

Appendix 1

Map of Study Areas and Zones

Sefton Retail Study Review - Study Area



Key

- Local Authority Boundary
- Zone B
- Zone C
- Zone F
- Zone K
- Zone L
- Zone M
- Zone O
- Zone S

Appendix 2

Household Survey Results

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Q01 Where did you last go to undertake your main food and grocery shopping?																		
<i>Excl. Nulls & SFT's</i>																		
Zone B - Sefton																		
Aldi, Park Lane West, Netherton [Out-of-Centre]	0.7%	7	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Aldi, Washington Parade, Bootle [Edge-of-Centre]	2.8%	27	6.0%	9	0.0%	0	0.0%	0	0.0%	0	6.2%	16	2.4%	2	0.0%	0	0.0%	0
Asda, Orrell Lane, Bootle [Out-of-Centre]	0.5%	5	1.3%	2	0.0%	0	0.0%	0	0.4%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Strand Road, Bootle [Edge-of-Centre]	5.5%	54	21.2%	33	5.4%	5	0.0%	0	0.0%	0	6.1%	16	0.0%	0	0.0%	0	0.0%	0
Cooltrader New Strand, Bootle [In 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
Co-operative Food, Linacre Road, Litherland [Local Parade, 28]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Marian Square, Netherton [In 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
Heron Foods, The Strand Shopping Centre, Bootle [In Centre]	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Marian Square, Netherton [In Centre]	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Strand Centre, Bootle [In Centre]	0.4%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marsh Lane, Bootle [Edge-of-Centre]	1.0%	10	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	7	0.0%	0	0.0%	0	0.6%	1
Lidl, Wellington Road, Seaforth [Out of Centre]	0.6%	6	2.2%	3	2.3%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Aintree [In 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
Local Shops, Bootle [In Centre]	0.4%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Litherland [Local Parade, 48]	0.0%	0	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, Netherton [In 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
Local Shops, Orrell [Out of 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
Local Shops, Orrell Park [Out of 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
Local Shops, Seaforth [In 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
Marks & Spencer, Aintree Retail Park [Out-of-Centre]	0.3%	3	1.3%	2	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Marks & Spencer, Stanley Road, Bootle [In Centre]	0.3%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Aintree [Out-of-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
Spar, Linacre Lane, Bootle [Out of 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
Spar, Sefton Road, Litherland [Local Parade, 48]	0.0%	0	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 Superstore, Hawthorne Road, Litherland [Out-of-Centre]	8.0%	79	26.9%	42	14.5%	13	0.9%	0	0.0%	0	5.3%	14	0.0%	0	1.9%	2	4.2%	8
Zone C - Sefton																		
Aldi, Moorn Lane, Thornton	3.2%	32	0.7%	1	26.6%	24	8.3%	4	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Co-operative Food, Brighton Road, Waterloo [Edge-of-Centre]	0.2%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, College Road, Crosby [Local Parade, 31]	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Liverpool Road, Crosby [In Centre]	0.2%	2	0.7%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, South Road, Waterloo [In Centre]	0.2%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Parade, Brompton Avenue [Out of 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

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Local Parade, 31]									
Local Shops, Crosby [In Centre]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Hightown [Out of Centre]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Waterloo [In Centre]	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Sainsbury's, Liverpool Road, Crosby [In Centre]	2.7%	26	5.7%	9	18.4%	17	0.0%	0	0.0%
Tesco Express, Coronation Road, Crosby [In Centre]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Crosby Road North, Liverpool [Out-of-Centre]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Edge Lane, Thornton, Crosby [Out of Centre]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone F - Sefton									
Iceland, Chapel Lane, Formby [In Centre]	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%
Local Parade, Harington Road [Out of Centre, Local Parade, 42]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Formby [In Centre]	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
Marks & Spencer (Simply Food), The Cloisters, Halsall Lane, Formby [In Centre]	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%
Morrisons Local, Chapel Lane, Formby [In Centre]	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
One Stop, Cordova House, Formby [Edge-of-Centre]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Harington Road, Formby [Local Parade, 42]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Altcar Road, Formby [Out-of-Centre]	3.2%	31	0.3%	1	6.3%	6	36.5%	17	0.0%
Waitrose, Three Tuns Lane, Formby [In Centre]	2.8%	28	0.0%	0	2.4%	2	43.6%	21	0.0%
Zone K - Knowsley Council									
Cooltrader, Telegraph Way, Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, St Chads Parade, Kirkby	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.1%
Farmfoods, Cherryfield Drive, Kirkby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%
Iceland, St Chads Parade, Kirkby	1.5%	15	0.0%	0	0.0%	0	0.0%	0	17.5%
Local Shops, Kirkby	0.4%	4	0.0%	0	0.0%	0	0.0%	0	5.2%
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone L - Knowsley Council									
Co-operative Food, Alscot Avenue, Fazakerley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%
Zone L - Liverpool City Council									
Aldi, Lorenzo Drive, Norris Green	1.2%	12	0.0%	0	0.0%	0	0.0%	0	4.8%
Aldi, Walton Road, Kirkdale	1.0%	10	0.0%	0	0.0%	0	0.0%	0	3.7%
Asda, Breck Road, Anfield	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.7%
Asda, Utting Avenue, Walton	6.1%	60	0.7%	1	0.0%	0	0.0%	0	23.0%
Axis Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cooltrader, Walton Vale Road, Walton Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Broad Lane, Norris Green	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.6%
Co-operative Food, County Road, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Longmoor Lane, Fazakerley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Co-operative Food, Stonedale Retail Park, Croxteth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Utting Avenue, Anfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Breck Road, 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
Farmfoods, Broadway, Norris Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Rice Lane 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
Farmfoods, Walton Road, 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
Heron Foods, Broadway, 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
Heron Foods, County Road, Walton	0.0%	0	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, Breck Road, Anfield, Liverpool	0.0%	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
Iceland, Broad Lane Precinct, Norris Green	0.0%	0	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, County Road, Liverpool	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Iceland, Stonedale Retail Park, West Derby	0.0%	0	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, Walton Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Anfield	0.0%	0	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, County Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Croxteth	0.0%	0	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, Norris Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Local Shops, Walton	0.0%	0	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, Walton Vale	0.0%	0	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, Rice Lane, Walton	3.1%	31	3.8%	6	1.5%	1	0.0%	0	2.9%	2	7.7%	20	1.5%	1	0.0%	0	0.0%	0
Tesco Express, Longmoor Lane, 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
Tesco Metro, County Road, Walton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	5	0.0%	0	0.0%	0	0.0%	0
Zone M - Knowsley Council																		
Aldi, Copples House Lane, Fazakerley	2.3%	22	0.0%	0	0.0%	0	0.0%	0	13.9%	11	2.3%	6	1.7%	1	4.4%	4	0.0%	0
Zone M - Sefton																		
Asda, Ormskirk Road, Aintree [Out-of-Centre]	9.4%	92	14.4%	23	11.3%	10	0.0%	0	23.7%	18	6.4%	16	25.1%	19	5.6%	5	0.0%	0
Co-operative Food, Deyes Lane, Maghull [Local Parade, 60]	0.0%	0	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, Northway, Maghull [Local Parade, 59]	0.0%	0	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, Northway, Maghull [Local Parade, 59]	1.0%	9	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	7.5%	6	0.5%	0	0.0%	0
Local Parade, Altcar [Out of Centre, Local Parade, 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
Local Parade, Tree View Court [Out of Centre, Local Parade. 62]	0.0%	0	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, Lydiate [Out of 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
Local Shops, Maghull [In 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
Local Shops, Melling [Out of 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
Local Shops, Old Roan [In 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
Morrisons, Stafford Moreton Way, Maghull [In Centre]	2.9%	29	0.8%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	32.5%	25	0.6%	1	0.0%	0
Tesco Express, Molyneux Way, Old Roan [In Centre]	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
Zone O - Sefton																		
Local Parade, Ruffold Road [Out of Centre, Local Parade, 88]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone O - West Lancashire																		

Column % ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Borough Council																		
Aldi, Saints Place, Ormskirk	1.0%	10	0.0%	0	0.0%	0	0.6%	0	0.4%	0	0.0%	0	1.5%	1	8.7%	8	0.0%	0
Co-operative Food, Church Road, Banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diglake Farm Shop, Southport Road, Ormskirk	0.0%	0	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, Aughton Street, Ormskirk	0.0%	0	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, Aughton	0.0%	0	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, Banks	0.0%	0	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, Ormskirk	0.0%	0	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 (Simply Food), Aughton Street, Ormskirk	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Morrisons, Park Lane, Ormskirk	3.5%	35	0.5%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	4.0%	3	31.8%	30	0.0%	0
Netto, Hattersley Centre, Hattersley Way, Ormskirk	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Spar, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Town Green, Aughton	0.0%	0	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, Preston New Road, Churchtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Church Street, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone S - Sefton																		
Tesco Express, Albert Street, Hesketh [Local Parade, 84]	0.0%	0	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, Meols Cop, Southport [Out-of-Centre]	3.1%	31	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	0	6.7%	6	13.1%	24
Asda, Central 12 Shopping Park, Derby Road, Southport [Edge-of-Centre]	4.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	19.5%	35
Co-operative Food, Fylde Road, Southport [Out-of-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
Co-operative Food, Marshside Road, Southport [Out-of-Centre]	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4
Co-operative Food, St James Place, Southport [Out-of-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
Co-operative Food, Station Road, Ainsdale [In Centre]	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Costcutter, Sussex Road, Southport [Local Parade, 89]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Lord Street, Southport [Edge-of-Centre]	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Home Bargains, Meols Cop, Southport [Out of 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
Iceland, King Street, Southport [In 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
Lidl, Virginia Street, Southport [Edge-of-Centre]	1.2%	12	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	3	4.3%	8
Local Parade, Bispham Road [Out of Centre, Local Parade, 76]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Parade, Liverpool Road [Local Parade, 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
Local Parade, Liverpool Road [Out of Centre, Local Parade, 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
Local Shops, Ainsdale [In 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
Local Shops, Birkdale [In 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
Local Shops, Churchtown [In 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
Local Shops, Southport [In 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

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S	
Marks & Spencer, Chapel Street, Southport [In Centre]	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
McColls, Sussex Road, Southport [Out of Centre]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Winter Gardens, Southport [Edge-of-Centre]	3.1%	31	0.3%	1	0.0%	0	0.9%	0	15.6%	28
One Stop, Belmont Street, Southport [Out-of-Centre]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, St Georges Place, Lord Street, Southport [Edge-of-Centre]	1.6%	16	0.0%	0	0.0%	0	0.5%	0	7.6%	14
Spar, Bispham Rd, Southport [Local Parade, 76]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ovington Drive, Southport [Local Parade, 86]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Station Rd, Ainsdale, Southport [In Centre]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Eastbank Street, Southport [Edge of Centre]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Liverpool Road, Birkdale [In Centre]	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Express, Liverpool Road, Southport [Out-of-Centre]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Preston New Road, Churchtown [In Centre]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Sherwood House, Station Road, Ainsdale [In Centre]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Meols Cop, Southport [Out-of-Centre]	6.0%	59	0.0%	0	1.9%	2	0.6%	0	24.9%	45
Outside Study Area - Burnley										
Other, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Outside Study Area - Other Greater Manchester										
Other, Greater Manchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Outside Study Area - Knowlsey										
Knowlsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Huyton Lane, Huyton	0.2%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Tesco Extra, Cables Retail Park, Prescot	1.4%	14	0.0%	0	0.0%	0	11.4%	9	2.1%	5
Other, Knowlsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool City Centre										
Aldi, St Johns Shopping Centre, Liverpool	1.8%	17	0.0%	0	0.0%	0	1.2%	1	6.4%	16
Iceland, Williamson Square, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Liverpool City Centre	0.3%	3	0.0%	0	0.5%	0	0.8%	1	1.0%	1
Sainsburys, Lyceum Road, Ranelagh Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Parker Street, Clayton Square	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Tesco Superstore, Hanover Street, Liverpool	0.1%	1	0.0%	0	1.0%	1	0.6%	0	0.0%	0
Outside Study Area - Other Liverpool										
Aldi, Prescot Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Salop Street, Liverpool	0.4%	4	0.5%	1	0.0%	0	0.0%	0	1.3%	3
Aldi, Smithdown Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hunts Cross Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Centre, Speke Hall Road									
Co-operative Food, West Derby Road, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, Waterloo Road, Liverpool	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%
Iceland, East Lancashire Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Iceland, Great Homer Street, St Anthony Centre, Everton	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Besford Road, Belle Vale, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%
Other, Liverpool	1.5%	15	0.0%	0	0.0%	0	3.9%	10	5.9%
Savacentre, East Prescott Road, Knotty Ash	0.6%	6	0.0%	0	0.0%	0	4.1%	3	1.1%
Tesco Express, London Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Smithdown Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Aigburth Road, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%
Tesco Superstore, Deysbrook Lane, West Derby	0.3%	3	0.0%	0	0.0%	0	1.3%	3	0.0%
Tesco Superstore, Mather Avenue, Allerton	0.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%
Tesco Superstore, St Oswalds Street, Old Swan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Preston									
Other, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Ribble									
Other, South Ribble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - St Helens									
Costco, Andover Rd, Haydock, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, King Street, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Baxters Lane, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, St Helens	0.1%	1	0.0%	0	0.0%	0	0.4%	0	1.0%
Outside Study Area - Warrington									
Marks & Spencer, Europa Boulevard, Warrington	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Outside Study Area - West Lancashire									
Asda, Northway, Skelmersdale	0.3%	3	0.0%	0	0.0%	0	0.7%	1	2.4%
Booths, Ringtail Retail Park, Burscough	0.2%	2	0.0%	0	0.9%	1	0.0%	0	1.6%
Co-operative Food, Liverpool Road North, Burscough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Lancashire	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%
Tesco Superstore, Liverpool Road North, Burscough Bridge	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.7%
Outside Study Area - Wigan									
Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wirral									
Asda, Seaview Road, Liscard, Wallasey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Stanley Road, Birkenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Bidston Link Road, Wallasey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Other (Elsewhere Outside Region)									
Other, (Elsewhere Outside Region)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others									
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Home Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S	
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	986	157	92	48	78	258	77	96	181	
Sample:	976	125	120	120	121	126	120	122	122	

Mean score: [£]

Q02 How much did you spend on your last main food and grocery shopping trip to (STORE MENTIONED AT Q01)?

Excl. Nulls & SFT's

£1 - £5	0.5%	5	1.0%	2	0.5%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.9%	2
£6 - £10	1.7%	17	1.5%	2	0.9%	1	0.5%	0	1.2%	1	3.2%	8	1.0%	1	2.1%	2	0.9%	2
£11 - £15	1.7%	17	0.7%	1	1.4%	1	3.6%	2	0.0%	0	3.3%	9	3.8%	3	0.0%	0	0.4%	1
£16 - £20	4.1%	41	1.6%	3	2.3%	2	3.0%	1	3.2%	3	7.9%	21	2.4%	2	3.3%	3	3.6%	6
£21 - £25	3.3%	33	1.0%	2	4.5%	4	1.4%	1	2.8%	2	5.8%	15	4.3%	3	1.4%	1	2.3%	4
£26 - £30	6.1%	61	4.0%	6	9.0%	9	4.2%	2	8.7%	7	7.7%	20	6.8%	5	4.3%	4	4.1%	7
£31 - £35	2.7%	27	3.3%	5	2.0%	2	9.0%	4	0.4%	0	2.6%	7	3.3%	3	3.0%	3	1.5%	3
£36 - £40	7.8%	77	5.0%	8	5.4%	5	9.6%	5	5.2%	4	12.0%	31	9.4%	7	2.4%	2	8.2%	14
£41 - £45	4.6%	45	2.1%	3	8.4%	8	5.1%	2	6.5%	5	2.7%	7	2.5%	2	8.7%	8	5.0%	9
£46 - £50	7.2%	71	13.5%	21	7.0%	7	2.2%	1	4.5%	4	2.8%	7	10.8%	8	14.2%	14	5.0%	9
£51 - £55	3.2%	32	4.7%	7	2.5%	2	0.9%	0	4.8%	4	2.6%	7	2.4%	2	4.4%	4	2.6%	5
£56 - £60	8.7%	86	11.4%	18	8.9%	9	9.5%	5	3.7%	3	9.1%	24	4.9%	4	7.6%	7	10.0%	17
£61 - £65	3.2%	32	0.5%	1	2.3%	2	1.5%	1	0.4%	0	6.8%	18	4.0%	3	3.3%	3	2.4%	4
£66 - £70	5.2%	51	3.8%	6	3.6%	4	3.3%	2	15.0%	12	3.1%	8	2.0%	2	4.7%	5	8.1%	14
£71 - £75	1.5%	15	0.3%	1	1.1%	1	0.6%	0	4.7%	4	0.5%	1	2.1%	2	2.3%	2	2.3%	4
£76 - £80	6.9%	68	9.3%	15	8.9%	9	6.9%	3	6.4%	5	5.7%	15	4.9%	4	12.7%	12	3.4%	6
£81 - £85	1.0%	10	1.1%	2	0.5%	0	0.6%	0	0.8%	1	1.2%	3	0.0%	0	1.0%	1	1.5%	3
£86 - £90	3.5%	35	1.6%	3	2.8%	3	6.6%	3	4.9%	4	5.8%	15	4.2%	3	2.6%	2	1.0%	2
£91 - £95	0.4%	4	0.5%	1	0.9%	1	0.9%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
£96 - £100	7.9%	78	9.2%	15	8.5%	8	8.8%	4	9.5%	7	6.8%	18	15.1%	12	4.0%	4	6.1%	11
£101 - £120	3.1%	30	4.0%	6	2.5%	2	1.5%	1	3.0%	2	1.8%	5	2.8%	2	2.6%	2	5.4%	9
£121 - £140	2.8%	28	0.7%	1	0.9%	1	0.6%	0	4.7%	4	1.4%	4	2.8%	2	3.7%	4	7.2%	13
£141 - £160	2.0%	20	1.8%	3	2.3%	2	1.7%	1	1.0%	1	0.0%	0	0.7%	1	4.1%	4	5.3%	9
£161 - £180	0.4%	4	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.9%	2	0.0%	0
£181 - £200	0.2%	2	0.0%	0	0.0%	0	0.9%	0	0.6%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	1
£201 - £250	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.2%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.0%	99	17.6%	28	10.0%	10	12.5%	6	7.4%	6	6.6%	17	8.8%	7	5.6%	5	11.5%	20
(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	0.0%	0
Mean:	64.47	64.57	64.47	84.66	67.89	53.29	63.77	68.62	72.72									
Weighted base:	989	158	97	49	79	260	77	96	173									
Sample:	990	127	126	123	123	127	120	122	122									

Mean score [Visits per week]

Q03 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)?

Daily	1.6%	16	1.8%	3	1.9%	2	2.7%	1	0.4%	0	2.1%	5	2.2%	2	0.0%	0	1.2%	2
At least two times a week	13.2%	133	11.1%	18	10.4%	10	19.8%	10	14.4%	11	14.6%	38	12.1%	10	11.9%	12	13.4%	25
At least once a week	60.6%	610	64.5%	103	58.2%	56	50.1%	25	48.0%	38	61.0%	160	66.0%	53	65.1%	64	61.3%	112
At least once a fortnight	13.8%	139	10.4%	17	17.5%	17	19.7%	10	24.7%	20	14.3%	37	8.2%	7	14.8%	14	9.7%	18
At least once a month	6.7%	68	10.6%	17	6.8%	7	4.5%	2	9.8%	8	3.7%	10	4.9%	4	5.7%	6	8.4%	15
At least every two months	0.6%	6	0.0%	0	0.6%	1	1.3%	1	0.6%	0	1.2%	3	0.0%	0	0.0%	0	0.8%	2
Less often	0.3%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.4%	1
Have only visited once	0.8%	8	1.3%	2	1.6%	2	0.6%	0	0.0%	0	1.6%	4	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.4%	24	0.3%	1	3.0%	3	0.9%	0	2.2%	2	1.6%	4	4.5%	4	2.5%	2	4.7%	9
Mean:	1.23	1.19	1.17	1.41	1.12	1.30	1.30	1.13	1.24									
Weighted base:	1007	159	97	49	79	261	80	98	183									
Sample:	1006	128	126	124	124	128	126	125	125									

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S	
Q04 Which retailer do you purchase your main food internet / home delivery shopping from?										
<i>Those who said 'Internet / delivery' at Q01</i>										
Asda	38.1%	8 0.0%	0 12.0%	1 0.0%	0 73.1%	1 100.0%	4 15.3%	1 75.0%	1 40.5%	1
Iceland	1.5%	0 0.0%	0 0.0%	0 0.0%	0 26.9%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Morrisons	19.0%	4 0.0%	0 34.8%	2 28.8%	0 0.0%	0 0.0%	0 35.8%	1 0.0%	0 29.8%	1
Iceland	2.1%	0 0.0%	0 8.9%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Sainsbury's	3.4%	1 28.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Tesco	24.9%	5 28.8%	1 32.3%	2 42.4%	0 0.0%	0 0.0%	0 37.8%	1 25.0%	0 29.8%	1
Ocado	9.3%	2 42.5%	1 12.0%	1 28.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Other	1.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 11.2%	0 0.0%	0 0.0%	0
(Don't know / varies)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Weighted base:	21	3	5	1	1	4	3	2	3	3
Sample:	30	3	6	4	3	2	6	3	3	3

Q05 For your last main food internet / home delivery shopping order, how did you receive your goods?*Those who said 'Internet / delivery' 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
Home delivery	100.0%	21 100.0%	3 100.0%	5 100.0%	1 100.0%	1 100.0%	4 100.0%	3 100.0%	2 100.0%	3
Delivery to place of work	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Collection at click and collect hub (non-store location)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Collection at other location (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 0.0%	0
(Don't know / varies)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Weighted base:	21	3	5	1	1	4	3	2	3	3
Sample:	30	3	6	4	3	2	6	3	3	3

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Q06 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?									
Accessibility by public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Car parking prices	0.3%	3	0.0%	0	1.6%	2	0.0%	0	0.0%
Car parking provision	1.7%	18	0.0%	0	0.9%	1	4.0%	2	1.0%
Choice of food goods available	8.4%	84	6.6%	10	6.6%	6	10.0%	5	4.5%
Choice of shops nearby selling non-food goods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Choice of shops selling food goods	2.2%	22	7.5%	12	2.0%	2	1.1%	1	1.6%
Cleanliness	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%
Click & Collect service	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%
Delivery service	1.1%	11	0.0%	0	3.3%	3	0.9%	0	1.1%
Easy to get to by car	0.7%	7	0.0%	0	0.5%	0	0.0%	0	0.0%
Entertainment / Events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good internal layout	0.8%	8	0.0%	0	0.0%	0	0.5%	0	5.3%
Good service / friendly staff	1.4%	14	0.5%	1	0.5%	0	2.0%	1	4.0%
Habit / always use it	2.8%	29	0.8%	1	1.8%	2	0.9%	0	2.4%
Internet shopping is convenient	0.4%	4	0.5%	1	0.5%	0	1.2%	1	0.0%
Large Store	1.5%	15	3.7%	6	5.3%	5	0.5%	0	0.0%
Lower prices	18.8%	189	22.5%	36	20.2%	20	8.5%	4	23.6%
Loyalty card / points scheme	2.7%	28	1.3%	2	1.6%	2	0.9%	0	0.0%
Near to home	32.3%	325	38.1%	61	31.0%	30	29.2%	14	35.4%
Near to work	1.9%	20	1.3%	2	0.9%	1	0.9%	0	0.0%
Nice shopping environment	0.9%	9	3.3%	5	0.5%	0	1.3%	1	0.8%
Only one in the area / no other choice	0.7%	7	0.7%	1	0.0%	0	0.5%	0	5.8%
Preference for retailer	3.4%	34	1.1%	2	3.5%	3	3.7%	2	3.3%
Provision of leisure facilities nearby	0.3%	3	0.0%	0	2.3%	2	0.0%	0	0.4%
Provision of services nearby, such as banks and other financial services	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality of food goods available	5.6%	56	3.8%	6	3.0%	3	12.5%	6	3.6%
Quality of shops selling food goods	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Safety (during the day)	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%
Small / quiet store	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%
Staff discount / work there	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Value for money	3.8%	38	2.6%	4	3.8%	4	7.1%	3	3.0%
Other	0.4%	4	1.6%	3	0.0%	0	0.0%	0	0.0%
Convenient	1.1%	11	1.2%	2	1.9%	2	0.0%	0	0.6%
Has everything you need	0.2%	2	0.6%	1	0.5%	0	1.2%	1	0.0%
(Don't know / no reason in particular)	4.5%	45	2.0%	3	8.0%	8	11.5%	6	2.8%
Weighted base:	1007	159	97	49	79	261	80	98	183
Sample:	1006	128	126	124	124	128	126	125	125

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Q07 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED AT Q01)?																		
Nothing	75.4%	759	79.5%	127	58.8%	57	70.9%	35	71.9%	57	79.3%	207	78.3%	63	68.4%	67	80.0%	147
Change layout too often	0.7%	7	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.0%	2	0.8%	2
Difficult / expensive parking	1.1%	11	0.5%	1	3.9%	4	1.5%	1	2.7%	2	0.0%	0	2.5%	2	1.3%	1	0.0%	0
Difficult to get to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive	5.2%	52	2.2%	4	2.8%	3	6.1%	3	10.9%	9	10.0%	26	1.4%	1	1.7%	2	2.8%	5
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
Lack of parking	0.2%	2	0.5%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.9%	1	0.6%	1	0.0%	0
Lack of preferred retailer	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Limited range of goods	4.7%	47	4.3%	7	12.2%	12	1.8%	1	1.2%	1	1.0%	3	3.0%	2	11.1%	11	5.9%	11
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
Poor internal layout	0.9%	9	1.3%	2	0.0%	0	4.9%	2	0.8%	1	1.0%	3	1.1%	1	0.5%	0	0.0%	0
Poor quality	1.1%	11	0.0%	0	0.6%	1	4.5%	2	1.8%	1	1.2%	3	0.5%	0	1.6%	2	0.8%	2
Staff rude / unhelpful	0.6%	6	2.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.0%	0
Too busy	1.6%	16	1.2%	2	4.7%	5	0.5%	0	0.4%	0	1.4%	4	0.6%	1	1.8%	2	1.5%	3
Too far away	2.2%	22	0.7%	1	5.6%	5	1.8%	1	4.6%	4	0.5%	1	1.4%	1	6.8%	7	0.8%	2
Too small	0.9%	9	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.5%	1	5.2%	4	0.9%	1	1.3%	2
Other	1.8%	18	1.6%	3	3.0%	3	2.7%	1	1.0%	1	2.5%	6	0.5%	0	0.0%	0	2.0%	4
Change the products to often	0.1%	1	0.0%	0	0.0%	0	0.5%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of stock / empty shelves	0.4%	4	0.0%	0	1.3%	1	1.3%	1	0.8%	1	0.0%	0	0.9%	1	0.9%	1	0.0%	0
Misleading prices / offers	0.7%	7	3.3%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Not enough staff / queues at the checkout	0.4%	4	0.0%	0	0.6%	1	1.3%	1	0.4%	0	0.0%	0	0.0%	0	1.4%	1	0.8%	2
Online shopping sometimes has missing / short-date items	0.5%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	2	1.3%	1	0.0%	0	0.6%	1
Rushed through the checkouts too quickly	0.2%	2	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scruffy / litter	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Too big	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	1.8%	3
(Don't know)	0.7%	7	1.6%	3	2.3%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
No response	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1007	159	97	49	79	261	80	98	183									
Sample:	1006	128	126	124	124	128	126	125	125									

Q08 How do you normally travel to (STORE MENTIONED AT Q01)?*Not those who said 'Internet / delivery' at Q01*

Car / van (as driver)	59.3%	585	48.7%	77	78.2%	72	77.9%	37	51.7%	40	42.3%	109	64.3%	49	76.9%	74	70.1%	127
Car / van (as passenger)	16.3%	161	33.1%	52	11.7%	11	11.3%	5	11.4%	9	19.0%	49	15.9%	12	8.7%	8	8.1%	15
Bus, minibus or coach	6.5%	64	6.8%	11	4.5%	4	1.4%	1	10.9%	8	12.0%	31	4.6%	4	1.4%	1	2.1%	4
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	11.9%	117	9.5%	15	4.0%	4	7.3%	4	8.8%	7	16.5%	43	12.7%	10	11.0%	11	14.2%	26
Taxi	2.6%	26	0.7%	1	0.0%	0	0.9%	0	14.1%	11	3.9%	10	1.5%	1	0.5%	0	0.8%	2
Train	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.5%	0	0.0%	0	0.4%	1
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.6%	6	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.7%	3
Mobility scooter / disability vehicle	0.1%	1	0.3%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	2
(Don't normally travel - goods delivered)	2.2%	21	0.0%	0	0.0%	0	0.6%	0	2.2%	2	5.8%	15	0.5%	0	0.9%	1	1.7%	3
Weighted base:	986	157	92	48	78	258	77	96	181									
Sample:	976	125	120	120	121	126	120	122	122									

Column %ges.

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Mean score: [Number of minutes]																		
Q09 How long did your last journey to (STORE MENTIONED AT Q01) take?																		
<i>Not those who said 'Internet / delivery' at Q01 AND Excl. Nulls & SFT's</i>																		
1 - 5 minutes	39.3%	381	51.4%	81	32.9%	30	54.4%	26	32.7%	25	35.8%	87	32.1%	24	31.8%	30	42.5%	77
6 - 10 minutes	35.6%	346	31.5%	49	39.2%	36	33.2%	16	33.9%	26	40.8%	99	44.9%	34	30.9%	29	30.6%	55
11 - 15 minutes	13.0%	126	7.4%	12	16.7%	15	4.6%	2	15.4%	12	7.8%	19	9.9%	8	21.2%	20	21.1%	38
16 - 20 minutes	5.5%	53	4.2%	7	5.6%	5	6.3%	3	7.9%	6	5.8%	14	3.6%	3	12.8%	12	1.7%	3
21 - 25 minutes	0.8%	7	0.7%	1	1.0%	1	0.0%	0	1.0%	1	0.6%	1	1.0%	1	0.0%	0	1.4%	3
26 - 30 minutes	1.8%	17	2.9%	5	3.4%	3	1.5%	1	1.2%	1	1.1%	3	2.0%	2	2.4%	2	0.8%	2
31 minutes +	2.8%	27	1.3%	2	1.2%	1	0.0%	0	4.4%	3	6.4%	15	4.5%	3	1.0%	1	0.6%	1
(Don't know / can't remember)	1.2%	12	0.7%	1	0.0%	0	0.0%	0	3.4%	3	1.7%	4	2.1%	2	0.0%	0	1.3%	2
(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	0.0%	0
Mean:		10.45		8.82		10.55		7.69		12.49		11.74		11.27		11.40		9.12
Weighted base:		969		157		92		48		78		243		76		95		181
Sample:		972		125		120		120		121		124		119		121		122
Q10 When do you normally do your main food shopping?																		
Weekdays during the day	40.4%	407	31.5%	50	41.3%	40	55.6%	27	41.2%	33	41.5%	108	37.4%	30	37.1%	36	45.1%	83
Weekdays during the evening	13.5%	136	15.5%	25	11.4%	11	12.9%	6	11.2%	9	14.3%	37	20.0%	16	13.0%	13	10.4%	19
Saturday	15.3%	154	24.8%	40	13.8%	13	6.6%	3	15.5%	12	14.7%	38	12.5%	10	13.5%	13	13.2%	24
Sunday	3.7%	38	5.6%	9	5.0%	5	0.0%	0	7.5%	6	1.9%	5	2.5%	2	6.1%	6	2.7%	5
(Don't know / varies)	27.0%	272	22.6%	36	28.5%	28	24.9%	12	24.7%	20	27.6%	72	27.6%	22	30.2%	30	28.7%	53
Weighted base:		1007		159		97		49		79		261		80		98		183
Sample:		1006		128		126		124		124		128		126		125		125
Q11 When you go main food shopping is your trip linked with any other activity?																		
<i>Not those who said 'Internet / delivery' at Q01</i>																		
Yes – non-food shopping	3.4%	33	1.0%	2	3.5%	3	5.0%	2	6.6%	5	1.3%	3	4.8%	4	7.3%	7	3.9%	7
Yes – other-food shopping	3.3%	33	3.4%	5	3.5%	3	4.8%	2	5.4%	4	5.8%	15	1.5%	1	0.5%	0	0.6%	1
Yes – visiting services such as banks and other financial institutions	1.7%	17	1.5%	2	0.0%	0	1.5%	1	0.8%	1	1.6%	4	1.9%	1	2.1%	2	3.0%	5
Yes – leisure activity	1.0%	10	0.3%	1	1.9%	2	1.8%	1	1.4%	1	0.0%	0	4.3%	3	1.1%	1	0.8%	2
Yes – travelling to / from work	4.8%	48	2.2%	4	4.6%	4	6.1%	3	7.2%	6	0.0%	0	13.2%	10	8.4%	8	7.3%	13
Yes – travelling to / from school / college / university	1.1%	11	0.0%	0	5.0%	5	4.6%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Yes – getting petrol	0.6%	6	0.6%	1	2.0%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.4%	1
Yes – visiting café / pub / restaurant	1.8%	17	1.5%	2	1.5%	1	3.8%	2	4.1%	3	1.1%	3	2.9%	2	0.5%	0	1.8%	3
Yes – visiting family / friends	2.0%	19	1.1%	2	1.9%	2	3.8%	2	2.2%	2	2.5%	6	2.5%	2	2.4%	2	0.8%	2
Yes – visiting health service such as doctor, dentist, hospital	0.5%	5	0.3%	1	0.5%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0	1.0%	1	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.8%	8	1.7%	3	0.5%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.0%	1	1.3%	2
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No activity	76.3%	752	84.7%	133	68.2%	63	56.4%	27	70.3%	55	84.4%	218	67.1%	51	69.4%	67	77.1%	139
Yes - walk around / window shopping	0.2%	2	0.7%	1	0.0%	0	1.4%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.6%	26	0.9%	1	7.0%	6	8.4%	4	0.0%	0	1.8%	5	1.9%	1	5.6%	5	1.3%	2
Weighted base:		986		157		92		48		78		258		77		96		181
Sample:		976		125		120		120		121		126		120		122		122

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Q12 Where do you do this linked trip?									
<i>Those who said yes to 'non-food shopping' or 'other-food shopping' or 'visiting services such as banks and other financial institutions' at Q11 AND Excl. Nulls & SFT's</i>									
Zone B									
Aldi, Park Lane West, Netherton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aintree Racecourse Retail Park, Aintree	10.6%	9	23.1%	2	12.9%	1	0.0%	0	12.9%
Aintree Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Altway, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Aintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Aintree Racecourse Retail Park, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bootle Town Centre	15.7%	13	57.6%	5	0.0%	0	0.0%	0	0.0%
Church Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dale Acre Drive, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunningbridge Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Go Outdoors, Rimrose Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawthorne Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Racecourse Retail, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkstone Road North, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knowsley Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Wellington Road, Seaforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Linacre Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Linacre Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Litherland Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Litherland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marsh Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Old Roan Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Orrell Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Park Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pendle View, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaforth Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Street, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanley Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Switch Island Retail Park, Netherton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Hawthorne Road, Litherland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Crescent, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Ormskirk Road, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone C									
Bridge Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brownmoor Lane, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
College Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Endbutt Lane, Brighton-le-Sands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stuart Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Crescent, Thornton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crosby District Centre	5.1%	4	11.5%	1	49.1%	3	0.0%	0	0.0%
Waterloo District Centre	0.8%	1	0.0%	0	9.6%	1	0.0%	0	0.0%
Aldi, Moor Lane, Thornton, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Hightown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Liverpool Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rushton Garden Centre / Tan House Farm Garden Centre, Runnells Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone F									

Column %ges.

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Homebase, Stephenson Way, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Church Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duke Street, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harington Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redgate, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Formby District (Village) Centre	7.8%	6	0.0%	0	28.4%	2	91.2%	5	0.0%
Tesco Superstore, Altcar Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Three Tuns Lane, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Formby Garden Centre, 1 Cable Street, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone K									
Asda, Utting Avenue, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkby District Centre	8.6%	7	0.0%	0	0.0%	0	70.9%	7	0.0%
Local Shops, Southdene	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area) - Zone K	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone L									
Breck Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Utting Avenue, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
County Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fazakerley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liver Industrial Estate, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Anfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Kirkdale	1.7%	1	0.0%	0	0.0%	0	0.0%	0	6.1%
Local Shops, Walton Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norris Green Local Centre	6.7%	5	0.0%	0	0.0%	0	0.0%	0	24.5%
Other, Out of Centre (Within Study Area) - Zone L	2.1%	2	0.0%	0	0.0%	0	0.0%	0	6.1%
Rice Lane (Walton) Local Centre	3.3%	3	0.0%	0	0.0%	0	0.0%	0	12.2%
Sainsbury's, Rice Lane, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stonedale Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walton Vale District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DKS Garden Centre, 15 Lily Grove, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone M									
Deyes Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dover Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road North, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road South, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moorhey Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moss Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Station Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maghull District Centre	4.3%	4	7.8%	1	0.0%	0	0.0%	0	9.7%
Asda, Ormskirk Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Lydiate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Melling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Lane Industrial Estate, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buckels Nursery Ltd, 82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Field Lane, Fazakerley, Liverpool									
Hartleys Nurseries Ltd, Northway, Lydiate, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lydiate Barn Nurseries, Southport Road, Lydiate, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandy Lane Nurseries, 27 Sandy Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Meadows Garden Centre, Sefton Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Windmill Nurseries, Liverpool Road, Lydiate, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone O									
Ormskirk Town Centre	9.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Park Road, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area) - Zone O	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Primrose Hill Nurseries, Asmall Lane, Scarisbrick, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone S									
B&Q, Meols Cop Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Meols Cop Retail Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Meols Cop, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Kew Retail Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashley Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bispham Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastbourne Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Forest Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hesketh Drive, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston New Road , Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Roe Lane, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rufford Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandon Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upper Aughton Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ainsdale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birkdale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Churchtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shakespeare Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southport Town Centre	14.1%	12	0.0%	0	0.0%	0	8.8%	0	0.0%
Central 12 Retail Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kew Retail Park, Southport	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Meols Cop Retail Park, Southport	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Ocean Plaza, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowland Street Business Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Morrisons, Lord Street, Winter Gardens, 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
Sainsbury's, St. Georges Place, 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
Dobbies Garden World, Benthams Way, 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
Four Seasons Garden Centre, 224A Liverpool 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
Grainge Garden Centre & Coffee Shop, The Grainge, New Cut 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	0.0%	0
Radnor Drive Nurseries, 86 - 88 Radnor 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
Vincents Garden Centre, 300 Southport Road, Scarisbrick, 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
Inside Study Area																		
Other, (Within Study 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
Outside Study Area - Burnley																		
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
Outside Study Area - Cheshire																		
Wickes, Pinders Brow Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	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%	0	0.0%	0	0.0%	0
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
Gemini Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handforth Dean, Cheshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Warrington	0.0%	0	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, Cheshire West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cumbria																		
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
Outside Study Area - Fylde																		
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
Outside Study Area - Greater Manchester																		
Other, 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
Manchester 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
Lowry Outlet Mall, Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlebrook Retail Park, 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
Trafford Centre, 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
Other, 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
Outside Study Area - Knowlsey																		
Other, Knowlsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huyton Town Centre	0.4%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prescot Town Centre	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	2
Cables Retail Park, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitakers, Liverpool Road, Prescot	0.0%	0	0.0%	0	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																		
Costco, Waterloo Road, 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
Liverpool (Outside 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
Other, 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
B&Q, Edge Lane, 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
B&Q, New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hunts Cross, 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
Liverpool City Centre	3.0%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	0	6.1%	1	12.1%	1	0.0%	0	0.0%	0
West Derby Local 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
Edge Lane 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

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Hunts Cross 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
New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speke Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aigburth Hall Burseries , 5 Aigburth Hall Avenue, 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
Garston Garden Centre, 71 St Marys Road, Garston, 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
Outside Study Area - Pendle																		
Colne	0.0%	0	0.0%	0	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																		
Preston (Outside 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
Homebase, Queens Retail Park, 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
Homebase, Riversway Retail Park, 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
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
Queens Retail Park, 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
Riversway Retail Park, 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
Other, South Ribble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St Helens																		
Other, 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
B&Q, Ravenshead Retail Park, 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
St Helens 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
Ravenhead Retail Park, 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
St Helens Retail Park, 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
St. Helens Home and Garden Centre, Warick House, Jubits Lane, Sutton Manor, 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
Suregrow Garden Centre, Merton Bank Road, 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
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	0.0%	0	0.0%	0	0.0%	0
Other, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - West Lancashire																		
Local Shops, Burscough	0.0%	0	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, 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
Other, 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
Other, 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
Skelmersdale 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
Fir Tree Nurseries, Holmeswood Road, Rufford, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden Time, 95 Causeway Lane, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lathom View Garden Centre, Beech Grove, Hall Lane, Lathom, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pimbo Garden Centre, Pimbo Lane, Upholland , 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
The Garden Rooms, 14 Melbreck, 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
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.0%	0	0.0%	0	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																		
Wigan 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
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
Bromborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B		Zone C		Zone F		Zone K		Zone L		Zone M		Zone O		Zone S	
Carr Farm Garden Centre, Birkenhead Road, Meols, 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%
Manor Garden Centre, 9 Leasowe Road, Wallasey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Molloys Garden Centre, Leasowe Side Market Garden, Leasowe Road, 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%
Port Sunlight Garden Centre, The Causeway, 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%
Outside Study Area - Wyre																	
Freepoint Fleetwood Outlet Shopping Centre, Anchorage 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%
Outside Study Area - Elsewhere																	
Other, (Elsewhere Outside Region)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others																	
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%
Internet / home delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(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%
(Don't buy these types of 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	0.0%
Weighted base:	82	9		6		5		10		22		6		9		13	
Sample:	98	11		7		15		16		13		14		10		12	

Q12A How do you normally travel to (LOCATION MENTIONED AT Q12) when you do this linked trip?

Those who said yes to 'non-food shopping' or 'other-food shopping' or 'visiting services such as banks and other financial institutions' at Q11

Car / van (as driver)	38.6%	32	51.9%	5	59.3%	4	35.3%	2	38.6%	4	18.4%	4	31.3%	2	14.5%	1	75.3%	10
Car / van (as passenger)	14.3%	12	7.8%	1	12.9%	1	8.1%	0	6.5%	1	26.6%	6	12.1%	1	9.7%	1	11.4%	2
Bus, minibus or coach	3.4%	3	11.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	1	6.5%	1	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	39.2%	32	28.8%	3	27.8%	2	52.6%	3	45.3%	5	48.9%	11	32.4%	2	69.3%	7	7.7%	1
Taxi	0.4%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.4%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.7%	1	0.0%	0	0.0%	0	4.1%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	6.0%	0	0.0%	0	5.7%	1
Weighted base:	83	9		6		5		10		22		6		9		13		
Sample:	99	11		7		16		16		13		14		10		12		

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Q13 Where did you undertake your main food and grocery shopping the time before your visited (STORE MENTIONED AT Q01)?																		
<i>Excl. Nulls & SFT's</i>																		
Zone B - Sefton																		
Aldi, Park Lane West, Netherton [Out-of-Centre]	1.4%	13	7.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Aldi, Washington Parade, Bootle [Edge-of-Centre]	2.1%	20	5.2%	8	1.0%	1	0.0%	0	0.0%	0	4.4%	11	0.0%	0	0.0%	0	0.0%	0
Asda, Orrell Lane, Bootle [Out-of-Centre]	1.5%	14	4.3%	7	0.0%	0	0.0%	0	0.4%	0	2.3%	6	1.9%	1	0.0%	0	0.0%	0
Asda, Strand Road, Bootle [Edge-of-Centre]	4.8%	46	18.8%	29	4.7%	4	0.0%	0	0.0%	0	5.2%	13	0.0%	0	0.0%	0	0.0%	0
Cooltrader New Strand, Bootle [In 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
Co-operative Food, Linacre Road, Litherland [Local Parade, 28]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Marian Square, Netherton [In 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
Heron Foods, The Strand Shopping Centre, Bootle [In Centre]	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Marian Square, Netherton [In Centre]	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Strand Centre, Bootle [In Centre]	0.5%	5	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marsh Lane, Bootle [Edge-of-Centre]	0.5%	5	0.5%	1	1.5%	1	0.0%	0	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Wellington Road, Seaforth [Out of Centre]	0.8%	7	3.5%	5	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Aintree [In Centre]	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
Local Shops, Bootle [In Centre]	0.3%	3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1
Local Shops, Litherland [Local Parade, 48]	0.0%	0	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, Netherton [In 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
Local Shops, Orrell [Out of 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
Local Shops, Orrell Park [Out of 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
Local Shops, Seaforth [In 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
Marks & Spencer, Aintree Retail Park [Out-of-Centre]	0.8%	7	2.5%	4	0.7%	1	0.0%	0	0.8%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Marks & Spencer, Stanley Road, Bootle [In Centre]	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Aintree [Out-of-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
Spar, Linacre Lane, Bootle [Out of 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
Spar, Sefton Road, Litherland [Local Parade, 48]	0.0%	0	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 Superstore, Hawthorne Road, Litherland [Out-of-Centre]	7.9%	76	23.9%	37	16.2%	15	0.0%	0	0.0%	0	6.7%	17	0.7%	1	0.0%	0	4.3%	8
Zone C - Sefton																		
Aldi, Moorn Lane, Thornton	2.5%	25	0.0%	0	17.2%	16	13.0%	6	0.0%	0	0.0%	0	3.1%	2	0.7%	1	0.0%	0
Co-operative Food, Brighton Road, Waterloo [Edge-of-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
Co-operative Food, College Road, Crosby [Local Parade, 31]	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Liverpool Road, Crosby [In Centre]	0.2%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, South Road, Waterloo [In Centre]	0.3%	3	0.7%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Parade, Brompton Avenue [Out of 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

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Local Parade, 31]																		
Local Shops, Crosby [In Centre]	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
Local Shops, Hightown [Out of 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
Local Shops, Waterloo [In Centre]	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Liverpool Road, Crosby [In Centre]	2.3%	22	2.4%	4	19.9%	18	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco Express, Coronation Road, Crosby [In 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
Tesco Express, Crosby Road North, Liverpool [Out-of-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
Tesco Express, Edge Lane, Thornton, Crosby [Out of 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
Zone F - Sefton																		
Iceland, Chapel Lane, Formby [In Centre]	0.2%	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
Local Parade, Harington Road [Out of Centre, Local Parade, 42]	0.0%	0	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, Formby [In Centre]	0.1%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), The Cloisters, Halsall Lane, Formby [In Centre]	0.7%	7	0.0%	0	1.6%	1	11.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Chapel Lane, Formby [In Centre]	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
One Stop, Cordova House, Formby [Edge-of-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
Spar, Harington Road, Formby [Local Parade, 42]	0.0%	0	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 Superstore, Altcar Road, Formby [Out-of-Centre]	3.9%	38	4.3%	7	11.5%	10	32.0%	15	0.6%	0	0.0%	0	5.4%	4	0.7%	1	0.4%	1
Waitrose, Three Tuns Lane, Formby [In Centre]	1.9%	18	0.0%	0	2.6%	2	30.1%	14	0.0%	0	0.0%	0	0.7%	1	0.5%	0	0.4%	1
Zone K - Knowsley Council																		
Cooltrader, Telegraph Way, Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, St Chads Parade, Kirkby	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.5%	1	0.5%	0	0.0%	0	0.0%	0
Farmfoods, Cherryfield Drive, Kirkby	0.0%	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
Iceland, St Chads Parade, Kirkby	1.3%	12	0.0%	0	0.0%	0	0.0%	0	15.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Kirkby	0.6%	6	0.0%	0	0.0%	0	0.0%	0	7.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone L - Knowsley Council																		
Co-operative Food, Alscot Avenue, Fazakerley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Zone L - Liverpool City Council																		
Aldi, Lorenzo Drive, Norris Green	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	7	0.0%	0	0.0%	0	0.0%	0
Aldi, Walton Road, Kirkdale	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	15	0.0%	0	0.0%	0	0.0%	0
Asda, Breck Road, Anfield	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	5	0.0%	0	0.0%	0	0.0%	0
Asda, Utting Avenue, Walton	5.9%	58	0.5%	1	0.0%	0	0.0%	0	0.0%	0	22.4%	57	0.0%	0	0.0%	0	0.0%	0
Axis 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
Cooltrader, Walton Vale Road, Walton Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Broad Lane, Norris Green	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, County Road, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Longmoor Lane, Fazakerley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Co-operative Food, Stonedale Retail Park, Croxteth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Utting Avenue, Anfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Breck Road, 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
Farmfoods, Broadway, Norris Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Rice Lane Retail Park, Liverpool	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Walton Road, Liverpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Broadway, Liverpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Heron Foods, County Road, Walton	0.0%	0	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, Breck Road, Anfield, Liverpool	0.0%	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
Iceland, Broad Lane Precinct, Norris Green	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5	0.0%	0	0.0%	0	0.0%	0
Iceland, County Road, Liverpool	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Iceland, Stonedale Retail Park, West Derby	0.0%	0	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, Walton Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Anfield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Local Shops, County Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Croxteth	0.0%	0	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, Norris Green	0.0%	0	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, Walton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Walton Vale	0.0%	0	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, Rice Lane, Walton	2.0%	20	0.8%	1	0.0%	0	0.0%	0	2.1%	2	6.3%	16	1.5%	1	0.0%	0	0.0%	0
Tesco Express, Longmoor Lane, 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
Tesco Metro, County Road, Walton	0.4%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Zone M - Knowsley Council																		
Aldi, Copples House Lane, Fazakerley	2.5%	24	0.0%	0	0.0%	0	0.0%	0	14.6%	11	3.1%	8	1.7%	1	3.8%	4	0.0%	0
Zone M - Sefton																		
Asda, Ormskirk Road, Aintree [Out-of-Centre]	10.5%	102	15.3%	23	10.2%	9	1.8%	1	19.9%	16	8.6%	22	31.5%	24	7.7%	7	0.0%	0
Co-operative Food, Deyes Lane, Maghull [Local Parade, 60]	0.0%	0	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, Northway, Maghull [Local Parade, 59]	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Lidl, Northway, Maghull [Local Parade, 59]	0.8%	8	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	5.1%	4	0.5%	0	0.0%	0
Local Parade, Altcar [Out of Centre, Local Parade, 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
Local Parade, Tree View Court [Out of Centre, Local Parade. 62]	0.0%	0	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, Lydiate [Out of 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
Local Shops, Maghull [In Centre]	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, Melling [Out of 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
Local Shops, Old Roan [In 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
Morrisons, Stafford Moreton Way, Maghull [In Centre]	2.4%	23	0.7%	1	0.0%	0	0.0%	0	1.8%	1	0.5%	1	25.3%	19	0.0%	0	0.0%	0
Tesco Express, Molyneux Way, Old Roan [In 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
Zone O - Sefton																		
Local Parade, Ruffold Road [Out of Centre, Local Parade, 88]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone O - West Lancashire																		

Column % ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Borough Council																		
Aldi, Saints Place, Ormskirk	0.7%	7	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.0%	1	6.0%	6	0.0%	0
Co-operative Food, Church Road, Banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diglake Farm Shop, Southport Road, Ormskirk	0.0%	0	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, Aughton Street, Ormskirk	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, Aughton	0.0%	0	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, Banks	0.0%	0	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, Ormskirk	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
Marks & Spencer (Simply Food), Aughton Street, Ormskirk	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Morrisons, Park Lane, Ormskirk	3.7%	36	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.0%	0	2.8%	2	30.3%	29	0.0%	0
Netto, Hattersley Centre, Hattersley Way, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Town Green, Aughton	0.0%	0	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, Preston New Road, Churchtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Church Street, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone S - Sefton																		
Tesco Express, Albert Street, Hesketh [Local Parade, 84]	0.0%	0	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, Meols Cop, Southport [Out-of-Centre]	2.7%	27	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.0%	1	4.5%	4	11.4%	20
Asda, Central 12 Shopping Park, Derby Road, Southport [Edge-of-Centre]	4.0%	39	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	19.2%	34
Co-operative Food, Fylde Road, Southport [Out-of-Centre]	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.4%	1
Co-operative Food, Marshside Road, Southport [Out-of-Centre]	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Co-operative Food, St James Place, Southport [Out-of-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
Co-operative Food, Station Road, Ainsdale [In 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	0.6%	1
Costcutter, Sussex Road, Southport [Local Parade, 89]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Lord Street, Southport [Edge-of-Centre]	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4
Home Bargains, Meols Cop, Southport [Out of 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
Iceland, King Street, Southport [In 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	0.4%	1
Lidl, Virginia Street, Southport [Edge-of-Centre]	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	3.8%	7
Local Parade, Bispham Road [Out of Centre, Local Parade, 76]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Parade, Liverpool Road [Local Parade, 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
Local Parade, Liverpool Road [Out of Centre, Local Parade, 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
Local Shops, Ainsdale [In 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
Local Shops, Birkdale [In Centre]	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Local Shops, Churchtown [In 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
Local Shops, Southport [In 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	0.4%	1

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Marks & Spencer, Chapel Street, Southport [In Centre]	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.7%	3
McColls, Sussex Road, Southport [Out of 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
Morrisons, Winter Gardens, Southport [Edge-of-Centre]	3.9%	38	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	20.0%	36
One Stop, Belmont Street, Southport [Out-of-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
Sainsbury's, St Georges Place, Lord Street, Southport [Edge-of-Centre]	1.7%	16	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	8.0%	14
Spar, Bispham Rd, Southport [Local Parade, 76]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ovington Drive, Southport [Local Parade, 86]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Station Rd, Ainsdale, Southport [In 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
Tesco Express, Eastbank Street, Southport [Edge of 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
Tesco Express, Liverpool Road, Birkdale [In Centre]	0.1%	1	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, Liverpool Road, Southport [Out-of-Centre]	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.7%	3
Tesco Express, Preston New Road, Churchtown [In 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
Tesco Express, Sherwood House, Station Road, Ainsdale [In 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
Tesco Extra, Town Lane, Meols Cop, Southport [Out-of-Centre]	5.0%	49	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	1.5%	1	13.4%	13	19.4%	35
Outside Study Area - Burnley																		
Other, Burnley	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
Outside Study Area - Other Greater Manchester																		
Other, 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
Outside Study Area - Knowlsey																		
Knowlsey	0.0%	0	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, Huyton Lane, Huyton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cables Retail Park, Prescot	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.7%	6	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other, Knowlsey	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
Outside Study Area - Liverpool City Centre																		
Aldi, St Johns Shopping Centre, Liverpool	1.6%	16	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.9%	15	0.0%	0	0.0%	0	0.0%	0
Iceland, Williamson Square, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
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
Marks & Spencer, Liverpool City Centre	0.3%	3	0.0%	0	0.5%	0	0.0%	0	0.8%	1	0.5%	1	1.0%	1	0.0%	0	0.0%	0
Sainsburys, Lyceum Road, Ranelagh Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Parker Street, Clayton Square	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hanover Street, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other Liverpool																		
Aldi, Prescot Road, Liverpool	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
Aldi, Salop Street, Liverpool	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	9	0.0%	0	0.0%	0	0.0%	0
Aldi, Smithdown Road, 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
Asda, Hunts Cross Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Centre, Speke Hall Road									
Co-operative Food, West Derby Road, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, Waterloo Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, East Lancashire Road, Liverpool	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%
Iceland, Great Homer Street, St Anthony Centre, Everton	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Besford Road, Belle Vale, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Liverpool	0.6%	6	0.0%	0	0.0%	0	1.2%	1	1.8%
Savacentre, East Prescott Road, Knotty Ash	0.3%	3	0.0%	0	0.0%	0	4.1%	3	0.0%
Tesco Express, London Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Smithdown Road, Liverpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%
Tesco Metro, Aigburth Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Deysbrook Lane, West Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%
Tesco Superstore, Mather Avenue, Allerton	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%
Tesco Superstore, St Oswalds Street, Old Swan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Preston									
Other, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Ribble									
Other, South Ribble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - St Helens									
Costco, Andover Rd, Haydock, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, King Street, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Baxters Lane, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, St Helens	0.1%	1	0.0%	0	0.0%	0	0.4%	0	1.0%
Outside Study Area - Warrington									
Marks & Spencer, Europa Boulevard, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Outside Study Area - West Lancashire									
Asda, Northway, Skelmersdale	0.3%	3	0.0%	0	0.0%	0	0.6%	0	0.0%
Booths, Ringtail Retail Park, Burscough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.5%
Co-operative Food, Liverpool Road North, Burscough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Lancashire	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%
Tesco Superstore, Liverpool Road North, Burscough Bridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%
Outside Study Area - Wigan									
Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Other, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wirral									
Asda, Seaview Road, Liscard, Wallasey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Stanley Road, Birkenhead	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.9%
Tesco Extra, Bidston Link Road, Wallasey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Other (Elsewhere Outside Region)									
Other, (Elsewhere Outside Region)	0.3%	3	0.0%	0	0.0%	0	1.1%	3	0.0%
Others									
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Home Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S	
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	973	153	90	47	78	254	77	95	178	
Sample:	971	122	118	120	122	126	120	121	122	

Mean score: [£]

Q14 How much did you spend on your last main food and grocery shopping trip to (STORE MENTIONED AT Q13)?*Not those who originally said '(Nowhere else)' at Q13 AND Excl. Nulls & SFT's*

£1 - £5	1.0%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	2.2%	2
£6 - £10	3.7%	17	2.3%	2	3.1%	1	5.3%	1	1.9%	1	4.6%	5	0.0%	0	5.1%	2	5.6%	4
£11 - £15	6.4%	29	1.7%	2	0.0%	0	1.8%	0	3.7%	1	15.8%	19	1.2%	0	6.3%	2	6.4%	4
£16 - £20	5.2%	24	2.1%	2	4.5%	2	2.7%	1	1.9%	1	7.8%	9	10.0%	3	6.1%	2	5.6%	4
£21 - £25	3.9%	18	2.3%	2	4.1%	2	3.9%	1	1.0%	0	5.8%	7	5.7%	2	10.7%	4	0.0%	0
£26 - £30	9.2%	41	12.9%	12	6.0%	3	7.3%	2	22.8%	8	6.8%	8	2.8%	1	7.6%	3	8.1%	6
£31 - £35	3.9%	18	2.3%	2	2.1%	1	11.8%	3	1.0%	0	5.6%	7	7.1%	2	3.0%	1	2.2%	2
£36 - £40	7.6%	34	8.8%	8	3.4%	2	17.1%	4	4.2%	1	7.3%	9	2.4%	1	1.7%	1	13.0%	9
£41 - £45	2.0%	9	0.6%	1	6.5%	3	0.0%	0	3.2%	1	3.9%	5	0.0%	0	0.0%	0	0.0%	0
£46 - £50	5.4%	24	1.3%	1	4.5%	2	4.4%	1	9.7%	3	5.4%	6	9.0%	3	7.5%	3	7.0%	5
£51 - £55	1.5%	7	2.2%	2	0.0%	0	12.3%	3	0.0%	0	0.0%	0	2.4%	1	2.6%	1	0.0%	0
£56 - £60	6.6%	30	8.4%	8	9.3%	4	3.5%	1	11.2%	4	3.1%	4	4.8%	2	0.0%	0	11.5%	8
£61 - £65	2.0%	9	2.1%	2	1.4%	1	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0	1.5%	1
£66 - £70	3.3%	15	2.7%	3	3.8%	2	2.1%	1	10.9%	4	0.0%	0	8.3%	3	4.1%	1	3.8%	3
£71 - £75	0.6%	3	2.2%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
£76 - £80	5.0%	22	5.7%	5	3.4%	2	2.7%	1	1.3%	0	2.3%	3	15.2%	5	6.9%	2	6.6%	5
£81 - £85	2.4%	11	9.0%	8	2.1%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
£86 - £90	1.0%	5	1.9%	2	0.0%	0	3.0%	1	0.0%	0	1.2%	1	2.4%	1	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	6.2%	28	7.3%	7	3.5%	2	10.2%	3	14.7%	5	0.0%	0	4.0%	1	21.3%	8	4.9%	3
£101 - £120	3.0%	14	3.8%	4	7.4%	3	0.0%	0	3.2%	1	2.7%	3	0.0%	0	0.0%	0	3.8%	3
£121 - £140	2.5%	11	0.8%	1	2.1%	1	0.0%	0	0.0%	0	3.9%	5	4.7%	1	5.1%	2	2.2%	2
£141 - £160	2.5%	11	3.0%	3	4.0%	2	0.0%	0	2.6%	1	4.5%	5	0.0%	0	1.7%	1	0.0%	0
£161 - £180	0.5%	2	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	14.2%	64	16.4%	15	24.9%	11	6.5%	2	6.9%	2	12.4%	15	20.2%	6	7.1%	3	14.5%	10
(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	0.0%	0
Mean:	55.82	63.56	70.65	50.09	58.18	46.21	58.31	61.61	50.86									
Weighted base:	450	93	44	25	34	118	32	35	68									
Sample:	454	74	60	59	52	62	47	45	55									

Mean score [Visits per week]

Q15 How often do you normally do your main food shopping at (STORE MENTIONED AT Q13)?*Not those who originally said '(Nowhere else)' at Q13*

Daily	1.1%	5	1.1%	1	1.4%	1	1.2%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	1.1%	1
At least two times a week	10.8%	49	5.9%	6	6.4%	3	19.2%	5	4.0%	1	19.0%	23	15.1%	5	3.8%	1	7.7%	5
At least once a week	32.5%	148	34.1%	32	29.1%	13	30.5%	8	26.9%	9	33.5%	40	31.4%	10	40.1%	15	30.6%	21
At least once a fortnight	24.3%	111	25.4%	24	20.5%	9	28.0%	7	41.6%	14	21.5%	26	14.6%	5	26.3%	10	24.2%	17
At least once a month	18.4%	84	24.0%	23	22.0%	10	18.6%	5	14.7%	5	14.4%	17	18.9%	6	18.5%	7	16.6%	11
At least every two months	4.0%	18	2.1%	2	2.1%	1	0.0%	0	4.8%	2	2.7%	3	3.4%	1	1.7%	1	12.8%	9
Less often	3.0%	14	2.3%	2	12.1%	5	0.9%	0	2.9%	1	1.6%	2	5.3%	2	1.3%	0	1.1%	1
Have only visited once	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.9%	27	4.5%	4	6.5%	3	1.7%	0	5.1%	2	7.3%	9	4.5%	2	8.4%	3	5.9%	4
Mean:	0.96	0.84	0.82	1.18	0.68	1.14	1.44	0.77	0.85									
Weighted base:	456	94	44	25	34	120	33	36	69									
Sample:	463	75	60	60	52	63	51	46	56									

Q17 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

Yes	73.0%	735	79.9%	127	68.9%	67	70.0%	34	69.2%	55	70.4%	184	75.8%	61	69.5%	68	75.8%	139
No	27.0%	272	20.1%	32	31.1%	30	30.0%	15	30.8%	24	29.6%	77	24.2%	19	30.5%	30	24.2%	44
Weighted base:	1007	159	97	49	79	261	80	98	183									
Sample:	1006	128	126	124	124	128	126	125	125									

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Q18 Where did you last go to undertake this 'top-up' food shopping?																		
<i>Those who do top-up shopping at Q17 AND Excl. Nulls & SFT's</i>																		
Zone B - Sefton																		
Aldi, Park Lane West, Netherton [Out-of-Centre]	0.6%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Washington Parade, Bootle [Edge-of-Centre]	1.0%	7	3.3%	4	0.7%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Orrell Lane, Bootle [Out-of-Centre]	0.8%	6	1.6%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Strand Road, Bootle [Edge-of-Centre]	5.2%	37	13.5%	17	3.2%	2	0.0%	0	0.0%	0	9.4%	17	0.0%	0	0.0%	0	0.8%	1
Cooltrader New Strand, Bootle [In 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
Co-operative Food, Linacre Road, Litherland [Local Parade, 28]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Marian Square, Netherton [In 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
Heron Foods, The Strand Shopping Centre, Bootle [In 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
Iceland, Marian Square, Netherton [In Centre]	0.7%	5	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Strand Centre, Bootle [In Centre]	1.0%	7	3.7%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Marsh Lane, Bootle [Edge-of-Centre]	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Lidl, Wellington Road, Seaforth [Out of Centre]	1.1%	8	6.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Aintree [In Centre]	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Local Shops, Bootle [In Centre]	4.7%	34	14.2%	18	1.4%	1	0.0%	0	0.0%	0	8.5%	15	0.0%	0	0.0%	0	0.0%	0
Local Shops, Litherland [Local Parade, 48]	0.5%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Netherton [In Centre]	1.0%	7	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Orrell [Out of Centre]	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Local Shops, Orrell Park [Out of Centre]	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops, Seaforth [In Centre]	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Aintree Retail Park [Out-of-Centre]	1.3%	9	1.3%	2	0.0%	0	0.0%	0	0.6%	0	3.3%	6	2.4%	1	0.0%	0	0.0%	0
Marks & Spencer, Stanley Road, Bootle [In Centre]	0.6%	5	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Aintree [Out-of-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
Spar, Linacre Lane, Bootle [Out of Centre]	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	8
Spar, Sefton Road, Litherland [Local Parade, 48]	0.0%	0	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 Superstore, Hawthorne Road, Litherland [Out-of-Centre]	3.6%	26	17.8%	22	1.6%	1	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Zone C - Sefton																		
Aldi, Moorn Lane, Thornton	1.0%	7	1.7%	2	5.1%	3	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Brighton Road, Waterloo [Edge-of-Centre]	0.2%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, College Road, Crosby [Local Parade, 31]	0.4%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Liverpool Road, Crosby [In Centre]	0.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, South Road, Waterloo [In Centre]	0.5%	4	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Parade, Brompton Avenue [Out of Centre,	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Local Parade, 31]																		
Local Shops, Crosby [In Centre]	1.6%	11	0.0%	0	17.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hightown [Out of Centre]	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
Local Shops, Waterloo [In Centre]	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Liverpool Road, Crosby [In Centre]	2.9%	21	0.0%	0	30.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Express, Coronation Road, Crosby [In Centre]	1.3%	9	4.3%	5	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Crosby Road North, Liverpool [Out-of-Centre]	0.4%	3	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Edge Lane, Thornton, Crosby [Out of Centre]	0.3%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone F - Sefton																		
Iceland, Chapel Lane, Formby [In Centre]	0.6%	4	0.0%	0	0.0%	0	12.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Parade, Harington Road [Out of Centre, Local Parade, 42]	0.2%	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
Local Shops, Formby [In Centre]	0.7%	5	0.0%	0	1.4%	1	11.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), The Cloisters, Halsall Lane, Formby [In Centre]	0.7%	5	0.0%	0	0.7%	0	12.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Chapel Lane, Formby [In Centre]	0.1%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cordova House, Formby [Edge-of-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
Spar, Harington Road, Formby [Local Parade, 42]	0.7%	5	0.0%	0	0.0%	0	13.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Altcar Road, Formby [Out-of-Centre]	1.2%	8	0.0%	0	0.7%	0	12.4%	4	0.0%	0	0.0%	0	7.1%	4	0.0%	0	0.0%	0
Waitrose, Three Tuns Lane, Formby [In Centre]	1.1%	8	0.0%	0	0.0%	0	22.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone K - Knowsley Council																		
Cooltrader, Telegraph Way, Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, St Chads Parade, Kirkby	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cherryfield Drive, Kirkby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.0%	0
Iceland, St Chads Parade, Kirkby	1.1%	8	0.0%	0	0.0%	0	0.0%	0	14.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Kirkby	3.0%	22	0.0%	0	0.0%	0	0.0%	0	37.2%	20	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Zone L - Knowsley Council																		
Co-operative Food, Alscot Avenue, Fazakerley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.0%	2	1.4%	1	0.0%	0	0.0%	0
Zone L - Liverpool City Council																		
Aldi, Lorenzo Drive, Norris Green	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, Walton Road, Kirkdale	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0	0.0%	0	0.0%	0
Asda, Breck Road, Anfield	0.0%	0	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, Utting Avenue, Walton	2.2%	15	0.0%	0	0.0%	0	0.0%	0	0.6%	0	7.4%	13	0.0%	0	2.7%	2	0.0%	0
Axis Retail Park, Liverpool	0.5%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Cooltrader, Walton Vale Road, Walton Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Broad Lane, Norris Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, County Road, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Longmoor Lane, Fazakerley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Co-operative Food, Stonedale Retail Park, Croxteth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Utting Avenue, Anfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Breck Road, 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
Farmfoods, Broadway, Norris Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Rice Lane 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
Farmfoods, Walton Road, Liverpool	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Broadway, Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Heron Foods, County Road, Walton	0.0%	0	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, Breck Road, Anfield, 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
Iceland, Broad Lane Precinct, Norris Green	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0
Iceland, County Road, 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
Iceland, Stonedale Retail Park, West Derby	0.0%	0	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, Walton Vale	0.0%	0	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, Anfield	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	8	0.0%	0	0.0%	0	0.0%	0
Local Shops, County Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Croxteth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Norris Green	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Local Shops, Walton	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	7	0.0%	0	0.0%	0	0.0%	0
Local Shops, Walton Vale	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Rice Lane, Walton	1.5%	11	1.7%	2	0.0%	0	0.0%	0	1.2%	1	4.5%	8	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Longmoor Lane, Liverpool	0.1%	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
Tesco Metro, County Road, Walton	2.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	15	0.0%	0	0.0%	0	0.0%	0
Zone M - Knowsley Council																		
Aldi, Copples House Lane, Fazakerley	0.9%	7	0.0%	0	0.0%	0	0.0%	0	4.8%	3	1.8%	3	1.4%	1	0.0%	0	0.0%	0
Zone M - Sefton																		
Asda, Ormskirk Road, Aintree [Out-of-Centre]	3.0%	21	9.1%	11	0.0%	0	0.0%	0	6.1%	3	1.0%	2	8.7%	5	0.0%	0	0.0%	0
Co-operative Food, Deyes Lane, Maghull [Local Parade, 60]	1.6%	12	0.0%	0	0.0%	0	0.0%	0	14.1%	8	0.0%	0	7.6%	4	0.0%	0	0.0%	0
Iceland, Northway, Maghull [Local Parade, 59]	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Northway, Maghull [Local Parade, 59]	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	1	7.1%	4	1.4%	1	0.0%	0
Local Parade, Altcar [Out of Centre, Local Parade, 3]	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Local Parade, Tree View Court [Out of Centre, Local Parade. 62]	0.0%	0	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, Lydiate [Out of Centre]	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Local Shops, Maghull [In Centre]	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	15.6%	8	0.0%	0	0.0%	0
Local Shops, Melling [Out of Centre]	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local Shops, Old Roan [In 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
Morrisons, Stafford Moreton Way, Maghull [In Centre]	2.2%	16	0.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	25.4%	13	1.4%	1	0.0%	0
Tesco Express, Molyneux Way, Old Roan [In Centre]	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
Zone O - Sefton																		
Local Parade, Ruffold Road [Out of Centre, Local Parade, 88]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone O - West Lancashire																		

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Borough Council									
Aldi, Saints Place, Ormskirk	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Church Road, Banks	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Diglake Farm Shop, Southport Road, Ormskirk	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Aughton Street, Ormskirk	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Aughton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Banks	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Ormskirk	1.4%	10	0.0%	0	0.0%	0	0.9%	0	0.0%
Marks & Spencer (Simply Food), Aughton Street, Ormskirk	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Park Lane, Ormskirk	1.5%	11	0.0%	0	0.0%	0	0.8%	0	0.0%
Netto, Hattersley Centre, Hattersley Way, Ormskirk	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Town Green, Aughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Preston New Road, Churchtown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%
Tesco Metro, Church Street, Ormskirk	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone S - Sefton									
Tesco Express, Albert Street, Hesketh [Local Parade, 84]	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%
Aldi, Meols Cop, Southport [Out-of-Centre]	1.9%	14	0.0%	0	2.7%	2	0.0%	0	8.2%
Asda, Central 12 Shopping Park, Derby Road, Southport [Edge-of-Centre]	0.5%	4	0.0%	0	0.6%	0	0.0%	0	2.6%
Co-operative Food, Fylde Road, Southport [Out-of-Centre]	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.6%
Co-operative Food, Marshside Road, Southport [Out-of-Centre]	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.8%
Co-operative Food, St James Place, Southport [Out-of-Centre]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Station Road, Ainsdale [In Centre]	2.4%	17	0.0%	0	0.0%	0	0.0%	0	12.7%
Costcutter, Sussex Road, Southport [Local Parade, 89]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Lord Street, Southport [Edge-of-Centre]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Meols Cop, Southport [Out of Centre]	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%
Iceland, King Street, Southport [In Centre]	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%
Lidl, Virginia Street, Southport [Edge-of-Centre]	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%
Local Parade, Bispham Road [Out of Centre, Local Parade, 76]	0.9%	7	0.0%	0	0.0%	0	0.0%	0	4.8%
Local Parade, Liverpool Road [Local Parade, 6]	1.1%	8	0.0%	0	0.0%	0	0.0%	0	5.6%
Local Parade, Liverpool Road [Out of Centre, Local Parade, 6]	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%
Local Shops, Ainsdale [In Centre]	1.0%	7	0.0%	0	0.0%	0	0.0%	0	5.4%
Local Shops, Birkdale [In Centre]	0.6%	5	0.0%	0	0.0%	0	0.0%	0	3.4%
Local Shops, Churchtown [In Centre]	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%
Local Shops, Southport [In Centre]	1.8%	13	0.0%	0	0.0%	0	0.0%	0	7.4%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Marks & Spencer, Chapel Street, Southport [In Centre]	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.7%	4
McColls, Sussex Road, Southport [Out of 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	0.8%	1
Morrisons, Winter Gardens, Southport [Edge-of-Centre]	0.5%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
One Stop, Belmont Street, Southport [Out-of-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	0.8%	1
Sainsbury's, St Georges Place, Lord Street, Southport [Edge-of-Centre]	2.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.3%	2	9.3%	13
Spar, Bispham Rd, Southport [Local Parade, 76]	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Spar, Ovington Drive, Southport [Local Parade, 86]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Station Rd, Ainsdale, Southport [In 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
Tesco Express, Eastbank Street, Southport [Edge of Centre]	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Tesco Express, Liverpool Road, Birkdale [In Centre]	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.5%	2
Tesco Express, Liverpool Road, Southport [Out-of-Centre]	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	7
Tesco Express, Preston New Road, Churchtown [In 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
Tesco Express, Sherwood House, Station Road, Ainsdale [In Centre]	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Tesco Extra, Town Lane, Meols Cop, Southport [Out-of-Centre]	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	6.8%	9
Outside Study Area - Burnley																		
Other, Burnley	0.0%	0	0.0%	0	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 Greater Manchester																		
Other, Greater Manchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Outside Study Area - Knowlsey																		
Knowlsey	0.1%	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
Asda, Huyton Lane, Huyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cables Retail Park, Prescot	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
Other, Knowlsey	0.0%	0	0.0%	0	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 City Centre																		
Aldi, St Johns Shopping Centre, Liverpool	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.7%	0	0.9%	1	0.0%	0
Iceland, Williamson Square, Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
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
Marks & Spencer, Liverpool City Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Lyceum Road, Ranelagh Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Parker Street, Clayton Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hanover Street, 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
Outside Study Area - Other Liverpool																		
Aldi, Prescot Road, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Aldi, Salop Street, Liverpool	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Smithdown Road, 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
Asda, Hunts Cross Shopping	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Centre, Speke Hall Road									
Co-operative Food, West Derby Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, Waterloo Road, Liverpool	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%
Iceland, East Lancashire Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Great Homer Street, St Anthony Centre, Everton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Besford Road, Belle Vale, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Liverpool	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%
Savacentre, East Prescott Road, Knotty Ash	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, London Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Smithdown Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Aigburth Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Deysbrook Lane, West Derby	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Mather Avenue, Allerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, St Oswalds Street, Old Swan	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Outside Study Area - Preston									
Other, Preston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Ribble									
Other, South Ribble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - St Helens									
Costco, Andover Rd, Haydock, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, King Street, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Baxters Lane, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Warrington									
Marks & Spencer, Europa Boulevard, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - West Lancashire									
Asda, Northway, Skelmersdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Ringtail Retail Park, Burscough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Liverpool Road North, Burscough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Lancashire	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Tesco Superstore, Liverpool Road North, Burscough Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wigan									
Wigan	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wirral									
Asda, Seaview Road, Liscard, Wallasey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Stanley Road, Birkenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Bidston Link Road, Wallasey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Other (Elsewhere Outside Region)									
Other, (Elsewhere Outside Region)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Others									
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Home Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nowhere else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	715	125	65	34	55	180	53	66	136
Sample:	677	87	88	83	80	79	79	92	89

Mean score: [£]

Q19 How much did you spend on your last 'top-up' food and grocery shopping trip to (STORE MENTIONED AT Q18)?*Those who do top-up shopping at Q17 AND Excl. Nulls & SFT's*

£1 - £5	24.3%	176	22.9%	29	17.6%	12	21.8%	7	28.4%	16	23.1%	42	22.6%	13	16.7%	11	34.4%	45
£6 - £10	20.0%	145	17.2%	22	24.5%	16	14.6%	5	19.4%	11	22.2%	41	10.4%	6	15.9%	11	25.1%	33
£11 - £15	11.9%	86	15.1%	19	3.6%	2	11.4%	4	11.9%	7	12.2%	22	9.2%	5	14.3%	10	12.4%	16
£16 - £20	10.7%	78	14.1%	18	19.9%	13	14.8%	5	14.1%	8	5.3%	10	16.5%	10	13.5%	9	3.9%	5
£21 - £25	5.2%	38	4.2%	5	6.8%	5	10.2%	4	1.8%	1	5.7%	11	3.2%	2	7.2%	5	4.7%	6
£26 - £30	7.5%	55	9.0%	11	11.4%	8	8.5%	3	10.2%	6	4.3%	8	12.9%	8	8.2%	5	4.5%	6
£31 - £35	2.3%	16	1.7%	2	0.0%	0	1.5%	1	0.8%	0	5.5%	10	1.9%	1	0.7%	0	1.2%	2
£36 - £40	1.7%	13	0.8%	1	0.0%	0	5.3%	2	3.5%	2	1.5%	3	1.9%	1	0.9%	1	2.4%	3
£41 - £45	1.6%	11	0.0%	0	4.3%	3	0.6%	0	0.0%	0	2.9%	5	0.9%	1	0.9%	1	1.4%	2
£46 - £50	1.7%	12	0.8%	1	0.0%	0	7.3%	2	0.6%	0	3.7%	7	0.0%	0	1.8%	1	0.0%	0
£51 - £55	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
£56 - £60	0.1%	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
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
£71 - £75	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
£76 - £80	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
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.8%	6	4.2%	5	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.1%	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
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.5%	84	10.0%	13	11.1%	7	3.9%	1	7.3%	4	13.5%	25	18.9%	11	13.2%	9	10.0%	13
(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	0.0%	0
Mean:	16.47	18.23	17.06	19.33	15.13	16.33	18.01	20.68	11.73									
Weighted base:	724	127	67	34	55	184	60	67	131									
Sample:	690	89	91	83	80	81	83	94	89									

Mean score [Visits per week]

Q20 How often do you make 'top up' food shopping trips to (STORE MENTIONED AT Q18)?*Those who do top-up shopping at Q17*

Daily	6.2%	45	11.4%	15	2.5%	2	4.7%	2	2.9%	2	9.7%	18	5.2%	3	0.0%	0	3.5%	5
At least two times a week	34.8%	256	27.7%	35	45.9%	31	36.6%	13	36.4%	20	39.1%	72	19.4%	12	36.0%	24	35.3%	49
At least once a week	36.0%	265	37.9%	48	34.5%	23	40.9%	14	32.4%	18	25.3%	47	47.4%	29	44.4%	30	40.3%	56
At least once a fortnight	9.5%	70	12.4%	16	11.8%	8	6.5%	2	10.8%	6	9.9%	18	11.3%	7	7.9%	5	5.3%	7
At least once a month	3.2%	24	2.5%	3	0.7%	0	5.5%	2	6.7%	4	2.1%	4	6.5%	4	1.6%	1	4.0%	6
At least every two months	1.0%	7	0.6%	1	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	2.6%	2	1.1%	2
Less often	0.2%	2	0.0%	0	0.0%	0	0.6%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Have only visited once	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.0%	66	7.6%	10	4.6%	3	5.1%	2	3.6%	2	13.2%	24	10.2%	6	7.6%	5	9.9%	14
Mean:	2.08	2.25	2.05	1.99	1.77	2.49	1.67	1.70	1.94									
Weighted base:	735	127	67	34	55	184	61	68	139									
Sample:	695	89	91	83	80	81	85	95	91									

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Q21 Where did you go to undertake 'top-up' food shopping the time before your visit to (STORE MENTIONED AT Q18)																		
<i>Those who do top-up shopping at Q17 AND Excl. Nulls & SFT's</i>																		
Zone B - Sefton																		
Aldi, Park Lane West, Netherton [Out-of-Centre]	0.5%	4	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Washington Parade, Bootle [Edge-of-Centre]	0.7%	5	3.7%	5	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Orrell Lane, Bootle [Out-of-Centre]	0.6%	5	2.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Strand Road, Bootle [Edge-of-Centre]	4.2%	29	7.8%	10	1.0%	1	1.3%	0	0.0%	0	9.9%	18	0.0%	0	0.0%	0	0.8%	1
Cooltrader New Strand, Bootle [In 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
Co-operative Food, Linacre Road, Litherland [Local Parade, 28]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Marian Square, Netherton [In 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
Heron Foods, The Strand Shopping Centre, Bootle [In 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
Iceland, Marian Square, Netherton [In Centre]	0.7%	5	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Strand Centre, Bootle [In Centre]	0.9%	6	2.5%	3	0.7%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Marsh Lane, Bootle [Edge-of-Centre]	0.3%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.8%	1
Lidl, Wellington Road, Seaforth [Out of Centre]	0.5%	4	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Aintree [In Centre]	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Local Shops, Bootle [In Centre]	5.4%	38	19.8%	25	1.0%	1	0.0%	0	0.0%	0	7.0%	12	0.0%	0	0.0%	0	0.0%	0
Local Shops, Litherland [Local Parade, 48]	0.6%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Netherton [In Centre]	1.0%	7	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Orrell [Out of Centre]	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Local Shops, Orrell Park [Out of Centre]	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops, Seaforth [In Centre]	0.9%	6	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Aintree Retail Park [Out-of-Centre]	1.4%	10	2.4%	3	0.0%	0	0.0%	0	0.6%	0	3.4%	6	0.7%	0	0.0%	0	0.0%	0
Marks & Spencer, Stanley Road, Bootle [In Centre]	0.4%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Aintree [Out-of-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
Spar, Linacre Lane, Bootle [Out of Centre]	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	8
Spar, Sefton Road, Litherland [Local Parade, 48]	0.0%	0	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 Superstore, Hawthorne Road, Litherland [Out-of-Centre]	2.4%	17	8.1%	10	0.7%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0	0.0%	0	0.0%	0
Zone C - Sefton																		
Aldi, Moorn Lane, Thornton	0.8%	5	0.9%	1	5.4%	4	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Brighton Road, Waterloo [Edge-of-Centre]	0.2%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, College Road, Crosby [Local Parade, 31]	0.4%	3	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Liverpool Road, Crosby [In Centre]	1.0%	7	0.0%	0	10.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, South Road, Waterloo [In Centre]	0.6%	4	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Parade, Brompton Avenue [Out of Centre,	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Local Parade, 31]																		
Local Shops, Crosby [In Centre]	1.2%	8	0.0%	0	13.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hightown [Out of Centre]	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
Local Shops, Waterloo [In Centre]	0.5%	4	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Liverpool Road, Crosby [In Centre]	2.4%	17	0.0%	0	25.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coronation Road, Crosby [In Centre]	1.1%	8	4.3%	5	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Crosby Road North, Liverpool [Out-of-Centre]	0.3%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Edge Lane, Thornton, Crosby [Out of Centre]	0.3%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone F - Sefton																		
Iceland, Chapel Lane, Formby [In Centre]	0.5%	4	0.0%	0	0.0%	0	10.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Parade, Harington Road [Out of Centre, Local Parade, 42]	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
Local Shops, Formby [In Centre]	0.9%	6	0.0%	0	1.4%	1	15.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), The Cloisters, Halsall Lane, Formby [In Centre]	1.1%	8	0.0%	0	2.0%	1	18.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Chapel Lane, Formby [In Centre]	0.2%	2	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cordova House, Formby [Edge-of-Centre]	0.4%	2	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Harington Road, Formby [Local Parade, 42]	0.4%	3	0.0%	0	0.0%	0	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Altcar Road, Formby [Out-of-Centre]	1.3%	9	0.0%	0	2.1%	1	11.2%	4	0.0%	0	0.0%	0	7.4%	4	0.7%	0	0.0%	0
Waitrose, Three Tuns Lane, Formby [In Centre]	1.1%	8	0.0%	0	2.8%	2	17.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone K - Knowsley Council																		
Cooltrader, Telegraph Way, Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, St Chads Parade, Kirkby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cherryfield Drive, Kirkby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.0%	0
Iceland, St Chads Parade, Kirkby	1.0%	7	0.0%	0	0.0%	0	0.0%	0	12.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Kirkby	3.6%	25	0.0%	0	0.0%	0	0.0%	0	41.9%	22	0.8%	1	0.0%	0	2.0%	1	0.0%	0
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Zone L - Knowsley Council																		
Co-operative Food, Alscot Avenue, Fazakerley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Zone L - Liverpool City Council																		
Aldi, Lorenzo Drive, Norris Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Walton Road, Kirkdale	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Breck Road, Anfield	0.0%	0	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, Utting Avenue, Walton	2.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	13	0.0%	0	2.7%	2	0.0%	0
Axis 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
Cooltrader, Walton Vale Road, Walton Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Broad Lane, Norris Green	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, County Road, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Longmoor Lane, Fazakerley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Co-operative Food, Stonedale Retail Park, Croxteth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Utting Avenue, Anfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Breck Road, 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
Farmfoods, Broadway, Norris Green	0.3%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Rice Lane Retail Park, Liverpool	0.8%	5	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Walton Road, 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
Heron Foods, Broadway, 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
Heron Foods, County Road, Walton	0.0%	0	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, Breck Road, Anfield, 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
Iceland, Broad Lane Precinct, Norris Green	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0
Iceland, County Road, 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
Iceland, Stonedale Retail Park, West Derby	0.0%	0	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, Walton Vale	0.0%	0	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, Anfield	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	8	0.0%	0	0.0%	0	0.0%	0
Local Shops, County Road	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops, Croxteth	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0
Local Shops, Norris Green	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Local Shops, Walton	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	12	0.0%	0	0.0%	0	0.0%	0
Local Shops, Walton Vale	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Rice Lane, Walton	1.6%	11	2.3%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	8	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Longmoor Lane, Liverpool	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, County Road, Walton	2.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	15	0.0%	0	0.0%	0	0.0%	0
Zone M - Knowsley Council																		
Aldi, Copples House Lane, Fazakerley	1.4%	10	0.0%	0	0.0%	0	0.0%	0	7.5%	4	3.0%	5	1.5%	1	0.0%	0	0.0%	0
Zone M - Sefton																		
Asda, Ormskirk Road, Aintree [Out-of-Centre]	2.7%	19	9.1%	11	0.0%	0	0.9%	0	6.2%	3	0.0%	0	7.7%	4	0.0%	0	0.0%	0
Co-operative Food, Deyes Lane, Maghull [Local Parade, 60]	2.0%	14	0.0%	0	0.0%	0	0.0%	0	13.3%	7	0.0%	0	13.0%	7	0.0%	0	0.0%	0
Iceland, Northway, Maghull [Local Parade, 59]	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Lidl, Northway, Maghull [Local Parade, 59]	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	1	2.7%	1	1.4%	1	0.0%	0
Local Parade, Altcar [Out of Centre, Local Parade, 3]	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Local Parade, Tree View Court [Out of Centre, Local Parade. 62]	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Local Shops, Lydiate [Out of Centre]	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Local Shops, Maghull [In Centre]	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	18.1%	9	0.0%	0	0.0%	0
Local Shops, Melling [Out of 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
Local Shops, Old Roan [In 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
Morrisons, Stafford Moreton Way, Maghull [In Centre]	2.0%	14	1.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	22.6%	12	1.4%	1	0.0%	0
Tesco Express, Molyneux Way, Old Roan [In Centre]	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Zone O - Sefton																		
Local Parade, Ruffold Road [Out of Centre, Local Parade, 88]	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Zone O - West Lancashire																		

Column % ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Borough Council									
Aldi, Saints Place, Ormskirk	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Church Road, Banks	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Diglake Farm Shop, Southport Road, Ormskirk	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Aughton Street, Ormskirk	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Aughton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Banks	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Ormskirk	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer (Simply Food), Aughton Street, Ormskirk	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Park Lane, Ormskirk	1.6%	11	0.6%	1	0.0%	0	0.0%	0	1.6%
Netto, Hattersley Centre, Hattersley Way, Ormskirk	0.5%	3	0.0%	0	0.0%	0	0.9%	0	0.0%
Spar, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Town Green, Aughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Preston New Road, Churchtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Church Street, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone S - Sefton									
Tesco Express, Albert Street, Hesketh [Local Parade, 84]	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Meols Cop, Southport [Out-of-Centre]	1.0%	7	0.0%	0	2.8%	2	0.0%	0	0.0%
Asda, Central 12 Shopping Park, Derby Road, Southport [Edge-of-Centre]	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Fylde Road, Southport [Out-of-Centre]	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.7%
Co-operative Food, Marshside Road, Southport [Out-of-Centre]	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, St James Place, Southport [Out-of-Centre]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Station Road, Ainsdale [In Centre]	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Sussex Road, Southport [Local Parade, 89]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Lord Street, Southport [Edge-of-Centre]	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Meols Cop, Southport [Out of Centre]	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, King Street, Southport [In Centre]	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Virginia Street, Southport [Edge-of-Centre]	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Parade, Bispham Road [Out of Centre, Local Parade, 76]	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Parade, Liverpool Road [Local Parade, 6]	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Parade, Liverpool Road [Out of Centre, Local Parade, 6]	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Ainsdale [In Centre]	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Birkdale [In Centre]	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Churchtown [In Centre]	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Southport [In Centre]	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Marks & Spencer, Chapel Street, Southport [In Centre]	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.6%	2
McColls, Sussex Road, Southport [Out of 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	0.8%	1
Morrisons, Winter Gardens, Southport [Edge-of-Centre]	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.8%	8
One Stop, Belmont Street, Southport [Out-of-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
Sainsbury's, St Georges Place, Lord Street, Southport [Edge-of-Centre]	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.4%	1	3.9%	5
Spar, Bispham Rd, Southport [Local Parade, 76]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ovington Drive, Southport [Local Parade, 86]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Station Rd, Ainsdale, Southport [In 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
Tesco Express, Eastbank Street, Southport [Edge of 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
Tesco Express, Liverpool Road, Birkdale [In 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
Tesco Express, Liverpool Road, Southport [Out-of-Centre]	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.9%	5
Tesco Express, Preston New Road, Churchtown [In Centre]	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Tesco Express, Sherwood House, Station Road, Ainsdale [In Centre]	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	8
Tesco Extra, Town Lane, Meols Cop, Southport [Out-of-Centre]	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	4.2%	6
Outside Study Area - Burnley																		
Other, Burnley	0.0%	0	0.0%	0	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 Greater Manchester																		
Other, Greater Manchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Outside Study Area - Knowlsey																		
Knowlsey	0.1%	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
Asda, Huyton Lane, Huyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cables Retail Park, Prescot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Knowlsey	0.0%	0	0.0%	0	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 City Centre																		
Aldi, St Johns Shopping Centre, Liverpool	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Williamson Square, Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Liverpool City Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	8	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Lyceum Road, Ranelagh Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Parker Street, Clayton Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hanover Street, 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
Outside Study Area - Other Liverpool																		
Aldi, Prescot Road, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Aldi, Salop Street, Liverpool	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Smithdown Road, 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
Asda, Hunts Cross Shopping	0.5%	3	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Centre, Speke Hall Road									
Co-operative Food, West Derby Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, Waterloo Road, Liverpool	0.8%	6	4.3%	5	1.0%	1	0.0%	0	0.0%
Iceland, East Lancashire Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Great Homer Street, St Anthony Centre, Everton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Besford Road, Belle Vale, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Liverpool	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Savacentre, East Prescott Road, Knotty Ash	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, London Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Smithdown Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Aigburth Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Deysbrook Lane, West Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Mather Avenue, Allerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, St Oswalds Street, Old Swan	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Outside Study Area - Preston									
Other, Preston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Ribble									
Other, South Ribble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - St Helens									
Costco, Andover Rd, Haydock, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, King Street, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Baxters Lane, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Warrington									
Marks & Spencer, Europa Boulevard, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - West Lancashire									
Asda, Northway, Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Ringtail Retail Park, Burscough	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Liverpool Road North, Burscough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Lancashire	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Liverpool Road North, Burscough Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wigan									
Wigan	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Wigan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wirral									
Asda, Seaview Road, Liscard, Wallasey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Stanley Road, Birkenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Bidston Link Road, Wallasey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Other (Elsewhere Outside Region)									
Other, (Elsewhere Outside Region)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Others									
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Home Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nowhere else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	704	125	65	34	53	178	51	67	131
Sample:	665	87	87	81	77	78	76	93	86

Mean score: [£]

Q22 How much did you spend on your last 'top-up' food shopping trip to (STORE MENTIONED AT Q21)?

Those who do top-up shopping at Q17 excluding those who originally said '(Nowhere else)' at Q21 AND Excl. Nulls & SFT's

£1 - £5	16.8%	39	29.2%	12	17.4%	4	27.3%	4	13.6%	1	15.2%	7	18.8%	3	17.4%	3	6.6%	4
£6 - £10	20.6%	47	17.6%	7	33.2%	7	19.6%	3	10.1%	1	5.7%	3	25.9%	4	27.7%	5	27.7%	17
£11 - £15	11.1%	26	4.3%	2	0.0%	0	9.4%	2	21.9%	1	12.4%	6	23.5%	4	21.3%	4	11.2%	7
£16 - £20	9.7%	22	9.5%	4	13.7%	3	15.4%	2	5.0%	0	3.9%	2	5.3%	1	15.3%	3	11.5%	7
£21 - £25	6.2%	14	0.0%	0	9.2%	2	10.7%	2	10.1%	1	15.0%	7	0.0%	0	3.2%	1	3.7%	2
£26 - £30	5.8%	13	1.7%	1	6.4%	1	1.4%	0	10.1%	1	9.5%	5	6.8%	1	0.0%	0	7.8%	5
£31 - £35	1.9%	4	3.5%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	1.7%	1
£36 - £40	2.4%	6	0.0%	0	0.0%	0	2.7%	0	10.1%	1	0.0%	0	0.0%	0	7.6%	1	4.8%	3
£41 - £45	0.7%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.2%	1
£46 - £50	4.3%	10	0.0%	0	2.3%	0	0.0%	0	0.0%	0	11.2%	5	0.0%	0	0.0%	0	6.5%	4
£51 - £55	0.8%	2	0.0%	0	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.9%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	2.8%	6	12.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	16.0%	37	16.3%	7	9.2%	2	5.4%	1	19.2%	1	27.1%	13	15.2%	3	4.3%	1	15.5%	10
(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	0.0%	0
Mean:	20.56	28.96	18.32	14.78	18.60	21.26	13.14	15.26	21.07									
Weighted base:	230	41	20	16	6	48	17	19	62									
Sample:	220	23	24	40	13	21	29	25	45									

Mean score [Visits per week]

Q23 How often do you do your 'top-up' food shopping at (STORE MENTIONED AT Q21)?

Those who do top-up shopping at Q17 excluding those who originally said '(Nowhere else)' at Q21

Daily	2.0%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	0	5.7%	3	3.1%	1	0.0%	0	1.7%	1
At least two times a week	10.4%	24	7.3%	3	18.3%	4	10.8%	2	19.2%	1	7.7%	4	5.3%	1	18.8%	4	9.5%	6
At least once a week	33.7%	78	34.8%	14	21.5%	4	34.0%	5	33.8%	2	29.9%	14	37.9%	6	42.1%	8	36.1%	22
At least once a fortnight	21.9%	51	22.7%	9	38.5%	8	13.7%	2	0.0%	0	21.7%	10	19.1%	3	22.7%	5	20.9%	13
At least once a month	13.3%	31	3.5%	1	16.4%	3	15.2%	2	11.8%	1	16.9%	8	15.9%	3	16.3%	3	13.9%	9
At least every two months	4.2%	10	12.8%	5	0.0%	0	18.2%	3	10.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Less often	1.0%	2	1.7%	1	0.0%	0	0.0%	0	20.1%	1	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Have only visited once	0.5%	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
(Don't know / varies)	13.1%	30	14.6%	6	5.3%	1	8.2%	1	0.0%	0	18.1%	9	16.5%	3	0.0%	0	16.7%	10
Mean:	1.09	0.83	1.06	0.87	1.33	1.33	1.08	1.15	1.09									
Weighted base:	231	41	20	16	6	48	17	20	62									
Sample:	221	23	24	40	13	21	29	26	45									

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Q23A So thinking of ALL the money you spend on food and household groceries what share goes on your MAIN food and grocery shop?																		
100% (Don't do a top-shop)	27.0%	272	20.1%	32	31.1%	30	30.0%	15	30.8%	24	29.6%	77	24.2%	19	30.5%	30	24.2%	44
Over ¾	31.4%	317	30.0%	48	32.4%	31	33.5%	16	37.5%	30	30.3%	79	34.4%	28	26.6%	26	32.0%	59
Over ½ to ¾	16.1%	162	7.6%	12	7.1%	7	20.3%	10	11.2%	9	21.6%	56	26.9%	21	17.2%	17	15.9%	29
¼ to ½	7.3%	74	10.7%	17	7.3%	7	6.2%	3	8.4%	7	5.1%	13	4.0%	3	11.8%	12	6.6%	12
Less than ¼	2.6%	26	5.6%	9	3.6%	3	2.4%	1	0.4%	0	1.2%	3	3.3%	3	1.4%	1	2.7%	5
(Don't know / varies)	15.6%	157	26.1%	42	18.5%	18	7.7%	4	11.8%	9	12.1%	32	7.3%	6	12.4%	12	18.7%	34
Weighted base:		1007		159		97		49		79		261		80		98		183
Sample:		1006		128		126		124		124		128		126		125		125

Q23B So thinking of ALL the money you spend on food and household groceries what share goes on your MAIN food and grocery shop?
Those who do top-up shopping at Q17

Over ¾	43.1%	317	37.5%	48	47.0%	31	47.8%	16	54.1%	30	43.1%	79	45.4%	28	38.3%	26	42.2%	59
Over ½ to ¾	22.0%	162	9.5%	12	10.3%	7	29.0%	10	16.1%	9	30.7%	56	35.4%	21	24.8%	17	21.0%	29
¼ to ½	10.1%	74	13.4%	17	10.6%	7	8.8%	3	12.2%	7	7.2%	13	5.2%	3	17.1%	12	8.6%	12
Less than ¼	3.5%	26	7.0%	9	5.2%	3	3.4%	1	0.6%	0	1.8%	3	4.3%	3	2.0%	1	3.5%	5
(Don't know / varies)	21.3%	157	32.7%	42	26.8%	18	11.0%	4	17.0%	9	17.2%	32	9.7%	6	17.8%	12	24.7%	34
Weighted base:		735		127		67		34		55		184		61		68		139
Sample:		695		89		91		83		80		81		85		95		91

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Q24 Where did you last go to buy clothing or footwear goods?									
<i>Excl. Nulls & SFT's</i>									
Zone B									
Aldi, Park Lane West, Netherton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aintree Racecourse Retail Park, Aintree	12.5%	102	11.5%	16	18.1%	13	3.5%	1	12.9%
Aintree Road, Bootle	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Altway, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Aintree Retail Park	0.7%	5	0.4%	1	3.8%	3	0.7%	0	1.4%
B&Q, Aintree Racecourse Retail Park, Aintree	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Bootle Town Centre	5.9%	48	17.6%	25	1.5%	1	0.5%	0	10.1%
Church Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dale Acre Drive, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunningbridge Road, Bootle	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%
Go Outdoors, Rimrose Road, Bootle	0.1%	1	0.4%	1	0.9%	1	0.0%	0	0.0%
Hawthorne Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Racecourse Retail, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkstone Road North, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knowsley Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Wellington Road, Seaforth	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%
Linacre Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Linacre Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Litherland Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Litherland	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%
Marsh Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netherton Local Centre	0.3%	3	1.8%	3	0.0%	0	0.0%	0	0.0%
Old Roan Local Centre	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Orrell Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Park Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pendle View, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaforth Local Centre	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%
Sefton Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Street, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanley Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Switch Island Retail Park, Netherton	0.8%	6	2.2%	3	0.0%	0	0.0%	0	1.0%
Tesco Superstore, Hawthorne Road, Litherland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Crescent, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Ormskirk Road, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone C									
Bridge Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brownmoor Lane, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
College Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Endbutt Lane, Brighton-le-Sands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stuart Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Crescent, Thornton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Crosby District Centre	0.1%	1	0.0%	0	0.7%	0	1.1%	0	0.0%
Waterloo District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Moor Lane, Thornton, Crosby	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%
Local Shops, Hightown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Liverpool Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rushton Garden Centre / Tan House Farm Garden Centre, Runnells Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone F									
Homebase, Stephenson Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Formby									
Church Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duke Street, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harington Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redgate, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Formby District (Village) Centre	0.9%	8	0.0%	0	0.0%	0	15.6%	6	0.0%
Tesco Superstore, Altcar Road, Formby	0.1%	1	0.0%	0	0.7%	0	0.5%	0	0.0%
Waitrose, Three Tuns Lane, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Formby Garden Centre, 1 Cable Street, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone K									
Asda, Utting Avenue, Walton	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkby District Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	9.5%
Local Shops, Southdene	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area) - Zone K	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone L									
Breck Road District Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%
B&M, Utting Avenue, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
County Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fazakerley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liver Industrial Estate, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Anfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Kirkdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Walton Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norris Green Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%
Other, Out of Centre (Within Study Area) - Zone L	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rice Lane (Walton) Local Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%
Sainsbury's, Rice Lane, Walton	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Stonedale Retail Park, Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%
Walton Vale District Centre	0.8%	6	3.7%	5	0.0%	0	0.0%	0	1.1%
DKS Garden Centre, 15 Lily Grove, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone M									
Deyes Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dover Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road North, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road South, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moorhey Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moss Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Station Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maghull District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%
Asda, Ormskirk Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Lydiate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Local Shops, Melling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Lane Industrial Estate, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buckels Nursery Ltd, 82 Field Lane, Fazakerley,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Liverpool									
Hartleys Nurseries Ltd, Northway, Lydiate, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lydiate Barn Nurseries, Southport Road, Lydiate, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandy Lane Nurseries, 27 Sandy Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Windmill Nurseries, Liverpool Road, Lydiate, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone O									
Ormskirk Town Centre	0.8%	7	1.3%	2	0.0%	0	0.0%	0	1.1%
Morrisons, Park Road, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area) - Zone O	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Primrose Hill Nurseries, Asmall Lane, Scarisbrick, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone S									
B&Q, Meols Cop Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Meols Cop Retail Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Meols Cop, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Kew Retail Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashley Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Bispham Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastbourne Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Forest Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hesketh Drive, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston New Road , Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Roe Lane, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rufford Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandon Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Upper Aughton Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ainsdale Local Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Birkdale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Churchtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shakespeare Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southport Town Centre	19.8%	160	0.7%	1	13.0%	9	35.4%	15	1.4%
Central 12 Retail Park, Southport	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%
Kew Retail Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Meols Cop Retail Park, Southport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Ocean Plaza, Southport	0.4%	3	0.0%	0	0.0%	0	0.7%	0	0.0%
Crowland Street Business Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Lord Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Winter Gardens, Southport									
Sainsbury's, St. Georges Place, Lord Street, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden World, Benthams Way, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Four Seasons Garden Centre, 224A Liverpool Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grainge Garden Centre & Coffee Shop, The Grainge, New Cut Lane, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Radnor Drive Nurseries, 86 - 88 Radnor Drive, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vincents Garden Centre, 300 Southport Road, Scarisbrick, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inside Study Area									
Other. (Within Study Area)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Burnley									
Burnley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Cheshire									
Wickes, Pinnars Brow Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chester City Centre	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.7%
Cheshire Oaks Designer Outlet, Ellesmere Port	0.4%	3	0.0%	0	1.3%	1	1.1%	0	0.0%
Gemini Retail Park, Warrington	0.3%	3	0.7%	1	0.0%	0	0.5%	0	0.7%
Handforth Dean, Cheshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Cheshire West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Cumbria									
Other, Cumbria	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Fylde									
Lytham St. Annes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Greater Manchester									
Other, Greater Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Lowry Outlet Mall, Salford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%
Middlebrook Retail Park, Bolton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%
Trafford Centre, Trafford	0.6%	5	0.5%	1	0.0%	0	0.0%	0	0.9%
Other, Greater Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Knowlsey									
Other, Knowlsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Huyton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Prescot Town Centre	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Cables Retail Park, Prescot	0.2%	2	0.0%	0	0.0%	0	2.7%	2	0.0%
Whitakers, Liverpool Road, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Liverpool									
Costco, Waterloo Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool (Outside City Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Edge Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Hunts Cross, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Centre	45.6%	370	56.5%	81	54.0%	37	38.2%	16	60.2%
West Derby Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edge Lane Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hunts Cross Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Liverpool									
New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Speke Retail Park, Speke	0.6%	5	0.0%	0	0.0%	0	4.8%	3	0.0%
Aigburth Hall Bursaries , 5 Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garston Garden Centre, 71 St Marys Road, Garston, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Pendle									
Colne	0.3%	2	0.0%	0	0.0%	0	0.5%	0	0.0%
Outside Study Area - Preston									
Preston (Outside City Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Queens Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Riversway Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston City Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Queens Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riversway Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South Ribble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - St Helens									
Other, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Ravenshead Retail Park, St Helens	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	0.0%
Ravenhead Retail Park, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Helens Retail Park, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Helens Home and Garden Centre, Warick House, Jubits Lane, Sutton Manor, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Suregrow Garden Centre, Merton Bank Road, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Warrington									
Warrington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%
Other, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Outside Study Area - West Lancashire									
Local Shops, Burscough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Lancaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Lancashire	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Skelmersdale Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fir Tree Nurseries, Holmeswood Road, Rufford, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garden Time, 95 Causeway Lane, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lathom View Garden Centre, Beech Grove, Hall Lane, Lathom, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pimbo Garden Centre, Pimbo Lane, Upholland , Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Garden Rooms, 14 Melbreck, Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wigan									
Wigan Town Centre	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wirral									
Birkenhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Bromborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%
Carr Farm Garden Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Birkenhead Road, Meols, Wirral									
Manor Garden Centre, 9 Leasowe Road, Wallasey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Molloys Garden Centre, Leasowe Side Market Garden, Leasowe Road, Wirral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Port Sunlight Garden Centre, The Causeway, Wirral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wyre									
Freeport Fleetwood Outlet Shopping Centre, Anchorage Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Elsewhere									
Other, (Elsewhere Outside Region)	0.5%	4	0.0%	0	0.7%	0	1.1%	0	0.0%
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Others									
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / home delivery	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%
(Don't buy these types of goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	811	142	69	41	67	200	69	86	134
Sample:	809	113	93	101	98	101	102	106	95

Mean score [Visits per month]

Q24A How often do you make shopping trips for clothing or footwear to (LOCATION MENTIONED AT Q24)?

Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't do this type of shopping) at Q24

Daily	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	1.1%	1	0.0%	0	5.7%	8
At least two times a week	1.6%	13	4.6%	7	0.0%	0	1.1%	0	0.0%	0	2.0%	4	1.3%	1	0.0%	0	0.6%	1
At least once a week	7.9%	64	4.9%	7	1.9%	1	4.3%	2	3.8%	3	13.8%	28	9.7%	7	2.4%	2	11.3%	15
At least once a fortnight	8.9%	72	9.8%	14	8.7%	6	11.3%	5	6.7%	5	8.5%	17	8.4%	6	5.2%	4	11.5%	15
At least once a month	27.8%	225	33.3%	47	23.4%	16	32.1%	13	25.8%	17	24.6%	49	28.2%	20	41.3%	35	20.0%	27
At least every two months	13.6%	110	9.9%	14	22.3%	15	12.5%	5	18.5%	12	11.1%	22	9.5%	7	10.6%	9	18.5%	25
At least every 3 months	12.1%	98	9.7%	14	15.0%	10	5.0%	2	9.9%	7	12.5%	25	24.2%	17	13.0%	11	9.2%	12
At least every 6 months	10.0%	81	15.4%	22	11.6%	8	17.6%	7	6.0%	4	8.0%	16	8.1%	6	8.4%	7	8.0%	11
Less often than once every 6 months	5.0%	41	3.0%	4	6.6%	5	2.8%	1	12.8%	9	4.3%	9	2.2%	2	5.3%	5	5.5%	7
Have only visited once (Don't know / varies)	1.0%	8	0.0%	0	1.3%	1	1.6%	1	0.5%	0	1.6%	3	2.4%	2	1.6%	1	0.0%	0
	10.7%	86	9.3%	13	9.3%	6	11.7%	5	16.0%	11	12.1%	24	5.0%	3	12.1%	10	9.7%	13
Mean:		1.69		1.54		0.74		1.09		0.82		1.98		1.53		0.83		3.10
Weighted base:		810		142		69		41		67		200		69		85		134
Sample:		807		113		93		101		98		101		102		104		95

Q25 How do you normally travel to (LOCATION MENTIONED AT Q24)?

Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't do this type of shopping) at Q24

Car / van (as driver)	44.3%	359	30.0%	43	55.8%	39	45.4%	19	32.5%	22	40.0%	80	47.2%	33	59.5%	51	54.7%	74
Car / van (as passenger)	9.1%	74	20.5%	29	6.9%	5	2.1%	1	10.1%	7	8.9%	18	8.7%	6	8.7%	7	0.6%	1
Bus, minibus or coach	17.4%	141	24.1%	34	4.2%	3	5.0%	2	15.6%	11	33.6%	67	12.4%	9	3.9%	3	8.6%	12
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.7%	46	7.7%	11	0.7%	0	0.0%	0	0.5%	0	3.2%	6	3.5%	2	0.5%	0	18.6%	25
Taxi	2.3%	19	0.4%	1	0.0%	0	0.0%	0	8.5%	6	4.8%	10	0.5%	0	1.0%	1	1.1%	2
Train	19.3%	156	15.8%	23	29.8%	21	39.1%	16	31.9%	22	8.2%	17	26.9%	19	26.3%	22	13.2%	18
Metro	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1
Mobility scooter / disability vehicle	0.1%	1	0.4%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't normally travel - goods delivered)	1.2%	10	0.7%	1	1.3%	1	7.9%	3	1.0%	1	0.0%	0	0.7%	1	0.0%	0	2.5%	3
	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		810		142		69		41		67		200		69		85		134
Sample:		807		113		93		101		98		101		102		104		95

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Q26 When you go shopping for clothing or footwear, do you link this trip with another activity?																		
<i>Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't do this type of shopping) at Q24</i>																		
Yes – food shopping	4.7%	38	2.2%	3	8.8%	6	4.1%	2	5.4%	4	5.7%	11	4.0%	3	4.7%	4	3.6%	5
Yes – non-food shopping	4.1%	33	1.9%	3	4.4%	3	8.2%	3	1.4%	1	4.3%	9	6.0%	4	1.6%	1	6.7%	9
Yes – visiting services such as banks and other financial institutions	2.3%	19	3.7%	5	0.0%	0	6.0%	2	0.0%	0	2.0%	4	0.0%	0	2.1%	2	3.6%	5
Yes – leisure activity	2.8%	23	2.6%	4	4.1%	3	2.7%	1	0.5%	0	0.0%	0	4.3%	3	9.3%	8	2.8%	4
Yes – travelling to / from work	2.6%	21	1.0%	1	0.9%	1	0.7%	0	6.1%	4	1.4%	3	1.5%	1	8.2%	7	3.0%	4
Yes – travelling to / from school/college/university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	19.7%	160	14.4%	20	21.9%	15	27.2%	11	15.9%	11	24.9%	50	23.4%	16	11.9%	10	19.2%	26
Yes – visiting family / friends	2.2%	18	5.0%	7	1.2%	1	3.9%	2	1.0%	1	1.4%	3	2.0%	1	1.1%	1	1.9%	3
Yes – visiting health service such as doctor, dentist, hospital	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.2%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	59.5%	482	67.6%	96	57.4%	40	43.7%	18	68.6%	46	58.2%	117	57.3%	40	56.9%	48	56.9%	77
Yes - walk around / window shopping	0.6%	5	0.4%	1	0.0%	0	1.1%	0	0.5%	0	0.0%	0	0.5%	0	2.1%	2	1.1%	2
(Don't know / varies)	1.0%	8	1.1%	2	0.0%	0	1.3%	1	0.0%	0	1.4%	3	1.0%	1	1.6%	1	1.0%	1
Weighted base:	810	142	69	41	67	200	69	85	134									
Sample:	807	113	93	101	98	101	102	104	95									

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B		Zone C		Zone F		Zone K		Zone L		Zone M		Zone O		Zone S		
Q27 Where did you last go to buy books, CDs, DVDs?																		
<i>Excl. Nulls & SFT's</i>																		
Zone B																		
Aldi, Park Lane West, Netherton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aintree Racecourse Retail Park, Aintree	1.3%	4	1.2%	1	1.7%	0	0.0%	0	3.0%	1	2.5%	2	5.4%	1	0.0%	0	0.0%	0
Aintree Road, Bootle	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
Altway, Aintree	0.0%	0	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, Aintree Retail Park	2.6%	8	1.6%	1	6.6%	2	0.0%	0	15.0%	3	1.8%	1	0.0%	0	3.1%	1	0.0%	0
B&Q, Aintree Racecourse Retail Park, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bootle Town Centre	9.4%	30	49.8%	23	3.9%	1	0.0%	0	0.0%	0	6.2%	5	0.0%	0	0.0%	0	1.2%	1
Church Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dale Acre Drive, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunningbridge Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Rimrose Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawthorne Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Racecourse Retail, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkstone Road North, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knowsley Road, Bootle	0.0%	0	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, Wellington Road, Seaforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linacre Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linacre Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litherland Road, Bootle	0.0%	0	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, Aintree	0.0%	0	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, Litherland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marsh Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	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
Old Roan Local 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
Orrell Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendle View, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaforth Local 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
Sefton Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sefton Street, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Switch Island Retail Park, Netherton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawthorne Road, Litherland	0.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crescent, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Ormskirk Road, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone C																		
Bridge Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownmoor Lane, Crosby	0.0%	0	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 Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Endbutt Lane, Brighton-le-Sands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stuart Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crescent, Thornton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crosby District Centre	1.9%	6	0.0%	0	21.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo 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
Aldi, Moor Lane, Thornton, Crosby	0.0%	0	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, Hightown	0.1%	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
Sainsbury's, Liverpool Road, Crosby	0.1%	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
Rushton Garden Centre / Tan House Farm Garden Centre, Runnells Lane, 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
Zone F																		
Homebase, Stephenson Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Formby									
Church Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duke Street, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harington Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redgate, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Formby District (Village) Centre	3.4%	11	0.0%	0	0.0%	0	49.5%	9	0.0%
Tesco Superstore, Altcar Road, Formby	0.3%	1	0.0%	0	3.0%	1	1.1%	0	0.0%
Waitrose, Three Tuns Lane, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Formby Garden Centre, 1 Cable Street, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone K									
Asda, Utting Avenue, Walton	4.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkby District Centre	0.9%	3	0.0%	0	0.0%	0	7.4%	2	1.8%
Local Shops, Southdene	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area) - Zone K	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone L									
Breck Road District Centre	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%
B&M, Utting Avenue, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
County Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fazakerley Local Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	1.8%
Liver Industrial Estate, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Anfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Kirkdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Walton Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norris Green Local Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.5%
Other, Out of Centre (Within Study Area) - Zone L	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rice Lane (Walton) Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Rice Lane, Walton	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%
Stonedale Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walton Vale District Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	5.5%
DKS Garden Centre, 15 Lily Grove, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone M									
Deyes Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dover Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road North, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road South, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moorhey Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moss Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Station Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maghull District Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	15.8%
Asda, Ormskirk Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Lydiat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Melling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Lane Industrial Estate, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buckels Nursery Ltd, 82 Field Lane, Fazakerley,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total		Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S								
Liverpool																		
Hartleys Nurseries Ltd, Northway, Lydiate, 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
Lydiate Barn Nurseries, Southport Road, Lydiate, 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
Sandy Lane Nurseries, 27 Sandy Lane, 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
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, 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
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windmill Nurseries, Liverpool Road, Lydiate, 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
Zone O																		
Ormskirk Town Centre	4.5%	14	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	40.4%	12	0.0%	0
Morrisons, Park Road, Ormskirk	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Other, Out of Centre (Within Study Area) - Zone O	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, 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
Lady Green Garden Centre, Lady Green Lane, 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
Primrose Hill Nurseries, Asmall Lane, Scarisbrick, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone S																		
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
Homebase, Meols Cop Retail Park, 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
Tesco, Meols Cop, Southport	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	7.0%	6
Wickes, Kew Retail Park, 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
Ashley 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
Bispham 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
Eastbourne 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
Forest 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
Hesketh 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
Liverpool 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
Manchester 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
Preston New 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
Roe 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	0.0%	0
Rufford 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
Sandon 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
Upper Aughton 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
Ainsdale Local 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
Birkdale Local 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
Churchtown Local 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
Shakespeare Street Local 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
Southport Town Centre	27.1%	85	0.0%	0	5.0%	1	25.3%	5	0.0%	0	0.0%	0	0.0%	0	23.2%	7	86.9%	72
Central 12 Retail Park, 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
Kew Retail Park, 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
Meols Cop Retail Park, Southport	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	3.6%	3
Ocean Plaza, 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
Crowland Street Business Park, 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
Morrisons, Lord Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Winter Gardens, Southport									
Sainsbury's, St. Georges Place, Lord Street, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden World, Benthams Way, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Four Seasons Garden Centre, 224A Liverpool Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grainge Garden Centre & Coffee Shop, The Grainge, New Cut Lane, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Radnor Drive Nurseries, 86 - 88 Radnor Drive, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vincents Garden Centre, 300 Southport Road, Scarisbrick, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inside Study Area									
Other. (Within Study Area)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Burnley									
Burnley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Cheshire									
Wickes, Pinners Brow Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chester City Centre	1.3%	4	0.0%	0	0.0%	0	5.8%	1	3.7%
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gemini Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Handforth Dean, Cheshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Cheshire West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Cumbria									
Other, Cumbria	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Fylde									
Lytham St. Annes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Greater Manchester									
Other, Greater Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lowry Outlet Mall, Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Middlebrook Retail Park, Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Trafford Centre, Trafford	0.1%	0	0.0%	0	0.0%	0	2.0%	0	0.0%
Other, Greater Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Knowlsey									
Other, Knowlsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Huyton Town Centre	1.1%	4	0.0%	0	0.0%	0	16.3%	4	0.0%
Prescot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cables Retail Park, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitakers, Liverpool Road, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Liverpool									
Costco, Waterloo Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool (Outside City Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Edge Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Hunts Cross, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Centre	31.7%	100	38.8%	18	46.1%	13	24.1%	5	49.0%
West Derby Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edge Lane Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hunts Cross Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Liverpool									
New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Speke Retail Park, Speke	0.6%	2	0.0%	0	6.6%	2	0.0%	0	0.0%
Aigburth Hall Burseries , 5 Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garston Garden Centre, 71 St Marys Road, Garston, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Pendle									
Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Preston									
Preston (Outside City Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Queens Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Riversway Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Queens Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riversway Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South Ribble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - St Helens									
Other, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Ravenshead Retail Park, St Helens	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	0.0%
Ravenhead Retail Park, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Helens Retail Park, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Helens Home and Garden Centre, Warick House, Jubits Lane, Sutton Manor, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Suregrow Garden Centre, Merton Bank Road, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Warrington									
Warrington Town Centre	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%
Other, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - West Lancashire									
Local Shops, Burscough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Lancaster	0.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%
Other, West Lancashire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Skelmersdale Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fir Tree Nurseries, Holmeswood Road, Rufford, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garden Time, 95 Causeway Lane, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lathom View Garden Centre, Beech Grove, Hall Lane, Lathom, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pimbo Garden Centre, Pimbo Lane, Upholland , Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Garden Rooms, 14 Melbreck, Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wigan									
Wigan Town Centre	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%
Bromborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carr Farm Garden Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S	
Birkenhead Road, Meols, Wirral										
Manor Garden Centre, 9 Leasowe Road, Wallasey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Molloys Garden Centre, Leasowe Side Market Garden, Leasowe Road, Wirral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Sunlight Garden Centre, The Causeway, Wirral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wyre										
Freepoint Fleetwood Outlet Shopping Centre, Anchorage Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Elsewhere										
Other, (Elsewhere Outside Region)	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
Others										
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / home delivery	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
(Don't buy these types of goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	315	46	27	19	22	74	14	29	83	
Sample:	272	31	30	43	27	36	21	35	49	

Mean score [Visits per month]

Q27A How often do you make shopping trips for Books, CDs or DVDs to (LOCATION MENTIONED AT Q27)?

Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't do this type of shopping) at Q27

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.8%	6	11.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
At least once a week	5.5%	17	4.3%	2	1.7%	0	3.4%	1	0.0%	0	0.0%	0	5.4%	1	17.0%	5	10.1%	8
At least once a fortnight	5.6%	18	6.4%	3	6.4%	2	1.1%	0	1.5%	0	11.7%	9	0.0%	0	1.5%	0	4.0%	3
At least once a month	18.8%	59	12.7%	6	39.6%	11	25.5%	5	23.7%	5	9.3%	7	35.2%	5	8.3%	2	22.0%	18
At least every two months	17.7%	56	29.3%	13	6.7%	2	32.0%	6	27.1%	6	11.0%	8	9.1%	1	4.2%	1	21.4%	18
At least every 3 months	8.8%	28	13.1%	6	2.3%	1	6.5%	1	6.5%	1	6.2%	5	10.8%	2	11.4%	3	11.0%	9
At least every 6 months	20.0%	63	6.4%	3	23.4%	6	14.2%	3	23.7%	5	33.8%	25	16.0%	2	29.4%	9	11.9%	10
Less often than once every 6 months	9.7%	30	8.5%	4	9.9%	3	8.8%	2	7.8%	2	6.8%	5	5.4%	1	11.7%	3	13.4%	11
Have only visited once (Don't know / varies)	0.5%	2	0.0%	0	3.3%	1	1.1%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
	11.6%	36	7.8%	4	6.8%	2	7.3%	1	9.7%	2	21.2%	16	12.6%	2	16.5%	5	6.2%	5
<i>Mean:</i>		<i>1.02</i>		<i>2.19</i>		<i>0.74</i>		<i>0.68</i>		<i>0.53</i>		<i>0.60</i>		<i>1.15</i>		<i>1.10</i>		<i>0.94</i>
Weighted base:	315	46	27	19	22	74	14	29	83									
Sample:	272	31	30	43	27	36	21	35	49									

Weighted:

September 2015

	Total	Zone B		Zone C		Zone F		Zone K		Zone L		Zone M		Zone O		Zone S		
Q28 Where did you last go to buy small household goods such as glassware, tableware, jewellery and therapeutic and personal care appliances?																		
<i>Excl. Nulls & SFT's</i>																		
Zone B																		
Aldi, Park Lane West, Netherton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aintree Racecourse Retail Park, Aintree	13.1%	55	14.2%	8	17.1%	6	12.0%	3	27.3%	9	12.4%	15	35.2%	13	3.0%	1	0.0%	0
Aintree Road, Bootle	1.2%	5	0.0%	0	12.6%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Altway, Aintree	0.0%	0	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, Aintree Retail Park	1.6%	7	1.2%	1	0.0%	0	1.2%	0	6.7%	2	0.0%	0	5.4%	2	3.8%	2	0.0%	0
B&Q, Aintree Racecourse Retail Park, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bootle Town Centre	6.8%	29	38.7%	23	4.0%	1	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0
Church Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dale Acre Drive, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunningbridge Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Rimrose Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawthorne Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Racecourse Retail, Aintree	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkstone Road North, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knowsley Road, Bootle	0.0%	0	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, Wellington Road, Seaforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linacre Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linacre Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litherland Road, Bootle	0.0%	0	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, Aintree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Local Shops, Litherland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marsh Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local 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
Old Roan Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orrell Road, Bootle	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendle View, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaforth Local 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
Sefton Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sefton Street, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Switch Island Retail Park, Netherton	1.0%	4	0.9%	1	1.7%	1	0.0%	0	2.0%	1	1.5%	2	1.1%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawthorne Road, Litherland	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crescent, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Ormskirk Road, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone C																		
Bridge Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownmoor Lane, Crosby	0.0%	0	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 Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Endbutt Lane, Brighton-le-Sands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stuart Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crescent, Thornton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crosby District Centre	0.1%	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
Waterloo District Centre	0.4%	2	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Moor Lane, Thornton, Crosby	0.4%	2	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hightown	0.0%	0	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, Liverpool Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushton Garden Centre / Tan House Farm Garden Centre, Runnells Lane, 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
Zone F																		

Column %ges.

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Homebase, Stephenson Way, Formby	0.6%	2	0.0%	0	0.0%	0	9.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duke Street, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harington Road, Formby	0.0%	0	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 Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redgate, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Formby District (Village) Centre	1.1%	5	0.0%	0	1.7%	1	15.0%	4	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Altcar Road, Formby	0.2%	1	0.0%	0	1.3%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Three Tuns Lane, Formby	0.1%	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
Other, Out of Centre (Within Study 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
Formby Garden Centre, 1 Cable Street, 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
Zone K																		
Asda, Utting Avenue, Walton	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0
Kirkby District Centre	1.3%	6	0.9%	1	0.0%	0	0.0%	0	11.3%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Southdene	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Other, Out of Centre (Within Study Area) - Zone K	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone L																		
Breck Road District Centre	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Utting Avenue, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway 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
County Road District Centre	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fazakerley Local 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
Liver Industrial Estate, Aintree	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	10.6%	8
Local Shops, Anfield	0.0%	0	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, Kirkdale	0.0%	0	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, Walton Road, 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
Norris Green Local Centre	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	8	0.0%	0	0.0%	0	0.0%	0
Other, Out of Centre (Within Study Area) - Zone L	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rice Lane (Walton) Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Rice Lane, Walton	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0
Stonedale 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
Walton Vale District Centre	2.5%	10	9.0%	5	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.0%	0
DKS Garden Centre, 15 Lily Grove, 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
Zone M																		
Deyes Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dover Road, Maghull	0.0%	0	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 Road North, Maghull	0.0%	0	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 Road South, Maghull	0.0%	0	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 Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moorhey Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moss Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maghull District 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
Asda, Ormskirk Road, 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
Local Shops, Lydiate	0.0%	0	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, Melling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sefton Lane Industrial Estate, Maghull	0.0%	0	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, Out of Centre (Within Study 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
Buckels Nursery Ltd, 82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Field Lane, Fazakerley, Liverpool									
Hartleys Nurseries Ltd, Northway, Lydiate, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lydiate Barn Nurseries, Southport Road, Lydiate, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandy Lane Nurseries, 27 Sandy Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Meadows Garden Centre, Sefton Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Windmill Nurseries, Liverpool Road, Lydiate, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone O									
Ormskirk Town Centre	0.5%	2	0.0%	0	0.0%	0	1.4%	0	0.0%
Morrisons, Park Road, Ormskirk	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%
Other, Out of Centre (Within Study Area) - Zone O	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Primrose Hill Nurseries, Asmall Lane, Scarisbrick, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Robins Bridge Nurseries, Sprngfield Road, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone S									
B&Q, Meols Cop Road, Southport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%
Homebase, Meols Cop Retail Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Meols Cop, Southport	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.2%
Wickes, Kew Retail Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashley Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bispham Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastbourne Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Forest Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hesketh Drive, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston New Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Roe Lane, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rufford Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandon Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upper Aughton Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ainsdale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birkdale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Churchtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shakespeare Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southport Town Centre	14.3%	60	1.8%	1	4.8%	2	6.4%	2	0.0%
Central 12 Retail Park, Southport	1.8%	8	0.0%	0	0.0%	0	3.5%	1	0.0%
Kew Retail Park, Southport	1.1%	4	0.0%	0	0.0%	0	0.9%	0	0.0%
Meols Cop Retail Park, Southport	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Ocean Plaza, Southport	0.8%	3	0.0%	0	0.0%	0	1.2%	0	0.0%
Crowland Street Business Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Morrisons, Lord Street, Winter Gardens, 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
Sainsbury's, St. Georges Place, 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
Dobbies Garden World, Benthams Way, 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
Four Seasons Garden Centre, 224A Liverpool 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
Grainge Garden Centre & Coffee Shop, The Grainge, New Cut 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	0.0%	0
Radnor Drive Nurseries, 86 - 88 Radnor 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
Vincents Garden Centre, 300 Southport Road, Scarisbrick, 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
Inside Study Area																		
Other, (Within Study 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
Outside Study Area - Burnley																		
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
Outside Study Area - Cheshire																		
Wickes, Pinders Brow Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	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%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.1%	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
Gemini Retail Park, Warrington	2.0%	8	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	16.2%	6	5.9%	2	0.0%	0
Handforth Dean, Cheshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Warrington	0.0%	0	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, Cheshire West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cumbria																		
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
Outside Study Area - Fylde																		
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
Outside Study Area - Greater Manchester																		
Other, Greater Manchester	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.5%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowry Outlet Mall, Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlebrook Retail Park, 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
Trafford Centre, Trafford	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.5%	2	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%	0	0.0%	0	0.0%	0
Outside Study Area - Knowlsey																		
Other, Knowlsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huyton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prescot 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
Cables Retail Park, Prescot	0.1%	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
Whitakers, Liverpool Road, Prescot	0.0%	0	0.0%	0	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																		
Costco, Waterloo Road, 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
Liverpool (Outside City Centre)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other, Liverpool	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Edge Lane, 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
B&Q, New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hunts Cross, 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
Liverpool City Centre	29.3%	124	22.3%	13	41.3%	15	40.5%	10	41.4%	13	39.3%	48	31.6%	11	26.7%	11	3.2%	2
West Derby Local 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
Edge Lane 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

Column % ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Hunts Cross Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Speke Retail Park, Speke	0.6%	2	0.0%	0	4.9%	2	0.0%	0	0.0%
Aigburth Hall Burseries , 5 Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garston Garden Centre, 71 St Marys Road, Garston, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Pendle									
Colne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%
Outside Study Area - Preston									
Preston (Outside City Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Queens Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Riversway Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Queens Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riversway Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South Ribble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - St Helens									
Other, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Ravenshead Retail Park, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Helens Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Ravenhead Retail Park, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Helens Retail Park, St Helens	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
St. Helens Home and Garden Centre, Warick House, Jubits Lane, Sutton Manor, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Suregrow Garden Centre, Merton Bank Road, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Warrington									
Warrington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%
Other, Warrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Outside Study Area - West Lancashire									
Local Shops, Burscough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Blackpool	0.7%	3	0.0%	0	0.0%	0	0.0%	0	4.1%
Other, Lancaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Lancashire	0.5%	2	0.0%	0	0.9%	0	0.0%	0	4.4%
Skelmersdale Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fir Tree Nurseries, Holmeswood Road, Rufford, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garden Time, 95 Causeway Lane, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lathom View Garden Centre, Beech Grove, Hall Lane, Lathom, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pimbo Garden Centre, Pimbo Lane, Upholland , Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Garden Rooms, 14 Melbreck, Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wigan									
Wigan Town Centre	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%
Bromborough	3.2%	14	0.0%	0	0.0%	0	0.0%	0	11.2%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Carr Farm Garden Centre, Birkenhead Road, Meols, 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
Manor Garden Centre, 9 Leasowe Road, Wallasey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Molloys Garden Centre, Leasowe Side Market Garden, Leasowe Road, 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
Port Sunlight Garden Centre, The Causeway, 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
Outside Study Area - Wyre																		
Freepoint Fleetwood Outlet Shopping Centre, Anchorage 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
Outside Study Area - Elsewhere																		
Other, (Elsewhere Outside Region)	1.1%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	2	0.0%	0	0.0%	0	1.8%	0	3.9%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Others																		
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
Internet / home delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(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
(Don't buy these types of 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	0.0%	0
Weighted base:	424	59	36	25	32	122	36	41	72									
Sample:	393	57	40	53	47	49	53	49	45									

Mean score [Visits per month]

Q28A How often do you make shopping trips for small household goods to (LOCATION MENTIONED AT Q28)?

Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't do this type of shopping) at Q28

Daily	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	1.9%	1
At least once a week	7.0%	30	11.4%	7	15.1%	5	0.0%	0	1.0%	0	4.9%	6	1.1%	0	3.8%	2	12.7%	9
At least once a fortnight	5.0%	21	0.0%	0	0.0%	0	1.2%	0	6.2%	2	15.0%	18	0.0%	0	1.1%	0	0.0%	0
At least once a month	9.0%	38	8.5%	5	10.1%	4	6.6%	2	11.4%	4	6.4%	8	6.7%	2	6.7%	3	15.5%	11
At least every two months	11.2%	47	14.3%	8	3.4%	1	11.5%	3	18.6%	6	4.7%	6	8.5%	3	24.8%	10	14.1%	10
At least every 3 months	12.5%	53	15.0%	9	3.8%	1	8.3%	2	14.3%	4	15.7%	19	10.5%	4	13.3%	5	10.9%	8
At least every 6 months	16.8%	71	12.5%	7	21.7%	8	13.0%	3	16.7%	5	22.1%	27	23.2%	8	18.0%	7	6.6%	5
Less often than once every 6 months	22.1%	93	25.5%	15	28.9%	10	43.4%	11	25.4%	8	15.0%	18	25.0%	9	27.8%	11	14.5%	10
Have only visited once	2.2%	9	2.1%	1	5.9%	2	0.0%	0	1.4%	0	0.0%	0	7.3%	3	2.3%	1	2.5%	2
(Don't know / varies)	13.1%	55	10.8%	6	9.4%	3	16.0%	4	5.0%	2	14.0%	17	17.7%	6	2.3%	1	21.4%	15
<i>Mean:</i>	<i>0.90</i>	<i>0.79</i>	<i>1.46</i>	<i>0.29</i>	<i>0.50</i>	<i>1.12</i>	<i>0.31</i>	<i>0.48</i>	<i>1.30</i>									
Weighted base:	422	59	36	25	31	122	36	40	72									
Sample:	390	57	40	52	46	49	53	48	45									

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Q29 Where did you last go to buy goods such as toys, games, bicycles and recreations goods?									
<i>Excl. Nulls & SFT's</i>									
Zone B									
Aldi, Park Lane West, Netherton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aintree Racecourse Retail Park, Aintree	13.2%	42	12.9%	7	17.3%	5	4.3%	1	17.9%
Aintree Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Altway, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Aintree Retail Park	0.7%	2	2.1%	1	0.0%	0	0.0%	0	4.6%
B&Q, Aintree Racecourse Retail Park, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bootle Town Centre	3.3%	10	10.9%	6	5.4%	2	0.0%	0	2.3%
Church Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dale Acre Drive, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunningbridge Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Go Outdoors, Rimrose Road, Bootle	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%
Hawthorne Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Racecourse Retail, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkstone Road North, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knowsley Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Wellington Road, Seaforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Linacre Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Linacre Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Litherland Road, Bootle	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%
Local Shops, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Litherland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marsh Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netherton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Old Roan Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Orrell Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Park Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pendle View, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaforth Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Street, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanley Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Switch Island Retail Park, Netherton	0.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Hawthorne Road, Litherland	2.0%	6	12.4%	6	0.0%	0	0.0%	0	0.0%
The Crescent, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Ormskirk Road, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone C									
Bridge Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brownmoor Lane, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
College Road, Crosby	0.6%	2	0.0%	0	6.6%	2	0.0%	0	0.0%
Endbutt Lane, Brighton-le-Sands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stuart Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Crescent, Thornton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crosby District Centre	1.0%	3	0.0%	0	11.8%	3	0.0%	0	0.0%
Waterloo District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Moor Lane, Thornton, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Hightown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Liverpool Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rushton Garden Centre / Tan House Farm Garden Centre, Runnells Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone F									
Homebase, Stephenson Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Formby									
Church Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duke Street, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harington Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redgate, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Formby District (Village) Centre	2.6%	8	0.0%	0	0.0%	0	21.8%	5	0.0%
Tesco Superstore, Altcar Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Three Tuns Lane, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Formby Garden Centre, 1 Cable Street, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone K									
Asda, Utting Avenue, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkby District Centre	1.0%	3	0.0%	0	0.0%	0	2.4%	1	2.3%
Local Shops, Southdene	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area) - Zone K	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone L									
Breck Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Utting Avenue, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
County Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fazakerley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liver Industrial Estate, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Anfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Kirkdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Walton Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norris Green Local Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.3%
Other, Out of Centre (Within Study Area) - Zone L	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rice Lane (Walton) Local Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	3.4%
Sainsbury's, Rice Lane, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stonedale Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walton Vale District Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.3%
DKS Garden Centre, 15 Lily Grove, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone M									
Deyes Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dover Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road North, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road South, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moorhey Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moss Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Station Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maghull District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%
Asda, Ormskirk Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Lydiate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Melling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Lane Industrial Estate, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buckels Nursery Ltd, 82 Field Lane, Fazakerley,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Liverpool									
Hartleys Nurseries Ltd, Northway, Lydiate, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lydiate Barn Nurseries, Southport Road, Lydiate, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandy Lane Nurseries, 27 Sandy Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Windmill Nurseries, Liverpool Road, Lydiate, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone O									
Ormskirk Town Centre	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Park Road, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area) - Zone O	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Primrose Hill Nurseries, Asmall Lane, Scarisbrick, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone S									
B&Q, Meols Cop Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Meols Cop Retail Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Meols Cop, Southport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%
Wickes, Kew Retail Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashley Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bispham Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastbourne Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Forest Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hesketh Drive, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston New Road , Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Roe Lane, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rufford Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandon Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upper Aughton Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ainsdale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birkdale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Churchtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shakespeare Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southport Town Centre	9.4%	30	0.0%	0	1.6%	0	19.8%	4	0.0%
Central 12 Retail Park, Southport	6.0%	19	0.0%	0	3.2%	1	12.0%	2	0.0%
Kew Retail Park, Southport	1.9%	6	0.0%	0	6.3%	2	1.1%	0	0.0%
Meols Cop Retail Park, Southport	2.9%	9	0.0%	0	6.3%	2	0.0%	0	0.0%
Ocean Plaza, Southport	0.1%	0	0.0%	0	0.0%	0	2.1%	0	0.0%
Crowland Street Business Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Lord Street,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Winter Gardens, Southport									
Sainsbury's, St. Georges Place, Lord Street, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden World, Benthams Way, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Four Seasons Garden Centre, 224A Liverpool Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grainge Garden Centre & Coffee Shop, The Grainge, New Cut Lane, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Radnor Drive Nurseries, 86 - 88 Radnor Drive, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vincents Garden Centre, 300 Southport Road, Scarisbrick, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inside Study Area									
Other. (Within Study Area)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Burnley									
Burnley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Cheshire									
Wickes, Pinnars Brow Retail Park, Warrington	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%
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gemini Retail Park, Warrington	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%
Handforth Dean, Cheshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Cheshire West	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Outside Study Area - Cumbria									
Other, Cumbria	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Outside Study Area - Fylde									
Lytham St. Annes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%
Outside Study Area - Greater Manchester									
Other, Greater Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lowry Outlet Mall, Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Middlebrook Retail Park, Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Trafford Centre, Trafford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%
Other, Greater Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Knowlsey									
Other, Knowlsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Huyton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Prescot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cables Retail Park, Prescot	0.3%	1	0.0%	0	0.0%	0	4.0%	1	0.0%
Whitakers, Liverpool Road, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Liverpool									
Costco, Waterloo Road, Liverpool	1.7%	5	0.0%	0	0.0%	0	6.6%	5	0.0%
Liverpool (Outside City Centre)	0.4%	1	0.0%	0	1.6%	0	1.4%	0	0.0%
Other, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Edge Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Hunts Cross, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Centre	34.5%	111	58.6%	30	39.9%	11	31.2%	6	42.6%
West Derby Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edge Lane Retail Park, Liverpool	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Hunts Cross Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Liverpool																		
New Mersey Retail Park, Speke	0.3%	1	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speke Retail Park, Speke	4.8%	15	0.0%	0	0.0%	0	0.0%	0	16.8%	4	12.3%	10	3.9%	1	0.0%	0	0.0%	0
Aigburth Hall Burseries , 5 Aigburth Hall Avenue, 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
Garston Garden Centre, 71 St Marys Road, Garston, 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
Outside Study Area - Pendle																		
Colne	0.0%	0	0.0%	0	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																		
Preston (Outside City Centre)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Homebase, Queens Retail Park, 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
Homebase, Riversway Retail Park, 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
Preston City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Queens Retail Park, 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
Riversway Retail Park, 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
Other, South Ribble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St Helens																		
Other, 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
B&Q, Ravenshead Retail Park, 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
St Helens Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenhead Retail Park, 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
St Helens Retail Park, St Helens	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	2.4%	1	4.7%	3
St. Helens Home and Garden Centre, Warick House, Jubits Lane, Sutton Manor, 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
Suregrow Garden Centre, Merton Bank Road, 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
Outside Study Area - Warrington																		
Warrington Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - West Lancashire																		
Local Shops, Burscough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Other, 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
Other, 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
Other, 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
Skelmersdale Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Fir Tree Nurseries, Holmeswood Road, Rufford, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden Time, 95 Causeway Lane, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lathom View Garden Centre, Beech Grove, Hall Lane, Lathom, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pimbo Garden Centre, Pimbo Lane, Upholland , 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
The Garden Rooms, 14 Melbreck, 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
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.0%	0	0.0%	0	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																		
Wigan Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
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
Bromborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carr Farm Garden 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

Column %ges.

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Birkenhead Road, Meols, Wirral									
Manor Garden Centre, 9 Leasowe Road, Wallasey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Molloys Garden Centre, Leasowe Side Market Garden, Leasowe Road, Wirral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Port Sunlight Garden Centre, The Causeway, Wirral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wyre									
Freepoint Fleetwood Outlet Shopping Centre, Anchorage Road, Blackpool	0.1%	0	0.0%	0	0.0%	0	2.1%	0	0.0%
Outside Study Area - Elsewhere									
Other, (Elsewhere Outside Region)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	1.2%	4	0.0%	0	0.0%	0	0.0%	0	5.9%
Others									
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / home delivery	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%
(Don't buy these types of goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	320	51	28	21	27	81	23	26	64
Sample:	268	30	34	39	32	31	26	35	41

Mean score [Visits per month]

Q29A How often do you make shopping trips for toys, games, bicycles and recreational goods to (LOCATION MENTIONED AT Q29)?

Not those who said 'Internet / delivery' or 'Abroad' or 'Don't know / can't remember' or 'Don't do this type of shopping' at Q29

Daily	1.0%	3	0.0%	0	0.0%	0	0.0%	0	12.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	3.0%	10	0.0%	0	0.0%	0	1.1%	0	2.8%	1	0.0%	0	0.0%	0	3.6%	1	12.7%	8
At least once a fortnight	8.0%	25	11.9%	6	2.9%	1	0.0%	0	2.4%	1	4.0%	3	1.7%	0	2.4%	1	22.4%	13
At least once a month	9.6%	31	13.6%	7	10.7%	3	3.5%	1	4.0%	1	10.0%	8	8.2%	2	1.8%	0	13.8%	8
At least every two months	11.3%	36	1.0%	1	0.0%	0	14.1%	3	19.2%	5	22.8%	19	3.3%	1	8.4%	2	9.3%	6
At least every 3 months	17.2%	54	32.8%	17	19.4%	5	30.3%	6	26.4%	7	6.3%	5	23.2%	5	9.6%	2	10.1%	6
At least every 6 months	23.1%	73	10.9%	6	23.2%	7	10.6%	2	15.9%	4	32.9%	27	30.1%	7	45.6%	12	15.2%	9
Less often than once every 6 months	22.3%	71	23.6%	12	39.4%	11	25.3%	5	14.9%	4	22.4%	18	24.6%	6	26.9%	7	12.8%	8
Have only visited once	0.6%	2	1.0%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
(Don't know / varies)	3.9%	12	5.1%	3	2.2%	1	15.2%	3	2.2%	1	1.7%	1	5.6%	1	1.8%	0	3.6%	2
<i>Mean:</i>		<i>0.89</i>		<i>0.55</i>		<i>0.32</i>		<i>0.34</i>		<i>4.13</i>		<i>0.41</i>		<i>0.30</i>		<i>0.41</i>		<i>1.26</i>
Weighted base:	317	51	28	21	27	81	23	26	60									
Sample:	266	30	34	39	32	31	26	35	39									

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Q30 Where did you last go to buy chemist goods (including health and beauty products)?									
<i>Excl. Nulls & SFT's</i>									
Zone B									
Aldi, Park Lane West, Netherton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aintree Racecourse Retail Park, Aintree	12.8%	110	19.1%	25	5.2%	4	0.0%	0	18.1%
Aintree Road, Bootle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.5%
Altway, Aintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Aintree Retail Park	2.0%	17	5.8%	8	2.2%	2	0.0%	0	3.9%
B&Q, Aintree Racecourse Retail Park, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bootle Town Centre	10.6%	91	44.5%	59	4.4%	4	0.0%	0	12.0%
Church Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dale Acre Drive, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunningbridge Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Go Outdoors, Rimrose Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawthorne Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Racecourse Retail, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkstone Road North, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knowsley Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Wellington Road, Seaforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Linacre Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Linacre Road, Bootle	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%
Litherland Road, Bootle	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%
Local Shops, Aintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%
Local Shops, Litherland	0.9%	8	6.0%	8	0.0%	0	0.0%	0	0.0%
Marsh Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netherton Local Centre	0.3%	3	2.0%	3	0.0%	0	0.0%	0	0.0%
Old Roan Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%
Orrell Road, Bootle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%
Park Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pendle View, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaforth Local Centre	0.3%	3	1.9%	3	0.0%	0	0.0%	0	0.0%
Sefton Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Street, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanley Road, Bootle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%
Switch Island Retail Park, Netherton	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Hawthorne Road, Litherland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Crescent, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Ormskirk Road, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone C									
Bridge Road, Crosby	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%
Brownmoor Lane, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
College Road, Crosby	0.3%	2	0.0%	0	2.8%	2	0.0%	0	0.0%
Endbutt Lane, Brighton-le-Sands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stuart Road, Crosby	0.3%	2	0.0%	0	2.8%	2	0.0%	0	0.0%
The Crescent, Thornton	0.4%	3	0.0%	0	3.8%	3	0.0%	0	0.0%
Crosby District Centre	4.8%	41	0.0%	0	49.1%	40	0.0%	0	0.7%
Waterloo District Centre	1.2%	11	0.0%	0	13.0%	11	0.0%	0	0.0%
Aldi, Moor Lane, Thornton, Crosby	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%
Local Shops, Hightown	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%
Sainsbury's, Liverpool Road, Crosby	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%
Rushton Garden Centre / Tan House Farm Garden Centre, Runnells Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone F									
Homebase, Stephenson Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Formby									
Church Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duke Street, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harington Road, Formby	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%
Liverpool Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redgate, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Formby District (Village) Centre	4.9%	42	0.4%	1	1.1%	1	86.9%	40	0.0%
Tesco Superstore, Altcar Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Three Tuns Lane, Formby	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Other, Out of Centre (Within Study Area)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Formby Garden Centre, 1 Cable Street, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone K									
Asda, Utting Avenue, Walton	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkby District Centre	4.7%	41	0.0%	0	0.0%	0	0.0%	0	54.6%
Local Shops, Southdene	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area) - Zone K	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone L									
Breck Road District Centre	0.4%	3	0.5%	1	0.0%	0	0.0%	0	0.0%
B&M, Utting Avenue, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadway District Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
County Road District Centre	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Fazakerley Local Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.7%
Liver Industrial Estate, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Anfield	1.1%	10	0.0%	0	0.0%	0	0.0%	0	4.2%
Local Shops, Kirkdale	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.8%
Local Shops, Walton Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norris Green Local Centre	2.6%	22	0.0%	0	0.0%	0	0.0%	0	1.6%
Other, Out of Centre (Within Study Area) - Zone L	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%
Rice Lane (Walton) Local Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Rice Lane, Walton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%
Stonedale Retail Park, Liverpool	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.4%
Walton Vale District Centre	3.6%	31	4.0%	5	0.0%	0	0.0%	0	0.0%
DKS Garden Centre, 15 Lily Grove, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone M									
Deyes Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dover Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road North, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road South, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Maghull	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Moorhey Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moss Lane, Maghull	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%
Station Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maghull District Centre	2.9%	25	0.4%	1	0.0%	0	0.0%	0	1.9%
Asda, Ormskirk Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Lydiate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Melling	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Lane Industrial Estate, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buckels Nursery Ltd, 82 Field Lane, Fazakerley,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Liverpool									
Hartleys Nurseries Ltd, Northway, Lydiate, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lydiate Barn Nurseries, Southport Road, Lydiate, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandy Lane Nurseries, 27 Sandy Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Windmill Nurseries, Liverpool Road, Lydiate, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone O									
Ormskirk Town Centre	4.7%	40	1.4%	2	0.0%	0	0.0%	0	1.2%
Morrisons, Park Road, Ormskirk	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area) - Zone O	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Primrose Hill Nurseries, Asmall Lane, Scarisbrick, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone S									
B&Q, Meols Cop Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Meols Cop Retail Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Meols Cop, Southport	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Kew Retail Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashley Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bispham Road, Southport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastbourne Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Forest Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hesketh Drive, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston New Road , Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Roe Lane, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rufford Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandon Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upper Aughton Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ainsdale Local Centre	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%
Birkdale Local Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.8%
Churchtown Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Shakespeare Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southport Town Centre	12.4%	107	0.0%	0	1.6%	1	3.7%	2	0.0%
Central 12 Retail Park, Southport	2.6%	22	0.0%	0	0.0%	0	0.7%	0	0.0%
Kew Retail Park, Southport	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Meols Cop Retail Park, Southport	1.4%	12	0.0%	0	2.2%	2	0.0%	0	0.0%
Ocean Plaza, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowland Street Business Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Lord Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S	
Winter Gardens, Southport										
Sainsbury's, St. Georges Place, Lord Street, Southport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Dobbies Garden World, Benthams Way, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Seasons Garden Centre, 224A Liverpool Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainge Garden Centre & Coffee Shop, The Grainge, New Cut Lane, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radnor Drive Nurseries, 86 - 88 Radnor Drive, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vincents Garden Centre, 300 Southport Road, Scarisbrick, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inside Study Area										
Other. (Within Study Area)	0.9%	8	0.0%	0	0.0%	0	0.0%	0	4.8%	8
Outside Study Area - Burnley										
Burnley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire										
Wickes, Pinnars Brow Retail Park, Warrington	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
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gemini Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handforth Dean, Cheshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Cheshire West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cumbria										
Other, Cumbria	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Outside Study Area - Fylde										
Lytham St. Annes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Greater Manchester										
Other, Greater Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Manchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Lowry Outlet Mall, Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlebrook Retail Park, Bolton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Trafford Centre, Trafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Other, Greater Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowlsey										
Other, Knowlsey	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Huyton Town Centre	0.2%	2	0.0%	0	1.0%	1	1.2%	1	0.0%	0
Prescot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Cables Retail Park, Prescot	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Whitakers, Liverpool Road, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool										
Costco, Waterloo Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool (Outside City Centre)	0.6%	5	0.0%	0	0.0%	0	0.6%	1	5.7%	4
Other, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Edge Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hunts Cross, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	10.1%	87	12.5%	16	4.5%	4	6.1%	3	8.7%	6
West Derby Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edge Lane Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunts Cross Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Liverpool									
New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Speke Retail Park, Speke	0.4%	3	0.0%	0	0.0%	0	4.9%	3	0.0%
Aigburth Hall Burseries , 5 Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garston Garden Centre, 71 St Marys Road, Garston, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Pendle									
Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Preston									
Preston (Outside City Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Queens Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Riversway Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Queens Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riversway Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South Ribble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - St Helens									
Other, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Ravenshead Retail Park, St Helens	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	0.0%
Ravenhead Retail Park, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Helens Retail Park, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Helens Home and Garden Centre, Warick House, Jubits Lane, Sutton Manor, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Suregrow Garden Centre, Merton Bank Road, St. Helens	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%
Other, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - West Lancashire									
Local Shops, Burscough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%
Other, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Lancaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Lancashire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Skelmersdale Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fir Tree Nurseries, Holmeswood Road, Rufford, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garden Time, 95 Causeway Lane, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lathom View Garden Centre, Beech Grove, Hall Lane, Lathom, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pimbo Garden Centre, Pimbo Lane, Upholland , Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Garden Rooms, 14 Melbreck, Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wigan									
Wigan Town Centre	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%
Bromborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carr Farm Garden Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S	
Birkenhead Road, Meols, Wirral										
Manor Garden Centre, 9 Leasowe Road, Wallasey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Molloys Garden Centre, Leasowe Side Market Garden, Leasowe Road, Wirral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Sunlight Garden Centre, The Causeway, Wirral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wyre										
Freepoint Fleetwood Outlet Shopping Centre, Anchorage Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Elsewhere										
Other, (Elsewhere Outside Region)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others										
Other	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Internet / home delivery	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
(Don't buy these types of goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	859	132	82	46	66	228	67	79	160	
Sample:	824	103	97	115	91	109	105	95	109	

Mean score [Visits per month]

Q30A How often do you make shopping trips for chemist goods (including health and beauty products) to (LOCATION MENTIONED AT Q30)?

Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't do this type of shopping) at Q30

Daily	0.5%	5	0.0%	0	1.1%	1	1.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.9%	8	1.6%	2	0.0%	0	0.5%	0	0.7%	0	1.8%	4	0.0%	0	0.0%	0	0.5%	1
At least once a week	10.5%	91	11.4%	15	14.3%	12	14.3%	7	12.9%	8	8.9%	20	7.4%	5	12.8%	10	8.4%	13
At least once a fortnight	11.0%	95	13.1%	17	7.4%	6	26.1%	12	10.7%	7	8.5%	19	9.1%	6	5.8%	5	14.0%	22
At least once a month	39.6%	341	37.2%	49	41.5%	34	24.8%	11	39.9%	26	47.6%	109	39.7%	27	42.3%	33	32.2%	51
At least every two months	11.2%	96	22.9%	30	8.5%	7	9.7%	4	12.4%	8	5.2%	12	24.7%	17	11.5%	9	5.6%	9
At least every 3 months	5.2%	45	1.4%	2	2.2%	2	6.3%	3	4.6%	3	8.8%	20	3.2%	2	2.9%	2	6.7%	11
At least every 6 months	3.3%	29	2.5%	3	4.3%	4	1.9%	1	4.6%	3	1.8%	4	4.5%	3	3.1%	2	5.2%	8
Less often than once every 6 months	1.6%	13	0.0%	0	2.2%	2	5.3%	2	0.5%	0	2.4%	5	0.6%	0	1.9%	2	1.0%	2
Have only visited once (Don't know / varies)	0.3%	2	0.0%	0	1.1%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
	15.8%	136	9.9%	13	17.4%	14	9.8%	4	9.0%	6	15.0%	34	10.8%	7	19.6%	15	25.8%	41
<i>Mean:</i>		<i>1.65</i>		<i>1.56</i>		<i>1.85</i>		<i>1.96</i>		<i>3.04</i>		<i>1.50</i>		<i>1.14</i>		<i>1.40</i>		<i>1.42</i>
Weighted base:	859	132	82	46	66	228	67	79	160									
Sample:	824	103	97	115	91	109	105	95	109									

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Q31 Where did you last go to buy electrical items, such as televisions, washing machines and computers?																		
<i>Excl. Nulls & SFT's</i>																		
Zone B																		
Aldi, Park Lane West, Netherton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aintree Racecourse Retail Park, Aintree	36.5%	210	58.6%	56	30.4%	18	12.2%	3	48.2%	21	54.8%	78	54.7%	22	16.1%	8	2.6%	3
Aintree Road, Bootle	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altway, Aintree	0.0%	0	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, Aintree Retail Park	0.9%	5	0.6%	1	4.5%	3	0.0%	0	0.0%	0	1.0%	1	1.3%	1	0.0%	0	0.0%	0
B&Q, Aintree Racecourse Retail Park, Aintree	1.1%	6	0.0%	0	2.5%	2	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0
Bootle Town Centre	3.4%	19	14.9%	14	1.8%	1	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0
Church Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dale Acre Drive, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunningbridge Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Rimrose Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawthorne Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Racecourse Retail, Aintree	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkstone Road North, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knowsley Road, Bootle	0.0%	0	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, Wellington Road, Seaforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linacre Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linacre Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litherland Road, Bootle	0.0%	0	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, Aintree	0.1%	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
Local Shops, Litherland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marsh Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.1%	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
Old Roan Local Centre	0.1%	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
Orrell Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendle View, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaforth Local 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
Sefton Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sefton Street, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Switch Island Retail Park, Netherton	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawthorne Road, Litherland	1.3%	7	1.7%	2	9.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crescent, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Ormskirk Road, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone C																		
Bridge Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownmoor Lane, Crosby	0.0%	0	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 Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Endbutt Lane, Brighton-le-Sands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stuart Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crescent, Thornton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crosby District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Waterloo District Centre	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Moor Lane, Thornton, Crosby	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hightown	0.0%	0	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, Liverpool Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushton Garden Centre / Tan House Farm Garden Centre, Runnells Lane, 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
Zone F																		
Homebase, Stephenson Way,	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Formby									
Church Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duke Street, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harington Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redgate, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Formby District (Village) Centre	1.6%	9	0.0%	0	1.0%	1	32.0%	8	0.0%
Tesco Superstore, Altcar Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Waitrose, Three Tuns Lane, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Formby Garden Centre, 1 Cable Street, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone K									
Asda, Utting Avenue, Walton	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkby District Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	7.4%
Local Shops, Southdene	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area) - Zone K	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Zone L									
Breck Road District Centre	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%
B&M, Utting Avenue, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadway District Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
County Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fazakerley Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Liver Industrial Estate, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Anfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Kirkdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Walton Road, Liverpool	0.4%	3	0.8%	1	0.0%	0	0.0%	0	1.3%
Norris Green Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%
Other, Out of Centre (Within Study Area) - Zone L	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rice Lane (Walton) Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Rice Lane, Walton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Stonedale Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walton Vale District Centre	2.6%	15	5.6%	5	0.0%	0	0.0%	0	0.7%
DKS Garden Centre, 15 Lily Grove, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone M									
Deyes Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dover Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road North, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road South, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moorhey Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moss Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Station Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maghull District Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	7.4%
Asda, Ormskirk Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Lydiat	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Local Shops, Melling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Lane Industrial Estate, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buckels Nursery Ltd, 82 Field Lane, Fazakerley,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Liverpool																		
Hartleys Nurseries Ltd, Northway, Lydiate, 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
Lydiate Barn Nurseries, Southport Road, Lydiate, 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
Sandy Lane Nurseries, 27 Sandy Lane, 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
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, 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
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windmill Nurseries, Liverpool Road, Lydiate, 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
Zone O																		
Ormskirk Town Centre	2.5%	14	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	25.1%	12	0.0%	0
Morrisons, Park Road, Ormskirk	0.0%	0	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, Out of Centre (Within Study Area) - Zone O	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, 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
Lady Green Garden Centre, Lady Green Lane, 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
Primrose Hill Nurseries, Asmall Lane, Scarisbrick, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone S																		
B&Q, Meols Cop Road, Southport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Homebase, Meols Cop Retail Park, Southport	0.2%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco, Meols Cop, Southport	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	6.0%	7
Wickes, Kew Retail Park, 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
Ashley 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
Bispham 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
Eastbourne 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
Forest 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
Hesketh 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
Liverpool 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
Manchester Road, Southport	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Preston New 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
Roe 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	0.0%	0
Rufford 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
Sandon 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
Upper Aughton 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
Ainsdale Local Centre	0.7%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Birkdale Local 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	1.3%	2
Churchtown Local 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
Shakespeare Street Local 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
Southport Town Centre	5.9%	34	0.0%	0	0.0%	0	2.8%	1	1.0%	0	0.0%	0	0.9%	0	10.5%	5	23.4%	28
Central 12 Retail Park, Southport	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Kew Retail Park, Southport	5.2%	30	0.0%	0	0.8%	0	9.0%	2	0.0%	0	0.0%	0	0.0%	0	18.9%	9	15.2%	18
Meols Cop Retail Park, Southport	6.6%	38	0.0%	0	3.0%	2	1.7%	0	0.0%	0	0.0%	0	0.9%	0	1.3%	1	29.3%	34
Ocean Plaza, 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
Crowland Street Business Park, 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
Morrisons, Lord Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Winter Gardens, Southport																		
Sainsbury's, St. Georges Place, Lord Street, Southport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.6%	1
Dobbies Garden World, Benthams Way, 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
Four Seasons Garden Centre, 224A Liverpool 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
Grainge Garden Centre & Coffee Shop, The Grainge, New Cut 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	0.0%	0
Radnor Drive Nurseries, 86 - 88 Radnor 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
Vincents Garden Centre, 300 Southport Road, Scarisbrick, 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
Inside Study Area																		
Other. (Within Study 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
Outside Study Area - Burnley																		
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
Outside Study Area - Cheshire																		
Wickes, Pinnars Brow Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	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	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Gemini Retail Park, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Handforth Dean, Cheshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Warrington	0.0%	0	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, Cheshire West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cumbria																		
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
Outside Study Area - Fylde																		
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
Outside Study Area - Greater Manchester																		
Other, Greater Manchester	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester 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
Lowry Outlet Mall, Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlebrook Retail Park, 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
Trafford Centre, Trafford	0.1%	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
Other, 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
Outside Study Area - Knowsley																		
Other, Knowsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huyton Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prescot 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
Cables Retail Park, Prescot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitakers, Liverpool Road, Prescot	0.0%	0	0.0%	0	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																		
Costco, Waterloo Road, Liverpool	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool (Outside 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
Other, 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
B&Q, Edge Lane, 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
B&Q, New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hunts Cross, 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
Liverpool City Centre	19.4%	111	13.1%	13	34.9%	21	37.3%	10	20.0%	9	22.7%	32	21.3%	9	16.9%	8	8.6%	10
West Derby Local 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
Edge Lane 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
Hunts Cross Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Liverpool									
New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Speke Retail Park, Speke	0.9%	5	0.8%	1	3.0%	2	0.0%	0	4.4%
Aigburth Hall Bursaries , 5 Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garston Garden Centre, 71 St Marys Road, Garston, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Pendle									
Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Preston									
Preston (Outside City Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Queens Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Riversway Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Queens Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riversway Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South Ribble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - St Helens									
Other, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Ravenshead Retail Park, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Helens Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ravenhead Retail Park, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Helens Retail Park, St Helens	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.7%
St. Helens Home and Garden Centre, Warick House, Jubits Lane, Sutton Manor, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Suregrow Garden Centre, Merton Bank Road, St. Helens	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%
Other, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - West Lancashire									
Local Shops, Burscough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Lancaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Lancashire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Skelmersdale Town Centre	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%
Fir Tree Nurseries, Holmeswood Road, Rufford, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garden Time, 95 Causeway Lane, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lathom View Garden Centre, Beech Grove, Hall Lane, Lathom, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pimbo Garden Centre, Pimbo Lane, Upholland , Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Garden Rooms, 14 Melbreck, Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wigan									
Wigan Town Centre	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%
Bromborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%
Carr Farm Garden Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S	
Birkenhead Road, Meols, Wirral										
Manor Garden Centre, 9 Leasowe Road, Wallasey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Molloys Garden Centre, Leasowe Side Market Garden, Leasowe Road, Wirral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Sunlight Garden Centre, The Causeway, Wirral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wyre										
Freepoint Fleetwood Outlet Shopping Centre, Anchorage Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Elsewhere										
Other, (Elsewhere Outside Region)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	2	0.0%	0	1.4%	1	1.7%	0	0.0%	0
Others										
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / home delivery	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
(Don't buy these types of goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	574	96	61	26	43	143	40	48	118	
Sample:	573	75	71	75	74	73	62	62	81	

Mean score [Visits per month]

Q31A How often do you make shopping trips for electrical items, such as televisions, washing machines and computers to (LOCATION MENTIONED AT Q31)?

Not those who said 'Internet / delivery' or 'Abroad' or 'Don't know / can't remember' or 'Don't do this type of shopping' at Q31

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.0%	0	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 fortnight	0.8%	5	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	0.6%	3	1.6%	2	1.5%	1	1.2%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
At least every two months	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.3%	2	0.9%	0	0.0%	0	0.0%	0
At least every 3 months	1.9%	11	0.8%	1	4.5%	3	2.3%	1	9.9%	4	0.0%	0	1.3%	1	0.0%	0	1.9%	2
At least every 6 months	9.1%	52	17.0%	16	8.7%	5	6.2%	2	1.5%	1	10.8%	15	1.9%	1	11.7%	5	5.9%	7
Less often than once every 6 months	50.1%	286	43.5%	42	44.5%	27	49.6%	13	77.3%	34	54.8%	78	57.3%	23	71.0%	33	31.7%	37
Have only visited once (Don't know / varies)	12.2%	70	17.4%	17	27.1%	16	17.2%	4	4.5%	2	6.7%	10	8.4%	3	2.9%	1	14.0%	16
	24.8%	142	19.8%	19	6.1%	4	23.4%	6	5.8%	3	26.3%	38	30.3%	12	13.4%	6	46.5%	55
<i>Mean:</i>	<i>0.13</i>	<i>0.12</i>	<i>0.26</i>	<i>0.11</i>	<i>0.12</i>	<i>0.11</i>	<i>0.10</i>	<i>0.12</i>	<i>0.09</i>									
Weighted base:	572	96	60	26	43	143	40	47	118									
Sample:	570	75	70	74	74	73	62	61	81									

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Q32 Where did you last go to buy furniture, carpets and floor coverings?																		
<i>Excl. Nulls & SFT's</i>																		
Zone B																		
Aldi, Park Lane West, Netherton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aintree Racecourse Retail Park, Aintree	26.1%	121	40.1%	33	27.9%	15	10.5%	2	45.6%	18	39.9%	38	34.2%	11	9.7%	5	0.0%	0
Aintree Road, Bootle	1.2%	6	0.0%	0	8.5%	5	1.9%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Altway, Aintree	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Aintree Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Aintree Racecourse Retail Park, Aintree	1.0%	5	1.5%	1	4.0%	2	1.0%	0	1.1%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Bootle Town Centre	2.9%	14	6.3%	5	2.8%	2	0.0%	0	0.0%	0	7.2%	7	0.0%	0	0.0%	0	0.0%	0
Church Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dale Acre Drive, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunningbridge Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Rimrose Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawthorne Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Racecourse Retail, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkstone Road North, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knowsley Road, Bootle	0.0%	0	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, Wellington Road, Seaforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linacre Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linacre Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litherland Road, Bootle	0.0%	0	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, Aintree	0.4%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Local Shops, Litherland	0.6%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Marsh Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local 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
Old Roan Local 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
Orrell Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendle View, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaforth Local Centre	0.5%	2	2.2%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sefton Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sefton Street, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Switch Island Retail Park, Netherton	1.2%	6	6.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawthorne Road, Litherland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crescent, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Ormskirk Road, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone C																		
Bridge Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownmoor Lane, Crosby	0.0%	0	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 Road, Crosby	0.3%	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
Endbutt Lane, Brighton-le-Sands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stuart Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crescent, Thornton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crosby District Centre	0.4%	2	0.0%	0	2.8%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo District Centre	2.5%	12	8.3%	7	9.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Moor Lane, Thornton, Crosby	0.0%	0	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, Hightown	0.0%	0	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, Liverpool Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushton Garden Centre / Tan House Farm Garden Centre, Runnells Lane, 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
Zone F																		
Homebase, Stephenson Way,	0.1%	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

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Formby									
Church Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duke Street, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harington Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redgate, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Formby District (Village) Centre	2.1%	10	0.0%	0	2.8%	2	21.1%	5	1.6%
Tesco Superstore, Altcar Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Three Tuns Lane, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Formby Garden Centre, 1 Cable Street, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone K									
Asda, Utting Avenue, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkby District Centre	2.8%	13	1.3%	1	0.0%	0	0.0%	0	22.3%
Local Shops, Southdene	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area) - Zone K	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone L									
Breck Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Utting Avenue, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
County Road District Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.8%
Fazakerley Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%
Liver Industrial Estate, Aintree	2.0%	10	0.0%	0	0.0%	0	0.0%	0	0.8%
Local Shops, Anfield	0.9%	4	0.0%	0	0.0%	0	0.0%	0	4.3%
Local Shops, Kirkdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Walton Road, Liverpool	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.9%
Norris Green Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Other, Out of Centre (Within Study Area) - Zone L	1.1%	5	0.7%	1	0.0%	0	0.0%	0	8.1%
Rice Lane (Walton) Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Rice Lane, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stonedale Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walton Vale District Centre	2.3%	11	0.9%	1	0.0%	0	0.0%	0	10.1%
DKS Garden Centre, 15 Lily Grove, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone M									
Deyes Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dover Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road North, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road South, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moorhey Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moss Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Station Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maghull District Centre	2.0%	9	0.0%	0	2.0%	1	3.8%	1	1.6%
Asda, Ormskirk Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Lydiat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Melling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Lane Industrial Estate, Maghull	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buckels Nursery Ltd, 82 Field Lane, Fazakerley,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Liverpool									
Hartleys Nurseries Ltd, Northway, Lydiate, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lydiate Barn Nurseries, Southport Road, Lydiate, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandy Lane Nurseries, 27 Sandy Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Windmill Nurseries, Liverpool Road, Lydiate, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone O									
Ormskirk Town Centre	5.8%	27	6.5%	5	1.7%	1	0.0%	0	1.6%
Morrisons, Park Road, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area) - Zone O	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Primrose Hill Nurseries, Asmall Lane, Scarisbrick, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone S									
B&Q, Meols Cop Road, Southport	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Meols Cop Retail Park, Southport	0.3%	1	0.0%	0	0.0%	0	1.9%	0	0.0%
Tesco, Meols Cop, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Kew Retail Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashley Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bispham Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastbourne Road, Southport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Forest Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hesketh Drive, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston New Road , Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Roe Lane, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rufford Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandon Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upper Aughton Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ainsdale Local Centre	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%
Birkdale Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Churchtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shakespeare Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southport Town Centre	14.0%	65	1.5%	1	4.8%	3	26.6%	6	0.0%
Central 12 Retail Park, Southport	0.2%	1	0.0%	0	0.0%	0	1.0%	0	0.0%
Kew Retail Park, Southport	1.2%	6	0.0%	0	0.8%	0	1.3%	0	3.2%
Meols Cop Retail Park, Southport	2.2%	10	0.0%	0	0.0%	0	1.9%	0	0.0%
Ocean Plaza, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowland Street Business Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Lord Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

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September 2015

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Winter Gardens, Southport									
Sainsbury's, St. Georges Place, Lord Street, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden World, Benthams Way, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Four Seasons Garden Centre, 224A Liverpool Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grainge Garden Centre & Coffee Shop, The Grainge, New Cut Lane, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Radnor Drive Nurseries, 86 - 88 Radnor Drive, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vincents Garden Centre, 300 Southport Road, Scarisbrick, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inside Study Area									
Other. (Within Study Area)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Burnley									
Burnley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Cheshire									
Wickes, Pinnars Brow Retail Park, Warrington	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%
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gemini Retail Park, Warrington	4.1%	19	7.2%	6	9.6%	5	3.6%	1	1.6%
Handforth Dean, Cheshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Cheshire West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Cumbria									
Other, Cumbria	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Fylde									
Lytham St. Annes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Greater Manchester									
Other, Greater Manchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Manchester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%
Lowry Outlet Mall, Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Middlebrook Retail Park, Bolton	0.6%	3	2.6%	2	0.0%	0	0.0%	0	0.8%
Trafford Centre, Trafford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%
Other, Greater Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Knowsley									
Other, Knowsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Huyton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Prescot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cables Retail Park, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitakers, Liverpool Road, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Liverpool									
Costco, Waterloo Road, Liverpool	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.9%
Liverpool (Outside City Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Edge Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Hunts Cross, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Centre	11.9%	55	9.1%	7	18.2%	10	23.3%	5	1.6%
West Derby Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%
Edge Lane Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hunts Cross Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

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September 2015

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Liverpool									
New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Speke Retail Park, Speke	1.3%	6	2.2%	2	0.0%	0	0.0%	0	2.4%
Aigburth Hall Burseries , 5 Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garston Garden Centre, 71 St Marys Road, Garston, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Pendle									
Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Preston									
Preston (Outside City Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Queens Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Riversway Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Queens Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riversway Retail Park, Preston	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%
Other, South Ribble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - St Helens									
Other, St Helens	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Ravenshead Retail Park, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Helens Town Centre	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Ravenhead Retail Park, St Helens	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
St Helens Retail Park, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Helens Home and Garden Centre, Warick House, Jubits Lane, Sutton Manor, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Suregrow Garden Centre, Merton Bank Road, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Warrington									
Warrington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%
Other, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - West Lancashire									
Local Shops, Burscough	1.2%	6	0.0%	0	0.0%	0	0.0%	0	11.8%
Other, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Lancaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Lancashire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Skelmersdale Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%
Fir Tree Nurseries, Holmeswood Road, Rufford, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garden Time, 95 Causeway Lane, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lathom View Garden Centre, Beech Grove, Hall Lane, Lathom, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pimbo Garden Centre, Pimbo Lane, Upholland , Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Garden Rooms, 14 Melbreck, Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wigan									
Wigan Town Centre	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%
Bromborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carr Farm Garden Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

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Birkenhead Road, Meols, Wirral										
Manor Garden Centre, 9 Leasowe Road, Wallasey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Molloys Garden Centre, Leasowe Side Market Garden, Leasowe Road, Wirral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Sunlight Garden Centre, The Causeway, Wirral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wyre										
Freeport Fleetwood Outlet Shopping Centre, Anchorage Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Elsewhere										
Other, (Elsewhere Outside Region)	0.6%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others										
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / home delivery	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
(Don't buy these types of goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	465	81	54	23	40	95	31	48	92	
Sample:	477	73	64	61	58	48	55	58	60	

Mean score [Visits per month]

Q32A How often do you make shopping trips for furniture, carpets and floor coverings to (LOCATION MENTIONED AT Q32)?

Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't do this type of shopping) at Q32

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	1.1%	5	0.0%	0	9.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	0.8%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.9%	0	0.0%	0
At least every two months	2.7%	12	14.4%	12	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	0.9%	4	1.2%	1	1.7%	1	1.0%	0	0.8%	0	0.0%	0	1.7%	1	0.0%	0	1.1%	1
At least every 6 months	4.3%	20	0.0%	0	1.5%	1	7.6%	2	10.8%	4	5.3%	5	7.8%	2	4.1%	2	4.1%	4
Less often than once every 6 months	54.2%	252	47.8%	39	52.3%	28	64.5%	15	76.6%	31	63.0%	60	53.6%	16	75.2%	36	29.1%	27
Have only visited once	17.9%	83	24.5%	20	25.5%	14	11.6%	3	7.6%	3	11.5%	11	11.0%	3	4.4%	2	29.5%	27
(Don't know / varies)	17.9%	83	10.4%	8	8.1%	4	15.4%	4	4.2%	2	17.3%	17	25.9%	8	15.3%	7	36.2%	33
<i>Mean:</i>		<i>0.14</i>		<i>0.19</i>		<i>0.28</i>		<i>0.10</i>		<i>0.11</i>		<i>0.12</i>		<i>0.10</i>		<i>0.11</i>		<i>0.06</i>
Weighted base:	465	81	54	23	40	95	31	48	92									
Sample:	477	73	64	61	58	48	55	58	60									

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Q33 Where did you last go to buy gardening or DIY goods?																		
<i>Excl. Nulls & SFT's</i>																		
Zone B																		
Aldi, Park Lane West, Netherton	0.2%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aintree Racecourse Retail Park, Aintree	10.2%	64	14.2%	15	5.2%	3	1.3%	1	5.6%	2	22.9%	34	14.7%	8	2.0%	1	0.0%	0
Aintree Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altway, Aintree	0.0%	0	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, Aintree Retail Park	0.6%	4	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
B&Q, Aintree Racecourse Retail Park, Aintree	33.9%	213	58.6%	61	44.9%	27	10.5%	4	71.6%	30	36.3%	54	52.1%	27	16.1%	9	0.0%	0
Bootle Town Centre	2.3%	14	7.1%	7	0.0%	0	0.0%	0	0.0%	0	4.6%	7	0.0%	0	0.0%	0	0.0%	0
Church Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dale Acre Drive, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunningbridge Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Rimrose Road, Bootle	0.1%	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
Hawthorne Road, Bootle	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Racecourse Retail, Aintree	1.5%	10	5.1%	5	0.0%	0	0.0%	0	1.5%	1	0.9%	1	4.5%	2	0.0%	0	0.0%	0
Kirkstone Road North, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knowsley Road, Bootle	0.0%	0	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, Wellington Road, Seaforth	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linacre Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linacre Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litherland Road, Bootle	0.0%	0	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, Aintree	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops, Litherland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marsh Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local 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
Old Roan Local 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
Orrell Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendle View, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaforth Local 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
Sefton Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sefton Street, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Road, Bootle	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Switch Island Retail Park, Netherton	0.0%	0	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 Superstore, Hawthorne Road, Litherland	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crescent, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Ormskirk Road, Aintree	0.6%	4	1.0%	1	1.0%	1	0.0%	0	2.6%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Zone C																		
Bridge Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownmoor Lane, Crosby	0.0%	0	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 Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Endbutt Lane, Brighton-le-Sands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stuart Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crescent, Thornton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crosby District Centre	2.6%	16	2.5%	3	22.0%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waterloo District Centre	0.6%	4	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Moor Lane, Thornton, Crosby	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hightown	0.0%	0	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, Liverpool Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushton Garden Centre / Tan House Farm Garden Centre, Runnells Lane, 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
Zone F																		
Homebase, Stephenson Way,	3.3%	21	0.0%	0	2.3%	1	46.2%	18	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	1

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Formby									
Church Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duke Street, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harington Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redgate, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Formby District (Village) Centre	2.9%	18	0.0%	0	2.9%	2	25.4%	10	0.0%
Tesco Superstore, Altcar Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Three Tuns Lane, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area)	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Formby Garden Centre, 1 Cable Street, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.7%
Zone K									
Asda, Utting Avenue, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkby District Centre	0.7%	4	0.0%	0	0.0%	0	9.9%	4	0.0%
Local Shops, Southdene	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area) - Zone K	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone L									
Breck Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Utting Avenue, Walton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%
Broadway District Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	3.5%
County Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fazakerley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liver Industrial Estate, Aintree	1.5%	9	0.7%	1	0.0%	0	0.0%	0	5.4%
Local Shops, Anfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Kirkdale	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%
Local Shops, Walton Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norris Green Local Centre	1.4%	9	0.0%	0	0.0%	0	0.0%	0	5.8%
Other, Out of Centre (Within Study Area) - Zone L	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rice Lane (Walton) Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%
Sainsbury's, Rice Lane, Walton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stonedale Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walton Vale District Centre	2.3%	15	0.0%	0	0.0%	0	0.0%	0	9.7%
DKS Garden Centre, 15 Lily Grove, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone M									
Deyes Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dover Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road North, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road South, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moorhey Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moss Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Station Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maghull District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.3%
Asda, Ormskirk Road, Liverpool	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Local Shops, Lydiat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Melling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Lane Industrial Estate, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Buckels Nursery Ltd, 82 Field Lane, Fazakerley,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Liverpool									
Hartleys Nurseries Ltd, Northway, Lydiate, Liverpool	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lydiate Barn Nurseries, Southport Road, Lydiate, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandy Lane Nurseries, 27 Sandy Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.8%	5	5.1%	5	0.0%	0	0.0%	0	0.0%
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Windmill Nurseries, Liverpool Road, Lydiate, Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone O									
Ormskirk Town Centre	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Park Road, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Out of Centre (Within Study Area) - Zone O	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.5%	3	0.0%	0	1.0%	1	6.3%	2	0.0%
Primrose Hill Nurseries, Asmall Lane, Scarisbrick, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%
Zone S									
B&Q, Meols Cop Road, Southport	7.5%	47	0.0%	0	0.0%	0	1.1%	0	0.0%
Homebase, Meols Cop Retail Park, Southport	6.0%	38	0.0%	0	3.0%	2	0.6%	0	0.0%
Tesco, Meols Cop, Southport	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Wickes, Kew Retail Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashley Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bispham Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastbourne Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Forest Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hesketh Drive, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston New Road , Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Roe Lane, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rufford Road, Southport	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandon Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upper Aughton Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ainsdale Local Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Birkdale Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Churchtown Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Shakespeare Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southport Town Centre	3.0%	19	0.0%	0	1.4%	1	2.3%	1	1.0%
Central 12 Retail Park, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kew Retail Park, Southport	2.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%
Meols Cop Retail Park, Southport	0.9%	6	0.0%	0	0.0%	0	0.6%	0	0.0%
Ocean Plaza, Southport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowland Street Business Park, Southport	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Lord Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Winter Gardens, Southport									
Sainsbury's, St. Georges Place, Lord Street, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden World, Benthams Way, Southport	3.5%	22	0.5%	1	0.0%	0	3.4%	1	0.0%
Four Seasons Garden Centre, 224A Liverpool Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grainge Garden Centre & Coffee Shop, The Grainge, New Cut Lane, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Radnor Drive Nurseries, 86 - 88 Radnor Drive, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vincents Garden Centre, 300 Southport Road, Scarisbrick, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inside Study Area									
Other. (Within Study Area)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Burnley									
Burnley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Cheshire									
Wickes, Pinnars Brow Retail Park, Warrington	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%
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gemini Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Handforth Dean, Cheshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Cheshire West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Cumbria									
Other, Cumbria	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Fylde									
Lytham St. Annes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%
Outside Study Area - Greater Manchester									
Other, Greater Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lowry Outlet Mall, Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Middlebrook Retail Park, Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Trafford Centre, Trafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Greater Manchester	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%
Outside Study Area - Knowlsey									
Other, Knowlsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Huyton Town Centre	0.2%	1	0.0%	0	0.0%	0	3.0%	1	0.0%
Prescot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cables Retail Park, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitakers, Liverpool Road, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Liverpool									
Costco, Waterloo Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool (Outside City Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Edge Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Hunts Cross, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Centre	1.7%	11	0.9%	1	0.0%	0	1.5%	1	5.3%
West Derby Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edge Lane Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hunts Cross Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Liverpool									
New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Speke Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aigburth Hall Burseries , 5 Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garston Garden Centre, 71 St Marys Road, Garston, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Pendle									
Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Preston									
Preston (Outside City Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Queens Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Riversway Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Queens Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riversway Retail Park, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South Ribble	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Outside Study Area - St Helens									
Other, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Ravenshead Retail Park, St Helens	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
St Helens Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ravenhead Retail Park, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Helens Retail Park, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Helens Home and Garden Centre, Warick House, Jubits Lane, Sutton Manor, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Suregrow Garden Centre, Merton Bank Road, St. Helens	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%
Other, Warrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%
Outside Study Area - West Lancashire									
Local Shops, Burscough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Lancaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Lancashire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Skelmersdale Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Fir Tree Nurseries, Holmeswood Road, Rufford, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garden Time, 95 Causeway Lane, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lathom View Garden Centre, Beech Grove, Hall Lane, Lathom, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pimbo Garden Centre, Pimbo Lane, Upholland , Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Garden Rooms, 14 Melbreck, Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Outside Study Area - Wigan									
Wigan Town Centre	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%
Bromborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carr Farm Garden Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S	
Birkenhead Road, Meols, Wirral										
Manor Garden Centre, 9 Leasowe Road, Wallasey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Molloys Garden Centre, Leasowe Side Market Garden, Leasowe Road, Wirral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Sunlight Garden Centre, The Causeway, Wirral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wyre										
Freeport Fleetwood Outlet Shopping Centre, Anchorage Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Elsewhere										
Other, (Elsewhere Outside Region)	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
Others										
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / home delivery	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
(Don't buy these types of goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	627	105	59	38	42	150	53	54	127	
Sample:	608	81	68	93	69	65	80	69	83	

Mean score [Visits per month]**Q33A How often do you make shopping trips for gardening or DIY goods to (LOCATION MENTIONED AT Q33)?***Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't do this type of shopping) at Q33*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0		
At least once a week	2.8%	18	1.2%	1	3.9%	2	7.3%	3	2.3%	1	0.0%	0	3.1%	2	7.4%	4	3.8%	5
At least once a fortnight	3.6%	23	4.2%	4	1.8%	1	5.3%	2	3.8%	2	1.8%	3	2.4%	1	5.1%	3	5.4%	7
At least once a month	15.2%	96	7.6%	8	16.0%	9	19.1%	7	9.9%	4	21.0%	31	8.9%	5	7.9%	4	20.7%	26
At least every two months	11.7%	73	6.9%	7	12.0%	7	8.2%	3	4.8%	2	14.4%	22	16.3%	9	7.0%	4	15.8%	20
At least every 3 months	11.7%	73	5.1%	5	17.7%	10	16.0%	6	18.2%	8	12.5%	19	10.7%	6	20.0%	11	6.8%	9
At least every 6 months	19.5%	122	24.2%	25	27.6%	16	15.8%	6	26.3%	11	15.0%	22	24.5%	13	16.3%	9	15.3%	19
Less often than once every 6 months	16.0%	100	27.5%	29	11.8%	7	18.2%	7	22.1%	9	18.6%	28	8.6%	5	14.8%	8	6.2%	8
Have only visited once (Don't know / varies)	1.0%	7	2.5%	3	1.0%	1	0.8%	0	1.0%	0	0.0%	0	1.0%	1	0.0%	0	1.6%	2
	18.2%	114	20.8%	22	8.2%	5	8.5%	3	11.5%	5	16.8%	25	24.4%	13	20.3%	11	24.3%	31
<i>Mean:</i>		<i>0.62</i>		<i>0.42</i>		<i>0.58</i>		<i>0.90</i>		<i>0.48</i>		<i>0.49</i>		<i>0.57</i>		<i>0.95</i>		<i>0.80</i>
Weighted base:	627	105	59	38	42	150	53	54	127									
Sample:	608	81	68	93	69	65	80	69	83									

Q34 Do you ever visit Bootle Town Centre?

Yes	32.6%	328	65.0%	104	39.6%	38	9.9%	5	18.4%	15	46.2%	121	19.0%	15	2.7%	3	15.6%	29
No	67.4%	679	35.0%	56	60.4%	59	90.1%	44	81.6%	65	53.8%	141	81.0%	65	97.3%	95	84.4%	155
Weighted base:	1007	159	97	49	79	261	80	98	183									
Sample:	1006	128	126	124	124	128	126	125	125									

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Q35 How do you usually travel to Bootle Town Centre (main part of journey)?																		
<i>Those who visit Bootle Town Centre at Q34</i>																		
Car / van (as driver)	38.8%	127	25.2%	26	63.5%	24	53.0%	3	69.6%	10	39.6%	48	36.6%	6	58.7%	2	32.1%	9
Car / van (as passenger)	10.5%	35	19.3%	20	3.3%	1	0.0%	0	7.4%	1	7.9%	10	10.0%	2	41.3%	1	0.0%	0
Bus, minibus or coach	26.8%	88	31.4%	33	13.2%	5	13.6%	1	20.7%	3	30.9%	37	53.4%	8	0.0%	0	5.3%	2
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	12.5%	41	23.6%	24	1.6%	1	0.0%	0	0.0%	0	12.5%	15	0.0%	0	0.0%	0	3.6%	1
Taxi	5.5%	18	0.0%	0	2.4%	1	0.0%	0	0.0%	0	7.9%	10	0.0%	0	0.0%	0	26.8%	8
Train	4.9%	16	0.0%	0	12.7%	5	33.4%	2	2.2%	0	0.0%	0	0.0%	0	0.0%	0	32.1%	9
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.8%	3	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		328		104		38		5		15		121		15		3		29
Sample:		281		96		48		16		21		62		21		5		12

Mean score [Visits per month]**Q36 How often do you visit Bootle Town Centre?***Those who visit Bootle Town Centre at Q34*

Daily	6.9%	23	17.3%	18	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	7.3%	2
At least two times a week	14.9%	49	15.2%	16	11.5%	4	0.0%	0	22.2%	3	13.4%	16	5.0%	1	0.0%	0	30.4%	9
At least once a week	21.1%	69	25.2%	26	6.9%	3	13.7%	1	2.2%	0	32.0%	39	5.0%	1	0.0%	0	0.0%	0
At least once a fortnight	10.7%	35	15.5%	16	9.6%	4	4.6%	0	0.0%	0	9.2%	11	7.5%	1	0.0%	0	10.7%	3
At least once a month	10.3%	34	6.2%	6	27.0%	10	17.9%	1	13.1%	2	9.1%	11	10.9%	2	0.0%	0	5.3%	2
At least every two months	5.7%	19	4.3%	4	14.2%	5	21.4%	1	7.4%	1	4.5%	5	5.9%	1	17.5%	0	0.0%	0
Less often	26.8%	88	15.0%	16	23.3%	9	33.4%	2	44.1%	6	25.0%	30	65.7%	10	82.5%	2	46.3%	13
Have only visited once	1.4%	5	0.0%	0	0.0%	0	4.6%	0	10.9%	2	2.3%	3	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.2%	7	1.2%	1	7.5%	3	4.6%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Mean:		1.29		2.06		0.63		0.28		0.78		1.01		0.34		0.10		1.54
Weighted base:		328		104		38		5		15		121		15		3		29
Sample:		281		96		48		16		21		62		21		5		12

Q37 What is the MAIN reason for visiting Bootle Town Centre?*Those who visit Bootle Town Centre at Q34*

No particular reason	4.7%	15	4.5%	5	7.3%	3	9.1%	0	20.6%	3	3.4%	4	2.5%	0	0.0%	0	0.0%	0
Choice and range of shops	39.4%	129	39.7%	41	39.1%	15	22.7%	1	35.0%	5	47.1%	57	23.4%	4	41.3%	1	19.7%	6
Choice of leisure facilities (restaurants, pubs etc)	1.4%	5	0.7%	1	4.7%	2	6.2%	0	3.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	8.9%	29	9.4%	10	7.1%	3	0.0%	0	2.2%	0	13.3%	16	2.5%	0	0.0%	0	0.0%	0
Close to home	4.6%	15	9.1%	9	2.8%	1	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	3.6%	1
Close to work	7.0%	23	9.6%	10	10.3%	4	6.2%	0	0.0%	0	3.8%	5	10.0%	2	0.0%	0	9.0%	3
Convenient 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
Easily accessible by public transport	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.3%	1	0.5%	1	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything undercover	2.2%	7	0.0%	0	0.0%	0	0.0%	0	3.0%	0	4.5%	5	2.5%	0	35.0%	1	0.0%	0
For a change of scenery	3.4%	11	2.7%	3	0.0%	0	0.0%	0	3.0%	0	5.7%	7	2.5%	0	23.7%	1	0.0%	0
Free 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
Livestock market	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New 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
Visit family / friends	9.4%	31	7.8%	8	0.0%	0	13.7%	1	22.2%	3	4.5%	5	30.0%	5	0.0%	0	30.4%	9
Visit specific store	4.6%	15	0.0%	0	14.2%	5	37.6%	2	4.4%	1	4.9%	6	8.4%	1	0.0%	0	0.0%	0
Visiting financial 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
Window shopping / browsing	9.1%	30	6.6%	7	11.0%	4	4.6%	0	4.4%	1	5.3%	6	5.0%	1	0.0%	0	37.3%	11
Other	1.6%	5	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices	1.1%	4	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	7	0.0%	0	2.4%	1	0.0%	0	0.0%	0	3.2%	4	13.2%	2	0.0%	0	0.0%	0
Weighted base:		328		104		38		5		15		121		15		3		29
Sample:		281		96		48		16		21		62		21		5		12

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Q38 Are there any measures that would encourage you to visit Bootle Town Centre more often?																		
<i>Those who visit Bootle Town Centre at Q34</i>																		
1st Mention																		
A post office	0.0%	0	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	4.6%	15	10.8%	11	7.0%	3	4.6%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.6%	5	0.0%	0	0.0%	0	0.0%	0	24.4%	4	1.5%	2	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
Discount foodstores within the town centre	0.5%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Improved non-food shops within the town centre	3.2%	10	4.1%	4	1.6%	1	9.1%	0	0.0%	0	3.8%	5	3.4%	1	0.0%	0	0.0%	0
Improved quality of shops	9.5%	31	8.1%	8	3.2%	1	0.0%	0	0.0%	0	17.8%	22	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.8%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Increased choice and range of shops	10.6%	35	12.0%	12	20.4%	8	4.6%	0	2.2%	0	10.3%	12	7.5%	1	23.7%	1	0.0%	0
Increased public transport	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	9.1%	30	7.5%	8	25.0%	10	0.0%	0	3.0%	0	9.1%	11	5.0%	1	17.5%	0	0.0%	0
Less pound / cheap shops	0.9%	3	1.9%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more safe / better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	1.3%	4	1.0%	1	2.4%	1	0.0%	0	11.7%	2	0.0%	0	0.0%	0	17.5%	0	0.0%	0
A TJ Hughes store	1.0%	3	1.5%	2	0.0%	0	6.2%	0	0.0%	0	0.0%	0	8.4%	1	0.0%	0	0.0%	0
More supermarkets	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other[+]	1.9%	6	1.2%	1	4.0%	2	0.0%	0	5.2%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing else)	53.6%	176	48.8%	51	31.7%	12	75.6%	4	44.6%	6	51.4%	62	75.7%	11	41.3%	1	100.0%	29
Weighted base:	328		104		38		5		15		121		15		3			29
Sample:	281		96		48		16		21		62		21		5			12
2nd Mention																		
A post office	0.0%	0	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	1.3%	4	0.0%	0	11.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper 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
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
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved 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
Improved non-food shops within the town centre	6.6%	22	1.7%	2	1.2%	0	0.0%	0	0.0%	0	15.6%	19	3.4%	1	0.0%	0	0.0%	0
Improved quality of shops	0.9%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.5%	0	0.0%	0	0.0%	0
Improved street cleaning	1.8%	6	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased choice and range of shops	5.2%	17	4.7%	5	12.6%	5	0.0%	0	0.0%	0	5.7%	7	0.0%	0	17.5%	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
Less empty shops	2.7%	9	8.4%	9	0.0%	0	4.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less pound / cheap 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
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
Make it more safe / better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.4%	1	0.0%	0	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A TJ Hughes 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
More supermarkets	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other[+]	0.8%	3	1.4%	1	2.4%	1	6.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing else)	80.1%	263	76.1%	79	72.8%	28	89.3%	4	91.3%	13	77.6%	94	94.1%	14	82.5%	2	100.0%	29
Weighted base:	328		104		38		5		15		121		15		3			29
Sample:	281		96		48		16		21		62		21		5			12

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B		Zone C		Zone F		Zone K		Zone L		Zone M		Zone O		Zone S	
3rd Mention																	
A post office	0.0%	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	0.0%	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 security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheaper parking	0.2%	1	0.7%	1	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%
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%
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%
Improved non-food shops within the town centre	4.4%	14	0.5%	1	0.0%	0	4.6%	0	0.0%	0	11.3%	14	0.0%	0	0.0%	0	0.0%
Improved quality of shops	2.0%	7	6.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Increased choice and range of shops	0.3%	1	1.0%	1	0.0%	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%
Less empty shops	0.7%	2	0.5%	1	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less pound / cheap 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%
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%
Make it more safe / better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More 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%
A TJ Hughes store	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%
More supermarkets	0.0%	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[+]	0.6%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
(Nothing / nothing else)	90.9%	299	90.9%	94	93.7%	36	95.5%	5	100.0%	15	85.3%	103	100.0%	15	100.0%	3	100.0%
Weighted base:		328		104		38		5		15		121		15		3	
Sample:		281		96		48		16		21		62		21		5	
Any mention																	
A post office	0.0%	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	5.9%	19	10.8%	11	18.0%	7	4.6%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Better security	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Cheaper parking	1.9%	6	0.7%	1	0.0%	0	0.0%	0	24.4%	4	1.5%	2	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%
Discount foodstores within the town centre	0.5%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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%
Improved non-food shops within the town centre	9.6%	32	5.8%	6	2.8%	1	13.7%	1	0.0%	0	19.4%	23	3.4%	1	0.0%	0	0.0%
Improved quality of shops	12.3%	40	15.4%	16	3.2%	1	0.0%	0	0.0%	0	19.0%	23	2.5%	0	0.0%	0	0.0%
Improved street cleaning	2.6%	9	5.6%	6	2.4%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%
Increased choice and range of shops	16.1%	53	17.7%	18	33.0%	13	4.6%	0	2.2%	0	16.0%	19	7.5%	1	41.3%	1	0.0%
Increased public transport	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less empty shops	12.5%	41	16.4%	17	29.6%	11	4.6%	0	3.0%	0	9.1%	11	5.0%	1	17.5%	0	0.0%
Less pound / cheap shops	0.9%	3	1.9%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Make it more safe / better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More parking	1.3%	4	1.0%	1	2.4%	1	0.0%	0	11.7%	2	0.0%	0	0.0%	0	17.5%	0	0.0%
A TJ Hughes store	1.8%	6	1.5%	2	0.0%	0	6.2%	0	0.0%	0	2.3%	3	8.4%	1	0.0%	0	0.0%
More supermarkets	0.8%	3	1.0%	1	0.0%	0	0.0%	0	2.2%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Weighted base:		328		104		38		5		15		121		15		3	
Sample:		281		96		48		16		21		62		21		5	

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Q39 Why don't you visit Bootle Town Centre? [MR]																		
<i>Those who don't visit Bootle Town Centre at Q34</i>																		
Choice and range of shops	6.6%	45	13.3%	7	9.1%	5	1.0%	0	2.8%	2	14.9%	21	6.2%	4	1.8%	2	1.8%	3
Choice of leisure facilities (cinema, gym, pubs etc)	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
Choice of services (hairdressers, banks etc)	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
Don't like the area / people	7.0%	48	16.5%	9	13.5%	8	1.5%	1	5.8%	4	12.0%	17	6.0%	4	1.0%	1	3.1%	5
Environmental quality of centre	2.4%	16	5.0%	3	11.9%	7	0.5%	0	0.5%	0	1.3%	2	4.5%	3	0.7%	1	0.5%	1
Expensive car parking	1.5%	10	0.0%	0	1.1%	1	0.7%	0	1.0%	1	5.1%	7	1.8%	1	0.0%	0	0.0%	0
Inconvenient	4.0%	27	0.0%	0	4.1%	2	3.8%	2	6.2%	4	6.2%	9	5.5%	4	4.0%	4	2.0%	3
Inconveniently located car parking	1.2%	8	1.3%	1	2.9%	2	0.7%	0	2.0%	1	1.0%	1	2.0%	1	1.9%	2	0.0%	0
Not accessible by public transport	1.7%	12	3.2%	2	0.0%	0	1.0%	0	4.5%	3	1.9%	3	4.6%	3	1.0%	1	0.0%	0
Not familiar with the area	1.2%	8	1.3%	1	0.0%	0	1.7%	1	2.2%	1	0.0%	0	2.4%	2	3.3%	3	0.5%	1
Nothing there	7.1%	48	13.1%	7	5.2%	3	11.6%	5	1.9%	1	5.0%	7	4.2%	3	4.5%	4	11.4%	18
Prefer other areas	9.8%	66	16.3%	9	18.4%	11	11.8%	5	4.6%	3	4.2%	6	7.2%	5	3.3%	3	15.8%	24
Too far away from home or work	23.0%	156	0.0%	0	15.2%	9	14.7%	6	36.2%	23	16.9%	24	16.4%	11	29.8%	28	35.4%	55
Too busy / crowded	0.7%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.3%	2	0.6%	0	0.7%	1	1.0%	2
Traffic congestion	0.2%	1	0.0%	0	0.0%	0	0.5%	0	0.5%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Other	0.7%	5	1.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.7%	0	1.9%	1	1.9%	3
Disabled / have health problems	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.5%	0	0.0%	0
No particular reason	38.6%	262	32.8%	18	33.9%	20	59.1%	26	38.4%	25	34.8%	49	43.5%	28	48.9%	46	31.7%	49
Weighted base:		679		56		59		44		65		141		65		95		155
Sample:		725		32		78		108		103		66		105		120		113

Q40 Do you ever visit Southport Town Centre?

Yes	58.7%	591	47.1%	75	56.3%	55	83.9%	41	30.3%	24	30.8%	81	79.1%	63	77.1%	75	96.8%	178
No	41.3%	416	52.9%	84	43.7%	42	16.1%	8	69.7%	55	69.2%	181	20.9%	17	22.9%	22	3.2%	6
Weighted base:		1007		159		97		49		79		261		80		98		183
Sample:		1006		128		126		124		124		128		126		125		125

Q41 How do you usually travel to Southport Town Centre (main part of journey)?

<i>Those who visit Southport Town Centre at Q40</i>																		
Car / van (as driver)	52.8%	312	40.6%	31	47.0%	26	51.9%	21	43.7%	10	37.4%	30	61.8%	39	76.7%	58	54.9%	97
Car / van (as passenger)	9.1%	54	24.3%	18	9.6%	5	5.5%	2	15.8%	4	8.5%	7	7.2%	5	11.3%	8	2.3%	4
Bus, minibus or coach	7.8%	46	3.1%	2	4.2%	2	3.9%	2	3.2%	1	1.7%	1	12.5%	8	10.1%	8	12.5%	22
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	33
Taxi	0.6%	3	1.0%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	2
Train	23.1%	137	31.0%	23	39.3%	21	36.3%	15	33.3%	8	52.5%	42	18.6%	12	0.8%	1	8.1%	14
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Mobility scooter / disability vehicle	0.0%	0	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	0.1%	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
(Don't know / varies)	1.0%	6	0.0%	0	0.0%	0	1.1%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Weighted base:		591		75		55		41		24		81		63		75		178
Sample:		652		62		75		109		48		44		92		101		121

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Mean score [Visits per month]																		
Q42 How often do you visit Southport Town Centre?																		
<i>Those who visit Southport Town Centre at Q40</i>																		
Daily	4.4%	26	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.0%	1	0.8%	1	13.2%	23
At least two times a week	6.9%	41	1.0%	1	0.8%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	5	18.8%	33
At least once a week	15.7%	93	5.9%	4	9.0%	5	18.0%	7	4.3%	1	1.7%	1	8.4%	5	22.3%	17	28.9%	51
At least once a fortnight	14.3%	85	20.7%	16	10.5%	6	26.1%	11	0.0%	0	4.0%	3	4.0%	3	25.8%	19	15.4%	27
At least once a month	12.9%	76	15.6%	12	17.5%	10	23.0%	9	22.2%	5	8.2%	7	13.7%	9	11.3%	9	9.4%	17
At least every two months	11.4%	67	14.9%	11	22.0%	12	8.8%	4	8.6%	2	8.5%	7	23.4%	15	9.7%	7	5.5%	10
Less often	30.9%	183	32.8%	25	36.6%	20	14.7%	6	61.8%	15	74.2%	60	45.7%	29	20.4%	15	7.4%	13
Have only visited once	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.3%	20	9.2%	7	2.0%	1	3.4%	1	3.2%	1	3.4%	3	2.9%	2	3.2%	2	1.4%	2
Mean:	0.86	0.31	0.28	0.69	0.19	0.15	0.37	0.69	1.92									
Weighted base:	591	75	55	41	24	81	63	75	178									
Sample:	652	62	75	109	48	44	92	101	121									
Q43 What is the MAIN reason for visiting Southport Town Centre?																		
<i>Those who visit Southport Town Centre at Q40</i>																		
No particular reason	2.6%	16	1.0%	1	4.1%	2	5.4%	2	9.0%	2	0.0%	0	3.2%	2	6.5%	5	0.8%	1
Choice and range of shops	29.9%	177	21.0%	16	36.5%	20	29.0%	12	19.9%	5	29.7%	24	33.1%	21	28.8%	22	32.5%	58
Choice of leisure facilities (restaurants, pubs etc)	7.0%	41	11.1%	8	1.7%	1	18.6%	8	5.0%	1	2.3%	2	3.2%	2	7.9%	6	7.5%	13
Choice of services (hairdressers, banks etc)	2.2%	13	0.7%	1	1.7%	1	0.7%	0	0.0%	0	2.3%	2	2.4%	1	1.4%	1	3.8%	7
Close to home	7.3%	43	0.0%	0	0.0%	0	8.4%	3	0.0%	0	0.0%	0	0.6%	0	9.1%	7	18.2%	32
Close to work	3.5%	21	3.7%	3	2.0%	1	0.7%	0	0.0%	0	2.3%	2	2.0%	1	1.6%	1	6.9%	12
Convenient car parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Easily accessible by public transport	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Environmental quality of centre	2.4%	14	1.4%	1	3.9%	2	2.9%	1	16.1%	4	3.4%	3	3.0%	2	1.8%	1	0.0%	0
Everything undercover	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.2%	1	0.0%	0
Familiar with town	0.9%	5	0.0%	0	2.5%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.6%	1
For a change of scenery	5.9%	35	14.3%	11	13.4%	7	2.3%	1	0.0%	0	1.7%	1	5.6%	4	4.2%	3	4.3%	8
For a day out	16.2%	96	31.2%	23	8.7%	5	8.6%	4	37.9%	9	32.4%	26	18.8%	12	15.5%	12	3.1%	6
Free 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
Livestock 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
New supermarket	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Visit family / friends	7.6%	45	10.6%	8	13.0%	7	3.9%	2	6.7%	2	6.8%	5	3.2%	2	2.0%	2	10.1%	18
Visit specific store	0.8%	5	0.0%	0	1.1%	1	1.8%	1	0.0%	0	0.0%	0	0.6%	0	4.2%	3	0.0%	0
Visiting financial 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
Window shopping / browsing	10.1%	60	5.0%	4	8.3%	5	7.7%	3	1.3%	0	15.8%	13	22.7%	14	8.8%	7	8.0%	14
Other	0.4%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Compact shopping area	0.5%	3	0.0%	0	0.8%	0	1.6%	1	4.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
(Don't know / varies)	1.5%	9	0.0%	0	2.4%	1	2.3%	1	0.0%	0	1.7%	1	1.7%	1	0.6%	0	2.1%	4
Weighted base:	591	75	55	41	24	81	63	75	178									
Sample:	652	62	75	109	48	44	92	101	121									

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Q44 Are there any measures that would encourage you to visit Southport Town Centre more often?																		
<i>Those who visit Southport Town Centre at Q40</i>																		
1st Mention																		
Better environment	2.0%	12	0.0%	0	2.0%	1	4.5%	2	1.3%	0	5.1%	4	1.8%	1	4.1%	3	0.0%	0
Better security	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Bring back the park and ride	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Cheaper parking	4.9%	29	0.0%	0	2.3%	1	3.1%	1	1.3%	0	0.0%	0	1.8%	1	4.3%	3	12.4%	22
Cheaper public transport	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve Lord street	1.9%	11	0.0%	0	0.0%	0	3.9%	2	5.3%	1	1.7%	1	0.6%	0	2.9%	2	2.6%	5
Improved leisure facilities	0.9%	6	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	1.7%	3
Improved non-food shops within the town centre	1.3%	8	0.0%	0	1.1%	1	8.1%	3	2.7%	1	0.0%	0	1.4%	1	0.8%	1	0.9%	2
Improved quality of shops	3.1%	18	0.0%	0	2.8%	2	9.0%	4	0.0%	0	0.0%	0	8.6%	5	0.0%	0	4.3%	8
Improved street cleaning	0.9%	5	0.0%	0	3.2%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	2
Increased choice and range of shops	7.0%	41	4.5%	3	8.5%	5	3.1%	1	0.0%	0	8.4%	7	4.4%	3	13.5%	10	6.9%	12
Increased public transport	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	4.3%	3	2.4%	2	0.4%	1
Less empty shops	6.7%	40	3.8%	3	4.5%	2	15.0%	6	6.3%	2	1.7%	1	8.0%	5	7.0%	5	8.6%	15
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
More / better parking spaces	2.8%	17	4.2%	3	2.5%	1	0.5%	0	5.4%	1	0.0%	0	2.0%	1	2.0%	2	4.4%	8
More compact shopping area	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	2.2%	13	0.0%	0	0.0%	0	2.3%	1	0.0%	0	6.7%	5	1.8%	1	4.4%	3	1.2%	2
More public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove the pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Business rents lowered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	1.0%	6	0.0%	0	1.5%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5
Less cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.9%	5	1.0%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	0	1.7%	3
More / better places to eat / drink	0.8%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	6.0%	4	0.0%	0	0.0%	0
Other[+]	2.6%	15	0.0%	0	7.3%	4	3.7%	2	2.7%	1	0.0%	0	0.6%	0	7.0%	5	2.0%	4
(Nothing / nothing else)	58.3%	345	86.6%	65	61.7%	34	43.6%	18	72.2%	17	73.1%	59	50.2%	32	43.8%	33	49.1%	87
Weighted base:		591		75		55		41		24		81		63		75		178
Sample:		652		62		75		109		48		44		92		101		121

Weighted:

September 2015

	Total	Zone B		Zone C		Zone F		Zone K		Zone L		Zone M		Zone O		Zone S		
2nd Mention																		
Better environment	0.5%	3	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bring back the park and ride	0.0%	0	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 parking	2.7%	16	2.8%	2	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	6.3%	11
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
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
Improve Lord street	1.2%	7	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	3.4%	6
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
Improved non-food shops within the town centre	1.7%	10	0.0%	0	0.0%	0	7.5%	3	0.0%	0	3.4%	3	1.2%	1	0.8%	1	1.7%	3
Improved quality of shops	2.0%	12	0.0%	0	0.0%	0	5.6%	2	0.0%	0	1.7%	1	2.6%	2	2.3%	2	2.7%	5
Improved street cleaning	1.1%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.7%	1	0.0%	0	1.2%	1	2.1%	4
Increased choice and range of shops	2.4%	14	1.0%	1	0.0%	0	4.3%	2	1.8%	0	0.0%	0	0.8%	1	2.7%	2	5.0%	9
Increased public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0
Less empty shops	2.6%	15	0.0%	0	4.3%	2	2.9%	1	0.0%	0	0.0%	0	3.0%	2	3.0%	2	4.2%	7
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
More / better parking spaces	1.2%	7	0.0%	0	0.0%	0	1.3%	1	2.7%	1	0.0%	0	0.0%	0	1.2%	1	2.9%	5
More compact shopping area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
More parking	1.2%	7	0.0%	0	0.0%	0	0.7%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.9%	2
More public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove the pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Business rents lowered	0.2%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Free parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	1
Less cafes	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.7%	3
Less charity shops	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4
More / better places to eat / drink	1.1%	7	1.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.6%	1
Other[+] (Nothing / nothing else)	0.8% 79.6%	5 471	0.0% 94.8%	0 71	0.0% 94.6%	0 52	2.0% 66.3%	1 27	4.0% 90.1%	1 22	0.0% 86.5%	0 70	0.0% 83.2%	0 53	1.4% 82.6%	1 62	1.0% 64.4%	2 114
Weighted base:		591		75		55		41		24		81		63		75		178
Sample:		652		62		75		109		48		44		92		101		121
3rd Mention																		
Better environment	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bring back the park and ride	0.0%	0	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 parking	1.1%	6	0.0%	0	0.0%	0	0.7%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.4%	1
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
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
Improve Lord street	0.1%	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
Improved leisure facilities	0.1%	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
Improved non-food shops within the town centre	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
Improved quality of shops	1.2%	7	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.8%	1	0.8%	1	2.2%	4
Improved street cleaning	0.6%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Increased choice and range of shops	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	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
Less empty shops	1.7%	10	2.8%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	0	3.9%	7
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
More / better parking spaces	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More compact shopping 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
More parking	0.2%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
More public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove the pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Business rents lowered	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Free parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Less cafes	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Less charity shops	0.3%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.4%	1
More / better places to eat / drink	0.0%	0	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[+] (Nothing / nothing else)	1.2% 92.2%	7 545	0.0% 96.3%	0 72	0.0% 98.3%	0 54	5.4% 84.2%	2 35	0.0% 100.0%	0 24	0.0% 93.3%	0 75	0.6% 96.8%	0 61	0.6% 95.1%	0 72	2.3% 86.0%	4 153
Weighted base:		591		75		55		41		24		81		63		75		178
Sample:		652		62		75		109		48		44		92		101		121

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Any mention																		
Better environment	2.6%	15	0.0%	0	2.0%	1	7.7%	3	1.3%	0	5.1%	4	3.2%	2	5.3%	4	0.4%	1
Better security	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Bring back the park and ride	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Cheaper parking	8.7%	52	2.8%	2	3.4%	2	6.3%	3	1.3%	0	6.7%	5	1.8%	1	5.7%	4	19.1%	34
Cheaper public transport	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve Lord street	3.1%	19	0.0%	0	0.0%	0	5.7%	2	5.3%	1	1.7%	1	1.2%	1	2.9%	2	6.0%	11
Improved leisure facilities	1.0%	6	0.0%	0	1.5%	1	1.1%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	1.7%	3
Improved non-food shops within the town centre	3.1%	18	0.0%	0	1.1%	1	16.1%	7	2.7%	1	3.4%	3	2.6%	2	1.6%	1	2.6%	5
Improved quality of shops	6.3%	37	1.0%	1	2.8%	2	16.5%	7	0.0%	0	1.7%	1	13.0%	8	3.1%	2	9.1%	16
Improved street cleaning	2.5%	15	0.0%	0	3.2%	2	2.3%	1	1.3%	0	1.7%	1	0.0%	0	2.4%	2	4.8%	9
Increased choice and range of shops	9.6%	57	5.5%	4	8.5%	5	9.1%	4	1.8%	0	8.4%	7	5.3%	3	17.0%	13	11.9%	21
Increased public transport	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	4.9%	3	3.0%	2	0.4%	1
Less empty shops	11.0%	65	6.6%	5	8.8%	5	18.4%	8	6.3%	2	1.7%	1	11.2%	7	10.6%	8	16.6%	30
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
More / better parking spaces	4.2%	25	4.2%	3	4.2%	2	1.8%	1	8.1%	2	0.0%	0	2.0%	1	3.2%	2	7.3%	13
More compact shopping area	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
More parking	3.6%	21	0.0%	0	0.0%	0	4.1%	2	0.0%	0	13.3%	11	1.8%	1	4.4%	3	2.5%	4
More public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove the pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Business rents lowered	0.3%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.4%	1
Free parking	1.5%	9	0.0%	0	1.5%	1	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	4.0%	7
Less cafes	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.4%	6
Less charity shops	1.9%	11	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.2%	1	1.8%	1	4.3%	8
More / better places to eat / drink	1.3%	7	1.4%	1	0.0%	0	2.1%	1	2.7%	1	0.0%	0	6.0%	4	0.0%	0	0.6%	1
Weighted base:	591	75	55	41	24	81	63	75	178									
Sample:	652	62	75	109	48	44	92	101	121									

Q45 Why don't you visit Southport Town Centre? [MR]*Those who don't visit Southport Town Centre at Q40*

Choice and range of shops	5.4%	22	1.5%	1	6.5%	3	3.8%	0	7.6%	4	2.3%	4	16.0%	3	13.8%	3	69.2%	4
Choice of leisure facilities (cinema, gym, pubs etc)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	1.4%	6	0.9%	1	2.5%	1	0.0%	0	0.0%	0	0.8%	1	9.9%	2	4.8%	1	0.0%	0
Expensive car parking	1.5%	6	0.0%	0	1.5%	1	2.8%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	0.8%	3	0.0%	0	1.1%	0	0.0%	0	1.8%	1	0.8%	1	0.0%	0	2.8%	1	0.0%	0
Not accessible by public transport	0.5%	2	0.6%	1	1.1%	0	0.0%	0	0.6%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Too far away from home or work	39.5%	164	35.8%	30	51.1%	22	5.6%	0	52.9%	29	42.8%	77	23.7%	4	6.1%	1	0.0%	0
Other	3.1%	13	6.1%	5	7.1%	3	0.0%	0	0.0%	0	0.0%	0	19.8%	3	2.0%	0	13.1%	1
Not familiar with the area	0.4%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled / have health problems	1.0%	4	0.0%	0	0.0%	0	2.8%	0	0.6%	0	1.5%	3	0.0%	0	4.1%	1	0.0%	0
Inconvenient	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing there	0.9%	4	0.9%	1	0.0%	0	0.0%	0	0.6%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Prefer other areas	5.0%	21	15.7%	13	9.0%	4	21.9%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Too old-fashioned	3.7%	15	0.9%	1	0.0%	0	0.0%	0	0.8%	0	7.6%	14	3.1%	1	0.0%	0	0.0%	0
No particular reason (Don't know)	36.6%	152	38.4%	32	23.1%	10	63.2%	5	33.9%	19	35.3%	64	39.5%	7	66.4%	15	17.8%	1
Weighted base:	416	84	42	8	55	181	17	22	6									
Sample:	354	66	51	15	76	84	34	24	4									

Weighted:

September 2015

	Total	Zone B		Zone C		Zone F		Zone K		Zone L		Zone M		Zone O		Zone S		
Q46 Do people in your household, including yourself, make use of home internet shopping, mobile internet shopping or TV shopping? [MR]																		
Yes, Internet (home)	55.9%	563	53.2%	85	60.9%	59	69.2%	34	54.8%	43	48.4%	127	56.3%	45	67.5%	66	57.1%	105
Yes, Portable internet shopping (through mobile phone/tablet)	28.4%	286	31.7%	51	36.0%	35	34.3%	17	18.7%	15	25.8%	67	31.4%	25	18.9%	18	31.3%	57
Yes, TV Shopping	2.9%	30	1.3%	2	2.4%	2	4.6%	2	4.9%	4	2.1%	5	1.4%	1	4.3%	4	4.5%	8
No	35.9%	361	33.7%	54	28.5%	28	23.2%	11	43.2%	34	47.1%	123	33.1%	26	29.1%	28	30.6%	56
Weighted base:		1007		159		97		49		79		261		80		98		183
Sample:		1006		128		126		124		124		128		126		125		125

Q47 Which goods or services does your household currently purchase via electronic (home / mobile / TV) shopping? [MR]*Those who make use of home internet shopping, mobile internet shopping or TV shopping at Q46*

Food	12.3%	79	11.6%	12	10.7%	7	7.4%	3	10.6%	5	16.9%	23	8.0%	4	14.9%	10	11.0%	14
Clothes	53.7%	346	53.6%	57	56.1%	39	57.7%	22	61.1%	27	61.4%	85	54.4%	29	43.4%	30	45.4%	58
Banking / finance	2.1%	13	1.4%	1	0.0%	0	0.0%	0	1.0%	0	3.2%	4	0.0%	0	5.9%	4	2.4%	3
Books	40.9%	264	36.5%	39	39.0%	27	35.4%	13	47.5%	21	36.5%	50	44.8%	24	41.9%	29	47.7%	61
CDs, DVDs, music	33.2%	214	43.6%	46	31.2%	22	28.7%	11	43.2%	19	31.9%	44	34.3%	18	41.0%	28	20.1%	26
DIY goods	4.1%	26	3.0%	3	9.4%	6	2.0%	1	1.0%	0	4.9%	7	2.6%	1	7.9%	5	1.4%	2
Furniture / carpets	2.8%	18	1.7%	2	3.9%	3	2.4%	1	6.8%	3	0.0%	0	4.4%	2	8.7%	6	0.8%	1
Garden items	2.3%	15	0.0%	0	0.0%	0	0.8%	0	1.7%	1	4.1%	6	3.8%	2	7.7%	5	0.8%	1
Holiday and / or travel tickets	4.6%	29	1.2%	1	5.5%	4	4.6%	2	2.4%	1	8.0%	11	7.0%	4	6.3%	4	1.8%	2
Jewellery	4.9%	32	4.0%	4	3.5%	2	9.0%	3	2.7%	1	9.9%	14	0.7%	0	4.8%	3	2.4%	3
Major electrical items	18.7%	121	15.4%	16	9.5%	7	24.0%	9	28.9%	13	15.8%	22	23.8%	13	35.3%	24	13.2%	17
Small electrical items	28.2%	182	25.8%	27	27.3%	19	21.4%	8	24.4%	11	24.3%	34	29.0%	15	40.0%	28	31.4%	40
Small household goods	11.0%	71	7.9%	8	12.4%	9	4.7%	2	6.3%	3	11.1%	15	15.5%	8	16.7%	12	11.2%	14
Sports goods	3.9%	25	3.3%	3	3.3%	2	0.8%	0	8.2%	4	2.7%	4	2.8%	2	8.6%	6	3.6%	5
Toys	13.7%	88	16.6%	18	14.8%	10	15.8%	6	13.4%	6	13.0%	18	6.6%	4	25.7%	18	7.3%	9
Other	13.2%	85	8.9%	9	17.1%	12	24.6%	9	15.5%	7	18.9%	26	5.9%	3	10.6%	7	8.7%	11
(Don't know / varies)	3.5%	23	0.5%	1	6.6%	5	5.4%	2	3.8%	2	2.3%	3	3.4%	2	0.0%	0	6.8%	9
Weighted base:		646		106		69		38		45		138		53		69		127
Sample:		560		66		82		79		56		48		66		82		81

Q48 For your household's last non-food electronic (home / mobile / TV) shopping order, how did you receive your goods?*Those who make use of home internet shopping, mobile internet shopping or TV shopping at Q46*

Collection at store	10.0%	65	7.7%	8	18.1%	13	5.1%	2	4.1%	2	18.0%	25	4.3%	2	8.4%	6	5.8%	7
Home delivery	86.3%	557	90.1%	95	79.4%	55	80.1%	30	86.3%	39	80.0%	111	89.7%	48	87.9%	61	93.1%	118
Delivery to place of work	1.1%	7	0.7%	1	0.0%	0	2.3%	1	7.2%	3	0.0%	0	1.9%	1	1.8%	1	0.0%	0
Collection at click and collect hub (non-store location)	0.9%	6	0.0%	0	0.0%	0	7.8%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0
Collection at other location (PLEASE WRITE IN)	0.6%	4	1.5%	2	0.0%	0	1.2%	0	1.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	7	0.0%	0	2.5%	2	3.5%	1	1.4%	1	0.0%	0	1.3%	1	2.0%	1	1.1%	1
Weighted base:		646		106		69		38		45		138		53		69		127
Sample:		560		66		82		79		56		48		66		82		81

Q48A What do you like about shopping online as opposed to actually going to a store or centre?*Those who make use of home internet shopping, mobile internet shopping or TV shopping at Q46*

24 / 7 opening	9.1%	59	10.4%	11	6.9%	5	10.5%	4	23.4%	11	9.3%	13	4.5%	2	4.2%	3	8.2%	10
Better choice	11.0%	71	11.2%	12	11.3%	8	16.4%	6	5.8%	3	6.9%	10	9.2%	5	10.7%	7	16.4%	21
Better prices	11.7%	75	7.1%	8	7.7%	5	11.5%	4	6.9%	3	11.2%	16	8.7%	5	15.4%	11	19.0%	24
Easy to compare prices / reviews	9.3%	60	9.1%	10	17.4%	12	2.3%	1	6.6%	3	9.9%	14	19.0%	10	2.0%	1	7.3%	9
Less time consuming	25.7%	166	24.5%	26	30.4%	21	26.9%	10	25.4%	11	18.2%	25	23.6%	13	33.2%	23	29.1%	37
No crowds or queues	5.1%	33	6.7%	7	5.4%	4	3.7%	1	2.4%	1	8.7%	12	7.1%	4	0.0%	0	3.2%	4
Other	21.7%	140	27.4%	29	10.4%	7	24.8%	9	20.6%	9	28.4%	39	25.9%	14	30.5%	21	8.7%	11
(Don't know / no particular reason)	6.3%	41	3.7%	4	10.4%	7	3.7%	1	8.8%	4	7.5%	10	2.1%	1	4.0%	3	8.1%	10
Weighted base:		646		106		69		38		45		138		53		69		127
Sample:		560		66		82		79		56		48		66		82		81

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Q49 Which of these leisure activities do you participate in? [MR/PR]																		
Health & fitness	23.0%	231	25.3%	40	27.9%	27	26.8%	13	24.6%	19	18.3%	48	25.6%	20	19.2%	19	24.1%	44
Leisure centre activities	13.8%	139	9.0%	14	19.0%	18	19.4%	9	27.2%	22	11.2%	29	19.2%	15	14.4%	14	8.7%	16
Cinema	45.7%	460	54.2%	86	50.1%	49	53.0%	26	51.7%	41	29.5%	77	45.8%	37	44.8%	44	55.0%	101
Restaurant	74.4%	750	85.1%	136	68.3%	66	86.9%	43	67.9%	54	62.9%	164	71.7%	57	81.5%	80	81.9%	150
Pub / bars	56.4%	568	61.9%	99	56.5%	55	60.6%	30	53.1%	42	51.2%	134	63.3%	51	58.4%	57	55.6%	102
Nightclub	7.1%	72	6.8%	11	7.2%	7	0.0%	0	12.8%	10	5.2%	14	16.1%	13	1.8%	2	8.3%	15
Social club	7.4%	75	12.6%	20	4.7%	5	1.7%	1	13.6%	11	7.2%	19	7.8%	6	5.0%	5	4.7%	9
Ten pin bowling	9.7%	98	1.6%	3	17.7%	17	11.2%	5	6.3%	5	7.8%	20	7.0%	6	7.8%	8	18.4%	34
Bingo	7.6%	77	10.6%	17	9.0%	9	1.3%	1	6.2%	5	10.8%	28	3.3%	3	4.7%	5	5.5%	10
Theatre / concert hall	47.2%	476	50.7%	81	54.6%	53	54.7%	27	37.2%	29	39.2%	103	61.9%	49	55.0%	54	43.6%	80
Museum / art galleries	40.9%	412	39.2%	63	41.0%	40	47.3%	23	26.8%	21	44.5%	116	53.7%	43	43.5%	42	34.7%	64
(None of these)	10.7%	108	5.4%	9	9.2%	9	3.3%	2	11.1%	9	20.0%	52	7.8%	6	11.1%	11	5.9%	11
Weighted base:		1007		159		97		49		79		261		80		98		183
Sample:		1006		128		126		124		124		128		126		125		125

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Q50 Which centre / facility did you last visit for indoor sports or health and fitness activity?									
<i>Those who said 'Health & fitness' or 'Leisure centre activities' at Q49</i>									
Active Soccer Sports Centres, Sefton Lane , Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ainsdale Health & Fitness Ltd, 658a, Liverpool Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ben Dunne Gyms, Edge Lane, Fairfield, Liverpool	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Bendunne Gym, Dunnings Bridge Road, Bootle	2.0%	6	1.6%	1	14.7%	5	0.0%	0	0.0%
Body Pulse Ltd , 140 Station Road, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bootle Leisure Centre, Washington Parade, North Park, Bootle	2.8%	8	18.0%	8	0.0%	0	0.0%	0	0.0%
Crosby Lakeside Adventure Centre, Cambridge Rd, Waterloo, Liverpool	0.5%	2	0.0%	0	4.9%	2	0.0%	0	0.0%
Crosby Leisure Centre, Mariners Road, Crosby	2.9%	8	0.0%	0	25.9%	8	2.3%	0	0.0%
Deyes Lane Swimming Pool, Deyes Lane, Maghull, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunes, Esplanade , Southport	2.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
DW Sports Fitness, Ocean Plaza, Marine Parade, Southport	4.2%	12	0.0%	0	5.8%	2	0.0%	0	0.0%
Edge Hill Sports, Edge Hill University, St Helens Road, Ormskirk	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Elaine Norris Spors & Leisure Centre, 241 Vauxhall Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ellergreen Leisure Centre, Ellergreen Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Enjoy Wellness Centre, Unit 21, Langley Place, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fitness World Gym & Boxing, Unit 11, Malthouse Business Centre, 48, Southport Road, Ormskirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Formby Pool, Elbow Lane, Formby	5.5%	16	0.0%	0	0.0%	0	45.0%	9	0.0%
Fulwood Leisure Centre, Black Bull Lane, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Future Fitness, Longmoor Lane, Liverpool	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Gym 21 Ltd, Lundie Hall, Beech Street, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gymophobics Preston Ltd, 44 Liverpool Road, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gymophobics, 102 Liverpool Road South, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gymophobics, 138 Bispham Road, Southport	0.6%	2	0.0%	0	0.0%	0	1.1%	0	0.0%
Hearts Health Club, 5 - 11 Little Crosby Road, Great Crosby	1.5%	4	0.0%	0	12.7%	4	0.0%	0	0.0%
Kirkby Leisure Centre, Cherryfield Drive, Kirkby	4.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
Litherland Sports Park, Boundary Park, Bootle	1.6%	5	2.4%	1	5.8%	2	0.0%	0	0.0%
Meadows Leisure Centre, Hall Lane, Maghull	7.2%	21	6.0%	3	0.0%	0	0.0%	0	0.0%
Muscle Alley Gym Ltd, Cuerdon Mill, Ward	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Street, Preston																		
Netherton Activity Centre, Glover's Ln Netherton , Liverpool	0.4%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health, 1 Riverside Drive, 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
Old Skool Gym, Ashurst Road, 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
Peter Lloyd Leisure Centre, Bankfield Road, Liverpool	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0	0.0%	0	0.0%	0
Pure Gym, 40 Ranelagh Street, 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
Pure Gym, Aintree, Grand National Avenue, Ormskirk Road, Aintree	1.5%	4	1.6%	1	0.0%	0	0.0%	0	4.6%	1	3.2%	2	1.3%	0	0.0%	0	0.0%	0
Pure Gym, Unit 2 & 3, North 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
Real Gym Preston, 15 - 29 Ormskirk 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
Rocky's Gym, 47 Argyle Street, Birkenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smooth Gym Ltd , 4 South Westby 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
St Augustine's Centre, Town Hall, Lancaster Rd, 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
Studio 61, Woodlands 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
The Gym, One Park West - Liverpool One, 39, Strand Street, 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
The Park Pool, Park Road, Ormskirk	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	17.3%	5	0.0%	0
Ultraflex Gym, Unit 2, Shelley 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
Victoria Leisure, The Promenade, Southport	6.0%	17	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	31.2%	16
Virgin Active, Capitol Centre, 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
Walton Sports Centre, Walton Hall Avenue, 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
West View Leisure Centre, West View, 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
World Class Gym, 7 Coronation Building, Wallasey Road, Wallasey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
World Class Gym, 8A Wallasey Road, Wallasey	0.0%	0	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	46.2%	133	59.1%	26	25.9%	8	48.9%	9	33.7%	9	83.3%	48	20.6%	6	42.5%	11	28.5%	15
(Don't know / can't remember)	4.0%	12	8.8%	4	4.4%	1	1.5%	0	14.1%	4	0.0%	0	3.6%	1	4.0%	1	0.0%	0
Weighted base:	288		44		31		19		27		58		29		27		53	
Sample:	237		31		25		41		26		16		32		33		33	

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Q51 Which centre / facility did you last visit to go the cinema?									
<i>Those who said 'Cinema' at Q49</i>									
Cineworld Cinemas, Chalon Way West, St. Helens	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Cineworld Cinemas, Montrose Lane, Edge Lane Retail Park, Liverpool	1.4%	7	0.0%	0	0.0%	0	3.3%	1	0.8%
Light Cinemas, Marine Point, Marine Promenade, Wallasey, Wallasey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Odeon Cinema, Port Way, Ashton On Ribble, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Odeon Cinema, Switch Island Leisure Park, Dunning Bridge Road, Bootle	31.7%	146	61.9%	53	10.9%	5	0.0%	0	29.9%
Odeon Cinema, Wirral Lesire Park, Welton Road, Bromborough, Wirral	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Odeon Liverpool One, 14 Paradise Street, Liverpool	11.1%	51	13.8%	12	14.7%	7	15.8%	4	31.6%
Palace Cinema, Market Place, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Picturehouse, within FACT, 88, Wood Street, Liverpool	2.9%	13	0.0%	0	4.4%	2	0.8%	0	0.8%
Plaza Community Cinema, 13 Crosby Road North, Waterloo, Liverpool	9.8%	45	13.1%	11	49.1%	24	7.0%	2	0.0%
Route 66, Waterloo Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Showcase Cinemas, East Lancashire Road, Norris Green, Liverpool	4.2%	19	1.5%	1	1.3%	1	0.0%	0	29.2%
Vue Cinemas, Europa Boulevard, Conway Park, Birkenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vue Cinemas, Ocean Plaza, Marine Parade, Southport	31.8%	146	0.0%	0	14.2%	7	60.0%	16	3.9%
Vue Cinemas, The Capitol Centre, London Way, Walton Le Dale, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Western Cinema Services, The Plaza, 100 Old Street, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	2.6%	12	2.4%	2	4.1%	2	1.7%	0	1.1%
(Don't know / can't remember)	3.0%	14	7.4%	6	1.3%	1	11.3%	3	2.9%
Weighted base:	460	86	49	26	41	77	37	44	101
Sample:	370	43	52	53	42	26	43	51	60

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Q52 Which centre / facility did you last visit to go to a restaurant?									
<i>Those who said 'Restaurant' at Q49</i>									
Aintree Road, Bootle	0.8%	6	0.5%	1	0.0%	0	0.0%	0	0.0%
Altway, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashley Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bispham Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bridge Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brownmoor Lane, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Church Road, Bootle	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%
Church Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
College Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dale Acre Drive, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Deyes Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dover Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duke Street, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunningbridge Road, Bootle	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%
Eastbourne Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Endbutt Lane, Brighton-le-Sands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%
Forest Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harington Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawthorne Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hesketh Drive, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkstone Road North, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knowsley Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Linacre Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Linacre Road, Bootle	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%
Litherland Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road North, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road South, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marsh Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moorhey Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moss Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Orrell Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Park Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pendle View, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston New Road , Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redgate, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Roe Lane, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rufford Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandon Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Street, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanley Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Station Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stuart Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Crescent, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Crescent, Thornton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upper Aughton Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ainsdale Local Centre	1.8%	13	0.0%	0	0.0%	0	1.0%	0	0.0%
Birkdale Local Centre	1.3%	10	0.0%	0	0.0%	0	2.8%	1	0.0%
Bootle Town Centre	3.0%	22	7.5%	10	0.0%	0	0.0%	0	2.5%
Breck Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chester City Centre	0.8%	6	3.9%	5	1.3%	1	0.0%	0	0.0%
Churchtown Local Centre	0.5%	4	0.0%	0	0.0%	0	1.0%	0	0.0%
County Road District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crosby District Centre	4.9%	37	10.3%	14	26.4%	18	0.0%	0	1.7%
Fazakerley Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%
Formby District (Village) Centre	4.9%	37	1.6%	2	1.9%	1	61.2%	26	2.4%
Huyton Town Centre	0.8%	6	0.8%	1	0.7%	0	0.0%	0	7.8%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Kirkby District Centre	0.7%	6	0.4%	1	0.0%	0	0.0%	0	4.2%	2	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	27.6%	207	49.1%	67	21.8%	14	14.8%	6	39.5%	21	38.9%	64	42.5%	24	11.6%	9	0.7%	1
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
Maghull District Centre	1.6%	12	1.9%	3	0.0%	0	0.0%	0	5.9%	3	0.0%	0	10.6%	6	0.0%	0	0.0%	0
Manchester City Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	2.2%	2	0.5%	1
Netherton Local Centre	0.6%	5	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	0	0.0%	0
Norris Green Local 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
Old Roan Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Ormskirk Town Centre	6.1%	46	1.9%	3	2.7%	2	0.7%	0	5.4%	3	2.5%	4	12.9%	7	33.7%	27	0.0%	0
Prescot Town Centre	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
Preston City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Rice Lane (Walton) Local 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
Seaforth Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Shakespeare Street Local 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
Skelmersdale Town Centre	0.1%	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
Southport Town Centre	18.7%	140	2.5%	3	6.0%	4	8.2%	3	1.2%	1	2.5%	4	2.5%	1	22.5%	18	70.0%	105
St Helens Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	0	1.1%	1	0.0%	0
Walton Vale District Centre	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
Warrington Town Centre	0.3%	2	0.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo District Centre	4.8%	36	7.3%	10	31.7%	21	0.5%	0	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0
West Derby Local Centre	0.7%	5	0.0%	0	0.7%	0	0.0%	0	0.6%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0
Wigan 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
Aintree Racecourse Retail Park, Aintree	4.2%	31	0.0%	0	0.0%	0	0.0%	0	1.2%	1	18.5%	30	0.7%	0	0.0%	0	0.0%	0
Cables Retail Park, Prescot	0.0%	0	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 12 Retail Park, 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
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
Edge Lane 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
Freeport Fleetwood Outlet Shopping Centre, Anchorage 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
Gemini Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handforth Dean, Cheshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunts Cross 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
Kew Retail Park, 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
Lowry Outlet Mall, Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meols Cop Retail Park, 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
Middlebrook Retail Park, Bolton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Plaza, Southport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Queens Retail Park, 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
Ravenhead Retail Park, 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
Riverside Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riversway Retail Park, 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
Speke Retail Park, Speke	0.0%	0	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 Retail Park, St Helens	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Stonedale Retail Park, Liverpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Switch Island Retail Park, Netherton	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
Trafford Centre, Trafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other	9.5%	71	5.2%	7	2.3%	2	7.4%	3	14.5%	8	16.0%	26	9.1%	5	10.8%	9	7.8%	12
(Don't know / can't remember)	3.3%	25	2.1%	3	3.2%	2	2.3%	1	10.6%	6	1.7%	3	10.0%	6	4.7%	4	0.7%	1
Weighted base:		750		136		66		43		54		164		57		80		150
Sample:		726		99		87		106		79		69		84		101		101

Column %ges.

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Q53 Which centre / facility did you last visit to go to bars, pubs & night / social clubs?									
<i>Those who said 'Pub / bars' or 'Nightclub' or 'Social club' at Q49</i>									
Aintree Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Altway, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashley Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bispham Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bridge Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brownmoor Lane, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Church Road, Bootle	0.5%	3	2.8%	3	0.0%	0	0.0%	0	0.0%
Church Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
College Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dale Acre Drive, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Deyes Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dover Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duke Street, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunningbridge Road, Bootle	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%
Eastbourne Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Endbutt Lane, Brighton-le-Sands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Forest Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harington Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawthorne Road, Bootle	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%
Hesketh Drive, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkstone Road North, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knowsley Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Linacre Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Linacre Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Litherland Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road North, Maghull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%
Liverpool Road South, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester Road, Southport	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%
Marsh Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moorhey Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moss Lane, Maghull	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%
Orrell Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Park Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pendle View, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston New Road , Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redgate, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Roe Lane, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rufford Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandon Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Street, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanley Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Station Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stuart Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Crescent, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Crescent, Thornton	0.3%	2	0.0%	0	3.2%	2	0.0%	0	0.0%
Upper Aughton Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ainsdale Local Centre	2.4%	14	0.0%	0	0.8%	0	0.0%	0	12.6%
Birkdale Local Centre	1.3%	8	0.0%	0	0.0%	0	1.0%	0	6.4%
Bootle Town Centre	2.3%	14	8.4%	9	0.0%	0	0.0%	0	1.0%
Breck Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnley Town Centre	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%
Churchtown Local Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.0%
County Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crosby District Centre	4.0%	24	7.2%	7	29.6%	17	0.0%	0	0.0%
Fazakerley Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Formby District (Village) Centre	5.9%	34	1.1%	1	4.0%	2	79.1%	24	0.7%
Huyton Town Centre	0.6%	4	0.0%	0	0.8%	0	7.2%	3	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Kirkby District Centre	2.1%	12	0.0%	0	0.0%	0	0.0%	0	17.0%	8	2.9%	4	0.7%	0	0.0%	0	0.0%	0
Liverpool City Centre	30.1%	177	58.8%	60	20.7%	12	10.6%	3	46.5%	21	44.6%	64	21.9%	11	9.7%	6	1.0%	1
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
Maghull District Centre	3.7%	22	2.7%	3	0.0%	0	0.7%	0	7.1%	3	0.0%	0	30.2%	16	0.0%	0	0.0%	0
Manchester City Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	2.9%	3
Netherton Local Centre	0.6%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0	0.0%	0
Norris Green Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Old Roan Local 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
Ormskirk Town Centre	4.7%	27	0.7%	1	0.0%	0	1.0%	0	1.4%	1	0.0%	0	7.5%	4	37.7%	22	0.0%	0
Prescot 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
Preston City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Rice Lane (Walton) Local Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0
Seaforth Local Centre	0.9%	5	2.1%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0
Shakespeare Street Local 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
Skelmersdale Town Centre	0.1%	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
Southport Town Centre	13.4%	79	1.1%	1	1.6%	1	2.9%	1	0.0%	0	1.9%	3	0.0%	0	21.6%	13	59.0%	61
St Helens Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0
Walton Vale District Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	1.1%	1	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%	0	0.0%	0	0.0%	0
Waterloo District Centre	3.0%	18	4.5%	5	22.7%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
West Derby Local Centre	0.2%	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
Wigan 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
Aintree Racecourse Retail Park, Aintree	1.4%	8	0.5%	1	0.0%	0	0.0%	0	2.8%	1	3.7%	5	2.2%	1	0.0%	0	0.0%	0
Cables Retail Park, Prescot	0.0%	0	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 12 Retail Park, 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
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
Edge Lane 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
Freeport Fleetwood Outlet Shopping Centre, Anchorage 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
Gemini Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handforth Dean, Cheshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunts Cross 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
Kew Retail Park, 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
Lowry Outlet Mall, Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meols Cop Retail Park, Southport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Middlebrook Retail Park, Bolton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Plaza, 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
Queens Retail Park, 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
Ravenhead Retail Park, 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
Riverside Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riversway Retail Park, 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
Speke Retail Park, Speke	0.0%	0	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 Retail Park, 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
Stonedale 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
Switch Island Retail Park, Netherton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, 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
Other	11.5%	67	5.6%	6	10.8%	6	1.0%	0	11.0%	5	16.6%	24	18.0%	9	16.8%	10	7.4%	8
(Don't know / can't remember)	5.1%	30	0.7%	1	5.7%	3	3.7%	1	6.3%	3	9.6%	14	10.5%	5	1.6%	1	2.0%	2
Weighted base:	589	101		56		30		45		143		52		58		103		
Sample:	529	72		64		67		58		61		72		72		63		

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Q54 Which centre / facility did you last visit to go ten-pin bowling?																		
<i>Those who said 'Ten pin bowling' at Q49</i>																		
AMS, Montrose Way, Edge Lane Retail Park, Liverpool	0.7%	1	0.0%	0	0.0%	0	0.0%	0	13.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl , Montrose Way, Edge Lane Retail Park, Liverpool	10.7%	10	0.0%	0	0.0%	0	0.0%	0	65.1%	3	35.3%	7	0.0%	0	0.0%	0	0.0%	0
Premier Bowl & Laser, Ocean Plaza, Marine Drive, Southport	58.1%	57	20.3%	1	55.6%	10	92.0%	5	0.0%	0	0.0%	0	13.6%	1	94.0%	7	100.0%	34
Riverside Bowl & Laser Quest, Marine Promenade, Wallasey	6.1%	6	0.0%	0	3.6%	1	0.0%	0	0.0%	0	26.2%	5	0.0%	0	0.0%	0	0.0%	0
Switch Island Leisure Park, Dunning's Bridge Road, Bootle	9.1%	9	0.0%	0	7.2%	1	0.0%	0	0.0%	0	26.2%	5	41.3%	2	0.0%	0	0.0%	0
The Bowl, Welton Road, Croft Business park, 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
Other (Don't know / can't remember)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	0.0%	0
	14.7%	14	79.7%	2	33.7%	6	8.0%	0	21.9%	1	12.2%	2	35.9%	2	6.0%	0	0.0%	0
Weighted base:		98		3		17		5		5		20		6		8		34
Sample:		61		2		12		8		4		5		8		9		13

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Q55 Which centre / facility do you normally visit for bingo?									
<i>Those who said 'Bingo' at Q49</i>									
Carlton Bingo Social Club, Moss Lane, Orrell Park, Liverpool	6.9%	5 31.6%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Castle Leisure, 245 Stanley Road, Bootle	6.5%	5 18.7%	3 0.0%	0 0.0%	0 0.0%	0 6.5%	2 0.0%	0 0.0%	0 0.0%
Club 3000 Bingo Preston City, 53 Tithebarn 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%
Club 3000 Bingo Preston NHL, 100 New Hall 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%
Club 3000, Poplar Bank, Huyton, Liverpool	2.0%	2 0.0%	0 0.0%	0 0.0%	0 13.1%	1 0.0%	0 0.0%	0 19.9%	1 0.0%
Gala Bingo, 8 Telegraph Way, Kirkby	2.2%	2 0.0%	0 0.0%	0 0.0%	0 15.4%	1 0.0%	0 0.0%	0 19.9%	1 0.0%
Gala Bingo, Lowthian House, 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%
Gala Bingo, Unit 16, Stonedale Retail & Leisure Park, Liverpool	2.5%	2 0.0%	0 0.0%	0 33.4%	0 6.5%	0 4.8%	1 0.0%	0 0.0%	0 0.0%
Gala Bingo, Unit 3 - 15, Wavertree Retail Park, Wavertree Road, Liverpool	1.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 4.8%	1 0.0%	0 0.0%	0 0.0%
Gala Bingo, Welton Road, Bromborough, 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%
Mecca Bingo, 20 Kirkland Street, 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%
Mecca Bingo, 439 East Prescot Road, Liverpool	1.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 26.9%	1 0.0%
Mecca Bingo, Garrick Parade, Lord Street, Southport	8.7%	7 0.0%	0 20.4%	2 33.4%	0 0.0%	0 0.0%	0 0.0%	0 13.5%	1 40.6%
Mecca Bingo, Unit 5, Europa Centre, Europa Square, Birkenhead	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Paradise Island Bingo, Carisbrooke Road, Liverpool	3.6%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 9.7%	3 0.0%	0 0.0%	0 0.0%
Pavillion Bingo Club, 12 Lodge Lane, 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%
Other	31.5%	24 42.2%	7 20.7%	2 33.4%	0 51.9%	3 21.0%	6 100.0%	3 19.8%	1 29.7%
(Don't know / can't remember)	32.7%	25 7.4%	1 58.9%	5 0.0%	0 13.1%	1 53.1%	15 0.0%	0 0.0%	0 29.7%
Weighted base:	77	17	9	1	5	28	3	5	10
Sample:	55	8	7	3	9	9	6	7	6

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
Q56 Which centre / facility do you normally visit for art / culture activities (i.e. theatres / galleries / museums)?									
<i>Those who said 'Theatre / concert hall' or 'Museum / art galleries' at Q49</i>									
Aintree Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Altway, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashley Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bispham Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bridge Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brownmoor Lane, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Church Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Church Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
College Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dale Acre Drive, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Deyes Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dover Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duke Street, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunningbridge Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastbourne Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Endbutt Lane, Brighton-le-Sands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Forest Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harington Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawthorne Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hesketh Drive, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkstone Road North, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knowsley Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Linacre Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Linacre Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Litherland Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road North, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road South, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool Road, Southport	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Manchester Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marsh Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moorhey Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moss Lane, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Orrell Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Park Lane, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pendle View, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston New Road , Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redgate, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Roe Lane, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rufford Road, Southport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%
Sandon Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Street, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanley Road, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Station Road, Maghull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stuart Road, Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Crescent, Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Crescent, Thornton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upper Aughton Road, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Road, Formby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ainsdale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birkdale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bootle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Breck Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnley Town Centre	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%
Churchtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
County Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crosby District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fazakerley Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Formby District (Village) Centre	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Huyton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Kirkby 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
Liverpool City Centre	76.3%	441	87.8%	85	89.2%	53	63.2%	20	81.7%	26	91.6%	132	80.4%	45	64.2%	40	41.5%	39
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
Maghull District Centre	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
Manchester City Centre	2.9%	17	0.0%	0	0.0%	0	9.1%	3	4.0%	1	0.0%	0	0.7%	0	12.6%	8	4.3%	4
Netherton Local 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
Norris Green Local 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
Old Roan Local 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
Ormskirk Town Centre	0.1%	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
Prescot 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
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
Rice Lane (Walton) Local 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
Seaforth Local 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
Shakespeare Street Local 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
Skelmersdale 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
Southport Town Centre	10.0%	58	0.0%	0	4.6%	3	15.2%	5	0.0%	0	0.0%	0	5.3%	3	14.3%	9	40.2%	38
St Helens 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
Walton Vale 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
Warrington 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
Waterloo 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
West Derby Local 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
Wigan 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
Aintree Racecourse Retail Park, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cables Retail Park, Prescot	0.0%	0	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 12 Retail Park, 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
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
Edge Lane 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
Freeport Fleetwood Outlet Shopping Centre, Anchorage 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
Gemini Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handforth Dean, Cheshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunts Cross 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
Kew Retail Park, 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
Lowry Outlet Mall, Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meols Cop Retail Park, 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
Middlebrook Retail Park, 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
New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Plaza, 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
Queens Retail Park, 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
Ravenhead Retail Park, 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
Riverside Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riversway Retail Park, 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
Speke Retail Park, Speke	0.0%	0	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 Retail Park, St Helens	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Stonedale 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
Switch Island Retail Park, Netherton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, 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
Other	6.5%	38	4.0%	4	5.2%	3	7.0%	2	12.5%	4	6.6%	10	7.5%	4	5.4%	3	7.8%	7
(Don't know / can't remember)	3.6%	21	8.2%	8	1.0%	1	4.1%	1	1.8%	1	1.7%	2	5.3%	3	0.0%	0	5.4%	5
Weighted base:	578		97		59		32		32		144		56		63		95	
Sample:	550		67		75		78		51		57		76		74		72	

Column %ges.

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Q57 Which leisure facilities would you like to see more of in the Sefton area? [MR]																		
Bars / pubs	0.8%	8	0.8%	1	0.6%	1	0.5%	0	0.0%	0	1.8%	5	0.0%	0	0.0%	0	0.8%	2
Better shopping facilities	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.5%	1	1.3%	1	0.5%	0	0.8%	2
Bowling alley	2.3%	24	9.7%	16	2.5%	2	4.5%	2	1.4%	1	0.5%	1	0.0%	0	0.0%	0	0.6%	1
Cinema	2.1%	21	3.3%	5	0.0%	0	4.5%	2	2.0%	2	1.6%	4	2.8%	2	5.6%	5	0.0%	0
Concert hall / venue	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle paths / area	0.8%	9	0.0%	0	4.4%	4	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.8%	2
Dance facilities	0.2%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0
Skate park	0.3%	3	0.0%	0	0.9%	1	1.3%	1	0.0%	0	0.0%	0	0.5%	0	0.9%	1	0.0%	0
Health & fitness (Gym)	1.3%	13	1.6%	3	5.9%	6	5.6%	3	0.0%	0	0.0%	0	0.9%	1	0.6%	1	0.6%	1
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	1.0%	10	0.0%	0	1.3%	1	2.2%	1	0.6%	0	0.5%	1	0.0%	0	0.0%	0	3.3%	6
Karting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Leisure centre	0.7%	8	1.2%	2	1.6%	2	1.1%	1	0.4%	0	0.5%	1	0.0%	0	1.1%	1	0.4%	1
More children facilities / activities	7.4%	75	6.9%	11	4.7%	5	6.3%	3	7.7%	6	12.2%	32	4.2%	3	4.2%	4	5.7%	11
More sports facilities (football pitches, tennis courts)	1.3%	14	1.7%	3	4.7%	5	0.5%	0	1.4%	1	0.5%	1	0.0%	0	0.6%	1	1.6%	3
Museum / art galleries	0.4%	4	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Outdoor play areas / park facilities	2.2%	22	0.9%	1	4.0%	4	0.5%	0	0.8%	1	4.8%	13	0.6%	1	0.9%	1	1.1%	2
Paintballing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafés	2.4%	24	8.0%	13	2.0%	2	1.3%	1	2.2%	2	1.0%	3	0.9%	1	0.0%	0	2.1%	4
Swimming pool	4.9%	50	11.2%	18	3.1%	3	4.9%	2	2.4%	2	5.3%	14	5.4%	4	2.0%	2	2.2%	4
Theatre	0.4%	4	1.0%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1
Other	6.6%	67	7.1%	11	11.0%	11	8.0%	4	1.9%	2	3.7%	10	17.3%	14	6.1%	6	5.4%	10
(None)	55.0%	554	43.6%	69	59.1%	57	62.7%	31	69.2%	55	56.8%	149	55.3%	44	66.9%	65	45.7%	84
(Don't know)	17.6%	178	13.9%	22	8.3%	8	7.6%	4	11.4%	9	20.7%	54	15.7%	13	12.2%	12	30.6%	56
Weighted base:	1007		159		97		49		79		261		80		98		183	
Sample:	1006		128		126		124		124		128		126		125		125	

Q57A From those leisure facilities which is the one you would MOST like to see?*Not those who said '(None)' or '(Don't know)' at Q57*

Bars / pubs	1.7%	5	1.1%	1	1.9%	1	1.5%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Better shopping facilities	1.4%	4	0.0%	0	0.0%	0	0.0%	0	7.0%	1	2.3%	1	4.6%	1	2.2%	0	0.0%	0
Bowling alley	5.9%	16	15.1%	10	7.6%	2	1.5%	0	7.0%	1	2.3%	1	0.0%	0	0.0%	0	2.4%	1
Cinema	6.6%	18	7.8%	5	2.9%	1	15.2%	2	10.5%	2	0.0%	0	11.5%	3	26.8%	5	0.0%	0
Concert hall / venue	0.7%	2	1.6%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle paths / area	2.8%	8	0.0%	0	10.6%	3	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	3.5%	2
Dance facilities	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	3.0%	1	0.0%	0
Skate park	1.1%	3	0.0%	0	2.9%	1	4.5%	1	4.2%	1	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Health & fitness (Gym)	1.3%	4	2.1%	1	1.9%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	2.8%	8	0.0%	0	0.0%	0	7.6%	1	2.9%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	6
Karting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	2.7%	7	2.6%	2	4.8%	2	0.0%	0	2.1%	0	4.7%	3	0.0%	0	5.3%	1	0.0%	0
More children facilities / activities	21.8%	60	8.5%	6	10.5%	3	18.1%	3	35.5%	5	48.8%	29	14.6%	3	15.8%	3	17.3%	8
More sports facilities (football pitches, tennis courts)	2.1%	6	1.8%	1	0.0%	0	3.6%	1	2.9%	0	0.0%	0	0.0%	0	3.0%	1	6.9%	3
Museum / art galleries	1.4%	4	0.0%	0	5.2%	2	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Outdoor play areas / park facilities	3.2%	9	1.6%	1	6.5%	2	1.5%	0	0.0%	0	3.2%	2	2.2%	1	4.5%	1	4.8%	2
Paintballing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafés	8.1%	22	17.8%	12	6.3%	2	3.0%	0	8.2%	1	4.7%	3	0.0%	0	0.0%	0	8.8%	4
Swimming pool	14.1%	39	23.2%	16	3.9%	1	16.7%	2	12.6%	2	17.0%	10	14.3%	3	5.3%	1	6.9%	3
Theatre	1.6%	4	2.4%	2	1.9%	1	3.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	2.4%	1
Other	19.2%	53	14.4%	10	30.2%	10	11.2%	2	4.9%	1	4.7%	3	49.6%	11	27.0%	6	26.5%	12
(Don't know)	0.7%	2	0.0%	0	0.0%	0	5.9%	1	2.1%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Weighted base:	275		68		32		15		15		59		23		20		43	
Sample:	251		47		36		31		25		22		35		23		32	

Weighted:

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	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
Q58 How do you normally travel when visiting leisure destinations?																		
Car / van (as driver)	45.3%	456	29.2%	47	54.2%	53	47.5%	23	43.3%	34	37.3%	98	48.4%	39	61.2%	60	56.3%	103
Car / van (as passenger)	10.5%	106	19.1%	31	10.1%	10	7.1%	3	11.8%	9	8.9%	23	8.4%	7	11.0%	11	6.7%	12
Bus, minibus or coach	11.1%	112	10.0%	16	3.0%	3	2.4%	1	15.8%	12	21.1%	55	10.3%	8	4.7%	5	6.1%	11
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.8%	109	17.4%	28	12.6%	12	17.1%	8	9.3%	7	5.3%	14	4.0%	3	8.7%	9	15.3%	28
Taxi	5.0%	50	5.8%	9	1.6%	2	0.6%	0	7.2%	6	10.0%	26	3.3%	3	0.9%	1	2.2%	4
Train	6.4%	64	11.7%	19	6.2%	6	9.4%	5	6.8%	5	1.8%	5	15.7%	13	5.2%	5	4.0%	7
Bicycle	1.0%	10	0.0%	0	2.2%	2	4.9%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.2%	4
Mobility scooter / disability vehicle	0.0%	0	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 / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1007		159		97		49		79		261		80		98		183
Sample:		1006		128		126		124		124		128		126		125		125
GEN Gender of respondent.																		
Male	28.4%	286	25.0%	40	20.9%	20	27.5%	13	37.9%	30	28.3%	74	21.1%	17	28.6%	28	34.7%	64
Female	71.6%	721	75.0%	120	79.1%	77	72.5%	35	62.1%	49	71.7%	187	78.9%	63	71.4%	70	65.3%	120
Weighted base:		1007		159		97		49		79		261		80		98		183
Sample:		1006		128		126		124		124		128		126		125		125
AGE Could I ask how old you are please? <i>Excl. Nulls & SFT's</i>																		
18 – 24 years	7.5%	73	17.0%	27	5.0%	5	9.0%	4	4.2%	3	0.0%	0	15.1%	11	0.0%	0	12.8%	23
25 – 34 years	11.3%	110	20.4%	32	5.0%	5	13.5%	7	25.2%	19	10.9%	27	5.0%	4	9.8%	9	4.3%	8
35 – 44 years	16.6%	162	16.0%	25	17.6%	16	15.9%	8	14.8%	11	12.8%	32	9.9%	7	21.0%	20	23.4%	42
45 – 54 years	18.8%	183	18.4%	29	25.0%	23	15.8%	8	15.4%	12	17.0%	43	18.5%	14	20.5%	19	20.3%	36
55 – 64 years	18.5%	180	14.3%	22	24.0%	22	16.2%	8	16.0%	12	17.4%	44	19.2%	14	23.4%	22	19.6%	35
65+ years	27.2%	265	13.9%	22	23.4%	21	29.6%	14	24.3%	19	41.9%	105	32.2%	24	25.3%	24	19.6%	35
(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	0.0%	0
Weighted base:		973		157		91		49		77		251		75		94		179
Sample:		973		125		119		124		120		124		119		120		122
EMP Is the chief wage earner of the household in full-time or part-time employment? <i>Excl. Nulls & SFT's</i>																		
Full-time	57.9%	543	73.1%	112	56.0%	51	54.8%	26	54.4%	38	46.5%	114	52.1%	38	62.3%	56	63.8%	109
Part-time	6.9%	65	3.0%	5	11.6%	11	3.9%	2	5.6%	4	7.5%	18	8.9%	6	6.6%	6	7.8%	13
Retired - has a private company pension	15.5%	145	13.5%	21	18.2%	17	21.3%	10	9.6%	7	15.1%	37	19.0%	14	13.9%	12	16.6%	28
Retired - ONLY has a state pension	15.9%	150	7.3%	11	9.5%	9	12.5%	6	21.4%	15	26.3%	64	17.4%	13	16.7%	15	9.9%	17
Other (Refused)	3.8%	35	3.0%	5	4.7%	4	7.6%	4	9.0%	6	4.5%	11	2.6%	2	0.5%	0	1.8%	3
(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	0.0%	0
Weighted base:		938		153		91		48		71		244		73		90		170
Sample:		941		121		118		119		113		119		114		118		119
ADU How many adults, including yourself, live in your household (16 years and above)? <i>Excl. Nulls & SFT's</i>																		
One	21.3%	205	16.2%	25	20.0%	19	18.7%	9	26.8%	20	25.1%	62	28.6%	21	16.8%	15	18.6%	33
Two	46.0%	443	39.0%	61	52.0%	48	49.2%	23	40.7%	31	52.0%	129	33.1%	25	55.8%	50	42.7%	77
Three	20.4%	196	27.7%	43	19.5%	18	17.9%	9	22.2%	17	11.8%	29	12.5%	9	17.6%	16	30.9%	55
Four	8.9%	86	12.8%	20	5.2%	5	14.2%	7	3.3%	2	5.6%	14	24.7%	18	7.7%	7	7.3%	13
Five	3.3%	31	4.4%	7	3.2%	3	0.0%	0	7.1%	5	5.5%	14	1.0%	1	2.0%	2	0.0%	0
Six or more (Refused)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
(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	0.0%	0
Weighted base:		962		155		93		48		76		247		74		89		179
Sample:		963		123		121		120		119		122		117		119		122

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
CHI How many children aged under 16 years old are there living in your household?																		
<i>Excl. Nulls & SFT's</i>																		
None	73.7%	710	74.7%	116	73.6%	69	63.6%	30	83.3%	64	77.8%	192	78.8%	59	65.5%	58	67.8%	122
One	14.6%	141	18.7%	29	7.8%	7	11.9%	6	10.9%	8	15.6%	39	13.4%	10	22.3%	20	12.2%	22
Two	10.2%	98	5.2%	8	18.7%	17	17.5%	8	4.1%	3	6.6%	16	6.4%	5	9.5%	8	17.7%	32
Three	0.9%	9	1.3%	2	0.0%	0	2.4%	1	1.7%	1	0.0%	0	1.4%	1	2.7%	2	0.6%	1
Four	0.5%	5	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
Weighted base:		964		155		94		48		77		247		74		89		179
Sample:		965		123		122		120		120		122		117		119		122

CAR How many cars does your household own or have the use of?

Excl. Nulls & SFT's

None	18.8%	181	17.5%	27	11.7%	11	4.3%	2	35.3%	26	29.0%	73	20.1%	15	10.2%	10	10.3%	19
One	42.2%	407	49.4%	77	45.6%	43	31.0%	15	35.2%	26	50.3%	126	29.4%	22	31.1%	29	39.6%	71
Two	31.6%	305	28.7%	45	37.0%	35	48.3%	23	13.9%	10	18.9%	47	37.9%	28	47.1%	44	41.2%	74
Three or more	7.5%	72	4.4%	7	5.8%	5	16.4%	8	15.6%	11	1.8%	5	12.6%	9	11.5%	11	8.9%	16
(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	0.0%	0
Weighted base:		966		155		94		48		73		250		73		94		179
Sample:		963		123		122		120		118		123		115		120		122

HOM Do you own your own home?

Excl. Nulls & SFT's

Yes	81.0%	774	74.1%	113	82.4%	76	91.6%	43	75.1%	57	82.3%	204	77.9%	56	93.7%	84	78.9%	141
No	19.0%	182	25.9%	39	17.6%	16	8.4%	4	24.9%	19	17.7%	44	22.1%	16	6.3%	6	21.1%	38
(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	0.0%	0
Weighted base:		956		152		93		47		76		247		72		89		179
Sample:		954		120		121		118		119		122		113		119		122

ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?

Excl. Nulls & SFT's

White	99.7%	957	100.0%	155	100.0%	91	100.0%	47	99.4%	75	100.0%	250	98.0%	73	100.0%	89	99.6%	177
Indian	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed Race	0.0%	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
Other Ethnic Group	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
(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	0.0%	0
Weighted base:		960		155		91		47		75		250		75		89		178
Sample:		956		123		118		116		118		123		118		118		122

ZON Zone

Zone B	15.8%	159	100.0%	159	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone C	9.6%	97	0.0%	0	100.0%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone F	4.9%	49	0.0%	0	0.0%	0	100.0%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone K	7.9%	79	0.0%	0	0.0%	0	0.0%	0	100.0%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone L	26.0%	261	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	261	0.0%	0	0.0%	0	0.0%	0
Zone M	7.9%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	80	0.0%	0	0.0%	0
Zone O	9.7%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	98	0.0%	0
Zone S	18.2%	183	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	183
Weighted base:		1007		159		97		49		79		261		80		98		183
Sample:		1006		128		126		124		124		128		126		125		125

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
PC Postcode Sector																		
L10 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
L10 1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
L10 2	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
L10 3	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
L10 4	0.6%	6	0.0%	0	0.0%	0	0.0%	0	7.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L10 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
L10 7	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.0%	0
L10 8	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0
L10 9	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0	0.0%	0	0.0%	0
L11 0	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	8	0.0%	0	0.0%	0	0.0%	0
L11 1	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0	0.0%	0	0.0%	0
L11 2	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0
L11 3	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0
L11 4	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	6	0.0%	0	0.0%	0	0.0%	0
L11 5	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	5	0.0%	0	0.0%	0	0.0%	0
L11 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
L11 7	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	11	0.0%	0	0.0%	0	0.0%	0
L11 8	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0
L11 9	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0	0.0%	0	0.0%	0
L20 0	0.3%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L20 2	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	14	0.0%	0	0.0%	0	0.0%	0
L20 3	0.7%	7	4.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L20 4	2.0%	20	12.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L20 5	0.3%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L20 6	0.8%	9	5.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L20 7	0.3%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L20 8	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0
L20 9	0.8%	8	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L21 0	0.9%	9	5.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L21 1	0.9%	9	5.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L21 2	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L21 3	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L21 4	0.3%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L21 5	0.7%	7	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L21 6	0.6%	6	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L21 7	0.6%	6	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L21 8	0.6%	6	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L21 9	0.6%	6	3.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 0	0.2%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 1	0.2%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 2	0.4%	4	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 3	0.2%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 4	0.3%	3	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 5	0.2%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 6	0.2%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 7	0.3%	3	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 8	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 9	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L23 0	1.0%	10	0.0%	0	10.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L23 1	0.3%	3	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L23 2	0.6%	6	0.0%	0	5.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L23 3	1.0%	10	0.0%	0	10.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L23 4	0.4%	4	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L23 5	0.4%	5	0.0%	0	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L23 6	0.9%	10	0.0%	0	9.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L23 7	0.5%	5	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L23 8	0.4%	4	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L23 9	1.2%	12	0.0%	0	12.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L30 0	1.5%	15	9.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L30 1	0.5%	5	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L30 2	0.6%	6	3.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L30 3	0.5%	5	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L30 5	0.4%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L30 6	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L30 7	0.9%	9	5.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L30 8	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L30 9	0.6%	6	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L31 0	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0
L31 1	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	9	0.0%	0	0.0%	0
L31 2	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	7	0.0%	0	0.0%	0
L31 3	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
L31 4	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S									
L31 5	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	0.0%	0	0.0%	0	0.0%	0
L31 6	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	8	0.0%	0	0.0%	0
L31 7	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	7	0.0%	0	0.0%	0
L31 8	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	9	0.0%	0	0.0%	0
L31 9	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	10	0.0%	0	0.0%	0
L32 0	0.7%	8	0.0%	0	0.0%	0	0.0%	0	9.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L32 1	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L32 2	0.9%	9	0.0%	0	0.0%	0	0.0%	0	10.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L32 3	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L32 4	0.5%	5	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L32 5	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
L32 6	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L32 7	0.4%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L32 8	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L32 9	0.5%	5	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L33 0	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L33 1	1.5%	15	0.0%	0	0.0%	0	0.0%	0	19.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L33 2	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
L33 4	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	10	0.0%	0
L33 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L33 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L33 7	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
L33 8	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
L33 9	0.5%	6	0.0%	0	0.0%	0	0.0%	0	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L37 1	0.5%	5	0.0%	0	0.0%	0	10.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L37 2	1.0%	10	0.0%	0	0.0%	0	19.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L37 3	1.2%	12	0.0%	0	0.0%	0	23.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L37 4	0.4%	4	0.0%	0	0.0%	0	8.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L37 6	0.6%	6	0.0%	0	0.0%	0	12.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L37 7	1.0%	10	0.0%	0	0.0%	0	20.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L37 8	0.3%	3	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L38 0	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
L38 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
L38 3	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L38 6	0.1%	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
L38 9	0.3%	3	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L39 0	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
L39 1	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	9	0.0%	0
L39 2	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7	0.0%	0
L39 3	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	10	0.0%	0
L39 4	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	10	0.0%	0
L39 5	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	7	0.0%	0
L39 6	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0
L39 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
L39 8	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
L39 9	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
L4 0	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0	0.0%	0	0.0%	0
L4 1	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0	0.0%	0	0.0%	0
L4 2	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0
L4 3	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	18	0.0%	0	0.0%	0	0.0%	0
L4 4	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	19	0.0%	0	0.0%	0	0.0%	0
L4 5	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	8	0.0%	0	0.0%	0	0.0%	0
L4 6	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0	0.0%	0	0.0%	0
L4 7	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	7	0.0%	0	0.0%	0	0.0%	0
L4 8	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	13	0.0%	0	0.0%	0	0.0%	0
L4 9	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	8	0.0%	0	0.0%	0	0.0%	0
L40 8	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
L40 9	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	7	0.0%	0
L5 0	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0
L5 1	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.0%	0
L5 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
L5 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.0%	0
L5 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
L5 6	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.0%	0
L5 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
L5 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
L5 9	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
L9 0	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	11	0.0%	0	0.0%	0	0.0%	0
L9 1	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	12	0.0%	0	0.0%	0	0.0%	0
L9 2	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	6	0.0%	0	0.0%	0	0.0%	0
L9 3	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
L9 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.0%	0
L9 6	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	10	0.0%	0	0.0%	0	0.0%	0
L9 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0

Sefton Household Survey for WYG

Weighted:

September 2015

	Total	Zone B	Zone C	Zone F	Zone K	Zone L	Zone M	Zone O	Zone S
L9 8	1.5% 15	0.0% 0	0.0% 0	0.0% 0	0.0% 0	5.8% 15	0.0% 0	0.0% 0	0.0% 0
L9 9	0.6% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	2.3% 6	0.0% 0	0.0% 0	0.0% 0
PR8 1	0.9% 9	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	4.7% 9
PR8 2	1.3% 13	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	7.3% 13
PR8 3	3.4% 34	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	18.6% 34
PR8 4	2.0% 20	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	11.0% 20
PR8 5	1.2% 12	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	6.4% 12
PR8 6	3.2% 32	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	17.6% 32
PR9 0	1.0% 10	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	5.7% 10
PR9 7	3.5% 36	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	19.4% 36
PR9 8	2.2% 22	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	23.0% 22	0.0% 0
PR9 9	1.7% 17	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	9.3% 17
Weighted base:	1007	159	97	49	79	261	80	98	183
Sample:	1006	128	126	124	124	128	126	125	125