	0.8	0.0	3.9	0.0	0.0
Great Eccleston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Sub Total Outside Study Area - Wyre District	0.0	0.0	0.0	0.0	0.0	0.8	0.0	3.9	0.0	1.4
Outside Study Area - Other										
London City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Cumbria	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, East Midlands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Lancashire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, North East	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South East	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, South West	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, West Midlands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Yorkshire and Humber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Scotland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Wales	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL OUTSIDE STUDY AREA	2.6	0.0	0.0	2.3	1.5	2.5	1.4	25.6	3.0	22.5
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Market shares derived directly from Blackpool Household Survey (October 2017) and taken from Q32 (weighted and filtered)
- b. Excludes 'don't know/varies', markets and internet sales
- c. Red indicates destination in Blackpool Borough

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area		
	Chemist £m	Chemist £m	Chemist £m	Chemist £m	Chemist £m	Chemist £m	Chemist £m	Chemist £m	Chemist £m	Chemist £m	Chemist £m	Chemist £m	%
Outside Study Area - Bolton District													
Bolton Shopping Park, Trinity Street, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Bolton Town Centre	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.0
Sub Total Outside Study Area - Bolton District	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.0
Outside Study Area - Cheshire West & Chester													
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Chester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Cheshire West & Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Chorley District													
Chorley Retail Park, George Street, Chorley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Chorley Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Chorley District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Fylde District													
Dobbies Garden World, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Fylde District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Lancaster District													
B&Q, Aldcliffe Road, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Bare Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Caton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Central Drive Retail Park, Morecambe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Heysham Village Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lancaster City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.83	0.6
Lancaster City Retail Park, Mellishaw Lane, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lancaster University Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morecambe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sainsburys, Cable Street, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sainsburys, Lancaster Road, Morecambe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
St Nicholas Arcades, St Nicholas Arcades, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Westgate Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.23	0.23	0.2
Sub Total Outside Study Area - Lancaster District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.83	0.00	0.23	1.06	1.06	0.8
Outside Study Area - Leeds													
Leeds City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Leeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Liverpool													
Liverpool City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Manchester													
Manchester City Centre	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.23	0.2
Other, Greater Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Manchester	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.15	0.00	0.23	0.23	0.2
Outside Study Area - Oldham													
Oldham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Oldham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Pendle													
Boundary Mill Stores, Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Pendle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Preston District													
Asda Superstore, Pittman Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Blackpool Road / Woodplumpton Road Local Centre	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.1
Deepdale, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.05	0.00	0.15	0.38	0.00	0.46	1.05	1.05	0.8
Fishergate Shopping Centre, Fishergate, Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Homebase, Preston Riversway, Mariners Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morrisons, Deepdale, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.11	0.11	0.1
Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.16	0.22	0.09	0.40	2.56	3.43	3.43	2.7
Queens Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Riversway Retail Park, Preston Riversway, Mariners Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Preston District	0.07	0.00	0.00	0.00	0.05	0.16	0.38	0.47	0.51	3.02	4.66	4.66	3.6
Outside Study Area - Ribble Valley District													
Clitheroe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Ribble Valley District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Rochdale District													
Rochdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Rochdale District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Sefton District													
Briarlee Garden Centre, Chapel Lane, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Southport Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Strand Shopping Centre, The Hexagon, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Sefton District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Sheffield													
Sheffield City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Sheffield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - South Lakeland District													
Kendal Town Centre, Cumbria	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - South Lakeland District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - South Ribble District													
B&Q, Craven Drive, Southings Business Park, Bamber Bridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Bamber Bridge District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Capitol Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Leyland Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.06	0.0
Penwortham District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.23	0.23	0.2
Tesco Extra, Towngate, Leyland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Walmer Bridge Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - South Ribble District	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.23	0.29	0.29	0.2
Outside Study Area - St Helens District													
St. Helens Town Centre	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.0
Sub Total Outside Study Area - St Helens District	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.0
Outside Study Area - Trafford													
The Trafford Centre, Manchester	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.1
Sub Total Outside Study Area - Trafford	0.00	0.00	0.00</										

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Chemist		
	Chemist £m	Chemist £m	Chemist £m	Chemist £m	Chemist £m	Chemist £m	Chemist £m	Chemist £m	Chemist £m	Chemist £m	Chemist £m	£m	%
Outside Study Area - West Lancashire													
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Wyre District													
Barton Grange Garden Centre, Garstang Rd, Brock, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Garstang Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.24	0.00	0.00	0.31	0.2
Great Eccleston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.23	0.2
Sub Total Outside Study Area - Wyre District	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.24	0.00	0.23	0.55	0.4
Outside Study Area - Other													
London City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Cumbria	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, East Midlands	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, North East	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
South East	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, South West	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, West Midlands	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Yorkshire and Humber	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Scotland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Wales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
SUB TOTAL OUTSIDE STUDY AREA	0.10	0.00	0.00	0.23	0.11	0.23	0.49	1.57	0.66	3.71	7.10	5.49	
TOTAL	3.90	6.71	12.48	9.91	7.18	9.45	34.77	6.15	22.27	16.52	129.34	100.0	

Notes:

a. Expenditure calculated by multiplying the total expenditure on chemist and health & beauty goods for each zone (Table 18) by the market share for each destination (Table 10)

b. Red indicates destination in Blackpool Borough

2016 Prices

TABLE 21: STUDY AREA RESIDENTS' SHOPPING PATTERNS - ELECTRICAL GOODS 2017

Destination	Zone 1 Electrical %	Zone 2 Electrical %	Zone 3 Electrical %	Zone 4 Electrical %	Zone 5 Electrical %	Zone 6 Electrical %	Zone 7 Electrical %	Zone 8 Electrical %	Zone 9 Electrical %	Zone 10 Electrical %
INSIDE STUDY AREA										
Zone 1										
North Shore, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Sainsburys, Talbot Road, Blackpool	17.6	1.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	11.1	23.4	14.6	15.5	20.1	25.5	8.9	2.4	15.5	8.6
Sub Total Zone 1	28.7	24.4	17.1	15.5	20.1	25.5	9.5	2.4	15.5	8.6
Zone 2										
Houndshill Shopping Centre, Victoria Street, Blackpool	4.3	0.0	0.0	0.0	0.0	1.4	0.0	0.0	2.0	0.0
Other, Zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 2	4.3	0.0	0.0	0.0	0.0	1.4	0.0	0.0	2.0	0.0
Zone 3										
Layton District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mowbray Drive, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waterloo Road/South Shore District Centre, Blackpool	1.3	4.3	1.3	0.0	3.7	1.8	2.2	0.0	0.0	2.8
Talbot Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitegate Drive District Centre, Blackpool	3.0	0.0	0.0	0.0	7.9	0.0	0.0	0.0	0.0	0.0
Wickes, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	2.6	1.4	0.0	0.0	0.0	0.0
Other, Zone 3 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	4.3	4.3	1.3	0.0	14.2	3.2	2.2	0.0	0.0	2.8
Zone 4										
Blackpool Retail Park, Squires Gate Lane, Blackpool	38.3	49.2	43.8	70.7	46.2	44.7	35.4	43.5	65.0	31.9
Highfield Road District Centre, Blackpool	0.0	11.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Parkinson Way, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 4 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool	0.0	0.0	1.3	4.9	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 4	38.3	60.5	45.0	75.6	46.2	44.7	35.4	43.5	65.0	31.9
Zone 5										
Asda Superstore, Cherry Tree Road, Blackpool	1.3	1.3	6.8	2.0	2.2	0.0	1.5	1.2	0.0	0.0
Baguley's the Garden People, Midgeland Road, Marton, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	3.6	0.0	1.3	0.0	3.7	0.0	0.9	0.0	0.0	0.0
Clifton Retail Park, Sandhams Way, Blackpool	0.0	0.0	1.7	0.9	3.7	0.0	0.0	0.0	1.2	1.4
Local shops, Zone 5 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton, Blackpool	0.0	0.0	1.3	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool	15.9	6.2	11.0	0.0	3.5	0.0	3.0	1.2	2.0	3.4
Trebaron Garden Centre Ltd, Common Edge Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vicarage Lane Commercial Area, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 5 (Blackpool)	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool	1.3	0.0	0.0	0.9	0.0	0.0	0.9	0.0	0.0	1.4
Sub Total Zone 5	21.9	7.6	24.3	3.7	14.2	0.0	6.3	2.4	3.1	6.2
Zone 6										
Bispham District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Devonshire Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holyoake Avenue Retail Park, Blackpool	0.0	0.0	0.0	0.0	0.0	7.2	0.0	0.0	0.0	0.0
Sainsburys, Red Bank Road District Centre, Blackpool	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 6	1.3	0.0	0.0	0.0	0.0	7.2	0.0	0.0	0.0	0.0
Zone 7										
Asda Superstore, Cop Lane, Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	5.6	2.8	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	1.3	0.0	1.3	0.0	1.1	15.3	30.1	5.6	0.0	1.4
Fleetwood Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	3.2	4.0	0.0	0.0
Freepoint Fleetwood Outlet Village, Anchorage Road, Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3	0.0	0.0
Marsh Mill Shopping Village, Fleetwood Rd North, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Amounderness Way, Thornton-Cleveleys	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	0.0	0.0	0.0	0.0	0.0	1.4	0.0	2.8	0.0	1.4
Teanlowe Centre, Poulton-le-Fylde	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Plant Place, Fleetwood Road South, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 7 (Wyre)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 7 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 7	1.3	0.0	2.5	0.0	1.1	16.7	38.9	21.5	0.0	2.8
Zone 8										
Hambleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knott End-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Other, Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Zone 9										
Ansdeil District Centre	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - Alexandria Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - Headroomgate Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - St Albans Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - St Davids Road North	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes Town Centre	0.0	0.0	6.8	0.9	0.0	0.0	0.0	0.0	6.2	0.0
Lytham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	1.4
Sainsburys, St Andrews Road North, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Sub Total Zone 9	0.0	0.0	6.8	0.9	1.1	0.0	0.0	0.0	10.7	1.4
Zone 10										
Freckleton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8
Kirkham Town Centre	0.0	0.0	0.0	2.0	0.0	0.0	1.5	1.2	0.8	15.4
The Plant Emporium, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 10	0.0	0.0	0.0	2.0	0.0	0.0	1.5	1.2	0.8	20.2
SUB-TOTAL BLACKPOOL BOROUGH	97.5	96.7	86.5	89.1	94.7	82.0	52.5	48.2	85.6	48.2
SUB TOTAL INSIDE STUDY AREA	100.0	96.7	97.0	97.7	96.9	98.6	93.8	72.1	97.2	74.1
OUTSIDE STUDY AREA										
Outside Study Area - Barrow District										
Cornerhouse Retail Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Barrow District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Blackburn with Darwen										
Blackburn Town Centre	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0
Whitebirk Retail Park, Hyndburn, Blackburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Blackburn with Darwen	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0

Destination	Zone 1 Electrical %	Zone 2 Electrical %	Zone 3 Electrical %	Zone 4 Electrical %	Zone 5 Electrical %	Zone 6 Electrical %	Zone 7 Electrical %	Zone 8 Electrical %	Zone 9 Electrical %	Zone 10 Electrical %
Outside Study Area - Bolton District										
Bolton Shopping Park, Trinity Street, Bolton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Sub Total Outside Study Area - Bolton District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Outside Study Area - Cheshire West & Chester										
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Cheshire West & Chester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Chorley District										
Chorley Retail Park, George Street, Chorley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Chorley District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Fylde District										
Dobbies Garden World, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Fylde District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Lancaster District										
B&Q, Aldcliffe Road, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bare Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Caton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central Drive Retail Park, Morecambe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heysham Village Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	1.5	2.8	0.0	0.0
Lancaster City Retail Park, Mellishaw Lane, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3	0.0	0.0
Lancaster University Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morecambe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Cable Street, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Lancaster Road, Morecambe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Nicholas Arcades, St Nicholas Arcades, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Lancaster District	0.0	0.0	0.0	0.0	0.0	0.0	1.5	9.1	0.0	0.0
Outside Study Area - Leeds										
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Sub Total Outside Study Area - Leeds	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Outside Study Area - Liverpool										
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Sub Total Outside Study Area - Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Outside Study Area - Manchester										
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	7.2
Other, Greater Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	7.2
Outside Study Area - Oldham										
Oldham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Oldham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Pendle										
Boundary Mill Stores, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Pendle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Preston District										
Asda Superstore, Pittman Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Road / Woodplumpton Road Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deepdale, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.6	1.2	0.0	0.0
Fishergate Shopping Centre, Fishergate, Preston City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Preston Riversway, Mariners Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Deepdale, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Preston City Centre	0.0	3.3	0.0	1.2	2.0	0.0	0.6	2.8	2.0	2.8
Queens Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Preston Riversway, Mariners Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Preston District	0.0	3.3	0.0	1.2	2.0	0.0	1.3	4.0	2.0	2.8
Outside Study Area - Ribble Valley District										
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Ribble Valley District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Rochdale District										
Rochdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Rochdale District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Sefton District										
Briarlee Garden Centre, Chapel Lane, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Strand Shopping Centre, The Hexagon, Bootle	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Sefton District	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Sheffield										
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4
Sub Total Outside Study Area - Sheffield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4
Outside Study Area - South Lakeland District										
Kendal Town Centre, Cumbria	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - South Lakeland District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - South Ribble District										
B&Q, Craven Drive, Southings Business Park, Bamber Bridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bamber Bridge District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capitol Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.0	0.0	5.8
Leyland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Towngate, Leyland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walmer Bridge Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - South Ribble District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.2	0.0	5.8
Outside Study Area - St Helens District										
St. Helens Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - St Helens District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Trafford										
The Trafford Centre, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0
Sub Total Outside Study Area - Trafford	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0
Outside Study Area - Warrington District										
Gemini Retail Park, Europa Boulevard, Warrington	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warrington Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Warrington District	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Destination	Zone 1 Electrical %	Zone 2 Electrical %	Zone 3 Electrical %	Zone 4 Electrical %	Zone 5 Electrical %	Zone 6 Electrical %	Zone 7 Electrical %	Zone 8 Electrical %	Zone 9 Electrical %	Zone 10 Electrical %
Outside Study Area - West Lancashire										
Skelmersdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.3
Sub Total Outside Study Area - West Lancashire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.3
Outside Study Area - Wyre District										
Barton Grange Garden Centre, Garstang Rd, Brock, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garstang Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Eccleston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Wyre District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Other										
London City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Cumbria	0.0	0.0	0.0	0.0	1.1	0.0	0.6	0.0	0.0	0.0
Other, East Midlands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Lancashire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, North East	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South East	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, South West	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, West Midlands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Yorkshire and Humber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Scotland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Other, Wales	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Other	0.0	0.0	0.0	0.0	1.1	0.0	0.6	0.0	0.0	1.4
SUB TOTAL OUTSIDE STUDY AREA	0.0	3.3	3.0	2.3	3.1	1.4	6.2	27.9	2.8	25.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

- Notes:**
- a. Market shares derived directly from Blackpool Household Survey (October 2017) and taken from Q33 (weighted and filtered)
 - b. Excludes 'don't know/varies', markets and internet sales
 - c. Red indicates destination in Blackpool Borough

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area		
	Electrical £m	Electrical £m	Electrical £m	Electrical £m	Electrical £m	Electrical £m	Electrical £m	Electrical £m	Electrical £m	Electrical £m	Electrical £m	Electrical £m	%
Outside Study Area - Bolton District													
Bolton Shopping Park, Trinity Street, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Bolton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.16	0.1
Sub Total Outside Study Area - Bolton District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.16	0.1
Outside Study Area - Cheshire West & Chester													
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Chester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Cheshire West & Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Chorley District													
Chorley Retail Park, George Street, Chorley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Chorley Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Chorley District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Fylde District													
Dobbies Garden World, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Fylde District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Lancaster District													
B&Q, Aldcliffe Road, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Bare Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Caton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Central Drive Retail Park, Morecambe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Heysham Village Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lancaster City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.48	0.15	0.00	0.00	0.00	0.63	0.6
Lancaster City Retail Park, Mellishaw Lane, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.34	0.3
Lancaster University Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morecambe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sainsburys, Cable Street, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sainsburys, Lancaster Road, Morecambe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
St Nicholas Arcades, St Nicholas Arcades, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Westgate Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Lancaster District	0.00	0.00	0.00	0.00	0.00	0.00	0.48	0.49	0.00	0.00	0.00	0.97	0.9
Outside Study Area - Leeds													
Leeds City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.20	0.2
Sub Total Outside Study Area - Leeds	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.20	0.2
Outside Study Area - Liverpool													
Liverpool City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.20	0.2
Sub Total Outside Study Area - Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.20	0.2
Outside Study Area - Manchester													
Manchester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	1.05	0.00	1.14	1.0
Other, Greater Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	1.05	0.00	1.14	1.0
Outside Study Area - Oldham													
Oldham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Oldham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Pendle													
Boundary Mill Stores, Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Pendle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Preston District													
Asda Superstore, Pittman Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Blackpool Road / Woodplumpton Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Deepdale, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.06	0.00	0.00	0.00	0.27	0.2
Fishergate Shopping Centre, Fishergate, Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Homebase, Preston Riversway, Mariners Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morrisons, Deepdale, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Preston City Centre	0.00	0.18	0.00	0.10	0.12	0.00	0.20	0.15	0.38	0.41	0.00	1.54	1.4
Queens Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Riversway Retail Park, Preston Riversway, Mariners Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Preston District	0.00	0.18	0.00	0.10	0.12	0.00	0.40	0.21	0.38	0.41	0.00	1.81	1.6
Outside Study Area - Ribble Valley District													
Clitheroe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Ribble Valley District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Rochdale District													
Rochdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Rochdale District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Sefton District													
Briarlee Garden Centre, Chapel Lane, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Southport Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Strand Shopping Centre, The Hexagon, Bootle	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.1
Sub Total Outside Study Area - Sefton District	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.1
Outside Study Area - Sheffield													
Sheffield City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.49	0.4
Sub Total Outside Study Area - Sheffield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.49	0.4
Outside Study Area - South Lakeland District													
Kendal Town Centre, Cumbria	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - South Lakeland District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - South Ribble District													
B&Q, Craven Drive, Southings Business Park, Bamber Bridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Bamber Bridge District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Capitol Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.00	0.85	0.00	1.49	1.3
Leyland Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.06	0.1
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Penwortham District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Tesco Extra, Towngate, Leyland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Walmer Bridge Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - South Ribble District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.85	0.00	1.55	1.4
Outside Study Area - St Helens District													
St. Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - St Helens District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Trafford													
The Trafford Centre, Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.48	0.00	0.00	0.00	0.00	0.48	0.4
Sub Total Outside Study Area - Trafford	0.00	0.00	0.00</										

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area		
	Electrical £m	Electrical £m	Electrical £m	Electrical £m	Electrical £m	Electrical £m	Electrical £m	Electrical £m	Electrical £m	Electrical £m	Electrical £m	Electrical £m	%
Outside Study Area - West Lancashire													
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.7	
Sub Total Outside Study Area - West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.77	0.7	
Outside Study Area - Wyre District													
Barton Grange Garden Centre, Garstang Rd, Brock, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0	
Garstang Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0	
Great Eccleston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0	
Sub Total Outside Study Area - Wyre District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0	
Outside Study Area - Other													
London City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0	
Other, Cumbria	0.00	0.00	0.00	0.00	0.07	0.00	0.20	0.00	0.00	0.00	0.27	0.2	
Other, East Midlands	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0	
Other, Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0	
Other, North East	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0	
South East	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0	
Other, South West	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0	
Other, West Midlands	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0	
Other, Yorkshire and Humber	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0	
Other, Scotland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.21	0.2	
Other, Wales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0	
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0	
Sub Total Outside Study Area - Other	0.00	0.00	0.00	0.00	0.07	0.00	0.20	0.00	0.00	0.21	0.48	0.4	
SUB TOTAL OUTSIDE STUDY AREA	0.00	0.18	0.31	0.20	0.19	0.11	1.97	1.49	0.54	3.78	8.78	7.80	
TOTAL	3.13	5.34	10.50	8.46	6.11	8.32	31.56	5.35	19.11	14.59	112.48	100.0	

Notes:
a. Expenditure calculated by multiplying the total expenditure on electrical goods for each zone (Table 20) by the market share for each destination (Table 10)
b. Red indicates destination in Blackpool Borough
2016 Prices

TABLE 23: STUDY AREA RESIDENTS' SHOPPING PATTERNS - DIY & GARDENING GOODS 2017

Destination	Zone 1 DIY & Gardening %	Zone 2 DIY & Gardening %	Zone 3 DIY & Gardening %	Zone 4 DIY & Gardening %	Zone 5 DIY & Gardening %	Zone 6 DIY & Gardening %	Zone 7 DIY & Gardening %	Zone 8 DIY & Gardening %	Zone 9 DIY & Gardening %	Zone 10 DIY & Gardening %
INSIDE STUDY AREA										
Zone 1										
North Shore, Blackpool	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Sainsburys, Talbot Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	31.3	30.8	14.0	12.8	19.0	12.0	3.2	1.7	7.5	8.7
Sub Total Zone 1	31.3	30.8	14.0	12.8	19.0	13.0	3.2	1.7	7.5	8.7
Zone 2										
Houndshill Shopping Centre, Victoria Street, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3										
Layton District Centre, Blackpool	1.2	0.0	0.0	0.0	1.3	4.3	0.0	0.0	0.0	0.0
Screwfix, Mowbray Drive, Blackpool	1.2	0.0	0.0	1.1	0.0	2.3	1.1	0.0	0.0	0.0
Waterloo Road/South Shore District Centre, Blackpool	0.0	1.2	0.0	0.8	1.0	5.3	0.0	0.0	0.0	0.0
Talbot Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitegate Drive District Centre, Blackpool	1.2	2.9	6.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Preston New Road, Blackpool	2.8	3.4	5.9	0.0	7.2	2.3	0.4	1.7	0.0	0.8
Other, Zone 3 (Blackpool)	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	6.4	7.5	13.3	2.0	9.4	14.2	1.5	1.7	0.0	0.8
Zone 4										
Blackpool Retail Park, Squires Gate Lane, Blackpool	4.0	3.7	0.0	0.8	0.0	4.7	3.5	1.7	3.1	2.2
Highfield Road District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Parkinson Way, Blackpool	0.0	1.7	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 4 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 4	4.0	5.3	0.0	2.8	0.0	4.7	3.5	1.7	3.1	2.2
Zone 5										
Asda Superstore, Cherry Tree Road, Blackpool	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0
Baguley's the Garden People, Midgeland Road, Marton, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	4.0	0.0	0.0	0.0	4.9	0.0	0.0	0.0	0.0	0.8
Clifton Retail Park, Sandhams Way, Blackpool	0.0	1.2	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0
Local shops, Zone 5 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton, Blackpool	0.0	0.0	1.2	0.0	1.7	0.0	0.0	0.7	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool	0.0	2.2	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Trebaron Garden Centre Ltd, Common Edge Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Vicarage Lane Commercial Area, Blackpool	0.0	1.2	1.6	6.4	6.2	0.0	0.0	0.0	1.5	0.0
Other, Zone 5 (Blackpool)	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool	44.5	48.8	64.0	71.6	52.8	39.8	40.1	37.5	59.6	60.9
Sub Total Zone 5	48.5	53.4	68.8	78.0	69.6	39.8	41.2	38.2	62.7	61.7
Zone 6										
Bispham District Centre, Blackpool	2.8	0.0	0.0	0.0	0.0	7.2	0.6	0.0	0.0	0.0
Devonshire Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holyoake Avenue Retail Park, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Red Bank Road District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 6	2.8	0.0	0.0	0.0	0.0	7.2	0.6	0.0	0.0	0.0
Zone 7										
Asda Superstore, Cop Lane, Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys	1.2	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.8
Cleveleys Town Centre	0.0	0.0	0.0	0.0	0.0	11.5	12.5	3.4	0.0	0.0
Fleetwood Town Centre	0.0	0.0	0.0	0.0	0.0	1.0	5.1	1.0	0.0	1.1
Freeport Fleetwood Outlet Village, Anchorage Road, Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marsh Mill Shopping Village, Fleetwood Rd North, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Amounderness Way, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	2.8	0.0	0.0	0.0	0.0	1.0	9.2	1.4	0.0	1.9
Teanlowe Centre, Poulton-le-Fylde	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Plant Place, Fleetwood Road South, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.0
Thornton-Cleveleys	0.0	0.0	0.0	1.1	0.0	0.0	11.7	0.0	0.0	0.0
Other, Zone 7 (Wyre)	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Other, Zone 7 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Sub Total Zone 7	4.0	0.0	0.0	1.1	0.0	13.5	46.1	5.8	0.0	3.9
Zone 8										
Hambleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0	0.0	0.0
Knott End-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.2	0.0	0.0
Other, Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Other, Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Sub Total Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.6	0.0	0.0
Zone 9										
Ansdeil District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - Alexandria Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - Headroomgate Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - St Albans Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Lytham St Annes - St Davids Road North	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Lytham St Annes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.6	0.0
Lytham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	5.2	0.0
Sainsburys, St Andrews Road North, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	18.4	0.0
Zone 10										
Freckleton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.3
The Plant Emporium, Preston New Road, Blackpool	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 10	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	8.3
SUB-TOTAL BLACKPOOL BOROUGH	48.6	48.3	32.1	24.0	45.3	39.1	10.3	5.8	13.6	12.5
SUB TOTAL INSIDE STUDY AREA	97.2	97.1	96.1	97.5	98.1	92.4	96.0	72.8	91.6	85.6
OUTSIDE STUDY AREA										
Outside Study Area - Barrow District										
Cornerhouse Retail Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Sub Total Outside Study Area - Barrow District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Outside Study Area - Blackburn with Darwen										
Blackburn Town Centre	0.0	0.0	0.0	0.8	0.0	0.0	0.0	1.0	0.9	0.0
Whitebirk Retail Park, Hyndburn, Blackburn	0.0	0.0	0.0	0.0	0.0	5.3	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Blackburn with Darwen	0.0	0.0	0.0	0.8	0.0	5.3	0.0	1.0	0.9	0.0

Destination	Zone 1 DIY & Gardening %	Zone 2 DIY & Gardening %	Zone 3 DIY & Gardening %	Zone 4 DIY & Gardening %	Zone 5 DIY & Gardening %	Zone 6 DIY & Gardening %	Zone 7 DIY & Gardening %	Zone 8 DIY & Gardening %	Zone 9 DIY & Gardening %	Zone 10 DIY & Gardening %
Outside Study Area - Bolton District										
Bolton Shopping Park, Trinity Street, Bolton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Bolton District	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Cheshire West & Chester										
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Cheshire West & Chester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Chorley District										
Chorley Retail Park, George Street, Chorley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Chorley District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Fylde District										
Dobbies Garden World, Blackpool Road, Preston	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.6	0.0
Sub Total Outside Study Area - Fylde District	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.6	0.0
Outside Study Area - Lancaster District										
B&Q, Aldcliffe Road, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.0	0.0	0.8
Bare Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Caton Local Centre	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central Drive Retail Park, Morecambe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heysham Village Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0
Lancaster City Retail Park, Mellishaw Lane, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Lancaster University Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morecambe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Cable Street, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Lancaster Road, Morecambe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Nicholas Arcades, St Nicholas Arcades, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Lancaster District	1.6	0.0	0.0	0.0	0.0	0.0	0.0	12.7	0.0	0.8
Outside Study Area - Leeds										
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Leeds	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Liverpool										
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Manchester										
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Greater Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Oldham										
Oldham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Oldham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Pendle										
Boundary Mill Stores, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Pendle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Preston District										
Asda Superstore, Pittman Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Road / Woodplumpton Road Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deepdale, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Fishergate Shopping Centre, Fishergate, Preston City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Preston Riversway, Mariners Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	3.5	1.1
Morrisons, Deepdale, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Preston City Centre	0.0	1.7	0.0	0.8	1.0	0.0	1.7	0.0	0.0	10.2
Queens Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Preston Riversway, Mariners Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Preston District	0.0	1.7	0.0	0.8	1.0	0.0	1.7	1.0	3.5	12.2
Outside Study Area - Ribble Valley District										
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Ribble Valley District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Rochdale District										
Rochdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Rochdale District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Sefton District										
Briarlee Garden Centre, Chapel Lane, Southport	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Southport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Strand Shopping Centre, The Hexagon, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Sefton District	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Sheffield										
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Sheffield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - South Lakeland District										
Kendal Town Centre, Cumbria	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.6	0.0
Sub Total Outside Study Area - South Lakeland District	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.6	0.0
Outside Study Area - South Ribble District										
B&Q, Craven Drive, Southings Business Park, Bamber Bridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Bamber Bridge District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capitol Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Towngate, Leyland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walmer Bridge Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - South Ribble District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Outside Study Area - St Helens District										
St. Helens Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - St Helens District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Trafford										
The Trafford Centre, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Trafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Warrington District										
Gemini Retail Park, Europa Boulevard, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Warrington Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Warrington District	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0

Destination	Zone 1 DIY & Gardening %	Zone 2 DIY & Gardening %	Zone 3 DIY & Gardening %	Zone 4 DIY & Gardening %	Zone 5 DIY & Gardening %	Zone 6 DIY & Gardening %	Zone 7 DIY & Gardening %	Zone 8 DIY & Gardening %	Zone 9 DIY & Gardening %	Zone 10 DIY & Gardening %
Outside Study Area - West Lancashire										
Skelmersdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - West Lancashire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Wyre District										
Barton Grange Garden Centre, Garstang Rd, Brock, Preston	1.2	1.2	0.0	0.0	0.0	2.3	0.0	1.4	0.6	0.0
Garstang Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.1	0.6	0.0
Great Eccleston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Wyre District	1.2	1.2	0.0	0.0	0.0	2.3	0.0	12.6	1.3	0.0
Outside Study Area - Other										
London City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Cumbria	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, East Midlands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Lancashire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, North East	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South East	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, South West	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Other, West Midlands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Yorkshire and Humber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Scotland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Wales	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Other	0.0	0.0	2.7	0.0	0.0	0.0	0.6	0.0	0.0	0.0
SUB TOTAL OUTSIDE STUDY AREA	2.8	2.9	3.9	2.5	1.9	7.6	4.0	27.2	8.4	14.4
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

- Notes:**
- a. Market shares derived directly from Blackpool Household Survey (October 2017) and taken from Q34 (weighted and filtered)
 - b. Excludes 'don't know/varies', markets and internet sales
 - c. Red indicates destination in Blackpool Borough

TABLE 24: STUDY AREA RESIDENTS' EXPENDITURE - DIY & GARDENING 2017

Destination	Zone 1 DIY & Gardening £m	Zone 2 DIY & Gardening £m	Zone 3 DIY & Gardening £m	Zone 4 DIY & Gardening £m	Zone 5 DIY & Gardening £m	Zone 6 DIY & Gardening £m	Zone 7 DIY & Gardening £m	Zone 8 DIY & Gardening £m	Zone 9 DIY & Gardening £m	Zone 10 DIY & Gardening £m	Study Area DIY & Gardening	
											£m	%
INSIDE STUDY AREA												
Zone 1												
North Shore, Blackpool	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.04	0.1
Sainsburys, Talbot Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Blackpool Town Centre	0.35	0.60	0.63	0.47	0.50	0.44	0.45	0.05	0.63	0.58	4.71	9.5
Sub Total Zone 1	0.35	0.60	0.63	0.47	0.50	0.48	0.45	0.05	0.63	0.58	4.74	9.6
Zone 2												
Houndhill Shopping Centre, Victoria Street, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Zone 3												
Layton District Centre, Blackpool	0.01	0.00	0.00	0.00	0.03	0.16	0.00	0.00	0.00	0.00	0.21	0.4
Screwfix, Mowbray Drive, Blackpool	0.01	0.00	0.00	0.04	0.00	0.09	0.15	0.00	0.00	0.00	0.29	0.6
Waterloo Road/South Shore District Centre, Blackpool	0.00	0.02	0.00	0.03	0.02	0.20	0.00	0.00	0.00	0.00	0.27	0.6
Talbot Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Whitegate Drive District Centre, Blackpool	0.01	0.06	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.7
Wickes, Preston New Road, Blackpool	0.03	0.07	0.27	0.00	0.19	0.09	0.06	0.05	0.00	0.05	0.80	1.6
Other, Zone 3 (Blackpool)	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.1
Sub Total Zone 3	0.07	0.15	0.60	0.07	0.25	0.53	0.21	0.05	0.00	0.05	1.98	4.0
Zone 4												
Blackpool Retail Park, Squires Gate Lane, Blackpool	0.05	0.07	0.00	0.03	0.00	0.17	0.49	0.05	0.26	0.15	1.26	2.5
Highfield Road District Centre, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
The Range, Parkinson Way, Blackpool	0.00	0.03	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.2
Other, Zone 4 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morrisons, Squires Gate Lane, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 4	0.05	0.10	0.00	0.10	0.00	0.17	0.49	0.05	0.26	0.15	1.37	2.8
Zone 5												
Asda Superstore, Cherry Tree Road, Blackpool	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.04	0.1
Baguley's the Garden People, Midgeland Road, Marton, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	0.05	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.05	0.23	0.5
Clifton Retail Park, Sandhams Way, Blackpool	0.00	0.02	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.08	0.2
Local shops, Zone 5 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Marton, Blackpool	0.00	0.00	0.05	0.00	0.04	0.00	0.00	0.02	0.00	0.00	0.12	0.2
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool	0.00	0.04	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.19	0.4
Trebaron Garden Centre Ltd, Common Edge Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.13	0.3
Vicarage Lane Commercial Area, Blackpool	0.00	0.02	0.07	0.24	0.16	0.00	0.00	0.00	0.13	0.00	0.62	1.3
Other, Zone 5 (Blackpool)	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.2
B&Q, Whitehills Retail Park, Preston New Road, Blackpool	0.50	0.96	2.88	2.63	1.38	1.48	5.68	1.03	5.02	4.08	25.63	51.7
Sub Total Zone 5	0.55	1.05	3.10	2.87	1.82	1.48	5.83	1.05	5.28	4.14	27.14	54.7
Zone 6												
Bispham District Centre, Blackpool	0.03	0.00	0.00	0.00	0.00	0.27	0.09	0.00	0.00	0.00	0.39	0.8
Devonshire Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Holyoake Avenue Retail Park, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sainsburys, Red Bank Road District Centre, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 6	0.03	0.00	0.00	0.00	0.00	0.27	0.09	0.00	0.00	0.00	0.39	0.8
Zone 7												
Asda Superstore, Cop Lane, Fleetwood	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys	0.01	0.00	0.00	0.00	0.00	0.00	0.32	0.00	0.00	0.05	0.39	0.8
Cleveleys Town Centre	0.00	0.00	0.00	0.00	0.00	0.43	1.77	0.09	0.00	0.00	2.29	4.6
Fleetwood Town Centre	0.00	0.00	0.00	0.00	0.00	0.04	0.73	0.03	0.00	0.08	0.87	1.7
Freeport Fleetwood Outlet Village, Anchorage Road, Fleetwood	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Marsh Mill Shopping Village, Fleetwood Rd North, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morrisons, Amounderness Way, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Poulton-le-Fylde Town Centre	0.03	0.00	0.00	0.00	0.00	0.04	1.31	0.04	0.00	0.13	1.54	3.1
Teanlowe Centre, Poulton-le-Fylde	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
The Plant Place, Fleetwood Road South, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.55	0.00	0.00	0.00	0.55	1.1
Thornton-Cleveleys	0.00	0.00	0.00	0.04	0.00	0.00	1.65	0.00	0.00	0.00	1.69	3.4
Other, Zone 7 (Wyre)	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.13	0.3
Other, Zone 7 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.06	0.1
Sub Total Zone 7	0.05	0.00	0.00	0.04	0.00	0.50	6.52	0.16	0.00	0.26	7.53	15.2
Zone 8												
Hambleton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.22	0.4
Knott End-on-Sea	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.36	0.7
Other, Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.02	0.0
Other, Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.02	0.0
Sub Total Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.62	1.2
Zone 9												
Ansdeil District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lytham St Annes - Alexandria Drive	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lytham St Annes - Headroomgate Road	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lytham St Annes - St Albans Road	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.07	0.1
Lytham St Annes - St Davids Road North	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.05	0.1
Lytham St Annes Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.98	0.00	0.98	2.0
Lytham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.44	0.00	0.47	0.9
Sainsburys, St Andrews Road North, Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	1.54	0.00	1.57	3.2
Zone 10												
Freckleton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Kirkham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.56	1.1
The Plant Emporium, Preston New Road, Blackpool	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.1
Other, Zone 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 10	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.56	0.59	1.2
SUB-TOTAL BLACKPOOL BOROUGH	0.55	0.95	1.44	0.88	1.18	1.45	1.46	0.16	1.14	0.84	10.05	20.3
SUB TOTAL INSIDE STUDY AREA	1.10	1.90	4.32	3.59	2.56	3.42	13.59	1.99	7.71	5.74	45.92	92.6
OUTSIDE STUDY AREA												
Outside Study Area - Barrow District												
Cornerhouse Retail Park, Hindpool Road, Barrow-in-Furness	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.13	0.3
Sub Total Outside Study Area - Barrow District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.13	0.3
Outside Study Area - Blackburn with Darwen												
Blackburn Town Centre	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.03	0.07	0.00	0.13	0.3
Whitebirk Retail Park, Hyndburn, Blackburn	0.00	0.00										

Destination	Zone 1 DIY & Gardening £m	Zone 2 DIY & Gardening £m	Zone 3 DIY & Gardening £m	Zone 4 DIY & Gardening £m	Zone 5 DIY & Gardening £m	Zone 6 DIY & Gardening £m	Zone 7 DIY & Gardening £m	Zone 8 DIY & Gardening £m	Zone 9 DIY & Gardening £m	Zone 10 DIY & Gardening £m	Study Area DIY & Gardening	
											£m	%
Outside Study Area - West Lancashire												
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Wyre District												
Barton Grange Garden Centre, Garstang Rd, Brock, Preston	0.01	0.02	0.00	0.00	0.00	0.09	0.00	0.04	0.05	0.00	0.22	0.4
Garstang Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.05	0.00	0.36	0.7
Great Eccleston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Wyre District	0.01	0.02	0.00	0.00	0.00	0.09	0.00	0.34	0.11	0.00	0.58	1.2
Outside Study Area - Other												
London City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Cumbria	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, East Midlands	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, North East	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
South East	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, South West	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.09	0.2
Other, West Midlands	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Yorkshire and Humber	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Scotland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Wales	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.2
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Other	0.00	0.00	0.12	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.21	0.4
SUB TOTAL OUTSIDE STUDY AREA	0.03	0.06	0.18	0.09	0.05	0.28	0.56	0.75	0.71	0.97	3.67	7.41
TOTAL	1.13	1.96	4.50	3.68	2.61	3.71	14.15	2.74	8.42	6.71	49.60	100.0

Notes:

a. Expenditure calculated by multiplying the total expenditure on DIY & gardening goods for each zone (Table 22) by the market share for each destination (Table 10)

b. Red indicates destination in Blackpool Borough

2016 Prices

TABLE 25: STUDY AREA RESIDENTS' SHOPPING PATTERNS - FURNITURE 2017

Destination	Zone 1 Furniture %	Zone 2 Furniture %	Zone 3 Furniture %	Zone 4 Furniture %	Zone 5 Furniture %	Zone 6 Furniture %	Zone 7 Furniture %	Zone 8 Furniture %	Zone 9 Furniture %	Zone 10 Furniture %
INSIDE STUDY AREA										
Zone 1										
North Shore, Blackpool	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Talbot Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	22.1	24.6	43.7	33.1	29.7	36.4	16.0	16.3	13.4	7.1
Sub Total Zone 1	23.4	24.6	43.7	33.1	29.7	36.4	16.0	16.3	13.4	7.1
Zone 2										
Houndshill Shopping Centre, Victoria Street, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 2	0.0	3.5	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 2	0.0	3.5	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3										
Layton District Centre, Blackpool	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Screwfix, Mowbray Drive, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waterloo Road/South Shore District Centre, Blackpool	5.9	3.5	0.0	1.2	9.4	2.7	0.7	0.0	0.0	0.0
Talbot Road, Blackpool	0.0	2.4	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitegate Drive District Centre, Blackpool	8.9	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Wickes, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 3 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	14.8	6.0	6.8	1.2	9.4	2.7	1.2	0.0	0.0	1.4
Zone 4										
Blackpool Retail Park, Squires Gate Lane, Blackpool	13.5	17.2	4.0	28.3	12.8	14.3	13.4	6.4	12.7	8.7
Highfield Road District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Parkinson Way, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 4 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 4	13.5	17.2	4.0	28.3	12.8	14.3	13.4	6.4	12.7	8.7
Zone 5										
Asda Superstore, Cherry Tree Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Baguley's the Garden People, Midgeland Road, Marton, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	16.1	7.7	2.3	4.9	11.1	2.7	0.0	0.0	2.9	1.4
Clifton Retail Park, Sandhams Way, Blackpool	3.2	1.8	2.3	0.0	0.0	0.0	0.0	0.0	5.2	1.0
Local shops, Zone 5 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton, Blackpool	0.0	0.0	9.1	0.0	5.6	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Trebaron Garden Centre Ltd, Common Edge Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vicarage Lane Commercial Area, Blackpool	6.4	6.6	4.0	4.6	5.5	0.0	1.2	0.0	1.3	0.0
Other, Zone 5 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool	3.2	6.0	11.4	0.0	0.0	0.0	4.5	0.0	2.6	1.9
Sub Total Zone 5	29.0	22.1	29.1	9.5	22.2	2.7	7.0	0.0	12.1	4.4
Zone 6										
Bispham District Centre, Blackpool	1.4	0.0	0.0	1.2	3.0	9.9	2.5	1.1	0.0	0.0
Devonshire Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holyoake Avenue Retail Park, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Red Bank Road District Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 6	1.4	0.0	0.0	1.2	3.0	9.9	2.5	1.1	0.0	0.0
Zone 7										
Asda Superstore, Cop Lane, Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	0.0	1.8	0.0	1.2	0.0	6.1	21.7	8.1	0.0	1.0
Fleetwood Town Centre	0.0	0.0	0.0	0.0	1.6	0.0	15.0	5.3	0.0	0.0
Freeport Fleetwood Outlet Village, Anchorage Road, Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marsh Mill Shopping Village, Fleetwood Rd North, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Amounderness Way, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	0.0	3.5	0.0	0.0	0.0	0.0	1.2	3.8	0.0	1.0
Teanlowe Centre, Poulton-le-Fylde	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Plant Place, Fleetwood Road South, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 7 (Wyre)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 7 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 7	0.0	5.3	0.0	1.2	1.6	6.1	37.9	17.2	0.0	2.1
Zone 8										
Hambleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.4	0.0	0.0
Knott End-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Other, Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0
Other, Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.4	0.0	0.0
Zone 9										
Ansdeil District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Lytham St Annes - Alexandria Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - Headroomgate Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - St Albans Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes - St Davids Road North	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes Town Centre	0.0	0.0	5.7	1.2	2.3	10.4	0.0	0.0	20.3	5.0
Lytham Town Centre	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	22.2	2.1
Sainsburys, St Andrews Road North, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 9	0.0	0.0	5.7	1.2	3.9	10.4	0.0	0.0	43.9	7.0
Zone 10										
Freckleton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	1.4
Kirkham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	31.3
The Plant Emporium, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	32.8
SUB-TOTAL BLACKPOOL BOROUGH	78.9	67.4	73.8	73.4	77.1	65.8	35.6	23.9	35.5	19.7
SUB TOTAL INSIDE STUDY AREA	82.1	78.6	90.9	75.9	82.6	82.3	78.0	68.0	82.0	63.5
OUTSIDE STUDY AREA										
Outside Study Area - Barrow District										
Cornerhouse Retail Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Barrow District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Blackburn with Darwen										
Blackburn Town Centre	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitebirk Retail Park, Hyndburn, Blackburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Blackburn with Darwen	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Destination	Zone 1 Furniture %	Zone 2 Furniture %	Zone 3 Furniture %	Zone 4 Furniture %	Zone 5 Furniture %	Zone 6 Furniture %	Zone 7 Furniture %	Zone 8 Furniture %	Zone 9 Furniture %	Zone 10 Furniture %
Outside Study Area - Bolton District										
Bolton Shopping Park, Trinity Street, Bolton	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Sub Total Outside Study Area - Bolton District	0.0	4.2	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Outside Study Area - Cheshire West & Chester										
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Cheshire West & Chester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Chorley District										
Chorley Retail Park, George Street, Chorley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	1.6	6.5	0.5	0.0	0.0	0.0
Sub Total Outside Study Area - Chorley District	0.0	0.0	0.0	0.0	1.6	6.5	0.5	0.0	2.3	0.0
Outside Study Area - Fylde District										
Dobbies Garden World, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Fylde District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Lancaster District										
B&Q, Aldcliffe Road, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bare Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Caton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central Drive Retail Park, Morecambe	0.0	1.8	3.4	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Heysham Village Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Retail Park, Mellishaw Lane, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster University Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morecambe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Cable Street, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Lancaster Road, Morecambe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Nicholas Arcades, St Nicholas Arcades, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Lancaster District	0.0	1.8	3.4	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Leeds										
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Leeds	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Liverpool										
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Manchester										
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Greater Manchester	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	1.0	0.0
Sub Total Outside Study Area - Manchester	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	1.0	0.0
Outside Study Area - Oldham										
Oldham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Sub Total Outside Study Area - Oldham	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Outside Study Area - Pendle										
Boundary Mill Stores, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Pendle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Preston District										
Asda Superstore, Pittman Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Road / Woodplumpton Road Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deepdale, Blackpool Road, Preston	5.1	0.0	0.0	0.0	1.6	2.7	1.2	4.7	1.9	4.9
Fishergate Shopping Centre, Fishergate, Preston City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Preston Riversway, Mariners Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Deepdale, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Preston City Centre	6.4	4.2	1.7	1.2	7.2	4.6	10.3	4.2	2.6	16.3
Queens Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Preston Riversway, Mariners Way, Preston	1.9	0.0	0.0	14.1	2.3	1.9	5.8	17.8	5.2	2.9
Sub Total Outside Study Area - Preston District	13.3	4.2	1.7	15.3	11.1	9.2	17.3	26.7	9.8	24.1
Outside Study Area - Ribble Valley District										
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Ribble Valley District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Rochdale District										
Rochdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0
Sub Total Outside Study Area - Rochdale District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0
Outside Study Area - Sefton District										
Briarlee Garden Centre, Chapel Lane, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Strand Shopping Centre, The Hexagon, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Sefton District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Outside Study Area - Sheffield										
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Sheffield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - South Lakeland District										
Kendal Town Centre, Cumbria	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - South Lakeland District	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0
Outside Study Area - South Ribble District										
B&Q, Craven Drive, Southings Business Park, Bamber Bridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bamber Bridge District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capitol Retail Park, Preston	3.2	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0
Leyland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Towngate, Leyland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walmer Bridge Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - South Ribble District	3.2	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0
Outside Study Area - St Helens District										
St. Helens Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - St Helens District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Trafford										
The Trafford Centre, Manchester	0.0	0.0	0.0	0.0	1.6	0.0	1.2	0.0	0.0	0.0
Sub Total Outside Study Area - Trafford	0.0	0.0	0.0	0.0	1.6	0.0	1.2	0.0	0.0	0.0
Outside Study Area - Warrington District										
Gemini Retail Park, Europa Boulevard, Warrington	1.4	9.5	0.0	6.6	3.0	0.0	0.0	0.0	0.0	1.4
Warrington Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	7.0
Sub Total Outside Study Area - Warrington District	1.4	9.5	0.0	6.6	3.0	0.0	0.5	0.0	0.0	8.5

Destination	Zone 1 Furniture %	Zone 2 Furniture %	Zone 3 Furniture %	Zone 4 Furniture %	Zone 5 Furniture %	Zone 6 Furniture %	Zone 7 Furniture %	Zone 8 Furniture %	Zone 9 Furniture %	Zone 10 Furniture %
Outside Study Area - West Lancashire										
Skelmersdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Sub Total Outside Study Area - West Lancashire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Outside Study Area - Wyre District										
Barton Grange Garden Centre, Garstang Rd, Brock, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garstang Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	1.4
Great Eccleston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Wyre District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	1.4
Outside Study Area - Other										
London City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Cumbria	0.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, East Midlands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Lancashire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0
Other, North East	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South East	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, South West	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, West Midlands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Yorkshire and Humber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Scotland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Wales	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Other	0.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0
SUB TOTAL OUTSIDE STUDY AREA	17.9	21.4	9.1	24.1	17.4	17.7	22.0	32.0	18.0	36.5
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

- Notes:**
- a. Market shares derived directly from Blackpool Household Survey (October 2017) and taken from Q35 (weighted and filtered)
 - b. Excludes 'don't know/varies', markets and internet sales
 - c. Red indicates destination in Blackpool Borough

TABLE 26: STUDY AREA RESIDENTS' EXPENDITURE - FURNITURE 2017

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area		
	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	£m	%
INSIDE STUDY AREA													
Zone 1													
North Shore, Blackpool	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.0
Sainsburys, Talbot Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Blackpool Town Centre	0.44	0.84	3.22	1.93	1.17	2.10	3.39	0.58	1.71	0.70	0.00	16.07	21.3
Sub Total Zone 1	0.47	0.84	3.22	1.93	1.17	2.10	3.39	0.58	1.71	0.70		16.10	21.3
Zone 2													
Houndshell Shopping Centre, Victoria Street, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 2	0.00	0.12	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.3
Sub Total Zone 2	0.00	0.12	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.25	0.3
Zone 3													
Layton District Centre, Blackpool	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.39	0.5
Screwfix, Mowbray Drive, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Waterloo Road/South Shore District Centre, Blackpool	0.12	0.12	0.00	0.07	0.37	0.15	0.15	0.00	0.00	0.00	0.00	0.98	1.3
Talbot Road, Blackpool	0.00	0.08	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.4
Whitegate Drive District Centre, Blackpool	0.18	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.29	0.4
Wickes, Preston New Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 3 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 3	0.29	0.20	0.50	0.07	0.37	0.15	0.26	0.00	0.00	0.14		1.99	2.6
Zone 4													
Blackpool Retail Park, Squires Gate Lane, Blackpool	0.27	0.59	0.30	1.65	0.50	0.83	2.84	0.23	1.62	0.86	0.00	9.67	12.8
Highfield Road District Centre, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
The Range, Parkinson Way, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 4 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morrisons, Squires Gate Lane, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 4	0.27	0.59	0.30	1.65	0.50	0.83	2.84	0.23	1.62	0.86		9.67	12.8
Zone 5													
Asda Superstore, Cherry Tree Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Baguley's the Garden People, Midgeland Road, Marton, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	0.32	0.26	0.17	0.29	0.44	0.15	0.00	0.00	0.37	0.14	0.00	2.14	2.8
Clifton Retail Park, Sandhams Way, Blackpool	0.06	0.06	0.17	0.00	0.00	0.00	0.00	0.00	0.66	0.10	0.00	1.06	1.4
Local shops, Zone 5 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Marton, Blackpool	0.00	0.00	0.67	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.89	1.2
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.26	0.3
Trebaron Garden Centre Ltd, Common Edge Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Vicarage Lane Commercial Area, Blackpool	0.13	0.23	0.30	0.27	0.22	0.00	0.26	0.00	0.17	0.00	0.00	1.56	2.1
Other, Zone 5 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool	0.06	0.20	0.84	0.00	0.00	0.00	0.95	0.00	0.34	0.18	0.00	2.58	3.4
Sub Total Zone 5	0.58	0.75	2.14	0.55	0.87	0.15	1.47	0.00	1.54	0.43		8.49	11.2
Zone 6													
Bispham District Centre, Blackpool	0.03	0.00	0.00	0.07	0.12	0.57	0.52	0.04	0.00	0.00	0.00	1.35	1.8
Devonshire Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Holyoake Avenue Retail Park, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sainsburys, Red Bank Road District Centre, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 6	0.03	0.00	0.00	0.07	0.12	0.57	0.52	0.04	0.00	0.00		1.35	1.8
Zone 7													
Asda Superstore, Cop Lane, Fleetwood	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Cleveleys Town Centre	0.00	0.06	0.00	0.07	0.00	0.36	4.58	0.29	0.00	0.10	0.00	5.46	7.2
Fleetwood Town Centre	0.00	0.00	0.00	0.00	0.06	0.00	3.17	0.19	0.00	0.00	0.00	3.42	4.5
Freeport Fleetwood Outlet Village, Anchorage Road, Fleetwood	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Marsh Mill Shopping Village, Fleetwood Rd North, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morrisons, Amounderness Way, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Poulton-le-Fylde Town Centre	0.00	0.12	0.00	0.00	0.00	0.00	0.26	0.14	0.00	0.10	0.00	0.62	0.8
Teanlowe Centre, Poulton-le-Fylde	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
The Plant Place, Fleetwood Road South, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 7 (Wyre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 7 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 7	0.00	0.18	0.00	0.07	0.06	0.36	8.01	0.61	0.00	0.21		9.50	12.6
Zone 8													
Hambleton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69	0.00	0.00	0.00	0.69	0.9
Knott End-on-Sea	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.08	0.1
Other, Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.14	0.2
Other, Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.91	0.00	0.00		0.91	1.2
Zone 9													
Ansdel District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.17	0.2
Lytham St Annes - Alexandria Drive	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lytham St Annes - Headroomgate Road	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lytham St Annes - St Albans Road	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lytham St Annes - St Davids Road North	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lytham St Annes Town Centre	0.00	0.00	0.42	0.07	0.09	0.60	0.00	0.00	2.59	0.49	0.00	4.26	5.6
Lytham Town Centre	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	2.83	0.21	0.00	3.10	4.1
Sainsburys, St Andrews Road North, Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 9	0.00	0.00	0.42	0.07	0.15	0.60	0.00	0.00	5.59	0.69		7.53	10.0
Zone 10													
Freckleton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.14	0.00	0.20	0.3
Kirkham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.08	3.08	4.1
The Plant Emporium, Preston New Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Zone 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Zone 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	3.22		3.22	4.3
SUB-TOTAL BLACKPOOL BOROUGH	1.57	2.30	5.44	4.27	3.03	3.81	7.52	0.85	4.52	1.94		35.26	46.6
SUB TOTAL INSIDE STUDY AREA	1.63	2.69	6.70	4.42	3.25	4.77	16.48	2.43	10.45	6.25		59.05	78.1

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area		
	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	%
Outside Study Area - Bolton District													
Bolton Shopping Park, Trinity Street, Bolton	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.2
Bolton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.04	0.1
Sub Total Outside Study Area - Bolton District	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.18	0.2
Outside Study Area - Cheshire West & Chester													
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Chester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Cheshire West & Chester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Chorley District													
Chorley Retail Park, George Street, Chorley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.29	0.4
Chorley Town Centre	0.00	0.00	0.00	0.00	0.06	0.38	0.11	0.00	0.00	0.00	0.00	0.55	0.7
Sub Total Outside Study Area - Chorley District	0.00	0.00	0.00	0.00	0.06	0.38	0.11	0.00	0.29	0.00	0.00	0.85	1.1
Outside Study Area - Fylde District													
Dobbies Garden World, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Fylde District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Lancaster District													
B&Q, Aldcliffe Road, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Bare Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Caton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Central Drive Retail Park, Morecambe	0.00	0.06	0.25	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.6
Heysham Village Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lancaster City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lancaster City Retail Park, Mellishaw Lane, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lancaster University Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morecambe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sainsburys, Cable Street, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sainsburys, Lancaster Road, Morecambe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
St Nicholas Arcades, St Nicholas Arcades, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Westgate Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Lancaster District	0.00	0.06	0.25	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.6
Outside Study Area - Leeds													
Leeds City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Leeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Liverpool													
Liverpool City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Manchester													
Manchester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Other, Greater Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.12	0.00	0.00	0.38	0.5
Sub Total Outside Study Area - Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.12	0.00	0.00	0.38	0.5
Outside Study Area - Oldham													
Oldham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.26	0.3
Sub Total Outside Study Area - Oldham	0.00	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.26	0.3
Outside Study Area - Pendle													
Boundary Mill Stores, Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Pendle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Preston District													
Asda Superstore, Pittman Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Blackpool Road / Woodplumpton Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Deepdale, Blackpool Road, Preston	0.10	0.00	0.00	0.00	0.06	0.15	0.26	0.17	0.25	0.49	0.00	1.48	2.0
Fishergate Shopping Centre, Fishergate, Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Homebase, Preston Riversway, Mariners Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morrisons, Deepdale, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Preston City Centre	0.13	0.14	0.12	0.07	0.28	0.27	2.18	0.15	0.34	1.60	0.00	5.28	7.0
Queens Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Riversway Retail Park, Preston Riversway, Mariners Way, Preston	0.04	0.00	0.00	0.82	0.09	0.11	1.22	0.64	0.66	0.28	0.00	3.85	5.1
Sub Total Outside Study Area - Preston District	0.27	0.14	0.12	0.89	0.44	0.53	3.65	0.95	1.24	2.37	0.00	10.62	14.0
Outside Study Area - Ribble Valley District													
Clitheroe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Ribble Valley District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Rochdale District													
Rochdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.29	0.4
Sub Total Outside Study Area - Rochdale District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.29	0.4
Outside Study Area - Sefton District													
Briarlee Garden Centre, Chapel Lane, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Southport Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.12	0.2
Strand Shopping Centre, The Hexagon, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Sefton District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.12	0.2
Outside Study Area - Sheffield													
Sheffield City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - Sheffield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - South Lakeland District													
Kendal Town Centre, Cumbria	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.11	0.1
Sub Total Outside Study Area - South Lakeland District	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.11	0.1
Outside Study Area - South Ribble District													
B&Q, Craven Drive, Southings Business Park, Bamber Bridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Bamber Bridge District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Capitol Retail Park, Preston	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.16	0.2
Leyland Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Penwortham District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Tesco Extra, Towngate, Leyland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Walmer Bridge Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - South Ribble District	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.16	0.2
Outside Study Area - St Helens District													
St. Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Sub Total Outside Study Area - St Helens District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Outside Study Area - Trafford													
The Trafford Centre, Manchester	0.00	0.00	0.00	0.00	0.06	0.00	0.26	0.00	0.00	0.00	0.00	0.32	0.4
Sub Total Outside Study Area - Trafford	0.00	0.00	0.00	0									

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Furniture		
	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	Furniture £m	£m	%
Outside Study Area - West Lancashire													
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24		0.24	0.3
Sub Total Outside Study Area - West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24		0.24	0.3
Outside Study Area - Wyre District													
Barton Grange Garden Centre, Garstang Rd, Brock, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.0
Garstang Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.14		0.20	0.3
Great Eccleston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.0
Sub Total Outside Study Area - Wyre District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.14		0.20	0.3
Outside Study Area - Other													
London City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.0
Other, Cumbria	0.00	0.00	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.30	0.4
Other, East Midlands	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.0
Other, Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00		0.22	0.3
Other, North East	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.0
South East	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.0
Other, South West	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.0
Other, West Midlands	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.0
Other, Yorkshire and Humber	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.0
Other, Scotland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.0
Other, Wales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.0
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.0
Sub Total Outside Study Area - Other	0.00	0.00	0.30	0.00	0.00	0.00	0.00	0.00	0.22	0.00		0.52	0.7
SUB TOTAL OUTSIDE STUDY AREA	0.36	0.73	0.67	1.40	0.68	1.02	4.65	1.14	2.30	3.59		16.54	21.88
TOTAL	1.99	3.42	7.37	5.82	3.93	5.79	21.13	3.57	12.75	9.83		75.60	100.0

Notes:

a. Expenditure calculated by multiplying the total expenditure on furniture & carpets for each zone (Table 24) by the market share for each destination (Table 10)

b. Red indicates destination in Blackpool Borough

2016 Prices

TABLE 27: STUDY AREA RESIDENTS' EXPENDITURE - ALL COMPARISON GOODS 2017

Destination	Zone 1 All Comparison £m	Zone 2 All Comparison £m	Zone 3 All Comparison £m	Zone 4 All Comparison £m	Zone 5 All Comparison £m	Zone 6 All Comparison £m	Zone 7 All Comparison £m	Zone 8 All Comparison £m	Zone 9 All Comparison £m	Zone 10 All Comparison £m	Blackpool Zones All Comparison £m	Study Area All Comparison £m
INSIDE STUDY AREA												
Zone 1												
North Shore, Blackpool	0.16	0.00	0.00	0.00	0.00	0.54	0.20	0.00	0.00	0.00	0.70	0.90
Sainsburys, Talbot Road, Blackpool	1.91	0.43	2.29	0.16	0.00	0.34	0.23	0.60	0.29	0.00	5.13	6.24
Blackpool Town Centre	11.23	24.01	34.57	26.23	18.34	28.38	57.51	6.22	23.59	24.36	142.76	254.44
Sub Total Zone 1	13.30	24.45	36.86	26.39	18.34	29.25	57.94	6.81	23.88	24.36	148.59	261.58
Zone 2												
Houndshell Shopping Centre, Victoria Street, Blackpool	0.46	0.11	0.95	1.06	0.05	0.19	0.58	2.13	0.88	0.00	2.82	6.41
Other, Zone 2	0.00	0.12	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.25
Sub Total Zone 2	0.46	0.23	1.07	1.06	0.05	0.19	0.58	2.13	0.88	0.00	3.06	6.65
Zone 3												
Layton District Centre, Blackpool	0.12	0.00	0.94	0.00	0.03	0.16	0.00	0.00	0.00	0.14	1.25	1.39
Screwfix, Mowbray Drive, Blackpool	0.01	0.00	0.00	0.04	0.00	0.09	0.15	0.00	0.00	0.00	0.14	0.29
Waterloo Road/South Shore District Centre, Blackpool	0.33	2.02	0.53	1.29	3.11	2.04	0.83	0.19	0.47	0.41	9.32	11.22
Talbot Road, Blackpool	0.14	0.32	0.25	0.00	0.12	0.00	0.00	0.08	0.00	0.00	0.83	0.91
Whitegate Drive District Centre, Blackpool	0.31	0.64	2.53	0.00	0.87	0.08	0.11	0.00	0.00	0.00	4.43	4.54
Wickes, Preston New Road, Blackpool	0.03	0.07	0.27	0.00	0.35	0.20	0.06	0.05	0.00	0.05	0.91	1.08
Other, Zone 3 (Blackpool)	0.00	0.00	1.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.68	1.68
Sub Total Zone 3	0.96	3.05	6.19	1.33	4.48	2.56	1.15	0.31	0.47	0.61	18.57	21.11
Zone 4												
Blackpool Retail Park, Squires Gate Lane, Blackpool	2.78	4.23	9.51	14.22	4.18	5.19	20.70	3.03	22.28	8.94	40.11	95.06
Highfield Road District Centre, Blackpool	0.07	1.19	0.00	0.84	0.18	0.00	0.00	0.00	0.00	0.00	2.28	2.28
The Range, Parkinson Way, Blackpool	0.00	0.10	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.35
Other, Zone 4 (Blackpool)	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.12	0.12
Morrisons, Squires Gate Lane, Blackpool	0.03	0.05	0.33	1.28	0.04	0.00	0.00	0.00	0.43	0.00	1.74	2.17
Sub Total Zone 4	2.88	5.57	9.84	16.58	4.52	5.19	20.70	3.03	22.71	8.94	44.59	99.97
Zone 5												
Asda Superstore, Cherry Tree Road, Blackpool	0.26	0.59	3.43	1.82	4.05	0.34	0.48	0.27	1.53	0.76	10.48	13.52
Baguley's the Garden People, Midgeland Road, Marton, Blackpool	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.75
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	1.56	1.10	2.32	2.05	1.64	0.67	7.07	0.19	3.08	1.10	9.32	20.77
Clifton Retail Park, Sandhams Way, Blackpool	0.26	1.24	6.38	1.93	2.68	0.90	2.71	0.18	3.18	1.50	13.39	20.95
Local shops, Zone 5 (Blackpool)	0.00	0.00	0.00	0.05	0.11	0.00	0.00	0.00	0.00	0.00	0.15	0.15
Marton, Blackpool	0.00	0.00	1.26	0.00	0.96	0.00	0.00	0.09	0.00	0.00	2.22	2.31
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool	1.22	2.73	3.81	0.36	2.20	1.02	2.97	0.27	4.90	3.77	11.34	23.26
Trebaron Garden Centre Ltd, Common Edge Road, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.13
Vicarage Lane Commercial Area, Blackpool	0.13	0.30	0.37	0.50	0.55	0.00	0.26	0.00	0.30	0.00	1.85	2.40
Other, Zone 5 (Blackpool)	0.00	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.45
B&Q, Whitehills Retail Park, Preston New Road, Blackpool	0.61	1.16	3.72	2.71	1.38	1.48	7.34	1.13	5.36	4.47	11.05	29.35
Sub Total Zone 5	4.03	7.12	21.73	10.17	13.56	4.40	20.82	2.14	18.49	11.61	60.99	114.05
Zone 6												
Bispham District Centre, Blackpool	0.09	0.00	0.00	0.07	0.12	2.49	1.14	0.04	0.00	0.00	2.77	3.95
Devonshire Road, Blackpool	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.24
Holyoake Avenue Retail Park, Blackpool	0.00	0.00	0.00	0.00	0.00	0.60	0.00	0.00	0.00	0.00	0.60	0.60
Sainsburys, Red Bank Road District Centre, Blackpool	0.12	0.00	0.00	0.00	0.00	0.70	0.54	0.00	0.00	0.00	0.82	1.37
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.15
Sub Total Zone 6	0.45	0.00	0.00	0.07	0.12	3.80	1.83	0.04	0.00	0.00	4.43	6.31
Zone 7												
Asda Superstore, Cop Lane, Fleetwood	0.00	0.00	0.00	0.00	0.00	0.00	8.82	1.14	0.00	0.00	0.00	9.95
Burnside Garden Centre, New Lane, Thornton-Cleveleys	0.01	0.00	0.00	0.00	0.00	0.00	0.32	0.00	0.00	0.05	0.01	0.39
Cleveleys Town Centre	0.31	0.28	1.07	0.53	0.19	7.52	48.56	3.21	0.21	0.48	9.88	62.34
Fleetwood Town Centre	0.14	0.10	0.00	0.26	0.06	1.94	16.78	2.55	0.54	1.17	2.51	23.55
Freepoint Fleetwood Outlet Village, Anchorage Road, Fleetwood	0.37	0.54	1.38	0.70	0.25	1.89	22.47	2.15	1.34	1.02	5.14	32.11
Marsh Mill Shopping Village, Fleetwood Rd North, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.44
Morrisons, Amounderness Way, Thornton-Cleveleys	0.00	0.00	0.13	0.00	0.00	0.08	1.40	0.15	0.00	0.00	0.21	1.76
Poulton-le-Fylde Town Centre	0.14	0.12	0.26	0.00	0.13	0.15	7.85	1.57	0.00	5.22	0.80	15.44
Teanlowe Centre, Poulton-le-Fylde	0.00	0.00	0.00	0.00	0.00	0.00	1.77	0.00	0.00	0.00	0.00	1.77
The Plant Place, Fleetwood Road South, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.00	0.55	0.00	0.00	0.00	0.00	0.55
Thornton-Cleveleys	0.00	0.00	0.00	0.12	0.00	0.00	3.77	0.00	0.00	0.00	0.12	3.88
Other, Zone 7 (Wyre)	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.28
Other, Zone 7 (Blackpool)	0.00	0.00	0.00	0.00	0.00	0.08	0.06	0.00	0.00	0.00	0.08	0.14
Sub Total Zone 7	0.97	1.04	2.84	1.60	0.63	11.66	112.62	10.77	2.09	8.38	18.74	152.60
Zone 8												
Hambleton	0.00	0.00	0.00	0.00	0.00	0.00	0.26	1.44	0.00	0.00	0.00	1.70
Knott End-on-Sea	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.09	0.00	0.00	0.00	1.09
Other, Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.19
Other, Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.02
Sub Total Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.26	2.73	0.00	0.00	0.00	3.00
Zone 9												
Ansfield District Centre	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.70	0.00	0.07	0.77
Lytham St Annes - Alexandria Drive	0.00	0.00	0.00	0.14	0.00	0.00	1.13	0.00	0.26	0.00	0.14	1.53
Lytham St Annes - Headroomgate Road	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.11	0.00	0.08	0.19
Lytham St Annes - St Albans Road	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.07	0.60	0.11	0.78
Lytham St Annes - St Davids Road North	0.00	0.00	0.22	0.00	0.27	0.00	0.00	0.00	0.05	0.00	0.49	0.55
Lytham St Annes Town Centre	0.00	0.00	1.30	1.54	0.84	0.94	1.10	0.04	28.31	2.89	4.62	36.96
Lytham Town Centre	0.00	0.00	0.00	0.53	0.41	0.00	0.23	0.03	17.10	2.53	0.94	20.83
Sainsburys, St Andrews Road North, Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.79
Sub Total Zone 9	0.00	0.00	1.52	2.41	1.60	0.94	2.46	0.06	47.39	6.02	6.45	62.39
Zone 10												
Freckleton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.60	0.05	0.00	1.07	0.00	1.72
Kirkham Town Centre	0.00	0.00	0.00	0.17	0.00	0.00	0.48	0.06	0.16	13.23	0.17	14.11
The Plant Emporium, Preston New Road, Blackpool	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03
Other, Zone 10	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.06
Sub Total Zone 10	0.06	0.00	0.00	0.20	0.00	0.00	1.08	0.12	0.16	14.30	0.26	15.91
SUB-TOTAL BLACKPOOL BOROUGH	21.44	39.20	71.64	51.61	39.65	43.99	95.75	13.32	60.64	41.05	267.53	478.28
SUB TOTAL INSIDE STUDY AREA	23.11	41.45	80.04	59.81	43.30	57.98	219.45	28.14	116.07	74.23	305.69	743.57
OUTSIDE STUDY AREA												
Outside Study Area - Barrow District												
Cornerhouse Retail Park, Hindpool Road, Barrow-in-Furness	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.13
Sub Total Outside Study Area - Barrow District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.13
Outside Study Area - Blackburn with Darwen												
Blackburn Town Centre	0.00	0.17	0.00	0.19	0.37	0.11	0.11	0.90	0.07	0.84	0.84	2.77
Whitebirk Retail Park, Hyndburn, Blackburn	0.00	0.0										

Destination	Zone 1 All Comparison £m	Zone 2 All Comparison £m	Zone 3 All Comparison £m	Zone 4 All Comparison £m	Zone 5 All Comparison £m	Zone 6 All Comparison £m	Zone 7 All Comparison £m	Zone 8 All Comparison £m	Zone 9 All Comparison £m	Zone 10 All Comparison £m	Blackpool Zones All Comparison £m	Study Area All Comparison £m
Outside Study Area - Bolton District												
Bolton Shopping Park, Trinity Street, Bolton	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.14
Bolton Town Centre	0.03	0.00	0.05	0.00	0.00	0.00	0.00	0.04	0.16	0.00	0.08	0.28
Sub Total Outside Study Area - Bolton District	0.03	0.14	0.05	0.00	0.00	0.00	0.00	0.04	0.16	0.00	0.23	0.43
Outside Study Area - Cheshire West & Chester												
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.38	0.00	0.00	0.10	0.31	0.00	0.16	0.00	0.49	0.95
Chester City Centre	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.29	0.29
Sub Total Outside Study Area - Cheshire West & Chester	0.00	0.00	0.38	0.00	0.29	0.10	0.31	0.00	0.16	0.00	0.78	1.24
Outside Study Area - Chorley District												
Chorley Retail Park, George Street, Chorley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.29
Chorley Town Centre	0.10	0.00	0.00	0.00	0.06	0.78	0.11	0.00	0.00	0.00	0.93	1.04
Sub Total Outside Study Area - Chorley District	0.10	0.00	0.00	0.00	0.06	0.78	0.11	0.00	0.29	0.00	0.93	1.34
Outside Study Area - Fylde District												
Dobbies Garden World, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.05	0.00	0.02	0.08
Sub Total Outside Study Area - Fylde District	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.05	0.00	0.02	0.08
Outside Study Area - Lancaster District												
B&Q, Aldcliffe Road, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.05	0.00	0.33
Bare Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.21
Caton Local Centre	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.02
Central Drive Retail Park, Morecambe	0.00	0.06	0.25	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.44
Heysham Village Local Centre	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.00	0.00	0.44	0.44
Lancaster City Centre	0.00	0.00	0.00	0.00	0.00	0.44	0.60	3.65	0.00	0.00	0.44	4.69
Lancaster City Retail Park, Mellishaw Lane, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.37
Lancaster University Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.40
Morecambe Town Centre	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.03	0.00	0.00	0.12	0.16
Sainsburys, Cable Street, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.11
Sainsburys, Lancaster Road, Morecambe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.10
St Nicholas Arcades, St Nicholas Arcades, Lancaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.33
Westgate Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.23
Sub Total Outside Study Area - Lancaster District	0.02	0.06	0.25	0.13	0.12	0.89	0.60	4.93	0.33	0.50	1.47	7.82
Outside Study Area - Leeds												
Leeds City Centre	0.00	0.00	0.00	0.00	0.06	0.00	0.20	0.00	0.00	0.00	0.06	0.26
Sub Total Outside Study Area - Leeds	0.00	0.00	0.00	0.00	0.06	0.00	0.20	0.00	0.00	0.00	0.06	0.26
Outside Study Area - Liverpool												
Liverpool City Centre	0.00	0.00	0.38	0.00	0.17	0.00	0.20	0.00	1.31	0.00	0.55	2.07
Sub Total Outside Study Area - Liverpool	0.00	0.00	0.38	0.00	0.17	0.00	0.20	0.00	1.31	0.00	0.55	2.07
Outside Study Area - Manchester												
Manchester City Centre	0.16	0.00	0.69	1.89	0.00	1.72	3.33	1.78	1.75	4.43	4.46	15.75
Other, Greater Manchester	0.00	0.38	0.00	0.00	0.00	0.00	0.26	0.07	0.12	0.21	0.38	1.04
Sub Total Outside Study Area - Manchester	0.16	0.38	0.69	1.89	0.00	1.72	3.59	1.86	1.87	4.64	4.84	16.79
Outside Study Area - Oldham												
Oldham Town Centre	0.00	0.00	0.00	0.00	0.00	0.68	0.26	0.00	0.00	0.00	0.68	0.94
Sub Total Outside Study Area - Oldham	0.00	0.00	0.00	0.00	0.00	0.68	0.26	0.00	0.00	0.00	0.68	0.94
Outside Study Area - Pendle												
Boundary Mill Stores, Colne	0.13	0.07	0.00	0.23	0.63	0.17	0.54	0.44	0.58	0.32	1.22	3.11
Sub Total Outside Study Area - Pendle	0.13	0.07	0.00	0.23	0.63	0.17	0.54	0.44	0.58	0.32	1.22	3.11
Outside Study Area - Preston District												
Asda Superstore, Pittman Way, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.03
Blackpool Road / Woodplumpton Road Local Centre	0.07	0.00	0.00	0.00	0.00	0.00	0.86	0.00	0.00	0.25	0.07	1.18
Deepdale, Blackpool Road, Preston	0.32	0.00	0.17	0.53	0.36	0.99	1.66	2.04	2.25	5.27	2.37	13.58
Fishergate Shopping Centre, Fishergate, Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.00	0.00	2.03	0.00	2.57
Homebase, Preston Riversway, Mariners Way, Preston	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.03	0.29	0.08	0.10	0.49
Morrisons, Deepdale, Blackpool Road, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.11
Preston City Centre	0.62	0.46	0.57	0.85	1.85	1.78	7.23	0.87	9.14	17.27	6.13	40.64
Queens Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.22
Riversway Retail Park, Preston Riversway, Mariners Way, Preston	0.04	0.00	0.00	0.82	0.09	0.11	1.22	0.64	2.42	0.28	1.06	5.62
Sub Total Outside Study Area - Preston District	1.05	0.56	0.74	2.20	2.29	2.88	11.71	3.61	14.21	25.18	9.72	64.44
Outside Study Area - Ribble Valley District												
Clitheroe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.21	0.00	0.00	0.44
Sub Total Outside Study Area - Ribble Valley District	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.21	0.00	0.00	0.44
Outside Study Area - Rochdale District												
Rochdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.29
Sub Total Outside Study Area - Rochdale District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.29
Outside Study Area - Sefton District												
Briarlee Garden Centre, Chapel Lane, Southport	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03
Southport Town Centre	0.00	0.17	0.32	0.00	0.00	0.00	0.53	0.00	0.65	0.32	0.49	2.00
Strand Shopping Centre, The Hexagon, Bootle	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.10
Sub Total Outside Study Area - Sefton District	0.00	0.17	0.32	0.13	0.00	0.00	0.53	0.00	0.65	0.32	0.62	2.12
Outside Study Area - Sheffield												
Sheffield City Centre	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.49	0.16	0.65
Sub Total Outside Study Area - Sheffield	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.49	0.16	0.65
Outside Study Area - South Lakeland District												
Kendal Town Centre, Cumbria	0.00	0.00	0.00	0.00	0.00	0.11	0.38	0.00	0.05	0.00	0.11	0.54
Sub Total Outside Study Area - South Lakeland District	0.00	0.00	0.00	0.00	0.00	0.11	0.38	0.00	0.05	0.00	0.11	0.54
Outside Study Area - South Ribble District												
B&Q, Craven Drive, Southings Business Park, Bamber Bridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.10
Bamber Bridge District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32	0.00	0.32
Capitol Retail Park, Preston	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.74	0.21	1.13	0.06	2.15
Leyland Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.06
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.06
Penwortham District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.23
Tesco Extra, Towngate, Leyland	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.21
Walmer Bridge Local Centre	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.19	0.19
Sub Total Outside Study Area - South Ribble District	0.06	0.00	0.00	0.28	0.00	0.19	0.00	0.80	0.21	1.78	0.53	3.32
Outside Study Area - St Helens District												
St. Helens Town Centre	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.05	0.05
Sub Total Outside Study Area - St Helens District	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.05	0.05
Outside Study Area - Trafford												
The Trafford Centre, Manchester	0.39	0.00	0.54	0.77	0.06	0.44	1.74	0.28	6.06	0.29	2.21	10.57
Sub Total Outside Study Area - Trafford	0.39	0.00	0.54	0.77	0.06	0.44	1.74	0.28	6.06	0.29	2.21	10.57
Outside Study Area - Warrington District												
Gemini Retail Park, Europa Boulevard, Warrington	0.03	0.62	0.97	1.28	0.12	0.00	1.00	0.11	0.21	1.54	3.02	5.88
Warrington Town Centre	0.00	0.00	0.00	0.00	0.28	0.00	0.33	0.00	0.00	0.69	0.28	1.30
Sub Total Outside Study Area - Warrington District	0.03	0.62	0.97	1.28	0.40	0.00	1.33	0.11	0.21	2.24	3.30	7.18

Destination	Zone 1 All Comparison £m	Zone 2 All Comparison £m	Zone 3 All Comparison £m	Zone 4 All Comparison £m	Zone 5 All Comparison £m	Zone 6 All Comparison £m	Zone 7 All Comparison £m	Zone 8 All Comparison £m	Zone 9 All Comparison £m	Zone 10 All Comparison £m	Blackpool Zones All Comparison £m	Study Area All Comparison £m
Outside Study Area - West Lancashire												
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.02	0.00	1.02
Sub Total Outside Study Area - West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.02	0.00	1.02
Outside Study Area - Wyre District												
Barton Grange Garden Centre, Garstang Rd, Brock, Preston	0.01	0.02	0.00	0.00	0.00	0.09	0.31	0.04	0.05	0.00	0.12	0.53
Garstang Town Centre	0.00	0.00	0.00	0.00	0.00	0.26	0.00	1.28	0.05	0.14	0.26	1.74
Great Eccleston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.23
Sub Total Outside Study Area - Wyre District	0.01	0.02	0.00	0.00	0.00	0.35	0.31	1.32	0.11	0.37	0.39	2.50
Outside Study Area - Other												
London City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.14
Other, Cumbria	0.00	0.00	0.71	0.00	0.07	0.00	0.20	0.00	0.00	0.64	0.78	1.62
Other, East Midlands	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.28
Other, Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.22
Other, North East	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16
South East	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.37
Other, South West	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.09
Other, West Midlands	0.00	0.00	0.00	1.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.59
Other, Yorkshire and Humber	0.07	0.00	0.00	0.00	0.00	0.00	0.53	0.11	1.42	0.00	0.07	2.14
Other, Scotland	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.21
Other, Wales	0.00	0.00	0.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.53
Abroad	0.07	0.04	0.00	0.00	0.41	0.26	0.39	0.00	0.79	0.96	0.78	2.92
Sub Total Outside Study Area - Other	0.14	0.04	1.41	1.90	0.48	0.26	1.49	0.11	2.79	1.81	4.23	10.43
SUB TOTAL OUTSIDE STUDY AREA	2.11	2.23	5.75	8.99	5.18	8.87	23.63	14.39	29.77	39.79	33.12	140.70
TOTAL	25.22	43.68	85.79	68.80	48.47	66.86	243.08	42.53	145.84	114.02	338.82	884.28

Notes:

- a. Total comparison goods expenditure calculated by adding together the expenditure in each of the eight sub-categories of comparison goods as set out in Tables 11, 13, 15, 17, 19, 21, 23 and 25
- b. Red indicates destination in Blackpool Borough

TABLE 28 STUDY AREA RESIDENTS' SHOPPING PATTERNS - ALL COMPARISON GOODS 2017

Destination	Zone 1 All Comparison %	Zone 2 All Comparison %	Zone 3 All Comparison %	Zone 4 All Comparison %	Zone 5 All Comparison %	Zone 6 All Comparison %	Zone 7 All Comparison %	Zone 8 All Comparison %	Zone 9 All Comparison %	Zone 10 All Comparison %	Blackpool Zones All Comparison %	Study Area All Comparison %
INSIDE STUDY AREA												
Zone 1												
North Shore, Blackpool	0.6	0.0	0.0	0.0	0.0	0.8	0.1	0.0	0.0	0.0	0.2	0.1
Sainsburys, Talbot Road, Blackpool	7.6	1.0	2.7	0.2	0.0	0.5	0.1	1.4	0.2	0.0	1.5	0.7
Blackpool Town Centre	44.5	55.0	40.3	38.1	37.8	42.4	23.7	14.6	16.2	21.4	42.1	28.8
Sub Total Zone 1	52.7	56.0	43.0	38.4	37.8	43.8	23.8	16.0	16.4	21.4	43.9	29.6
Zone 2												
Houndshell Shopping Centre, Victoria Street, Blackpool	1.8	0.2	1.1	1.5	0.1	0.3	0.2	5.0	0.6	0.0	0.8	0.7
Other, Zone 2	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub Total Zone 2	1.8	0.5	1.2	1.5	0.1	0.3	0.2	5.0	0.6	0.0	0.9	0.8
Zone 3												
Layton District Centre, Blackpool	0.5	0.0	1.1	0.0	0.1	0.2	0.0	0.0	0.0	0.1	0.4	0.2
Screwfix, Mowbray Drive, Blackpool	0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Waterloo Road/South Shore District Centre, Blackpool	1.3	4.6	0.6	1.9	6.4	3.0	0.3	0.4	0.3	0.4	2.8	1.3
Talbot Road, Blackpool	0.6	0.7	0.3	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.2	0.1
Whitegate Drive District Centre, Blackpool	1.2	1.5	2.9	0.0	1.8	0.1	0.0	0.0	0.0	0.0	1.3	0.5
Wickes, Preston New Road, Blackpool	0.1	0.2	0.3	0.0	0.7	0.3	0.0	0.1	0.0	0.0	0.3	0.1
Other, Zone 3 (Blackpool)	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2
Sub Total Zone 3	3.8	7.0	7.2	1.9	9.2	3.8	0.5	0.7	0.3	0.5	5.5	2.4
Zone 4												
Blackpool Retail Park, Squires Gate Lane, Blackpool	11.0	9.7	11.1	20.7	8.6	7.8	8.5	7.1	15.3	7.8	11.8	10.7
Highfield Road District Centre, Blackpool	0.3	2.7	0.0	1.2	0.4	0.0	0.0	0.0	0.0	0.0	0.7	0.3
The Range, Parkinson Way, Blackpool	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Other, Zone 4 (Blackpool)	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool	0.1	0.1	0.4	1.9	0.1	0.0	0.0	0.0	0.3	0.0	0.5	0.2
Sub Total Zone 4	11.4	12.8	11.5	24.1	9.3	7.8	8.5	7.1	15.6	7.8	13.2	11.3
Zone 5												
Asda Superstore, Cherry Tree Road, Blackpool	1.0	1.3	4.0	2.6	8.4	0.5	0.2	0.6	1.1	0.7	3.1	1.5
Baguley's the Garden People, Midgeland Road, Marton, Blackpool	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1
Cherry Tree Retail Park, Cherry Tree Road, Blackpool	6.2	2.5	2.7	3.0	3.4	1.0	2.9	0.4	2.1	1.0	2.8	2.3
Clifton Retail Park, Sandhams Way, Blackpool	1.0	2.8	7.4	2.8	5.5	1.3	1.1	0.4	2.2	1.3	4.0	2.4
Local shops, Zone 5 (Blackpool)	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton, Blackpool	0.0	0.0	1.5	0.0	2.0	0.0	0.0	0.2	0.0	0.0	0.7	0.3
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool	4.8	6.3	4.4	0.5	4.5	1.5	1.2	0.6	3.4	3.3	3.3	2.6
Trebaron Garden Centre Ltd, Common Edge Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Vicarage Lane Commercial Area, Blackpool	0.5	0.7	0.4	0.7	1.1	0.0	0.1	0.0	0.2	0.0	0.5	0.3
Other, Zone 5 (Blackpool)	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
B&Q, Whitehills Retail Park, Preston New Road, Blackpool	2.4	2.7	4.3	3.9	2.8	2.2	3.0	2.7	3.7	3.9	3.3	3.3
Sub Total Zone 5	16.0	16.3	25.3	14.8	28.0	6.6	8.6	5.0	12.7	10.2	18.0	12.9
Zone 6												
Bispham District Centre, Blackpool	0.4	0.0	0.0	0.1	0.2	3.7	0.5	0.1	0.0	0.0	0.8	0.4
Devonshire Road, Blackpool	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Holyoake Avenue Retail Park, Blackpool	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.2	0.1
Sainsburys, Red Bank Road District Centre, Blackpool	0.5	0.0	0.0	0.0	0.0	1.0	0.2	0.0	0.0	0.0	0.2	0.2
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 6	1.8	0.0	0.0	0.1	0.2	5.7	0.8	0.1	0.0	0.0	1.3	0.7
Zone 7												
Asda Superstore, Cop Lane, Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	3.6	2.7	0.0	0.0	0.0	1.1
Burnside Garden Centre, New Lane, Thornton-Cleveleys	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	1.2	0.6	1.2	0.8	0.4	11.2	20.0	7.5	0.1	0.4	2.9	7.1
Fleetwood Town Centre	0.5	0.2	0.0	0.4	0.1	2.9	6.9	6.0	0.4	1.0	0.7	2.7
Freepoint Fleetwood Outlet Village, Anchorage Road, Fleetwood	1.5	1.2	1.6	1.0	0.5	2.8	9.2	5.1	0.9	0.9	1.5	3.6
Marsh Mill Shopping Village, Fleetwood Rd North, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Morrisons, Amounderness Way, Thornton-Cleveleys	0.0	0.0	0.2	0.0	0.0	0.1	0.6	0.4	0.0	0.0	0.1	0.2
Poulton-le-Fylde Town Centre	0.6	0.3	0.3	0.0	0.3	0.2	3.2	3.7	0.0	4.6	0.2	1.7
Teanlowe Centre, Poulton-le-Fylde	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.2
The Plant Place, Fleetwood Road South, Thornton-Cleveleys	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1
Thornton-Cleveleys	0.0	0.0	0.0	0.2	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.4
Other, Zone 7 (Wyre)	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Other, Zone 7 (Blackpool)	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 7	3.9	2.4	3.3	2.3	1.3	17.4	46.3	25.3	1.4	7.3	5.5	17.3
Zone 8												
Hambleton	0.0	0.0	0.0	0.0	0.0	0.0	0.1	3.4	0.0	0.0	0.0	0.2
Knott End-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.1
Other, Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Other, Zone 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
Sub Total Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.1	6.4	0.0	0.0	0.0	0.3
Zone 9												
Ansdell District Centre	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.1
Lytham St Annes - Alexandria Drive	0.0	0.0	0.0	0.2	0.0	0.0	0.5	0.0	0.2	0.0	0.0	0.2
Lytham St Annes - Headroomgate Road	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Lytham St Annes - St Albans Road	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.1
Lytham St Annes - St Davids Road North	0.0	0.0	0.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Lytham St Annes Town Centre	0.0	0.0	1.5	2.2	1.7	1.4	0.5	0.1	19.4	2.5	1.4	4.2
Lytham Town Centre	0.0	0.0	0.0	0.8	0.9	0.0	0.1	0.1	11.7	2.2	0.3	2.4
Sainsburys, St Andrews Road North, Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.1
Sub Total Zone 9	0.0	0.0	1.8	3.5	3.3	1.4	1.0	0.2	32.5	5.3	1.9	7.1
Zone 10												
Freckleton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.9	0.0	0.2
Kirkham Town Centre	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.1	0.1	11.6	0.1	1.6
The Plant Emporium, Preston New Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 10	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 10	0.2	0.0	0.0	0.3	0.0	0.0	0.4	0.3	0.1	12.5	0.1	1.8
SUB-TOTAL BLACKPOOL BOROUGH	85.0	89.7	83.5	75.0	81.8	65.8	39.4	31.3	41.6	36.0	79.0	54.1
SUB TOTAL INSIDE STUDY AREA	91.6	94.9	93.3	86.9	89.3	86.7	90.3	66.2	79.6	65.1	90.2	84.1
OUTSIDE STUDY AREA												
Outside Study Area - Barrow District												
Cornerhouse Retail Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Sub Total Outside Study Area - Barrow District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Outside Study Area - Blackburn with Darwen												
Blackburn Town Centre	0.0	0.4	0.0	0.3	0.8	0.2	0.0	2.1	0.1	0.7	0.2	0.3
Whitebirk Retail Park, Hyndburn, Blackburn	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0
Sub Total Outside Study Area - Blackburn with Darwen	0.0	0.4	0.0	0.3	0.8	0.5	0.0	2.1	0.1	0.7	0.3	0.3

Destination	Zone 1 All Comparison %	Zone 2 All Comparison %	Zone 3 All Comparison %	Zone 4 All Comparison %	Zone 5 All Comparison %	Zone 6 All Comparison %	Zone 7 All Comparison %	Zone 8 All Comparison %	Zone 9 All Comparison %	Zone 10 All Comparison %	Blackpool Zones All Comparison %	Study Area All Comparison %
Outside Study Area - Bolton District												
Bolton Shopping Park, Trinity Street, Bolton	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Sub Total Outside Study Area - Bolton District	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Outside Study Area - Cheshire West & Chester												
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0	0.0	0.4	0.0	0.0	0.2	0.1	0.0	0.1	0.0	0.1	0.1
Chester City Centre	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Cheshire West & Chester	0.0	0.0	0.4	0.0	0.6	0.2	0.1	0.0	0.1	0.0	0.2	0.1
Outside Study Area - Chorley District												
Chorley Retail Park, George Street, Chorley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Chorley Town Centre	0.4	0.0	0.0	0.0	0.1	1.2	0.0	0.0	0.0	0.0	0.3	0.1
Sub Total Outside Study Area - Chorley District	0.4	0.0	0.0	0.0	0.1	1.2	0.0	0.0	0.2	0.0	0.3	0.2
Outside Study Area - Fylde District												
Dobbies Garden World, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Fylde District	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Lancaster District												
B&Q, Aldcliffe Road, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Bare Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Caton Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central Drive Retail Park, Morecambe	0.0	0.1	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heysham Village Local Centre	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.1	0.1
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.7	0.2	8.6	0.0	0.0	0.1	0.5
Lancaster City Retail Park, Mellishaw Lane, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Lancaster University Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Morecambe Town Centre	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sainsburys, Cable Street, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Sainsburys, Lancaster Road, Morecambe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
St Nicholas Arcades, St Nicholas Arcades, Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Westgate Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Sub Total Outside Study Area - Lancaster District	0.1	0.1	0.3	0.2	0.3	1.3	0.2	11.6	0.2	0.4	0.4	0.9
Outside Study Area - Leeds												
Leeds City Centre	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Leeds	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Liverpool												
Liverpool City Centre	0.0	0.0	0.4	0.0	0.3	0.0	0.1	0.0	0.9	0.0	0.2	0.2
Sub Total Outside Study Area - Liverpool	0.0	0.0	0.4	0.0	0.3	0.0	0.1	0.0	0.9	0.0	0.2	0.2
Outside Study Area - Manchester												
Manchester City Centre	0.7	0.0	0.8	2.7	0.0	2.6	1.4	4.2	1.2	3.9	1.3	1.8
Other, Greater Manchester	0.0	0.9	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.2	0.1	0.1
Sub Total Outside Study Area - Manchester	0.7	0.9	0.8	2.7	0.0	2.6	1.5	4.4	1.3	4.1	1.4	1.9
Outside Study Area - Oldham												
Oldham Town Centre	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	0.2	0.1
Sub Total Outside Study Area - Oldham	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	0.2	0.1
Outside Study Area - Pendle												
Boundary Mill Stores, Colne	0.5	0.2	0.0	0.3	1.3	0.3	0.2	1.0	0.4	0.3	0.4	0.4
Sub Total Outside Study Area - Pendle	0.5	0.2	0.0	0.3	1.3	0.3	0.2	1.0	0.4	0.3	0.4	0.4
Outside Study Area - Preston District												
Asda Superstore, Pittman Way, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Blackpool Road / Woodplumpton Road Local Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.2	0.0	0.1
Deepdale, Blackpool Road, Preston	1.3	0.0	0.2	0.8	0.7	1.5	0.7	4.8	1.5	4.6	0.7	1.5
Fishergate Shopping Centre, Fishergate, Preston City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	1.8	0.0	0.3
Homebase, Preston Riversway, Mariners Way, Preston	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.0	0.1
Morrisons, Deepdale, Blackpool Road, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Preston City Centre	2.5	1.1	0.7	1.2	3.8	2.7	3.0	2.1	6.3	15.1	1.8	4.6
Queens Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Preston Riversway, Mariners Way, Preston	0.1	0.0	0.0	1.2	0.2	0.2	0.5	1.5	1.7	0.2	0.3	0.6
Sub Total Outside Study Area - Preston District	4.2	1.3	0.9	3.2	4.7	4.3	4.8	8.5	9.7	22.1	2.9	7.3
Outside Study Area - Ribble Valley District												
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Sub Total Outside Study Area - Ribble Valley District	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Outside Study Area - Rochdale District												
Rochdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Sub Total Outside Study Area - Rochdale District	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Outside Study Area - Sefton District												
Briarlee Garden Centre, Chapel Lane, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southport Town Centre	0.0	0.4	0.4	0.0	0.0	0.0	0.2	0.0	0.4	0.3	0.1	0.2
Strand Shopping Centre, The Hexagon, Bootle	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - Sefton District	0.0	0.4	0.4	0.2	0.0	0.0	0.2	0.0	0.4	0.3	0.2	0.2
Outside Study Area - Sheffield												
Sheffield City Centre	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.4	0.0	0.1
Sub Total Outside Study Area - Sheffield	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.4	0.0	0.1
Outside Study Area - South Lakeland District												
Kendal Town Centre, Cumbria	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.1
Sub Total Outside Study Area - South Lakeland District	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.1
Outside Study Area - South Ribble District												
B&Q, Craven Drive, Southings Business Park, Bamber Bridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Bamber Bridge District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Capitol Retail Park, Preston	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.1	1.0	0.0	0.2
Leyland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Morrisons, Olympian Way Retail Park, Olympian Way, Leyland	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Tesco Extra, Towngate, Leyland	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Walmer Bridge Local Centre	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0
Sub Total Outside Study Area - South Ribble District	0.3	0.0	0.0	0.4	0.0	0.3	0.0	1.9	0.1	1.6	0.2	0.4
Outside Study Area - St Helens District												
St. Helens Town Centre	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Outside Study Area - St Helens District	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Trafford												
The Trafford Centre, Manchester	1.5	0.0	0.6	1.1	0.1	0.7	0.7	0.7	4.2	0.3	0.7	1.2
Sub Total Outside Study Area - Trafford	1.5	0.0	0.6	1.1	0.1	0.7	0.7	0.7	4.2	0.3	0.7	1.2
Outside Study Area - Warrington District												
Gemini Retail Park, Europa Boulevard, Warrington	0.1	1.4	1.1	1.9	0.2	0.0	0.4	0.3	0.1	1.4	0.9	0.7
Warrington Town Centre	0.0	0.0	0.0	0.0	0.6	0.0	0.1	0.0	0.0	0.6	0.1	0.1
Sub Total Outside Study Area - Warrington District	0.1	1.4	1.1	1.9	0.8	0.0	0.5	0.3	0.1	2.0	1.0	0.8

Destination	Zone 1 All Comparison %	Zone 2 All Comparison %	Zone 3 All Comparison %	Zone 4 All Comparison %	Zone 5 All Comparison %	Zone 6 All Comparison %	Zone 7 All Comparison %	Zone 8 All Comparison %	Zone 9 All Comparison %	Zone 10 All Comparison %	Blackpool Zones All Comparison %	Study Area All Comparison %
Outside Study Area - West Lancashire												
Skelmersdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.1
Sub Total Outside Study Area - West Lancashire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.1
Outside Study Area - Wyre District												
Barton Grange Garden Centre, Garstang Rd, Brock, Preston	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.1
Garstang Town Centre	0.0	0.0	0.0	0.0	0.0	0.4	0.0	3.0	0.0	0.1	0.1	0.2
Great Eccleston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Sub Total Outside Study Area - Wyre District	0.1	0.1	0.0	0.0	0.0	0.5	0.1	3.1	0.1	0.3	0.1	0.3
Outside Study Area - Other												
London City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Other, Cumbria	0.0	0.0	0.8	0.0	0.1	0.0	0.1	0.0	0.0	0.6	0.2	0.2
Other, East Midlands	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Other, Lancashire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Other, North East	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South East	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Other, South West	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, West Midlands	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2
Other, Yorkshire and Humber	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.3	1.0	0.0	0.0	0.2
Other, Scotland	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0
Other, Wales	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1
Abroad	0.3	0.1	0.0	0.0	0.8	0.4	0.2	0.0	0.5	0.8	0.2	0.3
Sub Total Outside Study Area - Other	0.5	0.1	1.6	2.8	1.0	0.4	0.6	0.3	1.9	1.6	1.2	1.2
SUB TOTAL OUTSIDE STUDY AREA	8.4	5.1	6.7	13.1	10.7	13.3	9.7	33.8	20.4	34.9	9.8	15.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Market shares derived from Table 26 (Study Area Residents' Expenditure - All Comparison Goods 2017)
b. Red indicates destination in Blackpool Borough

TABLE 29: COMPARISON GOODS TURNOVER OF COMMITMENTS IN STUDY AREA

Planning Application Reference	Location	Description of Development	Gross Retail Floorspace sq.m	Net Retail Floorspace sq.m	Net Comparison Sales Area Floorspace sq.m	Estimated Comparison Sales Density £ per sq.m	Estimated Comparison Turnover at 2017 £m	Percentage Drawn from Expenditure in Blackpool Borough %	Comparison Turnover Drawn from Expenditure in Blackpool Borough £m	Planning Status
Zone 1										
16/0429	Former Post Office, 26-30 Abingdon Street, Blackpool	Redevelopment for retail, restaurants and cafes, office and leisure uses (A1, A3, B1 (a), D2) and a 50 bed hotel	1,061	743	743	3,000	2.2	100%	2.2	Full planning permission granted 23/11/2016 - Extant
17/0276	Wilko store, Talbot Road, Blackpool	New hotel and associated development including 5 new retail units	667	0	-	-	-	-	-	Full planning permission granted 05/07/2017- Extant
Zone 2										
16/0538	Lidl, Bloomfield Road, Blackpool	Extension to existing Lidl store	394	276	61	4,075	0.2	100%	0.2	Full planning permission granted 04/01/2017 - Extant
17/0453	Tower Street Car Park, Tower Street, Blackpool	Extension to the Houndshell Shopping Centre for restaurant, retail unit (Wilko) and cinema	2,090	0	-	-	-	-	-	Full planning permission granted 27/09/2017 - Extant
Zone 3										
16/0537	Lidl, Devonshire Road, Blackpool	Extension to existing Lidl store	367	217	48	4,075	0.2	100%	0.2	Under construction at August 2017
Zone 5										
16/0564	Former Booths, Highfield Road, Blackpool	Redevelopment for residential and convenience store	450	315	32	2,500	0.1	100%	0.1	Outline planning permission granted 04/01/2017
14/0822	Site 3, Whitehills Business Park, Hallam Way, Blackpool (Fylde)	Erection of non-food bulky goods retail unit	10,195	7,137	7,137	3,000	21.4	40%	8.6	Full planning permission granted 03/03/2016 - Extant. Full planning application for revised scheme pending determination (ref. 17/0359).
Zone 7										
11/00473/FULMAJ	Freeport Fleetwood Outlet Village, Anchorage Road, Fleetwood	Three new retail units	2,101	1,471	1,471	4,000	5.9	10%	0.6	Development commenced (15/00202/LAWP), but scheme is not currently being progressed
18/00065/LMAJ	Land at Norcross, Norcross Lane, Thornton-Cleveleys	Mixed use development including supermarket, frozen food store and non-food retail units (Class A1)								Full planning permission granted 21/03/2018 - Extant
		Frozen food store	1,115	836	0	-	-	-	-	
		Supermarket	1,096	767	115	6,651	0.8	35%	0.3	
		Non-food units	3,901	3,121	3,121	4,000	12.5	35%	4.4	
16/00853/FULMAJ	Former Bourne Poacher, 325 Fleetwood Road North, Thornton-Cleveleys	Retirement apartments and retail unit	402	248	0	-	-	-	-	
Zone 9										
16/0317	Former Westgate House, Squires Gate Lane, Squires Gate, Blackpool (Fylde)	Erection of Lidl foodstore	2,469	1,424	316	4,075	1.3	90%	1.2	Opened 26/10/2017
TOTAL			-	-	13,042	-	44.6	-	17.7	

Notes:

- Former Post Office: Gross retail floorspace sourced from planning application. Assumed net to gross ratio of 70%. Assumed 100% of retail floorspace will be comparison floorspace. Sales density based on WYG judgement for the type of units proposed.
- Wilko, Talbot Road: Gross retail floorspace sourced from planning application material. Existing Wilko store on site relocating to Tower Street Car Park development (application ref 17/0453). No net uplift in retail floorspace once the relocation and redevelopment of Wilko's existing store is taken into account.
- Lidl, Bloomfield Road: Gross retail floorspace sourced from planning application. Assumed net to gross ratio of 70%. Assumed company average comparison/convenience floorspace split and sales densities for Lidl sourced from Verdict 2017.
- Tower Street Car Park: Gross retail floorspace sourced from planning application. Wilko relocating from existing store on Talbot Road in Blackpool. Site of existing store to be redeveloped for a tram terminus and hotel uses (application ref 17/0276). No net uplift in retail floorspace once the relocation and redevelopment of Wilko's existing store is taken into account.
- Lidl, Devonshire Road: Gross and net retail floorspace sourced from planning application. Assumed company average comparison/convenience floorspace split and sales densities for Lidl sourced from Verdict 2017.
- Former Booths, Highfield Road: Gross retail floorspace sourced from planning application. Assumed net to gross ratio of 70%. Assumed 90% of retail floorspace will be convenience floorspace and 10% will be comparison floorspace. Sales density based on WYG judgement for the type of unit proposed.
- Site 3, Whitehills Business Park: Gross retail floorspace sourced from planning application. Assumed net to gross ratio of 70%. Assumed 100% of retail floorspace will be comparison floorspace. Sales density based on WYG judgement for the type of unit proposed.
- Freeport Fleetwood Outlet Village: Gross retail floorspace sourced from planning application. Assumed net to gross ratio of 70%. Assumed 100% of retail floorspace will be comparison floorspace. Sales density based on WYG judgement for the type of unit proposed.
- Land at Norcross: Retail floorspace sourced from planning application. Frozen food store - assumed average of company average sales densities for Iceland, Farmfoods and Heron Foods derived from Verdict 2017 and Mintel Retail Rankings 2017. Supermarket - assumed average of company average sales densities for the top 10 convenience operators sourced from Verdict 2017. Non-food units - sales density based on WYG judgement for the type of unit proposed.
- Former Bourne Poacher: Gross and net retail floorspace sourced from planning application. Assumed 100% of retail floorspace will be convenience floorspace. Sales density based on WYG judgement for the type of unit proposed.
- Former Westgate House, Squires Gate Lane: Gross and net retail floorspace sourced from planning application. Assumed company average comparison/convenience floorspace split and sales densities for Lidl sourced from Verdict 2017.
- Percentage diversion from Blackpool Borough based on WYG professional judgement.
- Red indicates destination in Blackpool Borough

TABLE 30: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN BLACKPOOL BOROUGH

Table 30a : Estimated 'Capacity' for Comparison Goods Facilities in Blackpool Borough

Year	Market Share of Study Area Expenditure	Expenditure Drawn from Study Area ¹	Inflow from Outside Study Area ²	Total Available Expenditure ³	Turnover of Existing Stores ⁴	Surplus Expenditure ⁵
	%	£m	£m	£m	£m	£m
2017	54.1	478.3	388.3	866.6	866.6	0.0
2022	54.1	530.5	430.7	961.3	953.0	8.3
2027	54.1	625.3	507.7	1,133.0	1064.6	68.4
2032	54.1	737.6	598.8	1,336.4	1186.9	149.5

Notes:

1. Assumes constant market share of study area expenditure claimed by facilities in Blackpool Borough
2. Assumes that the proportion of the total available expenditure in Blackpool Borough derived through the inflow is maintained over the study period.
3. Sum of expenditure drawn from the study area and inflow from outside the study area
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (Dec 2017)
5. Surplus calculated by subtracting the turnover of existing stores from the total available expenditure

Table 30b: Quantitative Need for Additional Comparison Goods Floorspace in Blackpool Borough

Year	Surplus Expenditure £m	Comparison Goods Floorspace Requirement	
		Min ^{1*} sq.m	Max ^{2*} sq.m
		2017	0
2022	8.3	1,500	2,500
2027	68.4	11,100	18,600
2032	149.5	21,800	36,400

Notes:

1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Blackpool Borough
 2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Blackpool Borough
- * Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (Dec 2017)

Table 30c: Net Quantitative Need for Additional Comparison Goods Floorspace in Blackpool Borough

Year	Surplus Expenditure £m	Comparison Goods			
		Turnover of Commitments ¹ £m	Residual Expenditure ² £m	Floorspace Requirement	
				Min ^{3*} sq.m	Max ^{4*} sq.m
2017	0.0	17.4	-17.4	-3,500	-5,800
2022	8.3	19.2	-10.9	-2,000	-3,300
2027	68.4	21.4	47.0	7,700	12,800
2032	149.5	23.9	125.6	18,300	30,600

Notes:

1. Comparison turnover of commitments diverted from Blackpool Borough (Table 28). Includes floorspace implemented since the 2017 household survey was undertaken and extant planning permissions.
 2. Residual calculated by subtracting turnover of commitments from surplus expenditure
 3. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Blackpool Borough
 4. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Blackpool Borough
- * Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (Dec 2017)



Appendix 7 – Existing Foodstore Provision Plan



Key

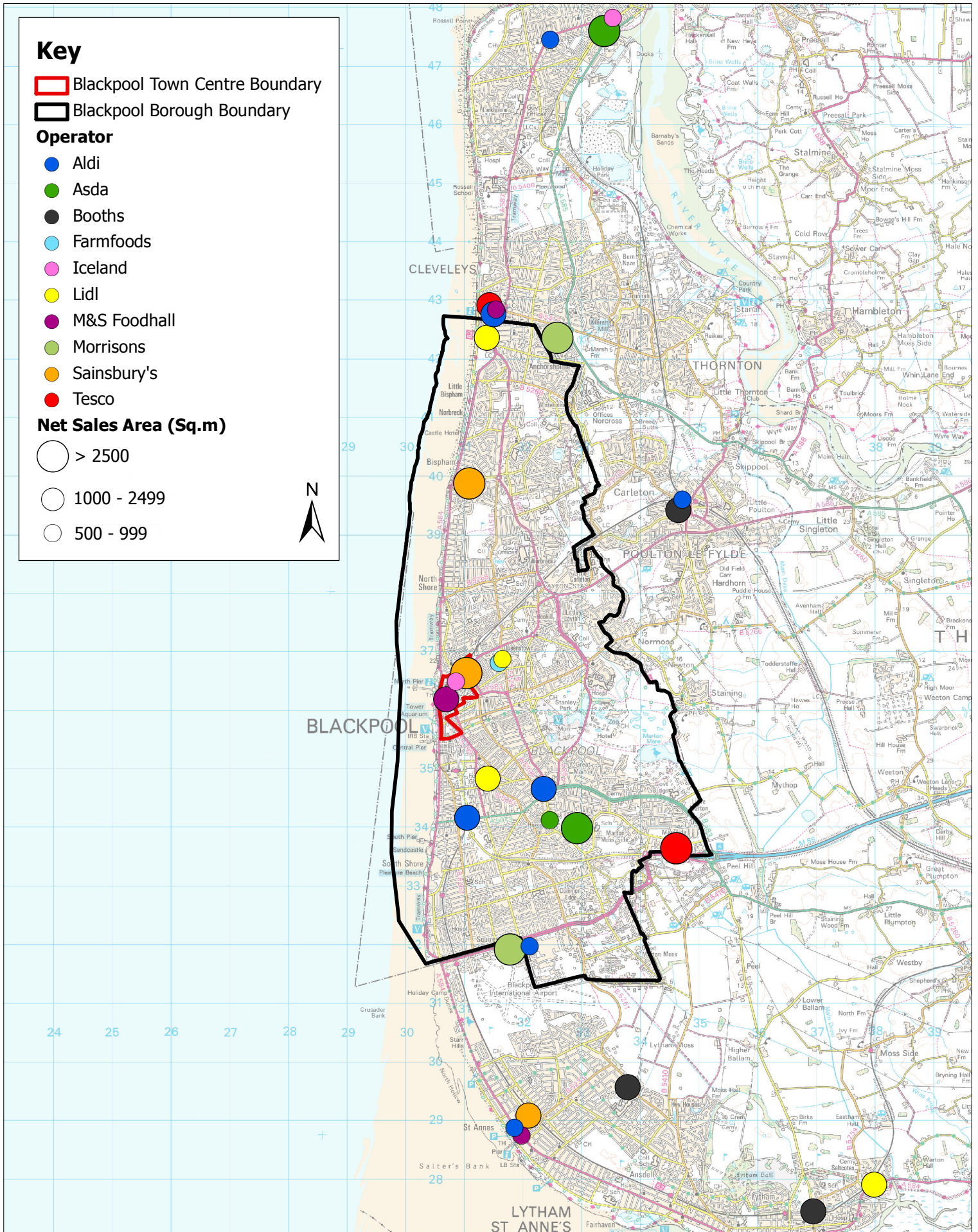
- Blackpool Town Centre Boundary
- Blackpool Borough Boundary

Operator

- Aldi
- Asda
- Booths
- Farmfoods
- Iceland
- Lidl
- M&S Foodhall
- Morrisons
- Sainsbury's
- Tesco

Net Sales Area (Sq.m)

- > 2500
- 1000 - 2499
- 500 - 999



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 Sheet Size: **A4** Scale of Original: **1:83,000**
 Client: **Blackpool Borough Council**
 Project: **Blackpool Retail & Leisure Study**

MG Created:	HLC Checked:	January 2018 Date:	V1 Version:
Convenience Goods Location Plan (exceeding 500 sq.m net floorspace)			
Office: 8608	Project No: A104847	Figure No: 1	



Appendix 8 – Hotel Survey Questionnaire



Blackpool Council has appointed WYG to undertake a Hotel Study to gather information regarding existing hotels (3, 4 and 5 stars only). Information on individual hotel performance will not be referred to explicitly in any public report.

The questionnaire will likely take approximately 15 minutes to complete and we really appreciate any input you have into the study, which will help to guide the Council in determining future leisure strategies in the Borough.

If you have any queries at all in relation to this questionnaire and where the results will end up, please contact Heather Lindley-Clapp at WYG on 0161 874 4659 or Helen Del Piano at Blackpool Council on 01253 476009.

Name of Hotel: _____

Location/Address: _____

Name and Position of Respondent: _____

Section A: General Hotel Information

Q1. When did your hotel open for business? (Please tick the box)

1. Within the last year
2. Within the last 3 years
3. Within the last 5 years
4. Within the last 10 years
5. In excess of 10 years ago

Q2. How many rooms does your hotel have? (Please tick the box)

1. 1-20
2. 21-40
3. 41-60
4. 61-80
5. 81-100
6. 101 or more

Q3. How many car parking spaces does your hotel have? (Please tick the box)

1. None
2. 1-20
3. 21-40
4. 41-60
5. 61-80
6. 81-100
7. 101 or more

Q4. What is the average room rate for a standard en-suite double room at your hotel? (Please tick the box)

1. Under £30
2. £31 - £50
3. £51 - £80
4. £81 - £100
5. £101 or above

Q5. Would you please tick all the facilities that apply to your hotel?

- | | | |
|---|---|---|
| • Internet/Guest Wifi <input type="checkbox"/> | • Banquet facilities <input type="checkbox"/> | • Gym/Fitness Facility <input type="checkbox"/> |
| • Room Service <input type="checkbox"/> | • Business centre <input type="checkbox"/> | • Restaurant <input type="checkbox"/> |
| • Breakfast <input type="checkbox"/> | • On site Car Park <input type="checkbox"/> | • Bar <input type="checkbox"/> |
| • Telephone <input type="checkbox"/> | • 24hr Reception <input type="checkbox"/> | • Disabled Facilities <input type="checkbox"/> |
| • Meeting/conference rooms <input type="checkbox"/> | • 24hr Reservations Facility <input type="checkbox"/> | • Swimming pool/Spa <input type="checkbox"/> |

Section B: Hotel Capacity

Q6. What is your typical room occupancy rate over the last 12 months?

Monday – Thursday	Friday	Saturday	Sunday
<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %

Q7. What is the proportion of corporate bookings (i.e. not individual room bookings)?

Monday – Thursday	Friday	Saturday	Sunday
<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %

Q8. Does the room demand vary seasonally? (Please tick the box)

1. Higher demand in summer months
2. Higher demand in school holidays
3. Higher demand in winter months
4. Reasonably consistent throughout the year
5. Any other comments: _____

Q9. How many room nights do you 'deny' on a weekly basis due to being fully booked? (Please tick the box)

1. 0 (Please go to Q12)
2. 1-5
3. 6-10
4. 11-20
5. 21-50
6. 51 or more

Q10. If you 'deny' rooms how does this vary across the year? (Please tick the box)

- 1. Higher in summer months
- 2. Higher in school holidays
- 3. Higher in winter months
- 4. Reasonably consistent throughout the year
- 5. Any other comments: _____

Q11. If you deny rooms which day/s of the week does this occur? (Please tick the box/es)

- 1. Monday – Thursday
- 2. Friday
- 3. Saturday
- 4. Sunday
- 5. Please advise of any seasonal variation: _____

Q12. What proportion of your bookings comes through the following sources? (Please complete all boxes)

- 1. Company Hotel Website.....(%)
- 2. Search engine referrals.....(%)
- 3. Visit Blackpool.....(%)
- 4. Direct Marketing(%)
- 5. Direct calls.....(%)
- 6. Drop in trades.....(%)
- 7. Other (please specify) _____

Q13. What proportion of your bookings represents repeat business (estimate)? (Please tick the box)

- 1. Under 25%
- 2. 26% - 50%
- 3. 51% - 75%
- 4. over 75%

Q14. What proportion of your customers do you perceive to be derived from the following sources? (Please fill in all boxes)

1. Visiting on business/conference(%)
2. Travelling through(%)
3. Visiting on leisure(%)
4. Attending a wedding or event(%)
5. Others (please specify)(%)
6. Visiting friends/family(%)
7. Unknown(%)

Q15. What are the origins of guests? (Please fill in all boxes)

1. Local (Blackpool/Fylde)(%)
2. From Lancashire.....(%)
3. UK(%)
4. Europe(%)
5. International(%)

Q16. Please indicate the length of guests stay? (Please fill in all boxes)

1. 1 night(%)
2. 2 nights(%)
3. 3 nights(%)
4. 4-7 nights(%)
5. In excess of 7 nights(%)

Section C: Weddings and Conferences

Q17. Do you have facilities to cater for weddings and conferences? (Please tick all relevant boxes)

- 1. Weddings (please go to Q18)
- 2. Conferences (please go to Q19)
- 3. Both (please go to Q18)
- 4. Neither (please go to Q23)

Q18. How many people are you able to cater for at weddings?

For the Day		Over night	
1-20	<input type="checkbox"/>	1-20	<input type="checkbox"/>
21-50	<input type="checkbox"/>	21-50	<input type="checkbox"/>
51-70	<input type="checkbox"/>	51-70	<input type="checkbox"/>
71-100	<input type="checkbox"/>	71-100	<input type="checkbox"/>
100-150	<input type="checkbox"/>	100-150	<input type="checkbox"/>
151-200	<input type="checkbox"/>	151-200	<input type="checkbox"/>
201 or more	<input type="checkbox"/>	201 or more	<input type="checkbox"/>

Q19. How many people are you able to cater for at conferences?

For the Day		Over night	
1-20	<input type="checkbox"/>	1-20	<input type="checkbox"/>
21-50	<input type="checkbox"/>	21-50	<input type="checkbox"/>
51-70	<input type="checkbox"/>	51-70	<input type="checkbox"/>
71-100	<input type="checkbox"/>	71-100	<input type="checkbox"/>
100-150	<input type="checkbox"/>	100-150	<input type="checkbox"/>
151-200	<input type="checkbox"/>	151-200	<input type="checkbox"/>
201 or more	<input type="checkbox"/>	201 or more	<input type="checkbox"/>

Q20. Do the conference/wedding attendees tend to stay overnight in your hotel?

(Please tick the box)

1. Yes
2. No

Q21. How many bookings on average do you receive for conferences and weddings a month?

(Please tick the box)

1. 1-5
2. 6-10
3. 11 or more

Q22. Is it ever the case that wedding or conference business is turned down for reasons of: -

(Please tick the box)

- a) The hotel is at full capacity
- b) The hotel does not have the facilities to cater for the size of the party/conference
- c) Others (please specify) _____

Section D: Future Plan

Q23. Specif

Q24. Does your hotel have any plans to refurbish, increase room numbers or enhance the facilities in the next 2 years? (Please tick those that are appropriate)

- | | |
|-------------------------|--------------------------|
| 1. Yes | <input type="checkbox"/> |
| - refurbish | <input type="checkbox"/> |
| - increase room numbers | <input type="checkbox"/> |
| - enhance facilities | <input type="checkbox"/> |
| 2. No | <input type="checkbox"/> |

Q25. Does your hotel have any aspirations to open additional hotels in the Blackpool/ Fylde Coastal area in the next 2 years?

- | | |
|---|--------------------------|
| 1. Yes (please specify location if known) | <input type="checkbox"/> |
| 2. No | <input type="checkbox"/> |
| 3. Unknown | <input type="checkbox"/> |

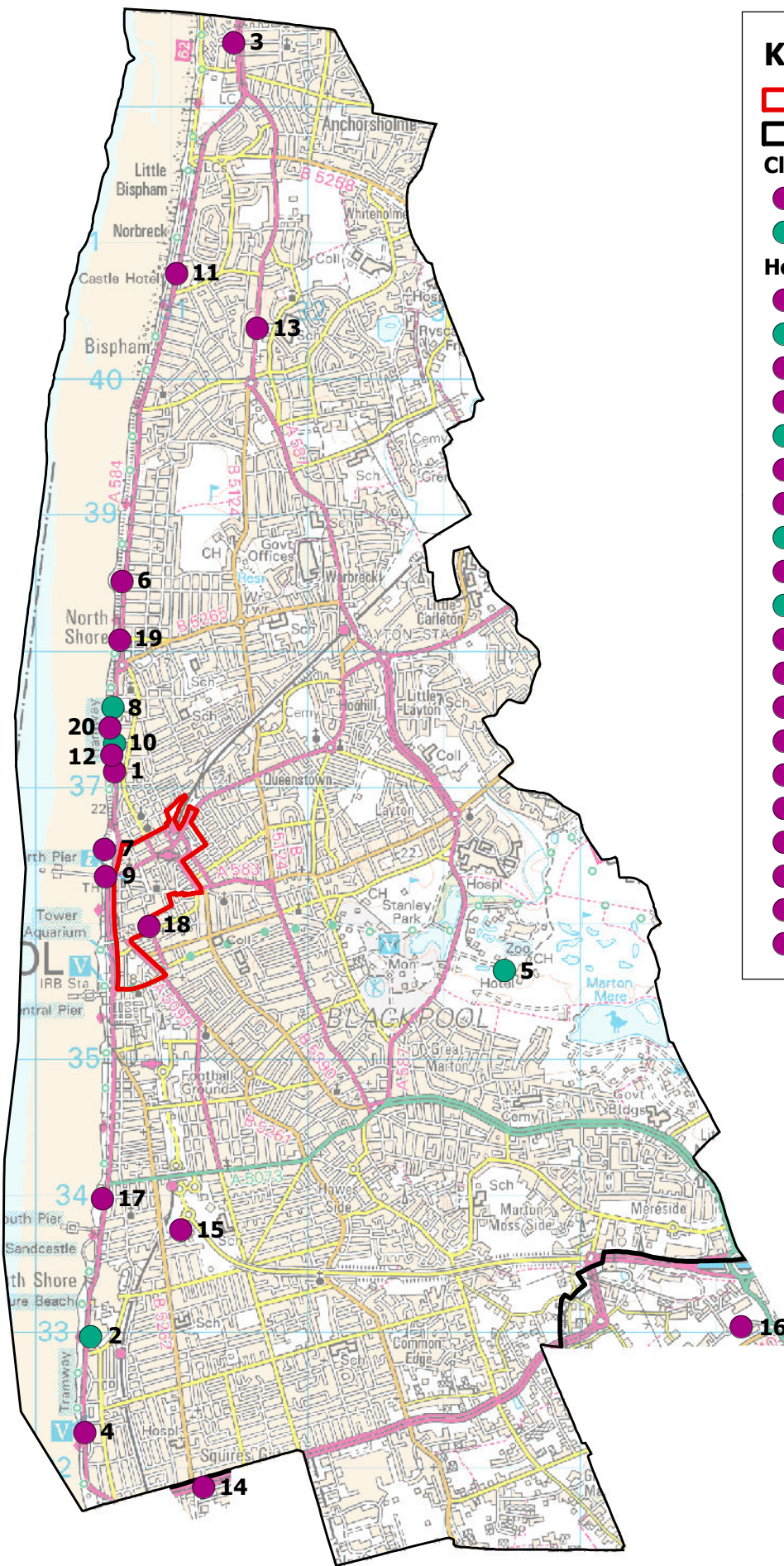
End of Questionnaire

On behalf of Blackpool Borough Council, we would like to thank you very much for taking the time to complete this questionnaire.



Appendix 9 – Existing Hotel Provision Plan





Key

Blackpool Town Centre Boundary

Blackpool Borough Boundary

Classification

3 Star

4 Star

Hotel Location

1. Best Western Carlton Hotel

2. Big Blue Hotel

3. Briardene Hotel

4. Carousel Hotel

5. De Vere Herons' Reach

6. Doric Hotel

7. Grand Metropole Hotel

8. Hilton Blackpool

9. Ibis Styles Hotel

10. Imperial Hotel

11. Norbreck Castle Hotel

12. Park House Hotel

13. Premier Inn Bispham

14. Premier Inn Blackpool Airport

15. Premier Inn Blackpool Central

16. Premier Inn Blackpool East

17. Queens Hotel

18. Ruskin Hotel

19. Savoy Hotel Blackpool

20. Strand Hotel

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Sheet Size: **A4** Scale of Original: **1:46,000**

Client: Blackpool Borough Council

Project: Blackpool Retail & Leisure Study

MG Created:	HLC Checked:	February 2018 Date:	V1 Version:
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Title: Location of 3 Star + Hotel Establishments Blackpool

Office: 8608	Project No: A104847	Figure No:
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