Appendix 5 Household Survey Results

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Calderdale Household Survey
for
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Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in the Calderdale area to assess shopping habits for main food and grocery, top-up, non-food shopping and leisure activities. Respondents were also asked for their opinions regarding the town centre they frequent most often.

1.2 Research Methodology

A total of 1,200 telephone interviews were conducted between Monday 11th July 2016 and Friday 22nd July 2016. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into 12 zones, defined using postcode sectors. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	HX1 1, HX1 2, HX1 4, HX1 5	100
2	HD6 1, HD6 2, HD6 3, HD6 4	100
3	HX5 0, HX5 9	100
4	HX4 0, HX4 8, HX4 9, HX6 4	100
5	HX3 0, HX3 9	100
6	HX2 0, HX3 5	100
7	BD6 2, BD12 0, BD12 7, BD12 8, BD12 9, BD19 6, HX3 8	100
8	HX6 1, HX6 2, HX6 3	100
9	HX2 6, HX2 7, HX7 5	100
10	HX2 8, HX2 9, HX3 6, HX3 7	100
11	OL14 5, OL14 6, OL14 7, OL14 8	100
12	HX7 6, HX7 7, HX7 8	100
Total		**1,200**

1.3.2 Telephone Numbers

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers (land-lines and some mobile numbers) but is supplemented with ex-directory numbers as the demographic profile of this sub-set is different to the demographics of the published numbers sample. Ex-directory numbers are randomly generated using the published numbers as a 'seed'. Business numbers are de-duped and excluded.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

1.3.3 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main-shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly

updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next random selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

1.3.4 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	20.90%	55	4.4280
35-44	18.68%	106	2.0527
45-54	19.02%	308	0.7196
55-64	18.78%	192	1.1395
65+	22.62%	504	0.5229
(Refused)	n/a	35	1.0000
Total		**1,200**	

Further weightings were then applied to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	24,131	100	111	1.1188
2	27,344	100	104	1.3692
3	10,261	100	90	0.5933
4	17,350	100	98	0.9169
5	14,595	100	93	0.8102
6	16,858	100	112	0.7802
7	35,464	100	111	1.6540
8	13,514	100	94	0.7433
9	15,773	100	83	0.9903
10	32,039	100	95	1.7506
11	15,481	100	112	0.7192
12	8,642	100	97	0.4623
Total	**231,452**	**1,200**		

* Source: Census 2011

1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 1,200 answers "Yes" to a question, we can be 95% sure that between 47.2% and 52.8% of the population holds the same opinion (i.e. +/- 2.8%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±1.7%
20%	±2.3%
30%	±2.6%
40%	±2.8%
50%	±2.8%

1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Zone

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q01 Where do you do most of your household's shopping for food and groceries - what some people call a main food shop?																										
Aldi, Valley Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, South Lane, Elland	6.0%	72	2.0%	2	15.0%	15	30.0%	30	13.0%	13	7.0%	7	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldi, Crossley Retail Park, Pellon Lane, Halifax	3.8%	45	11.0%	11	0.0%	0	1.0%	1	0.0%	0	11.0%	11	8.0%	8	2.0%	2	2.0%	2	2.0%	2	5.0%	5	1.0%	1	2.0%	2
Aldi, Gallagher Retail Park, Wakefield Road, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ringway Centre, Beck Road, Huddersfield	0.3%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldi, Entwisle Road, Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Rooley Lane, Bradford	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	11.3%	135	26.0%	26	0.0%	0	1.0%	1	7.0%	7	13.0%	13	45.0%	45	1.0%	1	12.0%	12	17.0%	17	6.0%	6	0.0%	0	7.0%	7
Asda, Longhill Road, Huddersfield	1.6%	19	0.0%	0	7.0%	7	9.0%	9	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Old Cricket Ground, Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Towngate, Wyke	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Ringway Centre, Beck Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfield Road, Brighouse	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burnley Road, Hebden Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Co-op, Market Street, Hebden Bridge	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	20.0%	20
Co-op, Oldham Road, Sowerby Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Titan Centre, Towngate, Wyke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Pellon Lane Retail Park, Pellon Lane, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Market Street, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crossley Retail Park, Pellon Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Carr House Road, Halifax	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Lidl, Haley Hill, Halifax	0.4%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Lidl, Castlegate, Manchester Road, Huddersfield	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Tuel Lane, Sowerby Bridge	2.3%	28	1.0%	1	0.0%	0	0.0%	0	3.0%	3	2.0%	2	1.0%	1	0.0%	0	14.0%	14	5.0%	5	0.0%	0	0.0%	0	2.0%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Lidl, Halifax Road, Todmorden	3.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	1.0%	1	27.0%	27	11.0%	11
Marks & Spencer Foodhall, Woolshops, Halifax	0.7%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	3.0%	3	0.0%	0	1.0%	1
Morrisons, Mayo Avenue, Bradford	1.7%	20	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Shopping Centre, Young Street, Bradford	0.2%	2	1.0%	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	0.0%	0	0.0%	0	0.0%	0
Morrisons, Jubilee Way, Elland	5.8%	70	2.0%	2	3.0%	3	36.0%	36	21.0%	21	3.0%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Morrisons, Keighley Road, Halifax	5.1%	61	3.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	17.0%	17	1.0%	1	0.0%	0	2.0%	2	36.0%	36	0.0%	0	1.0%	1
Morrisons, Bradford Road, Idle	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rochdale Road, Todmorden	5.1%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	44.0%	44	15.0%	15
Morrisons, Penistone Road, Waterloo	0.2%	2	0.0%	0	1.0%	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	0.0%	0	0.0%	0
Sainsbury's Local, Park Drive, Halifax	0.7%	8	2.0%	2	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Local, Acre Street, Huddersfield	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mill Lane, Brighouse	2.5%	30	0.0%	0	18.0%	18	2.0%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	7.7%	92	10.0%	10	0.0%	0	3.0%	3	12.0%	12	18.0%	18	11.0%	11	5.0%	5	3.0%	3	13.0%	13	11.0%	11	0.0%	0	6.0%	6
Sainsbury's Superstore, Salendine Shopping Centre, Moor Hill Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Southgate, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Mount Green Garage, Halifax Road, Littleborough	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Great Horton Road, Bradford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Superstore, Halifax Road, Bradford	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	5.6%	67	0.0%	0	39.0%	39	4.0%	4	4.0%	4	1.0%	1	1.0%	1	18.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	10.6%	127	31.0%	31	0.0%	0	3.0%	3	7.0%	7	24.0%	24	9.0%	9	0.0%	0	5.0%	5	31.0%	31	8.0%	8	2.0%	2	7.0%	7
Tesco Superstore, Sowerby Street, Sowerby Bridge	6.6%	79	0.0%	0	1.0%	1	0.0%	0	17.0%	17	0.0%	0	0.0%	0	0.0%	0	51.0%	51	8.0%	8	0.0%	0	0.0%	0	2.0%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Tesco Metro, Market Street, Halifax	2.2%	26	6.0%	6	1.0%	1	1.0%	1	2.0%	2	4.0%	4	3.0%	3	0.0%	0	2.0%	2	1.0%	1	5.0%	5	0.0%	0	1.0%	1
Tesco Express, Manningham Road, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Sunbridge Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Free School Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Leeds Road, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Halifax Road, Huddersfield	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	4.3%	51	1.0%	1	3.0%	3	2.0%	2	5.0%	5	5.0%	5	0.0%	0	4.0%	4	3.0%	3	4.0%	4	2.0%	2	6.0%	6	16.0%	16
Aldi, Active Way, Burnley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Aldi, Branch Road, Batley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Haigh's Farm Shop, Far Common Road, Mirfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keelham Farm Shop, Brighouse & Denholme Road, Keelham	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local markets, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Boothtown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Brighouse	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cleckheaton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hebden Bridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Local shops, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Todmorden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St James Street, Burnley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Morrisons, Union Street, Heckmondwike	0.2%	2	1.0%	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Active Way, Burnley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Sainsbury's Superstore, Parsonage Retail Park, Leigh	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cavendish Street, Keighley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Keighley Road, Ovenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	2.0%	2
Tesco Superstore, Brighouse Road, Queensbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Tesco Superstore, Northgate, Cleckheaton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Organics, Market Street, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waitrose, Green Road, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	12	0.0%	0	1.0%	1	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	3.0%	3	1.0%	1	1.0%	1	0.0%	0
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q02 Which on-line store do you buy your groceries from?

Those who said 'Internet / delivered' at Q01

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	13.7%	7	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	50.0%	2	0.0%	0	33.3%	2	6.3%	1
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	13.7%	7	0.0%	0	33.3%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	25.0%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	18.8%	3
Ocado	23.5%	12	0.0%	0	33.3%	1	50.0%	1	40.0%	2	20.0%	1	0.0%	0	0.0%	0	33.3%	1	25.0%	1	50.0%	1	33.3%	2	12.5%	2
Sainsbury's	11.8%	6	0.0%	0	0.0%	0	0.0%	0	40.0%	2	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	12.5%	2
Tesco	27.5%	14	100.0%	1	0.0%	0	0.0%	0	20.0%	1	40.0%	2	0.0%	0	25.0%	1	33.3%	1	0.0%	0	50.0%	1	16.7%	1	37.5%	6
Waitrose	3.9%	2	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2
Base:		51		1		3		2		5		5		0		4		3		4		2		6		16

Q03 Where else do you go to undertake a main food shop?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Aldi, Valley Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, South Lane, Elland	3.7%	44	3.0%	3	10.0%	10	13.0%	13	11.0%	11	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Crossley Retail Park, Pellon Lane, Halifax	2.4%	29	9.0%	9	0.0%	0	0.0%	0	1.0%	1	6.0%	6	4.0%	4	0.0%	0	3.0%	3	2.0%	2	4.0%	4	0.0%	0	0.0%	0
Aldi, Gallagher Retail Park, Wakefield Road, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ringway Centre, Beck Road, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mellor Street, Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Rooley Lane, Bradford	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	5.3%	63	11.0%	11	0.0%	0	1.0%	1	1.0%	1	4.0%	4	12.0%	12	1.0%	1	11.0%	11	9.0%	9	7.0%	7	2.0%	2	4.0%	4
Asda, Longhill Road, Huddersfield	1.7%	20	0.0%	0	10.0%	10	3.0%	3	3.0%	3	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Towngate, Wyke	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Wharf Street, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Thorton Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfield Road, Brighouse	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Denholmegate Road, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stainland Road, Halifax	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burnley Road, Hebden Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Street, Hebden Bridge	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	16
Co-op, Station Road, Littleborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, Oldham Road, Sowerby Bridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Pellon Lane Retail Park, Pellon Lane, Halifax	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Market Street, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crossley Retail Park, Pellon Lane, Halifax	0.6%	7	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Barkerend Road, Bradford	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Manchester Road,	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford																										
Lidl, Carr House Road, Halifax	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	3.0%	3	0.0%	0	1.0%	1
Lidl, Haley Hill, Halifax	1.2%	14	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	3.0%	3	1.0%	1	0.0%	0	2.0%	2	4.0%	4	0.0%	0	0.0%	0
Lidl, Castlegate, Manchester Road, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Tuel Lane, Sowerby Bridge	2.8%	34	2.0%	2	0.0%	0	1.0%	1	4.0%	4	1.0%	1	3.0%	3	0.0%	0	14.0%	14	8.0%	8	0.0%	0	1.0%	1	0.0%	0
Lidl, Halifax Road, Todmorden	2.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	20.0%	20	8.0%	8
Marks & Spencer, Broadway, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Woolshops, Halifax	1.9%	23	2.0%	2	0.0%	0	3.0%	3	0.0%	0	3.0%	3	2.0%	2	2.0%	2	4.0%	4	4.0%	4	2.0%	2	1.0%	1	0.0%	0
Marks & Spencer, New Street, Huddersfield	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mayo Avenue, Bradford	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons, Victoria Shopping Centre, Young Street, Bradford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Jubilee Way, Elland	5.0%	60	1.0%	1	6.0%	6	33.0%	33	11.0%	11	6.0%	6	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Keighley Road, Halifax	1.9%	23	2.0%	2	0.0%	0	1.0%	1	1.0%	1	2.0%	2	9.0%	9	0.0%	0	1.0%	1	1.0%	1	6.0%	6	0.0%	0	0.0%	0
Morrisons, Kingsway, Rochdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rochdale Road, Todmorden	2.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	19.0%	19	6.0%	6
Morrisons, Penistone Road, Waterloo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Park Drive, Halifax	0.9%	11	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	5	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Sainsbury's Local, Burnley Road, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Acre Street, Huddersfield	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mill Lane, Brighouse	1.8%	22	0.0%	0	14.0%	14	1.0%	1	2.0%	2	1.0%	1	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	5.4%	65	4.0%	4	1.0%	1	2.0%	2	7.0%	7	14.0%	14	10.0%	10	0.0%	0	5.0%	5	5.0%	5	12.0%	12	0.0%	0	5.0%	5
Sainsbury's Superstore, Market Street, Huddersfield	0.3%	3	0.0%	0	1.0%	1	1.0%	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	0.0%	0
Sainsbury's Superstore, Salendine Shopping Centre, Moor Hill Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Huddersfield																										
Tesco Extra, Great Horton Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Halifax Road, Bradford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	3.3%	40	0.0%	0	15.0%	15	7.0%	7	3.0%	3	2.0%	2	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	5.0%	60	12.0%	12	0.0%	0	0.0%	0	5.0%	5	7.0%	7	10.0%	10	1.0%	1	7.0%	7	4.0%	4	8.0%	8	1.0%	1	5.0%	5
Tesco Superstore, Sowerby Street, Sowerby Bridge	2.1%	25	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0	1.0%	1	0.0%	0	9.0%	9	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Market Street, Halifax	1.3%	16	2.0%	2	0.0%	0	1.0%	1	2.0%	2	4.0%	4	3.0%	3	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0
Tesco Express, Otley Road, Braford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Free School Lane, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Milnrow Precinct, Newhey Road, Milnrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet / delivered	1.1%	13	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	2.0%	2	4.0%	4
Aldi, Active Way, Burnley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Aldi, Keighley Road, Silsden	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Greenfield Lane, Shaw	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Huddersfield Road, Oldham	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0
Costcutter, Ovenden Way, Ovenden	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fresh, Commercial Street, Brighouse	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Borough Market, Town Centre, Halifax	0.8%	9	1.0%	1	0.0%	0	0.0%	0	2.0%	2	4.0%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Home Bargains, Crossley Retail Park, Pellon Lane, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingfield Farm Shop, Law Lane, Southowram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keelham Farm Shop, Brighouse & Denholme Road, Keelham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Northgate Centre, Heckmondwike	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local markets, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local markets, Todmorden	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2
Local shops, Barkisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Local shops, Bradford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brighouse	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Elland	0.2%	2	0.0%	0	0.0%	0	1.0%	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	0.0%	0
Local shops, Halifax	0.5%	6	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Local shops, Hebden Bridge	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	3.0%	3
Local shops, Queensbury	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Skircoat Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thornton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Wyke	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St James Street, Burnley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Morrisons, Union Street, Heckmondwike	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bridge Street, Todmorden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Pearl Supermarket, Queens Road, Halifax	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ring Road, Leeds	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Active Way, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, Stainland Road, Greetland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1
Tesco Superstore, Brighouse Road, Queensbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Northgate, Cleckheaton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.7%	32	1.0%	1	4.0%	4	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	5.0%	5	5.0%	5	5.0%	5	1.0%	1	5.0%	5
(Nowhere else)	31.0%	372	43.0%	43	25.0%	25	27.0%	27	24.0%	24	23.0%	23	32.0%	32	28.0%	28	30.0%	30	39.0%	39	31.0%	31	33.0%	33	37.0%	37
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)? *Not those who said 'Internet / delivered' at Q01*																										
Car / van (as driver)	65.0%	747	45.5%	45	67.0%	65	62.2%	61	74.7%	71	72.6%	69	54.0%	54	75.0%	72	68.0%	66	72.9%	70	65.3%	64	64.9%	61	58.3%	49
Car / van (as passenger)	13.2%	152	10.1%	10	17.5%	17	10.2%	10	13.7%	13	11.6%	11	22.0%	22	10.4%	10	15.5%	15	14.6%	14	11.2%	11	12.8%	12	8.3%	7
Bus, mini-bus or coach	10.4%	120	20.2%	20	6.2%	6	8.2%	8	9.5%	9	10.5%	10	11.0%	11	6.3%	6	9.3%	9	8.3%	8	14.3%	14	6.4%	6	15.5%	13
Motorcycle, scooter or moped	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.2%	94	19.2%	19	6.2%	6	13.3%	13	0.0%	0	1.1%	1	10.0%	10	5.2%	5	5.2%	5	1.0%	1	7.1%	7	13.8%	13	16.7%	14
Taxi	1.3%	15	4.0%	4	1.0%	1	3.1%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.1%	1	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
(Don't know / cant remember / varies)	1.2%	14	0.0%	0	1.0%	1	1.0%	1	2.1%	2	3.2%	3	1.0%	1	2.1%	2	1.0%	1	1.0%	1	1.0%	1	1.1%	1	0.0%	0
Base:		1149		99		97		98		95		95		100		96		97		96		98		94		84
Meanscore: [Number of visits per week]																										
Q05 How often do you normally do a main food and grocery shop?																										
Daily	2.3%	27	6.0%	6	1.0%	1	3.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2	5.0%	5	3.0%	3	4.0%	4
More than once a week	17.9%	215	24.0%	24	11.0%	11	18.0%	18	10.0%	10	21.0%	21	18.0%	18	20.0%	20	23.0%	23	17.0%	17	25.0%	25	16.0%	16	12.0%	12
Once a week	64.6%	775	57.0%	57	68.0%	68	68.0%	68	78.0%	78	66.0%	66	66.0%	66	69.0%	69	62.0%	62	60.0%	60	61.0%	61	66.0%	66	54.0%	54
Once a fortnight	8.8%	106	8.0%	8	9.0%	9	4.0%	4	8.0%	8	5.0%	5	9.0%	9	9.0%	9	7.0%	7	14.0%	14	7.0%	7	7.0%	7	19.0%	19
Once every 3 weeks	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	3.0%	3
Once a month	3.0%	36	4.0%	4	5.0%	5	3.0%	3	2.0%	2	2.0%	2	3.0%	3	2.0%	2	2.0%	2	3.0%	3	1.0%	1	3.0%	3	6.0%	6
Less often	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	2.7%	32	1.0%	1	5.0%	5	4.0%	4	1.0%	1	4.0%	4	3.0%	3	0.0%	0	4.0%	4	4.0%	4	1.0%	1	3.0%	3	2.0%	2
Mean:		*1.25*		*1.54*		*1.09*		*1.33*		*1.04*		*1.23*		*1.18*		*1.14*		*1.24*		*1.21*		*1.51*		*1.28*		*1.21*
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q06 What is the MAIN reason you choose to do your main food and grocery shopping at (LOCATION MENTIONED AT Q01)?																										
Better value for money	9.2%	110	11.0%	11	12.0%	12	12.0%	12	10.0%	10	15.0%	15	10.0%	10	5.0%	5	9.0%	9	9.0%	9	5.0%	5	3.0%	3	9.0%	9
Convenient to home	39.6%	475	40.0%	40	44.0%	44	42.0%	42	32.0%	32	39.0%	39	36.0%	36	43.0%	43	51.0%	51	34.0%	34	57.0%	57	31.0%	31	26.0%	26
Convenient to work	1.3%	16	0.0%	0	1.0%	1	1.0%	1	3.0%	3	3.0%	3	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	2	3.0%	3
Easy to get to	1.1%	13	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1
Delivery service	1.6%	19	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	5.0%	5	6.0%	6
Good bus services	0.5%	6	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Good service / friendly staff	1.1%	13	5.0%	5	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Good / cheap parking	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Habit	5.3%	64	8.0%	8	2.0%	2	2.0%	2	5.0%	5	4.0%	4	10.0%	10	10.0%	10	3.0%	3	7.0%	7	4.0%	4	3.0%	3	6.0%	6
Has petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Layout	0.7%	8	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Lower prices	11.6%	139	8.0%	8	14.0%	14	18.0%	18	11.0%	11	8.0%	8	11.0%	11	10.0%	10	6.0%	6	14.0%	14	8.0%	8	20.0%	20	11.0%	11
Loyalty scheme	0.9%	11	0.0%	0	1.0%	1	2.0%	2	2.0%	2	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Nice atmosphere	0.4%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Not too big	0.3%	3	0.0%	0	1.0%	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	1.0%	1	0.0%	0
Internet shopping is convenient / quick / easy	1.7%	20	0.0%	0	1.0%	1	1.0%	1	3.0%	3	3.0%	3	0.0%	0	2.0%	2	2.0%	2	1.0%	1	1.0%	1	0.0%	0	6.0%	6
Other shops / services nearby / convenient	0.7%	8	2.0%	2	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Preference of retailer	2.2%	26	1.0%	1	1.0%	1	2.0%	2	3.0%	3	1.0%	1	6.0%	6	0.0%	0	5.0%	5	2.0%	2	1.0%	1	2.0%	2	2.0%	2
Quality of goods	7.8%	94	5.0%	5	7.0%	7	9.0%	9	10.0%	10	11.0%	11	9.0%	9	10.0%	10	7.0%	7	7.0%	7	7.0%	7	8.0%	8	4.0%	4
Range of goods available	5.4%	65	9.0%	9	2.0%	2	3.0%	3	8.0%	8	5.0%	5	4.0%	4	5.0%	5	1.0%	1	6.0%	6	4.0%	4	10.0%	10	8.0%	8
Staff discount / work there	1.9%	23	1.0%	1	3.0%	3	0.0%	0	2.0%	2	2.0%	2	2.0%	2	3.0%	3	1.0%	1	2.0%	2	4.0%	4	1.0%	1	2.0%	2
Supporting local business	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Big store	0.3%	4	1.0%	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	0.0%	0	1.0%	1	1.0%	1
Clean	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient generally	0.4%	5	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Has a cash machine	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Has a charging point for the car	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Has a petrol station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long opening hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nice cafe	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
No reason in particular	4.3%	51	3.0%	3	4.0%	4	2.0%	2	5.0%	5	1.0%	1	2.0%	2	4.0%	4	6.0%	6	6.0%	6	2.0%	2	8.0%	8	8.0%	8
(Don't know / varies)	0.6%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Meanscore: [%]																										
Q07 Roughly, what proportion / percentage of your household's total expenditure on food and groceries (including milk, newspapers, cigarettes etc.) is spent at (LOCATION MENTIONED AT Q01)?																										
None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 - 10%	2.1%	25	0.0%	0	4.0%	4	3.0%	3	1.0%	1	3.0%	3	0.0%	0	1.0%	1	3.0%	3	4.0%	4	4.0%	4	1.0%	1	1.0%	1
11 - 20%	1.9%	23	5.0%	5	5.0%	5	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	1	1.0%	1	3.0%	3
21 - 30%	3.3%	39	2.0%	2	3.0%	3	3.0%	3	0.0%	0	0.0%	0	3.0%	3	6.0%	6	1.0%	1	3.0%	3	5.0%	5	6.0%	6	7.0%	7
31 - 40%	3.6%	43	6.0%	6	2.0%	2	6.0%	6	2.0%	2	4.0%	4	3.0%	3	6.0%	6	3.0%	3	4.0%	4	1.0%	1	3.0%	3	3.0%	3
41 - 50%	11.8%	142	19.0%	19	13.0%	13	11.0%	11	16.0%	16	14.0%	14	11.0%	11	7.0%	7	7.0%	7	6.0%	6	10.0%	10	12.0%	12	16.0%	16
51 - 60%	7.3%	88	3.0%	3	6.0%	6	5.0%	5	14.0%	14	9.0%	9	5.0%	5	2.0%	2	11.0%	11	7.0%	7	7.0%	7	9.0%	9	10.0%	10
61 - 70%	10.1%	121	10.0%	10	9.0%	9	10.0%	10	9.0%	9	9.0%	9	8.0%	8	13.0%	13	11.0%	11	14.0%	14	7.0%	7	12.0%	12	9.0%	9
71 - 80%	21.2%	254	24.0%	24	17.0%	17	14.0%	14	25.0%	25	17.0%	17	24.0%	24	21.0%	21	23.0%	23	22.0%	22	24.0%	24	21.0%	21	22.0%	22
81 - 90%	10.2%	122	4.0%	4	12.0%	12	7.0%	7	10.0%	10	13.0%	13	18.0%	18	16.0%	16	12.0%	12	7.0%	7	6.0%	6	9.0%	9	8.0%	8
91 - 99%	2.3%	28	1.0%	1	2.0%	2	5.0%	5	0.0%	0	4.0%	4	5.0%	5	0.0%	0	0.0%	0	4.0%	4	3.0%	3	4.0%	4	0.0%	0
100%	6.0%	72	7.0%	7	1.0%	1	3.0%	3	1.0%	1	7.0%	7	7.0%	7	13.0%	13	8.0%	8	3.0%	3	8.0%	8	3.0%	3	11.0%	11
(Dont know)	19.7%	236	19.0%	19	24.0%	24	33.0%	33	18.0%	18	16.0%	16	16.0%	16	15.0%	15	19.0%	19	23.0%	23	24.0%	24	19.0%	19	10.0%	10
(Refused)	0.6%	7	0.0%	0	2.0%	2	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*67.66*		*64.16*		*62.09*		*65.49*		*66.63*		*68.91*		*74.70*		*72.59*		*70.38*		*65.43*		*67.95*		*66.21*		*66.11*
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100
Q08 When you go shopping for main food goods, do you normally link this trip with another activity? *Not those who said 'Internet / delivered' at Q01*																										
Yes	31.0%	356	26.3%	26	32.0%	31	27.6%	27	40.0%	38	31.6%	30	18.0%	18	27.1%	26	27.8%	27	47.9%	46	13.3%	13	38.3%	36	45.2%	38
No	69.0%	793	73.7%	73	68.0%	66	72.4%	71	60.0%	57	68.4%	65	82.0%	82	72.9%	70	72.2%	70	52.1%	50	86.7%	85	61.7%	58	54.8%	46
Base:		1149		99		97		98		95		95		100		96		97		96		98		94		84

Q09 Which activities do you normally link this trip with? [MR]

Those who link their main food shopping trip with another activity at Q08

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Financial / professional services (e.g. banks, building societies, estate agents etc.)	9.8%	35	3.8%	1	12.9%	4	22.2%	6	10.5%	4	3.3%	1	27.8%	5	3.8%	1	3.7%	1	19.6%	9	0.0%	0	5.6%	2	2.6%	1
Get petrol	5.6%	20	0.0%	0	3.2%	1	7.4%	2	7.9%	3	10.0%	3	11.1%	2	3.8%	1	0.0%	0	10.9%	5	0.0%	0	0.0%	0	7.9%	3
Leisure activities (e.g. cinemas, pubs, sports etc.)	11.2%	40	11.5%	3	9.7%	3	7.4%	2	23.7%	9	10.0%	3	0.0%	0	11.5%	3	7.4%	2	6.5%	3	7.7%	1	11.1%	4	18.4%	7
Meet family / friends	7.9%	28	11.5%	3	3.2%	1	18.5%	5	13.2%	5	3.3%	1	5.6%	1	3.8%	1	7.4%	2	8.7%	4	7.7%	1	8.3%	3	2.6%	1
Other food shopping	22.2%	79	23.1%	6	29.0%	9	25.9%	7	13.2%	5	20.0%	6	11.1%	2	19.2%	5	22.2%	6	23.9%	11	15.4%	2	30.6%	11	23.7%	9
Non-food shopping	30.1%	107	30.8%	8	48.4%	15	29.6%	8	34.2%	13	30.0%	9	22.2%	4	19.2%	5	33.3%	9	28.3%	13	30.8%	4	30.6%	11	21.1%	8
Other services (e.g. libraries, hairdressers, doctors etc.)	6.7%	24	7.7%	2	0.0%	0	0.0%	0	5.3%	2	6.7%	2	11.1%	2	7.7%	2	3.7%	1	10.9%	5	15.4%	2	11.1%	4	5.3%	2
Restaurants / cafés	12.1%	43	23.1%	6	19.4%	6	11.1%	3	5.3%	2	16.7%	5	5.6%	1	19.2%	5	18.5%	5	4.3%	2	7.7%	1	8.3%	3	10.5%	4
School run	2.0%	7	0.0%	0	3.2%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.8%	1	7.9%	3
Work	14.6%	52	0.0%	0	3.2%	1	11.1%	3	15.8%	6	16.7%	5	16.7%	3	15.4%	4	18.5%	5	26.1%	12	7.7%	1	11.1%	4	21.1%	8
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking / walking the dog	2.2%	8	3.8%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	3.8%	1	0.0%	0	2.2%	1	0.0%	0	8.3%	3	0.0%	0
(Don't know / can't remember)	4.8%	17	3.8%	1	0.0%	0	0.0%	0	5.3%	2	3.3%	1	5.6%	1	7.7%	2	7.4%	2	2.2%	1	15.4%	2	2.8%	1	10.5%	4
Base:		356		26		31		27		38		30		18		26		27		46		13		36		38

Q10 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods (including newspapers, bread, milk and tobacco products)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Aldi, South Lane, Elland	2.8%	33	0.0%	0	3.0%	3	19.0%	19	7.0%	7	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldi, Crossley Retail Park, Pellon Lane, Halifax	1.0%	12	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	4.0%	4	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Aldi, Gallagher Retail Park, Wakefield Road, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ringway Centre, Beck Road, Huddersfield	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rooley Lane, Bradford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	2.2%	26	7.0%	7	0.0%	0	1.0%	1	0.0%	0	1.0%	1	11.0%	11	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1
Asda, Longhill Road, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Kingsway Retail Park, Rochdale	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Towngate, Wyke	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Huddersfield Road, Elland	0.3%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Penine Shopping Centre, Horton Street, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Wharf Street, Sowerby Bridge	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Thorton Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfield Road, Brighouse	0.5%	6	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Denholmegate Road, Halifax	0.5%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Stainland Road, Halifax	0.9%	11	1.0%	1	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burnley Road, Hebden Bridge	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	2.0%	2
Co-op, Market Street, Hebden Bridge	2.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	30.0%	30
Co-op, Westfield Lane, Scholes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oldham Road, Sowerby Bridge	1.5%	18	0.0%	0	0.0%	0	0.0%	0	16.0%	16	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Titan Centre, Towngate, Wyke	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Pellon Lane Retail Park, Pellon Lane, Halifax	0.3%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Market	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Street, Halifax																										
Iceland, Crossley Retail Park, Pellon Lane, Halifax	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Carr House Road, Halifax	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.0%	3	0.0%	0	0.0%	0
Lidl, Haley Hill, Halifax	0.9%	11	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0
Lidl, Tuel Lane, Sowerby Bridge	1.6%	19	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	10	6.0%	6	0.0%	0	0.0%	0	1.0%	1
Lidl, Halifax Road, Todmorden	2.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	25.0%	25	0.0%	0
Marks & Spencer, Broadway, Bradford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Woolshops, Halifax	2.3%	27	4.0%	4	0.0%	0	2.0%	2	5.0%	5	4.0%	4	2.0%	2	1.0%	1	2.0%	2	4.0%	4	3.0%	3	0.0%	0	0.0%	0
Morrisons, Mayo Avenue, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Jubilee Way, Elland	2.5%	30	0.0%	0	1.0%	1	24.0%	24	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Keighley Road, Halifax	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0
Morrisons, Rochdale Road, Todmorden	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	19	0.0%	0
Sainsbury's Local, Park Drive, Halifax	1.0%	12	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	3.0%	3	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, Burnley Road, Hebden Bridge	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Acre Street, Huddersfield	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mill Lane, Brighouse	1.2%	14	0.0%	0	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	2.4%	29	3.0%	3	0.0%	0	0.0%	0	1.0%	1	9.0%	9	1.0%	1	2.0%	2	1.0%	1	3.0%	3	8.0%	8	0.0%	0	1.0%	1
Sainsbury's Superstore, Salendine Shopping Centre, Moor Hill Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Halifax Road, Bradford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	2.3%	27	0.0%	0	18.0%	18	3.0%	3	1.0%	1	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, Haugh Shaw Road, Halifax	2.7%	32	10.0%	10	0.0%	0	0.0%	0	1.0%	1	8.0%	8	1.0%	1	1.0%	1	3.0%	3	7.0%	7	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Sowerby Street, Sowerby Bridge	2.9%	35	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	1.0%	1	0.0%	0	24.0%	24	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Market Street, Halifax	1.7%	20	3.0%	3	0.0%	0	1.0%	1	1.0%	1	2.0%	2	7.0%	7	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	1	1.0%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Tesco Express, Huddersfield Road, Bradford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Free School Lane, Halifax	0.7%	8	3.0%	3	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Leeds Road, Halifax	0.2%	2	1.0%	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	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Halifax Road, Huddersfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet / delivered	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Elizabethan Way, Milnrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Manor Lane, Shipley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Mill Street West, Dewsbury	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Barkisland Post Office, Saddleworth Road, Barkisland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Ovenden Way, Ovenden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, School Lane, Halifax	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Far Barsey Farm Shop, Barkisland, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fresh, Commercial Street, Brighouse	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Borough Market, Town Centre, Halifax	1.3%	15	4.0%	4	1.0%	1	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	1.0%	1	1.0%	1	3.0%	3	0.0%	0	1.0%	1
Heptonstall Post Office, Towngate, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Home Bargains, Crossley Retail Park, Pellon Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Illingworth Moor Post Office, Illingworth Road, Halifax	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keelham Farm Shop, Brighouse & Denholme Road, Keelham	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local markets, Brighouse	0.3%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local markets, Hebden Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Local markets, Todmorden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Local shops, Barkisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brighouse	0.9%	11	0.0%	0	9.0%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Local shops, Elland	0.8%	9	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halifax	2.7%	32	9.0%	9	0.0%	0	1.0%	1	1.0%	1	5.0%	5	9.0%	9	0.0%	0	1.0%	1	2.0%	2	4.0%	4	0.0%	0	0.0%	0
Local shops, Hebden Bridge	1.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	13.0%	13
Local shops, Huddersfield	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, King Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Lightcliffe	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Luddenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Midgley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Mytholmroyd	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Northowram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Norton Tower	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oakenshaw	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Old Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Queensbury	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Skircoat Green	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sowerby Bridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, St John's, Halifax	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thornton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Todmorden	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	1.0%	1
Local shops, Walsden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Wyke	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Birstall Shopping Park, Birstall	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Kershaw Crescent, Luddendenfoot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Union Street, Heckmondwike	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Rochdale Road, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Stainland Road, Holywell Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bridge Street, Todmorden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
One Stop, Crown Street, Hebden Bridge	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6
One Stop, Granny Hall, Brighouse	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, King Cross Road, Halifax	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Southgate, Elland	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pearl Supermarket, Queens Road, Halifax	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pellon Lane Service Station, Pellon Lane, Halifax	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Post Office, Gibbet Street, Highroad Well	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundstretcher, Pellon Lane, Halifax	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Colton Retail Park, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, Salendine Shopping Centre, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharma's, School Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Skircoat Green Post Office & General Stores, Skircoat Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Halifax Road, Todmorden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Spar, Hillcrest Service Station, Burnley Road, Sowerby Bridge	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stephen Maskill Butchers, Crown Street, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, Brunshaw Road, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Keighley Road, Ovenden	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Express, Leeds Road, Hipperholme	0.4%	5	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stainland Road, Greetland	0.5%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Brighouse Road, Queensbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Northgate, Cleckheaton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Grocery Store, Towngate, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Organics, Market Street, Hebden Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Wilkinsons, Southgate, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.7%	56	4.0%	4	14.0%	14	3.0%	3	6.0%	6	3.0%	3	5.0%	5	4.0%	4	3.0%	3	5.0%	5	6.0%	6	0.0%	0	3.0%	3
(Don't do this type of shopping)	31.8%	381	36.0%	36	20.0%	20	28.0%	28	22.0%	22	38.0%	38	37.0%	37	32.0%	32	41.0%	41	32.0%	32	30.0%	30	36.0%	36	29.0%	29
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q11 How do you normally travel to (LOCATION MENTIONED AT Q10)? *Not those who said 'Internet / delivered' or '(Don't do this type of shopping)' at Q12*																										
Car / van (as driver)	53.7%	438	29.7%	19	57.5%	46	56.9%	41	59.7%	46	61.3%	38	45.2%	28	58.2%	39	66.1%	39	58.8%	40	58.6%	41	57.8%	37	33.8%	24
Car / van (as passenger)	4.5%	37	6.3%	4	5.0%	4	5.6%	4	3.9%	3	4.8%	3	6.5%	4	3.0%	2	5.1%	3	2.9%	2	5.7%	4	3.1%	2	2.8%	2
Bus, mini-bus or coach	9.4%	77	15.6%	10	2.5%	2	8.3%	6	6.5%	5	11.3%	7	22.6%	14	9.0%	6	8.5%	5	10.3%	7	8.6%	6	1.6%	1	11.3%	8
Motorcycle, scooter or moped	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	28.6%	233	40.6%	26	31.3%	25	26.4%	19	23.4%	18	21.0%	13	22.6%	14	25.4%	17	18.6%	11	23.5%	16	22.9%	16	35.9%	23	49.3%	35
Taxi	0.5%	4	1.6%	1	0.0%	0	1.4%	1	1.3%	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
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / cant remember / varies)	2.8%	23	4.7%	3	3.8%	3	0.0%	0	5.2%	4	1.6%	1	3.2%	2	4.5%	3	1.7%	1	2.9%	2	2.9%	2	0.0%	0	2.8%	2
Base:		816		64		80		72		77		62		62		67		59		68		70		64		71
Q12 Does your household also regularly visit small shops in town centres or villages to buy food or grocery shopping?																										
Yes	44.0%	528	41.0%	41	59.0%	59	46.0%	46	43.0%	43	25.0%	25	33.0%	33	41.0%	41	23.0%	23	49.0%	49	51.0%	51	54.0%	54	63.0%	63
No	56.0%	672	59.0%	59	41.0%	41	54.0%	54	57.0%	57	75.0%	75	67.0%	67	59.0%	59	77.0%	77	51.0%	51	49.0%	49	46.0%	46	37.0%	37
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q13 Thinking of these small shops, which town / district centre or village are they located in?

Those who visit small shops at Q12

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	1.5%	8	0.0%	0	1.7%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	9.8%	4	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0
Brighouse	12.1%	64	0.0%	0	81.4%	48	4.3%	2	0.0%	0	0.0%	0	3.0%	1	24.4%	10	4.3%	1	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Elland	7.4%	39	2.4%	1	0.0%	0	69.6%	32	14.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	26.9%	142	73.2%	30	1.7%	1	17.4%	8	14.0%	6	56.0%	14	72.7%	24	7.3%	3	30.4%	7	28.6%	14	60.8%	31	3.7%	2	3.2%	2
Hebden Bridge	14.2%	75	2.4%	1	0.0%	0	0.0%	0	4.7%	2	4.0%	1	0.0%	0	0.0%	0	4.3%	1	34.7%	17	0.0%	0	3.7%	2	81.0%	51
Hipperholme	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	1.1%	6	0.0%	0	3.4%	2	2.2%	1	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
King Cross	2.8%	15	12.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	4	0.0%	0	8.7%	2	8.2%	4	0.0%	0	0.0%	0	0.0%	0
Leeds	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mytholmroyd	1.3%	7	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	10.2%	5	0.0%	0	0.0%	0	0.0%	0
Northowram	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Ripponden	1.5%	8	2.4%	1	0.0%	0	0.0%	0	14.0%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sowerby Bridge	2.3%	12	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.4%	1	39.1%	9	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	10.6%	56	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.0%	1	0.0%	0	85.2%	46	11.1%	7
West Vale	1.5%	8	0.0%	0	0.0%	0	0.0%	0	16.3%	7	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkisland	0.8%	4	0.0%	0	0.0%	0	0.0%	0	9.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Burnley	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0
Bury	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fixby	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartshead	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heptonstall	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Keelham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Lindley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liversedge	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midgley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Mirfield	0.6%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixenden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Oakenshaw	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensbury	1.1%	6	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	4.3%	1	4.1%	2	0.0%	0	0.0%	0	0.0%	0
Rishworth	0.6%	3	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scholes	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelf	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	5	0.0%	0	0.0%	0
Silsden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skircoat	1.1%	6	2.4%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southowram	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	4.3%	1	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Wakefield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Walsden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Woodhouse	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
(Don't know / varies)	3.0%	16	2.4%	1	0.0%	0	2.2%	1	2.3%	1	0.0%	0	0.0%	0	12.2%	5	0.0%	0	6.1%	3	7.8%	4	0.0%	0	1.6%	1
Base:		528		41		59		46		43		25		33		41		23		49		51		54		63

Q14 How do you normally travel to (LOCATION MENTIONED AT Q13)?
Those who visit small shops at Q12

Car / van (as driver)	48.5%	256	34.1%	14	47.5%	28	45.7%	21	51.2%	22	48.0%	12	45.5%	15	61.0%	25	73.9%	17	63.3%	31	58.8%	30	46.3%	25	25.4%	16
Car / van (as passenger)	6.8%	36	2.4%	1	3.4%	2	8.7%	4	9.3%	4	16.0%	4	15.2%	5	12.2%	5	4.3%	1	4.1%	2	0.0%	0	9.3%	5	4.8%	3
Bus, mini-bus or coach	11.9%	63	17.1%	7	8.5%	5	8.7%	4	11.6%	5	16.0%	4	24.2%	8	7.3%	3	4.3%	1	16.3%	8	17.6%	9	7.4%	4	7.9%	5
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	30.1%	159	46.3%	19	37.3%	22	37.0%	17	25.6%	11	16.0%	4	15.2%	5	17.1%	7	17.4%	4	14.3%	7	17.6%	9	35.2%	19	55.6%	35
Taxi	0.8%	4	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.6%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / cant remember / varies)	1.9%	10	0.0%	0	1.7%	1	0.0%	0	2.3%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.9%	2	1.9%	1	4.8%	3
Base:		528		41		59		46		43		25		33		41		23		49		51		54		63

Q15 Where do you do most of your household's shopping for clothing and footwear?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	2.8%	34	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	23.0%	23	1.0%	1	0.0%	0	2.0%	2	0.0%	0	2.0%	2
Brighouse	1.3%	15	0.0%	0	10.0%	10	2.0%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.3%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	35.7%	428	47.0%	47	13.0%	13	30.0%	30	40.0%	40	52.0%	52	57.0%	57	8.0%	8	49.0%	49	33.0%	33	53.0%	53	15.0%	15	31.0%	31
Hebden Bridge	1.1%	13	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	1.0%	1	6.0%	6
Huddersfield	7.6%	91	4.0%	4	24.0%	24	27.0%	27	10.0%	10	6.0%	6	4.0%	4	1.0%	1	6.0%	6	4.0%	4	3.0%	3	0.0%	0	2.0%	2
King Cross	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	7.8%	93	7.0%	7	10.0%	10	7.0%	7	8.0%	8	5.0%	5	8.0%	8	17.0%	17	7.0%	7	6.0%	6	9.0%	9	2.0%	2	7.0%	7
Manchester	3.9%	47	4.0%	4	1.0%	1	0.0%	0	3.0%	3	1.0%	1	2.0%	2	0.0%	0	1.0%	1	7.0%	7	0.0%	0	19.0%	19	9.0%	9
Rochdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sowerby Bridge	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Birstall Shopping Park, Birstall	0.3%	4	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	0.3%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Broadway, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trinity Shopping & Leisure Centre, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	6.2%	74	8.0%	8	10.0%	10	6.0%	6	4.0%	4	4.0%	4	4.0%	4	17.0%	17	4.0%	4	4.0%	4	13.0%	13	0.0%	0	0.0%	0
Abroad	0.6%	7	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	3.0%	3
Internet	12.6%	151	7.0%	7	13.0%	13	9.0%	9	15.0%	15	13.0%	13	9.0%	9	11.0%	11	14.0%	14	11.0%	11	9.0%	9	15.0%	15	25.0%	25
Home catalogue / mail order	2.3%	27	4.0%	4	1.0%	1	3.0%	3	1.0%	1	3.0%	3	4.0%	4	2.0%	2	3.0%	3	1.0%	1	1.0%	1	1.0%	1	3.0%	3
TV / interactive shopping	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Howley Park Road, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.3%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnsley	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Batley	0.2%	2	1.0%	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	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Boundary Mill, Vivary Way, Colne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Burnley	2.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	27.0%	27	2.0%	2
Bury	0.6%	7	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Carnaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Castleford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Elk Mill Shopping Park, Broadway, Royton,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Oldham																										
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	0.4%	5	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Meadowhall Shopping Centre, Sheffield	0.3%	3	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meanwood	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlcotes Shopping Centre, Stanningley By-Pass, Pudsey	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Princess Way Retail Park, Canning Street, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Southport	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Superstore, Sowerby Street, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	1.3%	15	1.0%	1	0.0%	0	1.0%	1	4.0%	4	2.0%	2	2.0%	2	0.0%	0	2.0%	2	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Wakefield	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whalley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wyke	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
York Designer Outlet, St. Nicholas Avenue, Fulford	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.5%	42	1.0%	1	6.0%	6	4.0%	4	3.0%	3	4.0%	4	2.0%	2	4.0%	4	2.0%	2	8.0%	8	3.0%	3	2.0%	2	3.0%	3
(Don't buy these products)	3.8%	46	7.0%	7	3.0%	3	4.0%	4	4.0%	4	3.0%	3	1.0%	1	4.0%	4	3.0%	3	8.0%	8	3.0%	3	1.0%	1	5.0%	5
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q16 Where else do you go for clothing and footwear?

Not those who said '(Don't buy these products)' at Q15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	2.2%	25	5.4%	5	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2	8.3%	8	2.1%	2	1.1%	1	4.1%	4	0.0%	0	0.0%	0
Brighouse	1.0%	12	0.0%	0	4.1%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.1%	2	1.0%	1	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Elland	0.2%	2	0.0%	0	0.0%	0	1.0%	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	0.0%	0
Halifax	10.9%	126	12.9%	12	12.4%	12	16.7%	16	13.5%	13	9.3%	9	7.1%	7	2.1%	2	14.4%	14	5.4%	5	12.4%	12	12.1%	12	12.6%	12
Hebden Bridge	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	10.5%	10
Huddersfield	9.3%	107	11.8%	11	15.5%	15	25.0%	24	13.5%	13	11.3%	11	7.1%	7	2.1%	2	10.3%	10	4.3%	4	6.2%	6	2.0%	2	2.1%	2
Leeds	8.0%	92	8.6%	8	9.3%	9	4.2%	4	7.3%	7	10.3%	10	8.1%	8	8.3%	8	10.3%	10	12.0%	11	8.2%	8	3.0%	3	6.3%	6
Manchester	3.7%	43	0.0%	0	2.1%	2	1.0%	1	4.2%	4	1.0%	1	4.0%	4	3.1%	3	5.2%	5	4.3%	4	3.1%	3	12.1%	12	4.2%	4
Rochdale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Sowerby Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	5.1%	5	1.1%	1
Birstall Shopping Park, Birstall	0.4%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.2%	2	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forster Square Retail Park, Bradford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	0.6%	7	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.2%	2	0.0%	0	1.0%	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	0.0%	0	0.0%	0
The Broadway, Bradford	0.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trinity Shopping & Leisure Centre, Leeds	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	4.5%	52	3.2%	3	5.2%	5	6.3%	6	4.2%	4	3.1%	3	6.1%	6	9.4%	9	6.2%	6	2.2%	2	7.2%	7	0.0%	0	1.1%	1
Internet	4.3%	50	1.1%	1	1.0%	1	2.1%	2	4.2%	4	5.2%	5	4.0%	4	5.2%	5	4.1%	4	5.4%	5	4.1%	4	7.1%	7	8.4%	8
Home catalogue / mail order	0.9%	10	1.1%	1	0.0%	0	0.0%	0	3.1%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.1%	1
TV / interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ambleside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Princess Way, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.3%	4	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Boundary Mill, Vivary Way, Colne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bridlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	18	1.1%	1
Bury	0.4%	5	1.1%	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	0.0%	0	3.0%	3	0.0%	0
Castleford	0.3%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Colne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Crown Point Shopping Park, Junction Street, Leeds	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doncaster	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	1.2%	14	0.0%	0	4.1%	4	1.0%	1	0.0%	0	1.0%	1	3.0%	3	2.1%	2	0.0%	0	1.1%	1	2.1%	2	0.0%	0	0.0%	0
Keighley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.2%	3
Leigh	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindley	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Luddendenfoot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Mansfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Coppice Way, Wilmslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall Shopping Centre, Sheffield	0.3%	4	1.1%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlcotes Shopping Centre, Stanningley By-Pass, Pudsey	0.4%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Pudsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shipley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.3%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	0.2%	2	0.0%	0	1.0%	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	0.0%	0	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tong Garden Centre, Tong Lane, Tong	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Trafford Centre, Manchester	1.6%	19	0.0%	0	1.0%	1	1.0%	1	4.2%	4	2.1%	2	4.0%	4	1.0%	1	1.0%	1	2.2%	2	1.0%	1	1.0%	1	1.1%	1
Wakefield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
York Designer Outlet, St. Nicholas Avenue, Fulford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.2%	72	3.2%	3	13.4%	13	6.3%	6	3.1%	3	5.2%	5	3.0%	3	2.1%	2	5.2%	5	13.0%	12	10.3%	10	4.0%	4	6.3%	6
(Nowhere else)	33.5%	387	45.2%	42	21.6%	21	29.2%	28	30.2%	29	43.3%	42	40.4%	40	34.4%	33	32.0%	31	35.9%	33	28.9%	28	21.2%	21	41.1%	39
Base:		1154		93		97		96		96		97		99		96		97		92		97		99		95

Q17 Where do you do most of your household's shopping for furniture, floor coverings and household textiles?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Leeds Road Retail Park, Bradley Mills	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	0.6%	7	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	2.0%	2
Carpetright, Great Northern Retail Park, Leeds Road, Huddersfield	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Halifax Retail Park, Pellon Lane, Halifax	0.5%	6	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	1.8%	21	3.0%	3	2.0%	2	1.0%	1	0.0%	0	3.0%	3	2.0%	2	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1	4.0%	4
Wickes, Wade Street, Halifax	0.3%	3	1.0%	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	0.0%	0	1.0%	1	0.0%	0
Wilko, Southgate, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	1.7%	20	4.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	13.0%	13	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Brighouse	1.4%	17	0.0%	0	11.0%	11	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Elland	0.7%	8	0.0%	0	0.0%	0	4.0%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	23.5%	282	32.0%	32	8.0%	8	16.0%	16	16.0%	16	37.0%	37	44.0%	44	4.0%	4	35.0%	35	32.0%	32	36.0%	36	10.0%	10	12.0%	12
Hebden Bridge	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	16.0%	16
Hipperholme	0.8%	10	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Huddersfield	2.9%	35	4.0%	4	13.0%	13	5.0%	5	2.0%	2	5.0%	5	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0
King Cross	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	2.6%	31	1.0%	1	5.0%	5	3.0%	3	3.0%	3	4.0%	4	6.0%	6	2.0%	2	3.0%	3	2.0%	2	2.0%	2	0.0%	0	0.0%	0
Manchester	0.7%	8	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Mytholmroyd	2.0%	24	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	6	9.0%	9	0.0%	0	0.0%	0	5.0%	5
Northowram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripponden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	1.0%	1
Sowerby Bridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	10.0%	10	1.0%	1
West Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Birstall Shopping Park, Birstall	2.8%	33	3.0%	3	3.0%	3	5.0%	5	3.0%	3	2.0%	2	1.0%	1	7.0%	7	1.0%	1	2.0%	2	4.0%	4	1.0%	1	1.0%	1
Charlestown Road Retail Park, Halifax	0.5%	6	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Forster Square Retail Park, Bradford	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.8%	9	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Junction 27 Retail Park, Birstall	1.3%	16	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	4.0%	4	4.0%	4	1.0%	1	3.0%	3	0.0%	0	0.0%	0
Kirkstall Bridge Shopping Park, Leeds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.7%	8	0.0%	0	2.0%	2	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Broadway, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
White Rose Shopping Centre, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet	9.2%	110	5.0%	5	10.0%	10	9.0%	9	13.0%	13	5.0%	5	13.0%	13	7.0%	7	4.0%	4	6.0%	6	8.0%	8	13.0%	13	17.0%	17
Home catalogue / mail order	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Churchill Way, Nelson	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Batley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Boundary Retail Park, Corporation Street, Colne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Burnley	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	12.0%	12	1.0%	1
Calderdale	0.2%	2	0.0%	0	0.0%	0	1.0%	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	0.0%	0
Central London	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Point Shopping Park, Junction Street, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dewsbury	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Pellon Lane, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Greetland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillsborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Wellington Road, Ashton-under-Lyne, Manchester	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Lee Bridge Industrial Estate, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Oldham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Queensbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
RedBrick Mill, Bradford Road, Batley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Towns Moor Retail Park, Great Bolton Street, Blackburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Trafford Centre, Manchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Victoria Retail Park, Shroggs Road, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
York	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.8%	81	5.0%	5	8.0%	8	11.0%	11	9.0%	9	5.0%	5	4.0%	4	7.0%	7	10.0%	10	4.0%	4	9.0%	9	3.0%	3	6.0%	6
(Don't buy these products)	29.2%	350	32.0%	32	30.0%	30	34.0%	34	32.0%	32	32.0%	32	19.0%	19	42.0%	42	24.0%	24	34.0%	34	19.0%	19	23.0%	23	29.0%	29
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q18 Where else do you go for furniture, floor coverings and household textiles?
Not those who said '(Don't buy these products)' at Q17

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Leeds Road Retail Park, Bradley Mills	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	0.4%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Halifax Retail Park, Pellon Lane, Halifax	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.5%	1	1.2%	1	0.0%	0	0.0%	0
Currys PC World, Great Northern Retail Park, Leeds Road, Huddersfield	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	2.4%	20	4.4%	3	1.4%	1	1.5%	1	0.0%	0	1.5%	1	2.5%	2	5.2%	3	2.6%	2	3.0%	2	1.2%	1	2.6%	2	2.8%	2
Wickes, Wade Street, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Bradford	0.8%	7	1.5%	1	1.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Brighouse	0.7%	6	1.5%	1	1.4%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Elland	0.4%	3	0.0%	0	0.0%	0	3.0%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	6.1%	52	4.4%	3	7.1%	5	6.1%	4	5.9%	4	11.8%	8	12.3%	10	1.7%	1	7.9%	6	3.0%	2	2.5%	2	3.9%	3	5.6%	4
Hebden Bridge	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	1.3%	1	0.0%	0
Hipperholme	0.4%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Huddersfield	1.5%	13	0.0%	0	4.3%	3	7.6%	5	1.5%	1	1.5%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
King Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Leeds	3.6%	31	1.5%	1	1.4%	1	4.5%	3	4.4%	3	2.9%	2	8.6%	7	10.3%	6	2.6%	2	6.1%	4	1.2%	1	1.3%	1	0.0%	0
Manchester	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.8%	2
Mytholmroyd	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Northowram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Ripponden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Todmorden	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0
Birstall Shopping Park, Birstall	1.3%	11	1.5%	1	0.0%	0	3.0%	2	2.9%	2	0.0%	0	2.5%	2	1.7%	1	2.6%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.8%	7	2.9%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.8%	2
Junction 27 Retail Park, Birstall	1.1%	9	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	2.6%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Kirkstall Bridge Shopping Park, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.8%	7	0.0%	0	4.3%	3	0.0%	0	2.9%	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
White Rose Shopping Centre, Leeds	0.7%	6	1.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.5%	1	1.2%	1	0.0%	0	0.0%	0
Abroad	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%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Internet	4.5%	38	1.5%	1	7.1%	5	0.0%	0	4.4%	3	8.8%	6	3.7%	3	3.4%	2	3.9%	3	4.5%	3	2.5%	2	6.5%	5	7.0%	5
Home catalogue / mail order	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Batley	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mill, Vivary Way, Colne	0.2%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Burnley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1
Calderdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Castlegate Retail Park, St Johns Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Royal Oak, Sticker Lane, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Haworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Honley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Wellington Road, Ashton-under-Lyne, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Ilkley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Kingsway Retail Park, Wallhead Road, Rochdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Lee Bridge Industrial Estate, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Meadowhall Shopping Centre, Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Osgodby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rawtenstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Scissett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	0.2%	2	0.0%	0	0.0%	0	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
(Don't know / varies)	10.4%	88	2.9%	2	21.4%	15	13.6%	9	14.7%	10	8.8%	6	6.2%	5	1.7%	1	7.9%	6	9.1%	6	17.3%	14	9.1%	7	9.9%	7
(Nowhere else)	56.0%	476	75.0%	51	41.4%	29	51.5%	34	52.9%	36	47.1%	32	54.3%	44	58.6%	34	61.8%	47	56.1%	37	60.5%	49	51.9%	40	60.6%	43
Base:		850		68		70		66		68		68		81		58		76		66		81		77		71

Q19 Where do you do most of your household's shopping for DIY goods and decorating supplies?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Euroway Trading Estate, Mountleigh Close, Bradford	4.3%	52	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.0%	48	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
B&Q, Leeds Road Retail Park, Bradley Mills	5.1%	61	0.0%	0	33.0%	33	15.0%	15	5.0%	5	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	37.5%	450	42.0%	42	10.0%	10	36.0%	36	41.0%	41	48.0%	48	46.0%	46	10.0%	10	48.0%	48	52.0%	52	69.0%	69	11.0%	11	37.0%	37
Carpetright, Great Northern Retail Park, Leeds Road, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Charlestown Road Retail Park, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Screwfix, Brighouse Trade Park, Armytage Road, Brighouse	0.3%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hope Street, Halifax	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.0%	2	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Manchester Road, Huddersfield	0.2%	2	0.0%	0	1.0%	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	0.0%	0	0.0%	0
Wickes, Princeroyd Way, Ingleby Road, Bradford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Wade Street, Halifax	2.0%	24	3.0%	3	0.0%	0	0.0%	0	3.0%	3	3.0%	3	2.0%	2	0.0%	0	3.0%	3	3.0%	3	2.0%	2	2.0%	2	3.0%	3
Wilko, Commercial Street, Briggate, Brighouse	0.7%	8	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, New Street, Huddersfield	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Southgate, Halifax	0.6%	7	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Bradford	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighouse	1.3%	15	0.0%	0	12.0%	12	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.8%	10	0.0%	0	0.0%	0	6.0%	6	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	12.1%	145	24.0%	24	2.0%	2	6.0%	6	12.0%	12	15.0%	15	27.0%	27	1.0%	1	29.0%	29	10.0%	10	8.0%	8	2.0%	2	9.0%	9
Hebden Bridge	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	12.0%	12
Huddersfield	0.9%	11	0.0%	0	5.0%	5	3.0%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Leeds	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Manchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Mytholmroyd	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Rochdale	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Sowerby Bridge	0.5%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	2.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	19.0%	19	3.0%	3
Birstall Shopping Park, Birstall	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Charlestown Road Retail	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Park, Halifax																										
Halifax Retail Park, Halifax	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.8%	9	0.0%	0	7.0%	7	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	1.0%	12	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	4.0%	4
Home catalogue / mail order	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ainley Top	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Churchill Way, Nelson	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	1.0%	1
B&Q, Elizabeth Industrial Estate, Shroggs Road, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
B&Q, Junction One Retail Park, Beeston Interchange, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Nova Scotia Retail Park, Bolton Road, Blackburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
B&Q, Sandbrook Park, Edinburgh Way, Rochdale	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0
B&Q, Westhulme Way, Oldham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2
B&Q, Wilton Street, Dewsbury	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Batley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0
Great Northern Retail Park, Leeds Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsway Retail Park, Wallhead Road, Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Luddendenfoot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
The Range, Pellon Lane, Halifax	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bowling	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	18	1.0%	1	0.0%	0	4.0%	4	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	2.0%	2	4.0%	4
(Don't buy these products)	20.6%	247	26.0%	26	18.0%	18	22.0%	22	29.0%	29	21.0%	21	19.0%	19	15.0%	15	12.0%	12	27.0%	27	15.0%	15	24.0%	24	19.0%	19
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q20 Where else do you go for DIY goods and decorating supplies? *Not those who said '(Don't buy these products)' at Q19*																										
B&Q, Euroway Trading Estate, Mountleigh Close, Bradford	1.2%	11	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	9.4%	8	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0
B&Q, Leeds Road Retail Park, Bradley Mills	1.8%	17	0.0%	0	7.3%	6	5.1%	4	4.2%	3	3.8%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	6.6%	63	8.1%	6	11.0%	9	7.7%	6	5.6%	4	8.9%	7	4.9%	4	3.5%	3	4.5%	4	5.5%	4	3.5%	3	6.6%	5	9.9%	8
Currys PC World, Charlestown Road Retail Park, Halifax	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	0.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hope Street, Halifax	1.0%	10	1.4%	1	0.0%	0	0.0%	0	1.4%	1	1.3%	1	2.5%	2	0.0%	0	1.1%	1	1.4%	1	1.2%	1	0.0%	0	2.5%	2
Screwfix, Wakefield Road, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Manchester Road, Huddersfield	0.3%	3	0.0%	0	2.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princeroyd Way, Ingleby Road, Bradford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Wickes, Wade Street, Halifax	6.8%	65	5.4%	4	0.0%	0	6.4%	5	5.6%	4	13.9%	11	3.7%	3	0.0%	0	10.2%	9	16.4%	12	16.5%	14	1.3%	1	2.5%	2
Wilko, Commercial Street, Briggate, Brighouse	0.6%	6	0.0%	0	4.9%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Rawson Quarter, John Street, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Southgate, Halifax	0.9%	9	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.4%	1	3.5%	3	0.0%	0	1.2%	1
Bradford	0.5%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighouse	1.6%	15	0.0%	0	13.4%	11	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Elland	0.7%	7	0.0%	0	0.0%	0	7.7%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	6.6%	63	10.8%	8	6.1%	5	5.1%	4	7.0%	5	10.1%	8	9.9%	8	2.4%	2	5.7%	5	8.2%	6	8.2%	7	1.3%	1	4.9%	4
Hebden Bridge	1.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	16.0%	13
Huddersfield	0.6%	6	0.0%	0	0.0%	0	2.6%	2	1.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1
Leeds	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Rochdale	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0
Sowerby Bridge	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.4%	1	0.0%	0	1.3%	1	0.0%	0
Todmorden	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	5.3%	4	0.0%	0
Halifax Retail Park, Halifax	0.9%	9	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0	2.3%	2	0.0%	0	2.4%	2	1.3%	1	0.0%	0
Leeds Road Retail Park, Huddersfield	0.9%	9	0.0%	0	3.7%	3	1.3%	1	4.2%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Internet	0.9%	9	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.5%	2	0.0%	0	2.3%	2	1.4%	1	1.2%	1	1.3%	1	1.2%	1
Home catalogue / mail order	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Churchill Way,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Nelson																										
B&Q, Sandbrook Park, Edinburgh Way, Rochdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Batley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boothtown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Bury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Cleckheaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Pellon Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Great Northern Retail Park, Leeds Road, Huddersfield	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Keighley Road, Bingley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringway Industrial Estate, Beck Road, Huddersfield	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
The Range, Pellon Lane, Halifax	0.4%	4	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Wakefield	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.0%	38	2.7%	2	6.1%	5	5.1%	4	2.8%	2	1.3%	1	2.5%	2	4.7%	4	3.4%	3	8.2%	6	2.4%	2	1.3%	1	7.4%	6
(Nowhere else)	55.8%	532	58.1%	43	40.2%	33	55.1%	43	56.3%	40	53.2%	42	64.2%	52	62.4%	53	64.8%	57	47.9%	35	54.1%	46	63.2%	48	49.4%	40
Base:		953		74		82		78		71		79		81		85		88		73		85		76		81

Q21 Where do you do most of your household's shopping for electrical domestic appliances such as fridges, washing machines, TV's, computers and phones?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Euroway Trading Estate, Mountleigh Close, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	0.4%	5	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Halifax Retail Park, Pellon Lane, Halifax	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Forster Square, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Canal Road, Bradford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Charlestown Road Retail Park, Halifax	17.9%	215	35.0%	35	4.0%	4	11.0%	11	23.0%	23	18.0%	18	34.0%	34	5.0%	5	20.0%	20	23.0%	23	29.0%	29	6.0%	6	7.0%	7
Currys PC World, Great Northern Retail Park, Leeds Road, Huddersfield	1.4%	17	1.0%	1	8.0%	8	4.0%	4	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thornton Road Industrial Estate, Hockney Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Commercial Street, Briggate, Brighouse	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	1.5%	18	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12	1.0%	1	0.0%	0	3.0%	3	0.0%	0	1.0%	1
Brighouse	0.5%	6	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Elland	2.1%	25	1.0%	1	0.0%	0	15.0%	15	3.0%	3	2.0%	2	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Halifax	25.8%	309	34.0%	34	14.0%	14	24.0%	24	22.0%	22	36.0%	36	41.0%	41	6.0%	6	41.0%	41	32.0%	32	29.0%	29	6.0%	6	24.0%	24
Hebden Bridge	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Huddersfield	0.9%	11	0.0%	0	5.0%	5	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Leeds	0.8%	10	0.0%	0	3.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Manchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Mytholmroyd	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Sowerby Bridge	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Todmorden	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	4.0%	4
Birstall Shopping Park, Birstall	1.0%	12	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Charlestown Road Retail Park, Halifax	0.6%	7	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forster Square Retail Park, Bradford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.5%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1
Junction 27 Retail Park, Birstall	0.6%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Kirkstall Bridge Shopping Park, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.9%	11	0.0%	0	9.0%	9	1.0%	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	0.0%	0
White Rose Shopping Centre, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet	17.4%	209	5.0%	5	21.0%	21	12.0%	12	21.0%	21	17.0%	17	9.0%	9	19.0%	19	15.0%	15	17.0%	17	13.0%	13	26.0%	26	34.0%	34
Home catalogue / mail order	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
TV / interactive shopping	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bolton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	1.0%	1
Cleckheaton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Elk Mill Retail Park, Oldham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Currys PC World, Rochdale Cricket Club Development, Rochdale	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Direct Discounts Superstore, Leeds Road, Huddersfield	1.0%	12	2.0%	2	0.0%	0	0.0%	0	1.0%	1	3.0%	3	3.0%	3	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Elk Mill Shopping Park, Broadway, Royton, Oldham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Greenmount Retail Park, Pellon Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Illingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Nelson	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Prestige Retail Park, Burnley	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	8	1.0%	1
Sainsbury's Superstore, Wade Street, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sheffield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sonic Megastore, Ingleby Road, Bradford	0.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	3.3%	39	1.0%	1	7.0%	7	5.0%	5	3.0%	3	0.0%	0	0.0%	0	3.0%	3	5.0%	5	3.0%	3	7.0%	7	3.0%	3	2.0%	2
(Don't buy these products)	14.4%	173	17.0%	17	14.0%	14	21.0%	21	20.0%	20	16.0%	16	5.0%	5	18.0%	18	10.0%	10	13.0%	13	11.0%	11	10.0%	10	18.0%	18
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q22 Where else do you go for electrical domestic appliances such as fridges, washing machines, TV's, computers and phones?
Not those who said '(Don't buy these products)' at Q21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Shroggs Road, Halifax	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Forster Square, Bradford	0.3%	3	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Canal Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Charlestown Road Retail Park, Halifax	5.1%	52	4.8%	4	3.5%	3	6.3%	5	13.8%	11	7.1%	6	4.2%	4	0.0%	0	2.2%	2	4.6%	4	11.2%	10	1.1%	1	2.4%	2
Currys PC World, Great Northern Retail Park, Leeds Road, Huddersfield	0.8%	8	0.0%	0	2.3%	2	1.3%	1	5.0%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Brighouse	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.5%	5	0.0%	0	1.2%	1	1.3%	1	2.5%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	6.2%	64	3.6%	3	4.7%	4	6.3%	5	6.3%	5	11.9%	10	6.3%	6	0.0%	0	5.6%	5	6.9%	6	12.4%	11	4.4%	4	6.1%	5
Hebden Bridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.4%	2
Hipperholme	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	1.7%	17	2.4%	2	9.3%	8	5.1%	4	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
King Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.7%	7	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	2	1.1%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Manchester	0.8%	8	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.2%	2	1.2%	1
Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	1.2%	1
Birstall Shopping Park, Birstall	0.3%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	2.2%	2	0.0%	0
Crossley Retail Park, Halifax	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forster Square Retail Park, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.3%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Junction 27 Retail Park, Birstall	0.6%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.3%	3	0.0%	0	1.2%	1	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Internet	6.3%	65	4.8%	4	11.6%	10	5.1%	4	5.0%	4	7.1%	6	4.2%	4	3.7%	3	5.6%	5	12.6%	11	3.4%	3	7.8%	7	4.9%	4
Home catalogue / mail order	0.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.5%	5	1.2%	1	0.0%	0	1.3%	1	1.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Barnoldswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Burnley	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	10	0.0%	0
Cleckheaton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Rochdale Cricket Club Development, Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Direct Discounts Superstore, Leeds Road, Huddersfield	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doncaster	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Pellon Lane, Halifax	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prestige Retail Park, Burnley	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	8	0.0%	0
Princess Way Retail Park, Canning Street, Burnley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Queensbury	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Halifax Road, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.0%	41	1.2%	1	10.5%	9	3.8%	3	1.3%	1	0.0%	0	2.1%	2	2.4%	2	5.6%	5	6.9%	6	7.9%	7	2.2%	2	3.7%	3
(Nowhere else)	64.8%	665	78.3%	65	47.7%	41	63.3%	50	61.3%	49	56.0%	47	76.8%	73	68.3%	56	77.8%	70	63.2%	55	58.4%	52	50.0%	45	75.6%	62
Base:		1027		83		86		79		80		84		95		82		90		87		89		90		82

Q23 Where do you do most of your household's shopping for chemists goods?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bailiff Bridge	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	2.1%	25	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	23	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Brighouse	7.3%	87	0.0%	0	74.0%	74	0.0%	0	0.0%	0	2.0%	2	0.0%	0	10.0%	10	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Elland	7.7%	92	0.0%	0	0.0%	0	78.0%	78	8.0%	8	2.0%	2	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Halifax	31.0%	372	70.0%	70	3.0%	3	10.0%	10	20.0%	20	72.0%	72	83.0%	83	5.0%	5	11.0%	11	30.0%	30	59.0%	59	4.0%	4	5.0%	5
Hebden Bridge	7.3%	88	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	1.0%	1	80.0%	80
Hipperholme	0.8%	9	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	0.8%	10	0.0%	0	3.0%	3	2.0%	2	3.0%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Cross	3.3%	40	17.0%	17	0.0%	0	0.0%	0	2.0%	2	1.0%	1	4.0%	4	0.0%	0	3.0%	3	13.0%	13	0.0%	0	0.0%	0	0.0%	0
Leeds	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Mytholmroyd	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0
Northowram	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Ripponden	2.3%	27	0.0%	0	0.0%	0	0.0%	0	19.0%	19	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Sowerby Bridge	5.9%	71	0.0%	0	0.0%	0	0.0%	0	5.0%	5	1.0%	1	1.0%	1	0.0%	0	60.0%	60	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Todmorden	6.7%	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	0.0%	0	77.0%	77	3.0%	3
West Vale	2.1%	25	0.0%	0	0.0%	0	4.0%	4	21.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Shopping Park, Birstall	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	1.7%	20	2.0%	2	2.0%	2	1.0%	1	3.0%	3	2.0%	2	0.0%	0	5.0%	5	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1
Home catalogue / mail order	0.6%	7	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Asda, Longhill Road, Bradford Road, Huddersfield	0.2%	2	0.0%	0	0.0%	0	1.0%	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	0.0%	0
Asda, Princess Way, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.9%	11	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	5.0%	5	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Boothtown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Burnley	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	2.0%	2
Clayton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cleckheaton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Leeds Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holmfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Illingworth	0.5%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Liversedge	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low Moor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Luddendenfoot	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0
Mixenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons, Keighley Road, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakenshaw	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ovenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Pellon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Rastick	0.3%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelf	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0
Skircoat Green	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southowram	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stainland	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Halifax Road, Bradford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.8%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	3.0%	3	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wibsey	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	24	2.0%	2	0.0%	0	1.0%	1	2.0%	2	5.0%	5	2.0%	2	4.0%	4	2.0%	2	2.0%	2	3.0%	3	0.0%	0	1.0%	1
(Don't buy these products)	6.2%	74	2.0%	2	7.0%	7	2.0%	2	3.0%	3	5.0%	5	1.0%	1	10.0%	10	9.0%	9	14.0%	14	10.0%	10	5.0%	5	6.0%	6
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q24 Where else do you go for chemists goods?
Not those who said '(Don't buy these products)' at Q23

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Wilko, Commercial Street, Briggate, Brighouse	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Southgate, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Bradford	0.6%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	1.1%	1	1.1%	1	1.1%	1
Brighouse	1.5%	17	0.0%	0	7.5%	7	3.1%	3	2.1%	2	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.9%	10	0.0%	0	1.1%	1	8.2%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	8.9%	100	7.1%	7	5.4%	5	9.2%	9	15.5%	15	9.5%	9	4.0%	4	3.3%	3	16.5%	15	10.5%	9	14.4%	13	4.2%	4	7.4%	7
Hebden Bridge	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	9	0.0%	0	0.0%	0	3.2%	3
Hipperholme	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	1.1%	12	0.0%	0	6.5%	6	2.0%	2	2.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
King Cross	1.0%	11	5.1%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.0%	1	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	1.1%	1
Manchester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	2.1%	2
Mytholmroyd	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	1.1%	1	0.0%	0
Ripponden	0.7%	8	0.0%	0	0.0%	0	0.0%	0	6.2%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sowerby Bridge	1.1%	12	2.0%	2	0.0%	0	0.0%	0	5.2%	5	0.0%	0	1.0%	1	0.0%	0	3.3%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6	3.2%	3
West Vale	0.3%	3	0.0%	0	0.0%	0	1.0%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Home catalogue / mail order	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.4%	5	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0
Boothtown	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Burnley	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	9	0.0%	0
Buttershaw	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Cleckheaton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heywood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Illingworth	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%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low Moor	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luddendenfoot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Morley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Oldham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Pellon	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Skircoat Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	1.1%	1
Tesco Superstore, Haugh Shaw Road, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wibsey	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	22	2.0%	2	3.2%	3	2.0%	2	0.0%	0	3.2%	3	0.0%	0	1.1%	1	0.0%	0	7.0%	6	1.1%	1	0.0%	0	4.3%	4
(Nowhere else)	73.5%	828	80.6%	79	74.2%	69	72.4%	71	62.9%	61	77.9%	74	88.9%	88	75.6%	68	71.4%	65	62.8%	54	74.4%	67	68.4%	65	71.3%	67
Base:		1126		98		93		98		97		95		99		90		91		86		90		95		94

Q25 Where do you do most of your household's shopping for recreational and other goods, such as sports equipment?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Currys PC World, Charlestown Road Retail Park, Halifax	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	1.1%	13	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Brighouse	0.4%	5	0.0%	0	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.5%	6	1.0%	1	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	16.0%	192	28.0%	28	3.0%	3	9.0%	9	20.0%	20	27.0%	27	30.0%	30	2.0%	2	25.0%	25	17.0%	17	20.0%	20	0.0%	0	11.0%	11
Hebden Bridge	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	15.0%	15
Huddersfield	2.4%	29	0.0%	0	12.0%	12	9.0%	9	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0
King Cross	0.3%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Leeds	1.2%	14	0.0%	0	4.0%	4	0.0%	0	0.0%	0	2.0%	2	2.0%	2	4.0%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Manchester	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	4	0.0%	0
Rochdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sowerby Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	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
Todmorden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Birstall Shopping Park, Birstall	0.6%	7	0.0%	0	2.0%	2	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.9%	11	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Forster Square Retail Park, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.8%	9	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	1.0%	1
Junction 27 Retail Park, Birstall	0.7%	8	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.6%	7	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Broadway, Bradford	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.6%	7	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	1.0%	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	0.0%	0
Internet	13.5%	162	6.0%	6	6.0%	6	15.0%	15	24.0%	24	11.0%	11	6.0%	6	17.0%	17	7.0%	7	13.0%	13	12.0%	12	23.0%	23	22.0%	22
Home catalogue / mail order	0.4%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
TV / interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Anchor Retail Park, Active Way, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Barrowford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Burnley	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12	1.0%	1
Cleckheaton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dewsbury	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elk Mill Shopping Park, Broadway, Royton, Oldham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	0.3%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Ingleton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Pateley Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Queensbury	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Stockport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Pellon Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wakefield	0.2%	2	0.0%	0	1.0%	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	0.0%	0	0.0%	0
(Don't know / varies)	2.7%	32	3.0%	3	4.0%	4	5.0%	5	1.0%	1	3.0%	3	2.0%	2	1.0%	1	3.0%	3	1.0%	1	2.0%	2	4.0%	4	3.0%	3
(Don't buy these products)	51.4%	617	49.0%	49	49.0%	49	55.0%	55	46.0%	46	54.0%	54	52.0%	52	55.0%	55	61.0%	61	51.0%	51	52.0%	52	48.0%	48	45.0%	45
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q26 Where else do you go for recreational and other goods, such as sports equipment?
Not those who said '(Don't buy these products)' at Q25

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Wilko, Southgate, Halifax	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	1.4%	8	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	6.7%	3	2.6%	1	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Brighouse	0.7%	4	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	6.5%	38	7.8%	4	5.9%	3	4.4%	2	9.3%	5	8.7%	4	0.0%	0	2.2%	1	2.6%	1	12.2%	6	8.3%	4	1.9%	1	12.7%	7
Hebden Bridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Huddersfield	2.7%	16	2.0%	1	5.9%	3	4.4%	2	7.4%	4	2.2%	1	0.0%	0	2.2%	1	5.1%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0
King Cross	0.3%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	2.7%	16	0.0%	0	2.0%	1	0.0%	0	7.4%	4	2.2%	1	6.3%	3	0.0%	0	2.6%	1	4.1%	2	0.0%	0	1.9%	1	5.5%	3
Manchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	5.8%	3	0.0%	0
Sowerby Bridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Birstall Shopping Park, Birstall	0.3%	2	0.0%	0	0.0%	0	2.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forster Square Retail Park, Bradford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.7%	4	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	1.0%	6	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	2.0%	1	4.2%	2	0.0%	0	0.0%	0
Internet	5.7%	33	0.0%	0	5.9%	3	4.4%	2	5.6%	3	4.3%	2	6.3%	3	8.9%	4	0.0%	0	8.2%	4	8.3%	4	3.8%	2	10.9%	6
TV / interactive shopping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Burnley	1.2%	7	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	5	1.8%	1
Bury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Castleford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Cleckheaton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Point Shopping Park, Junction Street, Leeds	0.3%	2	0.0%	0	0.0%	0	2.2%	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	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	0.3%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Hereford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ignite Business Park, Magna Way, Rotherham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	0.3%	2	0.0%	0	2.0%	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	0.0%	0	0.0%	0
Keswick	0.3%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Lancaster	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Princess Way Retail Park, Canning Street, Burnley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Shipley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Stockport	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Trafford Centre, Manchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
York	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.7%	33	0.0%	0	11.8%	6	8.9%	4	0.0%	0	4.3%	2	2.1%	1	2.2%	1	12.8%	5	6.1%	3	6.3%	3	5.8%	3	9.1%	5
(Nowhere else)	64.2%	374	80.4%	41	45.1%	23	73.3%	33	59.3%	32	71.7%	33	81.3%	39	66.7%	30	64.1%	25	59.2%	29	62.5%	30	59.6%	31	50.9%	28
Base:		583		51		51		45		54		46		48		45		39		49		48		52		55

Q27 How do you usually travel to do your non-food shopping for items that can be carried home e.g. clothing?

Car / van (as driver)	55.2%	662	28.0%	28	65.0%	65	54.0%	54	66.0%	66	59.0%	59	47.0%	47	70.0%	70	59.0%	59	54.0%	54	63.0%	63	55.0%	55	42.0%	42
Car / van (as passenger)	8.0%	96	10.0%	10	8.0%	8	5.0%	5	7.0%	7	8.0%	8	9.0%	9	6.0%	6	8.0%	8	14.0%	14	7.0%	7	10.0%	10	4.0%	4
Bus, mini-bus or coach	19.7%	236	27.0%	27	11.0%	11	26.0%	26	14.0%	14	15.0%	15	31.0%	31	17.0%	17	19.0%	19	15.0%	15	22.0%	22	18.0%	18	21.0%	21
Motorcycle, scooter or moped	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.4%	89	26.0%	26	5.0%	5	9.0%	9	5.0%	5	8.0%	8	7.0%	7	0.0%	0	6.0%	6	2.0%	2	3.0%	3	6.0%	6	12.0%	12
Taxi	1.4%	17	3.0%	3	3.0%	3	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1
Train	2.9%	35	0.0%	0	4.0%	4	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	9.0%	9	2.0%	2	8.0%	8	7.0%	7
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
(Don't know / cant remember / varies)	2.1%	25	2.0%	2	2.0%	2	2.0%	2	0.0%	0	2.0%	2	2.0%	2	1.0%	1	6.0%	6	3.0%	3	0.0%	0	0.0%	0	5.0%	5
(Don't travel / goods delivered)	2.9%	35	3.0%	3	2.0%	2	3.0%	3	3.0%	3	5.0%	5	3.0%	3	4.0%	4	2.0%	2	1.0%	1	1.0%	1	2.0%	2	6.0%	6
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q28 How do you usually travel to do your non-food shopping for items that cannot be carried home e.g. large electrical goods and furniture?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Car / van (as driver)	31.5%	378	28.0%	28	30.0%	30	35.0%	35	41.0%	41	39.0%	39	28.0%	28	38.0%	38	42.0%	42	24.0%	24	31.0%	31	22.0%	22	20.0%	20
Car / van (as passenger)	9.8%	117	13.0%	13	9.0%	9	13.0%	13	12.0%	12	7.0%	7	14.0%	14	8.0%	8	10.0%	10	9.0%	9	7.0%	7	8.0%	8	7.0%	7
Bus, mini-bus or coach	2.4%	29	5.0%	5	1.0%	1	1.0%	1	1.0%	1	3.0%	3	2.0%	2	2.0%	2	5.0%	5	1.0%	1	2.0%	2	5.0%	5	1.0%	1
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	0.7%	8	5.0%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Taxi	1.2%	14	4.0%	4	1.0%	1	3.0%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2
(Don't know / cant remember / varies)	2.6%	31	5.0%	5	2.0%	2	2.0%	2	3.0%	3	4.0%	4	3.0%	3	1.0%	1	2.0%	2	1.0%	1	6.0%	6	1.0%	1	1.0%	1
(Don't travel / goods delivered)	51.5%	618	40.0%	40	57.0%	57	46.0%	46	42.0%	42	46.0%	46	49.0%	49	51.0%	51	39.0%	39	63.0%	63	52.0%	52	64.0%	64	69.0%	69
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q29 Of all the places you visit for NON-FOOD shopping which is the one you visit most often?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Euroway Trading Estate, Mountleigh Close, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Leeds Road Retail Park, Bradley Mills	0.2%	2	0.0%	0	1.0%	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	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Currys PC World, Charlestown Road Retail Park, Halifax	0.4%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	0.3%	3	0.0%	0	1.0%	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	1.0%	1	0.0%	0
Wilko, Southgate, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bradford	2.8%	34	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	25.0%	25	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1
Brighouse	3.2%	38	0.0%	0	24.0%	24	6.0%	6	0.0%	0	1.0%	1	0.0%	0	4.0%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Elland	1.5%	18	1.0%	1	0.0%	0	14.0%	14	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	40.9%	491	68.0%	68	11.0%	11	27.0%	27	43.0%	43	65.0%	65	63.0%	63	8.0%	8	53.0%	53	50.0%	50	63.0%	63	11.0%	11	29.0%	29
Hebden Bridge	3.3%	39	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	7.0%	7	0.0%	0	1.0%	1	28.0%	28
Hipperholme	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	7.1%	85	6.0%	6	23.0%	23	26.0%	26	11.0%	11	6.0%	6	0.0%	0	2.0%	2	6.0%	6	3.0%	3	2.0%	2	0.0%	0	0.0%	0
King Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Leeds	4.7%	56	2.0%	2	4.0%	4	3.0%	3	6.0%	6	0.0%	0	5.0%	5	12.0%	12	4.0%	4	4.0%	4	9.0%	9	2.0%	2	5.0%	5
Manchester	2.2%	26	1.0%	1	0.0%	0	0.0%	0	5.0%	5	3.0%	3	0.0%	0	1.0%	1	2.0%	2	4.0%	4	0.0%	0	6.0%	6	4.0%	4
Mytholmroyd	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ripponden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sowerby Bridge	1.1%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	9.0%	9	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Todmorden	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	16.0%	16	4.0%	4
West Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Shopping Park, Birstall	1.2%	14	0.0%	0	3.0%	3	1.0%	1	1.0%	1	0.0%	0	2.0%	2	6.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.4%	5	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Halifax Retail Park, Halifax	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	0.6%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.7%	8	0.0%	0	5.0%	5	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	3.8%	45	1.0%	1	7.0%	7	4.0%	4	3.0%	3	1.0%	1	7.0%	7	8.0%	8	3.0%	3	4.0%	4	7.0%	7	0.0%	0	0.0%	0
Internet	4.3%	51	0.0%	0	4.0%	4	1.0%	1	5.0%	5	4.0%	4	2.0%	2	5.0%	5	3.0%	3	5.0%	5	3.0%	3	8.0%	8	11.0%	11
Home catalogue / mail order	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.2%	2	1.0%	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	0.0%	0	0.0%	0	0.0%	0
Barnsley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Batley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Beverley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Boundary Mill, Vivary Way, Colne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	3.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	36	1.0%	1
Bury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clitheroe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Colne	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fountain Retail Park, Hyndburn Road, Accrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Grantham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Leeds Road, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	0.4%	5	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Meadowhall Shopping Centre, Sheffield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Owlcotes Shopping Centre, Stanningley By-Pass, Pudsey	0.3%	3	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pudsey	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, Haugh Shaw Road, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Sowerby Street, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.7%	8	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Wakefield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
York Designer Outlet, St. Nicholas Avenue, Fulford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.7%	116	6.0%	6	12.0%	12	13.0%	13	12.0%	12	11.0%	11	7.0%	7	9.0%	9	9.0%	9	11.0%	11	6.0%	6	8.0%	8	12.0%	12
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q30 Do you normally carry out any other activities when you go non-food shopping?

Yes	37.1%	445	24.0%	24	37.0%	37	28.0%	28	54.0%	54	31.0%	31	29.0%	29	34.0%	34	40.0%	40	44.0%	44	37.0%	37	36.0%	36	51.0%	51
No	62.9%	755	76.0%	76	63.0%	63	72.0%	72	46.0%	46	69.0%	69	71.0%	71	66.0%	66	60.0%	60	56.0%	56	63.0%	63	64.0%	64	49.0%	49
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q31 Which activities do you carry out? [MR]

Those who carry out any other activities when they go non-food shopping at Q30

Financial / professional services (e.g. banks, building societies, estate agents etc.)	6.7%	30	8.3%	2	5.4%	2	10.7%	3	11.1%	6	3.2%	1	6.9%	2	2.9%	1	7.5%	3	4.5%	2	5.4%	2	2.8%	1	9.8%	5
Get petrol	1.3%	6	0.0%	0	0.0%	0	0.0%	0	3.7%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.7%	1	0.0%	0	2.0%	1
Leisure activities (e.g. cinemas, pubs, sports etc.)	13.3%	59	8.3%	2	18.9%	7	10.7%	3	13.0%	7	6.5%	2	6.9%	2	2.9%	1	12.5%	5	15.9%	7	13.5%	5	16.7%	6	23.5%	12
Meet family / friends	9.9%	44	16.7%	4	5.4%	2	10.7%	3	14.8%	8	3.2%	1	13.8%	4	8.8%	3	10.0%	4	13.6%	6	5.4%	2	8.3%	3	7.8%	4
Food shopping	7.2%	32	12.5%	3	0.0%	0	3.6%	1	7.4%	4	0.0%	0	0.0%	0	5.9%	2	5.0%	2	11.4%	5	2.7%	1	19.4%	7	13.7%	7
Other non-food shopping	9.2%	41	4.2%	1	2.7%	1	7.1%	2	13.0%	7	9.7%	3	13.8%	4	0.0%	0	12.5%	5	11.4%	5	13.5%	5	11.1%	4	7.8%	4
Other services (e.g. libraries, hairdressers, doctors etc.)	6.7%	30	8.3%	2	8.1%	3	3.6%	1	9.3%	5	12.9%	4	3.4%	1	0.0%	0	0.0%	0	6.8%	3	5.4%	2	5.6%	2	13.7%	7
Restaurants / cafés	63.6%	283	70.8%	17	73.0%	27	78.6%	22	55.6%	30	74.2%	23	48.3%	14	76.5%	26	57.5%	23	61.4%	27	62.2%	23	55.6%	20	60.8%	31
School run	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work	4.7%	21	4.2%	1	0.0%	0	3.6%	1	1.9%	1	3.2%	1	3.4%	1	5.9%	2	7.5%	3	6.8%	3	0.0%	0	8.3%	3	9.8%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking / walking the dog	1.8%	8	0.0%	0	5.4%	2	0.0%	0	3.7%	2	0.0%	0	3.4%	1	0.0%	0	0.0%	0	4.5%	2	0.0%	0	2.8%	1	0.0%	0
Window shopping / browsing	0.9%	4	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.5%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	6.9%	2	2.9%	1	5.0%	2	2.3%	1	2.7%	1	0.0%	0	0.0%	0
Base:		445		24		37		28		54		31		29		34		40		44		37		36		51

Q32 I am now going to ask a few questions on destinations for leisure and cultural activities. Which town, village, or out-of-town location does your household go to most frequently to visit restaurants?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	3.3%	39	12.0%	12	1.0%	1	1.0%	1	0.0%	0	2.0%	2	3.0%	3	17.0%	17	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Brighouse	5.3%	64	1.0%	1	41.0%	41	7.0%	7	0.0%	0	2.0%	2	1.0%	1	11.0%	11	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Elland	1.3%	15	0.0%	0	1.0%	1	13.0%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	25.6%	307	42.0%	42	8.0%	8	16.0%	16	18.0%	18	53.0%	53	56.0%	56	8.0%	8	23.0%	23	29.0%	29	43.0%	43	7.0%	7	4.0%	4
Hebden Bridge	7.3%	88	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	20.0%	20	0.0%	0	7.0%	7	58.0%	58
Hipperholme	0.5%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Huddersfield	3.4%	41	1.0%	1	9.0%	9	8.0%	8	7.0%	7	4.0%	4	3.0%	3	1.0%	1	7.0%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Leeds	3.8%	46	1.0%	1	5.0%	5	2.0%	2	5.0%	5	2.0%	2	1.0%	1	16.0%	16	2.0%	2	5.0%	5	6.0%	6	0.0%	0	1.0%	1
Manchester	1.5%	18	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	7.0%	7	3.0%	3
Mytholmroyd	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Northowram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ripponden	1.9%	23	2.0%	2	0.0%	0	1.0%	1	15.0%	15	0.0%	0	0.0%	0	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sowerby Bridge	5.7%	68	3.0%	3	1.0%	1	3.0%	3	7.0%	7	7.0%	7	5.0%	5	0.0%	0	30.0%	30	6.0%	6	3.0%	3	3.0%	3	0.0%	0
Todmorden	3.8%	46	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	39.0%	39	4.0%	4
West Vale	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	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
Birstall Shopping Park, Birstall	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackley	0.2%	2	0.0%	0	0.0%	0	1.0%	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	0.0%	0
Broad Street Plaza, North Parade, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Burnley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cleckheaton	0.5%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clitheroe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cragg Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Crossley Gallery, Dean Clough, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Glossop	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Moor	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	0.7%	8	0.0%	0	0.0%	0	2.0%	2	5.0%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Illingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Keighley	0.2%	2	1.0%	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	0.0%	0	0.0%	0	0.0%	0
Lancaster	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Liversedge	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lumbutts	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Mill Bank	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ogden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Rastrick	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rishworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robin Hoods Bay	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelf	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Southport	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sportsmans Inn, Rochdale Road, Greetland	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stainland	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Warley Town	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.4%	113	9.0%	9	16.0%	16	12.0%	12	12.0%	12	8.0%	8	9.0%	9	9.0%	9	10.0%	10	8.0%	8	10.0%	10	3.0%	3	7.0%	7
(Don't do these activities)	20.7%	248	25.0%	25	13.0%	13	29.0%	29	20.0%	20	17.0%	17	20.0%	20	18.0%	18	15.0%	15	18.0%	18	29.0%	29	25.0%	25	19.0%	19
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q33 Which town, village, or out-of-town location does your household go to most frequently to visit pubs / bars / nightclubs?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	1.4%	17	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	11.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighouse	3.8%	45	1.0%	1	31.0%	31	4.0%	4	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Elland	1.7%	20	1.0%	1	0.0%	0	16.0%	16	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	16.8%	201	30.0%	30	3.0%	3	14.0%	14	10.0%	10	35.0%	35	39.0%	39	6.0%	6	4.0%	4	16.0%	16	39.0%	39	3.0%	3	2.0%	2
Hebden Bridge	7.1%	85	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	14.0%	14	1.0%	1	5.0%	5	62.0%	62
Hipperholme	0.4%	5	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	1.1%	13	0.0%	0	4.0%	4	2.0%	2	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
King Cross	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	1.3%	15	0.0%	0	3.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	7.0%	7	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Manchester	0.3%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Mytholmroyd	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Northowram	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ripponden	2.1%	25	0.0%	0	0.0%	0	1.0%	1	20.0%	20	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sowerby Bridge	6.7%	80	3.0%	3	1.0%	1	3.0%	3	9.0%	9	8.0%	8	5.0%	5	0.0%	0	39.0%	39	11.0%	11	0.0%	0	1.0%	1	0.0%	0
Todmorden	3.9%	47	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	42.0%	42	1.0%	1
West Vale	0.3%	4	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	1.0%	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	0.0%	0	0.0%	0
Barkisland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cliviger	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Copley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cragg Vale	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Crossley Gallery, Dean Clough, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	0.4%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heptonstall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Hyde Park	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Illingworth	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightcliffe	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liversedge	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low Moor	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luddenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lumbutts	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Malt Kiln, Idle Road Undercliffe Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Marsh, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midgley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Mill Bank	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mirfield	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Upon Tyne	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakenshaw	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ogden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Rastrick	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelf	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
South Bradford Golf Club, Pearson Road, Odsal	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sportsmans Inn, Rochdale Road, Greetland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Victoria Park, Spring Garden Road, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Warley Town	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whalley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.6%	43	2.0%	2	5.0%	5	4.0%	4	2.0%	2	5.0%	5	3.0%	3	2.0%	2	4.0%	4	5.0%	5	6.0%	6	2.0%	2	3.0%	3
(Don’t do these activities)	43.3%	519	56.0%	56	45.0%	45	50.0%	50	38.0%	38	48.0%	48	46.0%	46	44.0%	44	43.0%	43	38.0%	38	39.0%	39	43.0%	43	29.0%	29
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q34 Which town, village or out-of-town location does your household go to most frequently to visit the cinema?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Empire, John William Street, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebden Bridge Picture House, Hebden Bridge	6.8%	81	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	9.0%	9	2.0%	2	15.0%	15	51.0%	51
Odeon, Gallagher Leisure Park, Dick Lane, Leeds	0.5%	6	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Odeon, Galpharm Stadium, Bradley Mills Road, Huddersfield	2.2%	26	1.0%	1	13.0%	13	6.0%	6	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Sandbrook Way, Rochdale	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	1.0%	1
Rex Cinema, Corporation Street, Elland	6.1%	73	2.0%	2	11.0%	11	24.0%	24	10.0%	10	7.0%	7	2.0%	2	1.0%	1	7.0%	7	6.0%	6	3.0%	3	0.0%	0	0.0%	0
Showcase, Gelderd Road, Birstall	4.3%	51	0.0%	0	13.0%	13	2.0%	2	2.0%	2	1.0%	1	2.0%	2	26.0%	26	2.0%	2	0.0%	0	2.0%	2	0.0%	0	1.0%	1
Vue, Broad Street, Halifax	21.6%	259	27.0%	27	14.0%	14	10.0%	10	31.0%	31	18.0%	18	47.0%	47	8.0%	8	31.0%	31	25.0%	25	36.0%	36	8.0%	8	4.0%	4
Vue, The Light, The Headrow, Leeds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bradford	2.1%	25	4.0%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	13.0%	13	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Brighouse	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	1.3%	15	0.0%	0	3.0%	3	1.0%	1	4.0%	4	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	2.4%	29	1.0%	1	0.0%	0	1.0%	1	2.0%	2	18.0%	18	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hebden Bridge	0.9%	11	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	3.0%	3	3.0%	3
Huddersfield	0.8%	9	0.0%	0	5.0%	5	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	1.0%	12	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	7.0%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Rochdale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Birstall Shopping Park, Birstall	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Burnley	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0
Cineworld, The Leisure Exchange, Vicar Lane, Bradford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFA Bowl, Finsley Gate, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
National Media Museum, Little Horton Lane, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Bradley Mills Road, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel Cinemas, Manchester Road, Burnley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
(Don't know / varies)	1.0%	12	1.0%	1	2.0%	2	0.0%	0	1.0%	1	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
(Don't do these activities)	45.8%	549	60.0%	60	34.0%	34	51.0%	51	40.0%	40	43.0%	43	44.0%	44	40.0%	40	47.0%	47	56.0%	56	54.0%	54	44.0%	44	36.0%	36
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q35 Which town, village or out-of-town location does your household go to most frequently to visit a family entertainment centre (i.e. ten-pin bowling / skating rink)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Mecca Bingo, Folly Hall Mills, St Thomas Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AMF Bowling, Cardigan Fields Road, Kirkstall Road, Leeds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
AMF Bowling, The Leisure Exchange, Vicar Lane, Bradford	0.6%	7	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Electric Bowl, Commercial Street, Halifax	11.7%	140	11.0%	11	9.0%	9	13.0%	13	18.0%	18	12.0%	12	17.0%	17	4.0%	4	15.0%	15	11.0%	11	18.0%	18	1.0%	1	11.0%	11
Hollywood Bowl, Cardigan Fields Road, Kirkstall Road, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Vicar Lane, Bradford	1.3%	16	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	7.0%	7	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Halifax Swimming Pool, Skircoat Road, Halifax	0.2%	2	1.0%	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	0.0%	0	0.0%	0	0.0%	0
Sowerby Bridge Swimming Pool and Fitness Centre, Station Road, Sowerby Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden Sports Centre, Ewood Lane, Todmorden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Warrior Factory, Gardiners Square, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	2.2%	26	2.0%	2	3.0%	3	2.0%	2	1.0%	1	1.0%	1	3.0%	3	11.0%	11	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1
Elland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Halifax	3.8%	45	5.0%	5	0.0%	0	4.0%	4	0.0%	0	16.0%	16	6.0%	6	1.0%	1	9.0%	9	0.0%	0	1.0%	1	1.0%	1	2.0%	2
Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Huddersfield	2.2%	26	1.0%	1	14.0%	14	5.0%	5	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
King Cross	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Rochdale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1
Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.3%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnsley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	3.0%	3
Hove Edge	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield Leisure Centre, Spring Grove Street, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail,	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Castleford																										
MFA Bowl, Finsley Gate, Burnley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Richard Dunn Sports Centre, Rooley Avenue, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strike Ten Bowl, Sandbrook Park, Edinburgh Way, Rochdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Swimrite Leisure, Lee Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
UK Superbowl, Springbank Works, Leeds Road, Huddersfield	0.3%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wakefield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xscape, Colorado Way, Glasshoughton, Castleford	0.2%	2	0.0%	0	0.0%	0	1.0%	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	0.0%	0
(Don't know / varies)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
(Don’t do these activities)	73.4%	881	75.0%	75	67.0%	67	74.0%	74	77.0%	77	65.0%	65	66.0%	66	69.0%	69	71.0%	71	87.0%	87	74.0%	74	79.0%	79	77.0%	77
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q36 Which town, village or out-of-town location does your household go to most frequently to play bingo / visit a casino?																										
Gala Bingo, Bridge Street, Bradford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Weaverthorpe Retail Park, Oasby Croft, Bradford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, Broad Street, Halifax	1.8%	22	6.0%	6	0.0%	0	2.0%	2	2.0%	2	2.0%	2	4.0%	4	0.0%	0	2.0%	2	0.0%	0	2.0%	2	2.0%	2	0.0%	0
Mecca Bingo, Folly Hall Mills, St Thomas Road, Huddersfield	1.1%	13	1.0%	1	3.0%	3	4.0%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Bradford	0.9%	11	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	6.0%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Elland	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	1.3%	15	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	6.0%	6	0.0%	0	2.0%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Huddersfield	0.4%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
King Cross	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mytholmroyd	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sowerby Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
West Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hove Edge	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, The Retail Park, Railway Street, Dewsbury	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strike Ten Bowl, Sandbrook Park, Edinburgh Way, Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wyke	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	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	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don’t do these activities)	92.4%	1109	93.0%	93	93.0%	93	90.0%	90	96.0%	96	90.0%	90	85.0%	85	88.0%	88	93.0%	93	95.0%	95	93.0%	93	93.0%	93	100.0%	100
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q37 Which town, village or out-of-town location does your household go to most frequently to visit theatres / concerts / live music?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Alhambra Theatre, Bradford	6.3%	76	3.0%	3	14.0%	14	5.0%	5	3.0%	3	3.0%	3	3.0%	3	21.0%	21	2.0%	2	8.0%	8	9.0%	9	5.0%	5	0.0%	0
Halifax Playhouse, King Cross Street, Halifax	1.7%	20	3.0%	3	2.0%	2	1.0%	1	1.0%	1	0.0%	0	3.0%	3	0.0%	0	1.0%	1	4.0%	4	3.0%	3	1.0%	1	1.0%	1
Manchester Arena, New Bridge Street, Manchester	2.4%	29	1.0%	1	1.0%	1	1.0%	1	9.0%	9	2.0%	2	2.0%	2	0.0%	0	2.0%	2	2.0%	2	2.0%	2	2.0%	2	5.0%	5
Square Chapel Centre for the Arts, Square Road, Halifax	1.3%	16	4.0%	4	0.0%	0	2.0%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.0%	2	2.0%	2	0.0%	0
The Victoria Theatre, Fountain Street, Halifax	10.7%	128	11.0%	11	3.0%	3	19.0%	19	13.0%	13	15.0%	15	11.0%	11	2.0%	2	20.0%	20	10.0%	10	17.0%	17	3.0%	3	4.0%	4
Viaduct Theatre, Dean Clough Office Park, Halifax	0.8%	9	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Bradford	2.2%	26	2.0%	2	1.0%	1	1.0%	1	0.0%	0	4.0%	4	5.0%	5	8.0%	8	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1
Brighouse	0.3%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	4.7%	56	3.0%	3	4.0%	4	4.0%	4	2.0%	2	14.0%	14	11.0%	11	0.0%	0	6.0%	6	7.0%	7	3.0%	3	1.0%	1	1.0%	1
Hebden Bridge	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	1.0%	1	2.0%	2	9.0%	9
Huddersfield	0.5%	6	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Leeds	6.5%	78	1.0%	1	19.0%	19	5.0%	5	3.0%	3	8.0%	8	4.0%	4	11.0%	11	7.0%	7	7.0%	7	8.0%	8	0.0%	0	5.0%	5
Manchester	8.3%	99	3.0%	3	1.0%	1	10.0%	10	11.0%	11	6.0%	6	5.0%	5	2.0%	2	8.0%	8	5.0%	5	4.0%	4	29.0%	29	15.0%	15
Todmorden	0.8%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	2.0%	2
Abroad	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Birmingham	0.2%	2	1.0%	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	0.0%	0	0.0%	0	0.0%	0
Central London	1.5%	18	2.0%	2	3.0%	3	2.0%	2	2.0%	2	1.0%	1	3.0%	3	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
First Direct Arena, Arena Way, Leeds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flamborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Theatre, New Briggate, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebden Bridge Little Theatre, Holme Street, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hippodrome Theatre, Halifax Road, Todmorden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Lawrence Batley Theatre, Queen Street, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester Academy, Moss Lane East, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
O2 Apollo, Stockport Road, Manchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Oldham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Pendle Hippodrome, New Market Street, Colne	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Exchange Theatre, St	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Ann's Square, Manchester																										
Royal Hall, Ripon Road, Harrogate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Liverpool Philharmonic, Hope Street, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Salford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Scotiabank Centre, Argyle Street, Halifax	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.3%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Georges Hall, Bridge Street, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lowry, Pier 8, Salford Quays	0.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Theatre Royal, Catherine Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
West Yorkshire Playhouse, Playhouse Square, Quarry Hill, Leeds	0.2%	2	1.0%	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	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.0%	72	4.0%	4	7.0%	7	7.0%	7	4.0%	4	4.0%	4	4.0%	4	4.0%	4	8.0%	8	14.0%	14	4.0%	4	2.0%	2	10.0%	10
(Don't do these activities)	41.7%	500	55.0%	55	41.0%	41	40.0%	40	42.0%	42	39.0%	39	43.0%	43	45.0%	45	41.0%	41	33.0%	33	43.0%	43	37.0%	37	41.0%	41
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q38 Which town, village or out-of-town location does your household go to most frequently to visit museums and art galleries?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bankfield Museum, Boothtown Road, Halifax	2.6%	31	6.0%	6	1.0%	1	4.0%	4	2.0%	2	5.0%	5	1.0%	1	1.0%	1	3.0%	3	2.0%	2	5.0%	5	0.0%	0	1.0%	1
Shibden Hall, Godley Lane, Halifax	0.6%	7	1.0%	1	1.0%	1	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	2.3%	27	4.0%	4	3.0%	3	1.0%	1	0.0%	0	1.0%	1	2.0%	2	9.0%	9	1.0%	1	1.0%	1	3.0%	3	1.0%	1	1.0%	1
Brighouse	0.5%	6	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Halifax	3.3%	40	4.0%	4	1.0%	1	1.0%	1	3.0%	3	10.0%	10	6.0%	6	0.0%	0	2.0%	2	3.0%	3	3.0%	3	1.0%	1	6.0%	6
Hebden Bridge	0.3%	3	1.0%	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	0.0%	0	0.0%	0	1.0%	1
Huddersfield	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	3.6%	43	1.0%	1	8.0%	8	5.0%	5	4.0%	4	3.0%	3	1.0%	1	2.0%	2	2.0%	2	7.0%	7	3.0%	3	1.0%	1	6.0%	6
Manchester	5.1%	61	5.0%	5	1.0%	1	2.0%	2	8.0%	8	3.0%	3	4.0%	4	1.0%	1	0.0%	0	2.0%	2	1.0%	1	21.0%	21	13.0%	13
Mytholmroyd	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Abroad	1.7%	20	1.0%	1	2.0%	2	2.0%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	4.0%	4	3.0%	3	2.0%	2	3.0%	3	0.0%	0
Barnsley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Beamish Museum, Beamish	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bradfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford Industrial Museum, Moorside Mills, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	4.5%	54	3.0%	3	3.0%	3	5.0%	5	8.0%	8	3.0%	3	5.0%	5	3.0%	3	4.0%	4	6.0%	6	3.0%	3	5.0%	5	6.0%	6
Crossley Gallery, Dean Clough, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Elsecar Heritage Centre, Barnsley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eureka! The National Children's Museum, Discovery Road, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollins Hall Marriott Hotel & Country Club, Hollins Hill, Baildon	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hull	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kings Lynn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirklees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	3.0%	3	0.0%	0
Manchester Museum, Oxford Road, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Salts Mill, Victoria Road, Shipley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Scarborough	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Sheffield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Royal Armouries Museum, Armouries Drive, Leeds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Towneley Hall Art Gallery and Museum, Towneley Park, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wakefield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Yorkshire Playhouse, Playhouse Square, Quarry Hill, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.9%	11	1.0%	1	0.0%	0	2.0%	2	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Yorkshire Sculpture Park, West Bretton, Wakefield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.8%	129	4.0%	4	16.0%	16	9.0%	9	10.0%	10	14.0%	14	8.0%	8	9.0%	9	14.0%	14	16.0%	16	6.0%	6	2.0%	2	21.0%	21
(Don’t do these activities)	60.3%	724	69.0%	69	57.0%	57	68.0%	68	53.0%	53	55.0%	55	70.0%	70	63.0%	63	63.0%	63	56.0%	56	70.0%	70	57.0%	57	43.0%	43
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q39 Which town, village or out-of-town location does your household go to most frequently for health and fitness activities?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
24/7 Fitness, Halifax	0.4%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Brighouse Swimming Pool and Fitness Centre, Woodvale Road, Brighouse	1.3%	15	0.0%	0	7.0%	7	4.0%	4	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW Sports Fitness, Charlestown Road, Halifax	1.0%	12	3.0%	3	1.0%	1	1.0%	1	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Elland Swimming Pool, Town Hall Street, Elland	0.2%	2	0.0%	0	0.0%	0	1.0%	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	0.0%	0
Fitness First, Dean Clough Mills, Halifax	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1
Halifax Swimming Pool, Skircoat Road, Halifax	1.8%	21	1.0%	1	0.0%	0	4.0%	4	2.0%	2	4.0%	4	3.0%	3	0.0%	0	1.0%	1	2.0%	2	3.0%	3	0.0%	0	1.0%	1
North Bridge Leisure Centre, North Bridge	1.3%	15	4.0%	4	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	4.0%	4	0.0%	0	1.0%	1
Pure Gym, Broad Street Plaza, Akroyd Place, Halifax	1.3%	15	2.0%	2	0.0%	0	0.0%	0	2.0%	2	4.0%	4	2.0%	2	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1
Sowerby Bridge Swimming Pool and Fitness Centre, Station Road, Sowerby Bridge	2.7%	32	0.0%	0	0.0%	0	0.0%	0	12.0%	12	1.0%	1	2.0%	2	0.0%	0	10.0%	10	5.0%	5	0.0%	0	0.0%	0	2.0%	2
The MBi Shay Stadium, Shaw Hill	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden Sports Centre, Ewood Lane, Todmorden	2.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	14.0%	14	10.0%	10
Waterside Gym, Valley Road, Hebden Bridge	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9
Bradford	0.9%	11	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Brighouse	1.8%	22	0.0%	0	17.0%	17	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.8%	10	1.0%	1	1.0%	1	5.0%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Halifax	5.6%	67	7.0%	7	1.0%	1	5.0%	5	5.0%	5	19.0%	19	9.0%	9	1.0%	1	1.0%	1	6.0%	6	10.0%	10	2.0%	2	1.0%	1
Hebden Bridge	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	3.0%	3
Huddersfield	0.7%	8	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
King Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Leeds	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Mytholmroyd	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ripponden	0.3%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sowerby Bridge	1.8%	22	0.0%	0	0.0%	0	0.0%	0	5.0%	5	1.0%	1	1.0%	1	0.0%	0	14.0%	14	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Todmorden	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	3.0%	3
Charlestown Road Retail Park, Halifax	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradley Hall Golf Club, Holywell Green, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CrossFit HX5, Copperas Works, Dewsbury Road, Elland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crow Wood Leisure, Royle Lane, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Fitness 4 Ladies, Warehouse, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness Finesse, Mercon House, Beacon Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym4all, The Leisure Exchange, Vicar Lane, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Golf Club, Union Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Highgate Methodist Church, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holmfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Huddersfield Leisure Centre, Spring Grove Street, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingham's Better Bodies, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
PJ's Health & Fitness, Cartwright St, Cleckheaton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Tulip Street Retail Park, Tulip Street, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Richard Dunn Sports Centre, Rooley Avenue, Bradford	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spenborough	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health Club, Coal Pit Lane, Brighouse	0.3%	3	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swim Stars, Cragg Vale, hebden bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Swimrite Leisure, Lee Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
The Treadmill Fitness Lounge, Holdsworth Road, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Threeways Centre, Nursery	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Lane, Halifax																										
Todmorden Lawn Tennis Club, Hallroyd Road, Todmorden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Total Fitness, Tandem Industrial Estate, Wakefield Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
VH Fitness, Charles Street, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
West Bowling	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wetherby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Willow Valley Golf & Country Club, Highmoor Lane, Brighouse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wyke	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	14	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	5	1.0%	1	1.0%	1	2.0%	2
(Don't do these activities)	68.3%	820	80.0%	80	66.0%	66	72.0%	72	58.0%	58	67.0%	67	73.0%	73	73.0%	73	70.0%	70	72.0%	72	66.0%	66	62.0%	62	61.0%	61
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q40 Which of these town centres do you visit MOST frequently for shopping or leisure activities, including markets? [PR]

Brighouse	14.8%	178	0.0%	0	81.0%	81	19.0%	19	6.0%	6	10.0%	10	3.0%	3	42.0%	42	3.0%	3	2.0%	2	12.0%	12	0.0%	0	0.0%	0
Elland	4.1%	49	2.0%	2	2.0%	2	24.0%	24	18.0%	18	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	46.8%	562	88.0%	88	10.0%	10	42.0%	42	51.0%	51	71.0%	71	84.0%	84	18.0%	18	52.0%	52	43.0%	43	79.0%	79	13.0%	13	11.0%	11
Hebden Bridge	11.7%	140	3.0%	3	4.0%	4	3.0%	3	7.0%	7	3.0%	3	3.0%	3	4.0%	4	4.0%	4	32.0%	32	3.0%	3	5.0%	5	69.0%	69
Sowerby Bridge	5.9%	71	0.0%	0	0.0%	0	2.0%	2	12.0%	12	1.0%	1	5.0%	5	3.0%	3	37.0%	37	9.0%	9	2.0%	2	0.0%	0	0.0%	0
Todmorden	8.3%	99	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.0%	2	0.0%	0	79.0%	79	12.0%	12
Don't visit any of these centres for shopping or leisure	8.4%	101	6.0%	6	3.0%	3	9.0%	9	5.0%	5	12.0%	12	5.0%	5	32.0%	32	2.0%	2	12.0%	12	4.0%	4	3.0%	3	8.0%	8
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q41 What do you like about (TOWN CENTRE MENTIONED AT Q40) as a place to visit for shopping and leisure? [MR] *Those who visit a centre at Q40*																										
Attractive environment / nice place	13.4%	147	7.4%	7	12.4%	12	15.4%	14	7.4%	7	19.3%	17	7.4%	7	20.6%	14	9.2%	9	14.8%	13	12.5%	12	22.7%	22	14.1%	13
Close to where live / work	40.2%	442	46.8%	44	42.3%	41	38.5%	35	42.1%	40	39.8%	35	43.2%	41	20.6%	14	41.8%	41	37.5%	33	40.6%	39	46.4%	45	37.0%	34
Convenient / easy to get to from home	18.3%	201	24.5%	23	19.6%	19	8.8%	8	16.8%	16	10.2%	9	9.5%	9	19.1%	13	29.6%	29	23.9%	21	22.9%	22	5.2%	5	29.3%	27
Easy to park the car	4.2%	46	1.1%	1	8.2%	8	4.4%	4	7.4%	7	2.3%	2	3.2%	3	10.3%	7	2.0%	2	4.5%	4	4.2%	4	1.0%	1	3.3%	3
Free parking	0.6%	7	0.0%	0	1.0%	1	0.0%	0	2.1%	2	1.1%	1	0.0%	0	2.9%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Good cafes and restaurants / eating out	3.2%	35	1.1%	1	2.1%	2	2.2%	2	5.3%	5	2.3%	2	0.0%	0	5.9%	4	6.1%	6	3.4%	3	2.1%	2	3.1%	3	5.4%	5
Good food shops	8.0%	88	1.1%	1	11.3%	11	17.6%	16	9.5%	9	3.4%	3	5.3%	5	11.8%	8	3.1%	3	5.7%	5	4.2%	4	6.2%	6	18.5%	17
Good non-food shops	14.3%	157	6.4%	6	24.7%	24	25.3%	23	13.7%	13	8.0%	7	10.5%	10	26.5%	18	8.2%	8	12.5%	11	11.5%	11	5.2%	5	22.8%	21
Good range of other / personal services	2.1%	23	2.1%	2	1.0%	1	0.0%	0	8.4%	8	1.1%	1	0.0%	0	1.5%	1	1.0%	1	2.3%	2	0.0%	0	2.1%	2	5.4%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	1.7%	19	1.1%	1	6.2%	6	1.1%	1	3.2%	3	1.1%	1	0.0%	0	1.5%	1	1.0%	1	1.1%	1	3.1%	3	1.0%	1	0.0%	0
Character / nice architecture / different	3.1%	34	3.2%	3	1.0%	1	6.6%	6	2.1%	2	4.5%	4	5.3%	5	0.0%	0	3.1%	3	4.5%	4	3.1%	3	0.0%	0	3.3%	3
Compact shopping area	6.6%	72	11.7%	11	6.2%	6	6.6%	6	6.3%	6	11.4%	10	4.2%	4	11.8%	8	4.1%	4	10.2%	9	6.3%	6	1.0%	1	1.1%	1
Easy access	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Easy to get to by public transport	0.5%	6	1.1%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar with it / know where everything is	1.0%	11	1.1%	1	1.0%	1	3.3%	3	0.0%	0	2.3%	2	0.0%	0	1.5%	1	0.0%	0	1.1%	1	2.1%	2	0.0%	0	0.0%	0
Feel safe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Flat	0.8%	9	0.0%	0	7.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Friendly / nice atmosphere	2.3%	25	2.1%	2	2.1%	2	3.3%	3	1.1%	1	0.0%	0	1.1%	1	2.9%	2	0.0%	0	2.3%	2	3.1%	3	5.2%	5	4.3%	4
Good art galleries	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Good charity shops	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for antiques	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for financial / professional services	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	1.6%	18	1.1%	1	1.0%	1	2.2%	2	2.1%	2	1.1%	1	2.1%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	5.2%	5	2.2%	2
Good pubs	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Good range of independent shops	3.2%	35	1.1%	1	5.2%	5	3.3%	3	1.1%	1	1.1%	1	1.1%	1	1.5%	1	1.0%	1	6.8%	6	2.1%	2	1.0%	1	13.0%	12
Harveys store	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Low prices	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1
Marks & Spencer store	0.2%	2	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	0.4%	4	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Nothing / very little	11.6%	128	14.9%	14	3.1%	3	8.8%	8	11.6%	11	14.8%	13	17.9%	17	5.9%	4	17.3%	17	12.5%	11	13.5%	13	15.5%	15	2.2%	2
(Don't know)	1.4%	15	2.1%	2	1.0%	1	1.1%	1	0.0%	0	0.0%	0	4.2%	4	1.5%	1	2.0%	2	0.0%	0	1.0%	1	3.1%	3	0.0%	0
Base:		1099		94		97		91		95		88		95		68		98		88		96		97		92

Q42 What do you dislike about (TOWN CENTRE MENTIONED AT Q40) as a place to visit for shopping and leisure? [MR]
Those who visit a centre at Q40

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Difficult to park near shops	8.1%	89	7.4%	7	7.2%	7	8.8%	8	12.6%	12	4.5%	4	9.5%	9	11.8%	8	5.1%	5	9.1%	8	8.3%	8	4.1%	4	9.8%	9
Inconvenient / hard to get to from home	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor public transport accessibility	0.5%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Poor quality food shops / supermarkets	1.2%	13	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	4.1%	4	2.3%	2	0.0%	0	1.0%	1	3.3%	3
Poor quality non-food shops	6.1%	67	6.4%	6	5.2%	5	6.6%	6	2.1%	2	10.2%	9	15.8%	15	1.5%	1	8.2%	8	2.3%	2	7.3%	7	3.1%	3	3.3%	3
Poor range / choice of shops	15.9%	175	22.3%	21	13.4%	13	19.8%	18	14.7%	14	14.8%	13	29.5%	28	2.9%	2	12.2%	12	12.5%	11	22.9%	22	17.5%	17	4.3%	4
Streets badly maintained	1.5%	17	5.3%	5	1.0%	1	0.0%	0	3.2%	3	0.0%	0	1.1%	1	2.9%	2	0.0%	0	2.3%	2	1.0%	1	1.0%	1	1.1%	1
Streets dirty	2.7%	30	9.6%	9	1.0%	1	3.3%	3	1.1%	1	1.1%	1	3.2%	3	1.5%	1	5.1%	5	3.4%	3	2.1%	2	0.0%	0	1.1%	1
Too busy / crowded	1.5%	16	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1	2.9%	2	4.1%	4	3.4%	3	1.0%	1	1.0%	1	2.2%	2
Traffic congestion	2.5%	28	1.1%	1	3.1%	3	1.1%	1	4.2%	4	0.0%	0	0.0%	0	5.9%	4	7.1%	7	1.1%	1	2.1%	2	2.1%	2	3.3%	3
Unattractive environment / not a very nice place	2.1%	23	0.0%	0	1.0%	1	1.1%	1	6.3%	6	1.1%	1	1.1%	1	2.9%	2	2.0%	2	1.1%	1	2.1%	2	6.2%	6	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
20mph speed limit is too slow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Antisocial behaviour / don't feel safe	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.0%	1	1.1%	1	2.1%	2	0.0%	0	0.0%	0
Boring / nothing to do	0.5%	6	1.1%	1	1.0%	1	1.1%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Building work	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Buses use the same lanes as the cars	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Business rates are too high	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Doesn't have a market on a Saturday	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have a Primark store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Doesn't have a swimming pool	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have an Aldi store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Don't like the people there	1.0%	11	1.1%	1	1.0%	1	2.2%	2	3.2%	3	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Don't like Wellington Arcade	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	2.2%	24	0.0%	0	2.1%	2	2.2%	2	6.3%	6	4.5%	4	0.0%	0	0.0%	0	5.1%	5	0.0%	0	4.2%	4	1.0%	1	0.0%	0
Expensive shops	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.1%	2	6.5%	6
Lighting is poor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Market is poor	0.6%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Needs updating / revamp	0.6%	7	0.0%	0	1.0%	1	0.0%	0	2.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	1.1%	1
Not enough big / high street stores	0.8%	9	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.2%	3	1.5%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough cafes / restaurants	0.2%	2	0.0%	0	0.0%	0	1.1%	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	0.0%	0
Not enough clothes shops	0.5%	6	2.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Not enough independent	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
shops																										
Not enough public toliets	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough seating	0.2%	2	0.0%	0	1.0%	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	0.0%	0	0.0%	0
Not enough undercover shopping	0.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not flat enough / quite hilly	1.9%	21	4.3%	4	1.0%	1	1.1%	1	1.1%	1	3.4%	3	2.1%	2	1.5%	1	1.0%	1	0.0%	0	3.1%	3	1.0%	1	3.3%	3
Old fashioned	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavements need repairing	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1
Piece Hall is ruined	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout / shops too spread out	0.5%	5	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Poor range / choice of pubs	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor road surfaces	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roadworks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small	0.6%	7	2.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	1.5%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
The 20mph speed limit is not adhered to	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
The one way system	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
They're moving the library	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Too many bookmakers	0.4%	4	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many changes are happening	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	1.9%	21	4.3%	4	4.1%	4	0.0%	0	3.2%	3	3.4%	3	3.2%	3	0.0%	0	2.0%	2	1.1%	1	1.0%	1	0.0%	0	0.0%	0
Too many coffee shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Too many empty shops	2.0%	22	2.1%	2	1.0%	1	3.3%	3	2.1%	2	4.5%	4	1.1%	1	1.5%	1	3.1%	3	0.0%	0	2.1%	2	1.0%	1	2.2%	2
Too many floods / poor flood defences	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.2%	2
Too many hairdressers / nail shops	0.3%	3	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many night clubs	0.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many takeways	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many tourists	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Too many wild dogs roaming about	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing / very little	47.5%	522	33.0%	31	52.6%	51	48.4%	44	42.1%	40	44.3%	39	36.8%	35	66.2%	45	43.9%	43	53.4%	47	46.9%	45	49.5%	48	58.7%	54
(Don't know)	3.2%	35	4.3%	4	2.1%	2	2.2%	2	1.1%	1	8.0%	7	5.3%	5	1.5%	1	4.1%	4	5.7%	5	1.0%	1	2.1%	2	1.1%	1
Base:		1099		94		97		91		95		88		95		68		98		88		96		97		92

Q43 What improvements, if any would make you shop or visit leisure attractions at (TOWN CENTRE MENTIONED AT Q40) more often? [MR]
Those who visit a centre at Q40

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Better disabled access	0.5%	6	0.0%	0	0.0%	0	1.1%	1	1.1%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Better pedestrian access	0.2%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	1.7%	19	1.1%	1	1.0%	1	1.1%	1	3.2%	3	4.5%	4	2.1%	2	0.0%	0	0.0%	0	4.5%	4	2.1%	2	1.0%	1	0.0%	0
Bigger / improved covered shopping centre	2.0%	22	1.1%	1	2.1%	2	3.3%	3	2.1%	2	1.1%	1	4.2%	4	0.0%	0	4.1%	4	1.1%	1	3.1%	3	1.0%	1	0.0%	0
Cleaner streets	3.9%	43	12.8%	12	1.0%	1	3.3%	3	4.2%	4	2.3%	2	4.2%	4	0.0%	0	3.1%	3	4.5%	4	2.1%	2	6.2%	6	2.2%	2
More / better cafes and restaurants / eating out	0.9%	10	0.0%	0	2.1%	2	0.0%	0	3.2%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	2	0.0%	0
More / better car parking	12.8%	141	11.7%	11	11.3%	11	12.1%	11	14.7%	14	12.5%	11	12.6%	12	19.1%	13	12.2%	12	19.3%	17	8.3%	8	7.2%	7	15.2%	14
More / better cinemas	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
More / better leisure, entertainment or cultural facilities	1.8%	20	2.1%	2	2.1%	2	2.2%	2	1.1%	1	1.1%	1	4.2%	4	0.0%	0	1.0%	1	0.0%	0	2.1%	2	4.1%	4	1.1%	1
More / better market	1.2%	13	0.0%	0	1.0%	1	0.0%	0	2.1%	2	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	6.2%	6	1.1%	1
More / better pubs and bars / nightlife	0.2%	2	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats or floral displays	0.5%	6	2.1%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More / better shops	23.6%	259	34.0%	32	20.6%	20	29.7%	27	22.1%	21	25.0%	22	47.4%	45	13.2%	9	20.4%	20	18.2%	16	28.1%	27	15.5%	15	5.4%	5
More traffic free pedestrian streets	1.3%	14	3.2%	3	3.1%	3	0.0%	0	3.2%	3	1.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.0%	1	2.1%	2	0.0%	0
Other	1.4%	15	2.1%	2	3.1%	3	2.2%	2	0.0%	0	0.0%	0	1.1%	1	1.5%	1	1.0%	1	1.1%	1	0.0%	0	2.1%	2	2.2%	2
A bypass	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Aldi store	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1
Better flood protection	1.2%	13	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.1%	1	0.0%	0	0.0%	0	1.0%	1	6.8%	6	0.0%	0	0.0%	0	3.3%	3
Better maintained	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Better road access	0.5%	6	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.0%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Better toilets	0.3%	3	1.1%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better traffic system	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Better wheelchair access	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger / better supermarket	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.1%	3	3.3%	3
Cheaper business rents	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.9%	21	1.1%	1	0.0%	0	0.0%	0	2.1%	2	3.4%	3	5.3%	5	0.0%	0	3.1%	3	1.1%	1	3.1%	3	2.1%	2	1.1%	1
Debenhams store	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't close the Post Office	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Don't move the library	0.5%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	1.1%	1
Don't move the market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Finish rebuilding Elland Bridge	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finish the building work	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finish the transformation of Piece Hall	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.1%	1	0.0%	0	1.5%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Flatten it out	0.3%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Improve the pavements	0.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Improve the roads / less potholes	0.7%	8	1.1%	1	2.1%	2	1.1%	1	1.1%	1	1.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Improve the train station	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved safety / more police on the streets	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.3%	2	2.1%	2	2.1%	2	0.0%	0
Inforce the law that dogs should be on their leads	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Install a tram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Leave everything as it is	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.8%	9	1.1%	1	2.1%	2	0.0%	0	1.1%	1	2.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Less empty shops	0.9%	10	1.1%	1	0.0%	0	1.1%	1	1.1%	1	2.3%	2	0.0%	0	1.5%	1	1.0%	1	1.1%	1	0.0%	0	1.0%	1	1.1%	1
Less pubs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Less takeways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less tourists	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.5%	6	0.0%	0	2.1%	2	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1
Less traffic lights	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices in the shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Make it more interesting	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make sure no more supermarkets are built	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.4%	4	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More big / high street stores	2.1%	23	4.3%	4	1.0%	1	4.4%	4	2.1%	2	1.1%	1	6.3%	6	0.0%	0	1.0%	1	1.1%	1	2.1%	2	1.0%	1	0.0%	0
More clothes shops	1.2%	13	2.1%	2	1.0%	1	1.1%	1	0.0%	0	1.1%	1	2.1%	2	1.5%	1	3.1%	3	0.0%	0	2.1%	2	0.0%	0	0.0%	0
More compact	0.6%	7	3.2%	3	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
More cycle stands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
More enforcement of the speed limit around the town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
More for teenagers to do	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
More fresh food shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	1.4%	15	3.2%	3	1.0%	1	0.0%	0	2.1%	2	1.1%	1	0.0%	0	0.0%	0	3.1%	3	0.0%	0	1.0%	1	1.0%	1	3.3%	3
More investment	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic lights	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Move the bus station nearer the shops	0.2%	2	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New roof for the market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Next store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / more friendly	0.5%	5	1.1%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Offer free car parking	1.9%	21	1.1%	1	3.1%	3	3.3%	3	4.2%	4	1.1%	1	1.1%	1	1.5%	1	2.0%	2	1.1%	1	2.1%	2	1.0%	1	1.1%	1
Open the bridge	0.2%	2	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride scheme	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark store	0.5%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Rebuild the arcade	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce the rates on the	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
market stalls																										
Revamp / update it	0.6%	7	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.0%	1	1.0%	1	0.0%	0
Use the derelict station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose store	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Nothing	32.4%	356	22.3%	21	27.8%	27	30.8%	28	27.4%	26	30.7%	27	22.1%	21	54.4%	37	31.6%	31	30.7%	27	33.3%	32	33.0%	32	51.1%	47
(Don't know)	6.6%	72	6.4%	6	9.3%	9	5.5%	5	8.4%	8	8.0%	7	7.4%	7	1.5%	1	4.1%	4	8.0%	7	6.3%	6	7.2%	7	5.4%	5
Base:		1099		94		97		91		95		88		95		68		98		88		96		97		92

Q44 What is it about (TOWN CENTRE MENTIONED AT Q40) that makes you visit (TOWN CENTRE MENTIONED AT Q40) more than elsewhere? [MR]

Those who visit a centre at Q40

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Nearer to home	69.2%	760	56.4%	53	78.4%	76	62.6%	57	57.9%	55	76.1%	67	78.9%	75	52.9%	36	86.7%	85	64.8%	57	74.0%	71	61.9%	60	73.9%	68
Nearer to work	3.5%	38	1.1%	1	0.0%	0	4.4%	4	5.3%	5	2.3%	2	3.2%	3	4.4%	3	3.1%	3	5.7%	5	3.1%	3	5.2%	5	4.3%	4
Good accessibility	2.7%	30	1.1%	1	3.1%	3	4.4%	4	2.1%	2	4.5%	4	1.1%	1	1.5%	1	5.1%	5	0.0%	0	1.0%	1	3.1%	3	5.4%	5
Choice of goods available	5.9%	65	2.1%	2	7.2%	7	8.8%	8	9.5%	9	4.5%	4	1.1%	1	8.8%	6	9.2%	9	10.2%	9	2.1%	2	3.1%	3	5.4%	5
Choice of shops selling clothing or household goods	2.1%	23	0.0%	0	2.1%	2	3.3%	3	2.1%	2	2.3%	2	0.0%	0	4.4%	3	1.0%	1	4.5%	4	1.0%	1	1.0%	1	4.3%	4
Quality of clothing or household goods available	0.9%	10	0.0%	0	3.1%	3	0.0%	0	1.1%	1	1.1%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Provision of services such as banks / financial services	0.7%	8	0.0%	0	0.0%	0	1.1%	1	1.1%	1	2.3%	2	1.1%	1	1.5%	1	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0
Provision of leisure services	1.2%	13	0.0%	0	2.1%	2	0.0%	0	5.3%	5	1.1%	1	1.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Shopping environment	4.4%	48	2.1%	2	4.1%	4	6.6%	6	2.1%	2	2.3%	2	4.2%	4	1.5%	1	3.1%	3	5.7%	5	3.1%	3	7.2%	7	9.8%	9
Cleanliness	0.4%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	1.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Car parking provision	1.6%	18	0.0%	0	2.1%	2	2.2%	2	1.1%	1	0.0%	0	2.1%	2	4.4%	3	2.0%	2	2.3%	2	1.0%	1	2.1%	2	1.1%	1
Car parking prices	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Accessibility by public transport	1.9%	21	2.1%	2	2.1%	2	1.1%	1	3.2%	3	1.1%	1	5.3%	5	2.9%	2	2.0%	2	0.0%	0	2.1%	2	1.0%	1	0.0%	0
Public information, signposts, public facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Entertainment / events	0.8%	9	0.0%	0	0.0%	0	2.2%	2	3.2%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Safety (during the day)	0.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Convenient	6.4%	70	7.4%	7	7.2%	7	2.2%	2	8.4%	8	3.4%	3	9.5%	9	4.4%	3	7.1%	7	6.8%	6	9.4%	9	2.1%	2	7.6%	7
Other	0.6%	7	1.1%	1	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.5%	1	1.0%	1	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Close to family / friends	1.2%	13	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.0%	1	2.3%	2	2.1%	2	1.0%	1	1.1%	1
Compact shopping area	1.1%	12	3.2%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.0%	2	2.3%	2	0.0%	0	2.1%	2	0.0%	0
Familiar with it / know where everything is	1.7%	19	0.0%	0	1.0%	1	1.1%	1	1.1%	1	3.4%	3	1.1%	1	2.9%	2	3.1%	3	0.0%	0	4.2%	4	1.0%	1	2.2%	2
Flat	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / nice atmosphere	1.5%	16	2.1%	2	2.1%	2	1.1%	1	1.1%	1	1.1%	1	0.0%	0	2.9%	2	0.0%	0	1.1%	1	0.0%	0	5.2%	5	1.1%	1
Good for food shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.5%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.1%	1
Good range of cafes / restaurants	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	1.4%	15	1.1%	1	4.1%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.3%	2	0.0%	0	1.0%	1	5.4%	5
Good range of pubs / bars	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Has character / nice old buildings	0.8%	9	7.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0
I like to support local shops	0.6%	7	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.2%	2
Lidl store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Marks & Spencer store	0.2%	2	0.0%	0	1.0%	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	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
My doctor's there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Not busy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No reason in particular	6.6%	73	21.3%	20	2.1%	2	6.6%	6	5.3%	5	2.3%	2	3.2%	3	13.2%	9	1.0%	1	5.7%	5	4.2%	4	10.3%	10	6.5%	6
(Don't know)	0.9%	10	3.2%	3	1.0%	1	0.0%	0	1.1%	1	1.1%	1	1.1%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	1.0%	1	0.0%	0
Base:		1099		94		97		91		95		88		95		68		98		88		96		97		92

Q45 Which of these markets do you visit MOST frequently? [PR]

Those who visit a centre at Q40

Elland open market	1.0%	11	0.0%	0	0.0%	0	9.9%	9	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Borough market	37.4%	411	72.3%	68	17.5%	17	29.7%	27	45.3%	43	62.5%	55	63.2%	60	19.1%	13	35.7%	35	31.8%	28	58.3%	56	3.1%	3	6.5%	6
Hebden Bridge open market	7.6%	83	3.2%	3	1.0%	1	2.2%	2	3.2%	3	2.3%	2	0.0%	0	1.5%	1	1.0%	1	15.9%	14	1.0%	1	0.0%	0	59.8%	55
Sowerby Bridge open market	2.5%	28	1.1%	1	0.0%	0	1.1%	1	4.2%	4	0.0%	0	2.1%	2	0.0%	0	15.3%	15	5.7%	5	0.0%	0	0.0%	0	0.0%	0
Todmorden market hall	3.8%	42	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.3%	2	0.0%	0	27.8%	27	10.9%	10
Todmorden open market	6.5%	71	2.1%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.2%	3	4.4%	3	0.0%	0	4.5%	4	1.0%	1	48.5%	47	10.9%	10
Don't visit any of these markets	41.2%	453	21.3%	20	80.4%	78	57.1%	52	44.2%	42	35.2%	31	31.6%	30	75.0%	51	45.9%	45	39.8%	35	39.6%	38	20.6%	20	12.0%	11
Base:		1099		94		97		91		95		88		95		68		98		88		96		97		92

Q46 What, if anything, would make you visit the (MARKET MENTIONED AT Q45) more often? [MR]
Those who visit a market at Q45

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Better access into/around the market	0.5%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0	0.0%	0
Better choice of stalls	15.6%	101	12.2%	9	15.8%	3	7.7%	3	11.3%	6	15.8%	9	9.2%	6	11.8%	2	18.9%	10	11.3%	6	17.2%	10	28.6%	22	18.5%	15
Better links to town centre shops	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.2%	1
Better maintenance / cleanliness	0.6%	4	1.4%	1	0.0%	0	0.0%	0	3.8%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport links	0.5%	3	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Better quality goods	3.6%	23	6.8%	5	0.0%	0	0.0%	0	1.9%	1	1.8%	1	1.5%	1	0.0%	0	7.5%	4	3.8%	2	1.7%	1	7.8%	6	2.5%	2
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper goods	0.5%	3	0.0%	0	0.0%	0	2.6%	1	1.9%	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
More events in the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More restaurants / cafés	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More stalls selling food	4.2%	27	2.7%	2	0.0%	0	20.5%	8	1.9%	1	5.3%	3	4.6%	3	0.0%	0	9.4%	5	1.9%	1	1.7%	1	0.0%	0	3.7%	3
More stalls selling non-food goods	1.7%	11	1.4%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	4.6%	3	0.0%	0	1.9%	1	1.9%	1	3.4%	2	2.6%	2	0.0%	0
Wider opening hours	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.4%	2	2.6%	2	0.0%	0
Cheaper car parking	1.1%	7	1.4%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	1.5%	1	5.9%	1	1.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Cheaper rates for stall holders	0.3%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Free car parking	2.2%	14	0.0%	0	0.0%	0	2.6%	1	5.7%	3	1.8%	1	0.0%	0	0.0%	0	3.8%	2	3.8%	2	1.7%	1	5.2%	4	0.0%	0
More / better car parking facilities	2.6%	17	4.1%	3	5.3%	1	0.0%	0	5.7%	3	1.8%	1	1.5%	1	0.0%	0	1.9%	1	1.9%	1	6.9%	4	1.3%	1	1.2%	1
More awareness / better advertisement of what is there	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.2%	1
Refurbishment / more attractive environment	2.2%	14	2.7%	2	5.3%	1	0.0%	0	1.9%	1	3.5%	2	4.6%	3	0.0%	0	0.0%	0	3.8%	2	0.0%	0	3.9%	3	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A farmers market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
A mid-week farmers market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
A Victorian Christmas market	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better facilities	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Closer to home	1.2%	8	5.4%	4	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.2%	1
Closer to work	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flatter site	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If I had more free time	0.3%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Less cooked food stalls	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better toilets	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	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
More locally sourced stalls	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1
More people serving on the stalls	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
More traditonal stores	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Move it to Lees Yard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Move it to the town centre square	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Nicer / friendlier atmosphere	0.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offer free coffee	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
On a Saturday	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
On a Sunday	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
On more often	0.8%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.3%	1	2.5%	2
On over the weekend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Piece Hall re-opening	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	55.0%	355	55.4%	41	78.9%	15	56.4%	22	52.8%	28	50.9%	29	61.5%	40	70.6%	12	52.8%	28	54.7%	29	55.2%	32	41.6%	32	58.0%	47
(Don't know)	9.3%	60	6.8%	5	0.0%	0	7.7%	3	9.4%	5	21.1%	12	13.8%	9	17.6%	3	7.5%	4	13.2%	7	5.2%	3	7.8%	6	3.7%	3
Base:		646		74		19		39		53		57		65		17		53		53		58		77		81
GEN Gender of respondent.																										
Male	32.3%	388	29.0%	29	34.0%	34	26.0%	26	31.0%	31	41.0%	41	26.0%	26	32.0%	32	30.0%	30	34.0%	34	36.0%	36	30.0%	30	39.0%	39
Female	67.7%	812	71.0%	71	66.0%	66	74.0%	74	69.0%	69	59.0%	59	74.0%	74	68.0%	68	70.0%	70	66.0%	66	64.0%	64	70.0%	70	61.0%	61
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100
AGE Could I ask how old you are ?																										
18 to 24	1.8%	21	2.0%	2	3.0%	3	1.0%	1	1.0%	1	2.0%	2	4.0%	4	2.0%	2	0.0%	0	1.0%	1	1.0%	1	4.0%	4	0.0%	0
25 to 34	2.8%	34	6.0%	6	4.0%	4	2.0%	2	2.0%	2	0.0%	0	4.0%	4	5.0%	5	3.0%	3	0.0%	0	2.0%	2	4.0%	4	2.0%	2
35 to 44	8.8%	106	11.0%	11	7.0%	7	8.0%	8	11.0%	11	10.0%	10	8.0%	8	10.0%	10	6.0%	6	5.0%	5	8.0%	8	7.0%	7	15.0%	15
45 to 54	25.7%	308	11.0%	11	31.0%	31	22.0%	22	29.0%	29	23.0%	23	26.0%	26	37.0%	37	17.0%	17	26.0%	26	28.0%	28	33.0%	33	25.0%	25
55 to 64	16.0%	192	12.0%	12	10.0%	10	14.0%	14	18.0%	18	18.0%	18	15.0%	15	13.0%	13	28.0%	28	19.0%	19	19.0%	19	13.0%	13	13.0%	13
65 +	42.0%	504	54.0%	54	43.0%	43	52.0%	52	38.0%	38	42.0%	42	39.0%	39	31.0%	31	45.0%	45	45.0%	45	39.0%	39	33.0%	33	43.0%	43
(Refused)	2.9%	35	4.0%	4	2.0%	2	1.0%	1	1.0%	1	5.0%	5	4.0%	4	2.0%	2	1.0%	1	4.0%	4	3.0%	3	6.0%	6	2.0%	2
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
QUOTA Zone																										
Zone 1	8.3%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	8.3%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	8.3%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	8.3%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 10	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 11	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 12	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

PC Postcode Sector	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
BD120	1.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD127	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD128	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD129	1.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD196	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD6 2	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HD6 1	0.6%	7	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HD6 2	2.3%	28	0.0%	0	28.0%	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	0.0%	0
HD6 3	4.0%	48	0.0%	0	48.0%	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	0.0%	0
HD6 4	1.4%	17	0.0%	0	17.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 1	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 2	2.8%	34	34.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 3	2.8%	33	33.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 4	1.7%	20	20.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 5	0.9%	11	11.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX2 0	5.1%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	61.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX2 6	2.3%	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	28.0%	28	0.0%	0	0.0%	0	0.0%	0
HX2 7	3.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	38	0.0%	0	0.0%	0	0.0%	0
HX2 8	2.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	27	0.0%	0	0.0%	0
HX2 9	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	23	0.0%	0	0.0%	0
HX3 0	4.5%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.0%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX3 5	3.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX3 6	1.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	22	0.0%	0	0.0%	0
HX3 7	2.3%	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	28.0%	28	0.0%	0	0.0%	0
HX3 8	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX3 9	3.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX4 0	0.9%	11	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX4 8	3.0%	36	0.0%	0	0.0%	0	0.0%	0	36.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX4 9	1.6%	19	0.0%	0	0.0%	0	0.0%	0	19.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX5 0	4.3%	51	0.0%	0	0.0%	0	51.0%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX5 9	4.1%	49	0.0%	0	0.0%	0	49.0%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX6 1	2.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX6 2	3.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX6 3	2.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX6 4	2.8%	34	0.0%	0	0.0%	0	0.0%	0	34.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX7 5	2.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	34	0.0%	0	0.0%	0	0.0%	0
HX7 6	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	23		
HX7 7	2.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.0%	32		
HX7 8	3.8%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.0%	45		
OL145	3.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	38	0.0%	0
OL146	1.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	22	0.0%	0
OL147	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0
OL148	2.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	27	0.0%	0
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Appendix 2:

Data Tabulations

By Zone (Weighted)

Q01 Where do you do most of your household's shopping for food and groceries - what some people call a main food shop?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Aldi, Valley Road, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, South Lane, Elland	4.9%	59	1.4%	2	11.2%	16	32.0%	17	15.6%	14	6.6%	5	0.5%	0	1.8%	3	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Aldi, Crossley Retail Park, Pellon Lane, Halifax	4.3%	51	10.2%	13	0.0%	0	0.6%	0	0.0%	0	11.0%	8	11.7%	10	1.5%	3	3.4%	2	1.5%	1	7.5%	12	0.9%	1	1.1%	0
Aldi, Gallagher Retail Park, Wakefield Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ringway Centre, Beck Road, Huddersfield	0.3%	3	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Aldi, Entwisle Road, Rochdale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Asda, Rooley Lane, Bradford	2.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	12.6%	151	36.8%	46	0.0%	0	0.8%	0	5.4%	5	18.9%	14	47.0%	41	0.6%	1	12.0%	8	17.7%	14	9.7%	16	0.0%	0	10.0%	4
Asda, Longhill Road, Huddersfield	1.8%	22	0.0%	0	10.3%	15	8.0%	4	2.8%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Old Cricket Ground, Rochdale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Asda, Towngate, Wyke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Ringway Centre, Beck Road, Huddersfield	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfield Road, Brighouse	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burnley Road, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.5%	0
Co-op, Market Street, Hebden Bridge	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	6	0.0%	0	0.0%	0	23.3%	10
Co-op, Oldham Road, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Titan Centre, Towngate, Wyke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Pellon Lane Retail Park, Pellon Lane, Halifax	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Market Street, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crossley Retail Park, Pellon Lane, Halifax	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Carr House Road, Halifax	0.3%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Lidl, Haley Hill, Halifax	0.8%	9	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	3.4%	6	0.0%	0	0.0%	0
Lidl, Castlegate, Manchester Road, Huddersfield	0.1%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Tuel Lane, Sowerby Bridge	1.4%	17	0.5%	1	0.0%	0	0.0%	0	2.4%	2	1.1%	1	1.8%	2	0.0%	0	10.8%	8	4.2%	3	0.0%	0	0.0%	0	1.1%	0

Calderdale Household Survey
for Nathaniel Lichfield & Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Lidl, Halifax Road, Todmorden	3.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.6%	1	37.1%	30	10.3%	5
Marks & Spencer Foodhall, Woolshops, Halifax	0.6%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	0	0.9%	1	2.3%	4	0.0%	0	0.5%	0
Morrisons, Mayo Avenue, Bradford	2.4%	29	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Shopping Centre, Young Street, Bradford	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Jubilee Way, Elland	4.3%	51	2.3%	3	2.5%	4	36.3%	19	20.7%	19	2.6%	2	0.0%	0	1.0%	2	1.2%	1	0.6%	1	1.1%	2	0.0%	0	0.0%	0
Morrisons, Keighley Road, Halifax	6.8%	81	2.8%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	15.2%	13	0.5%	1	0.0%	0	3.9%	3	35.9%	60	0.0%	0	0.7%	0
Morrisons, Bradford Road, Idle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rochdale Road, Todmorden	3.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	42.1%	34	12.1%	5
Morrisons, Penistone Road, Waterloo	0.1%	2	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Park Drive, Halifax	0.8%	10	5.0%	6	0.0%	0	0.6%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Local, Acre Street, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mill Lane, Brighouse	2.9%	35	0.0%	0	12.1%	17	1.2%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	6.5%	78	6.0%	7	0.0%	0	1.8%	1	13.6%	12	15.8%	12	7.4%	6	4.3%	8	2.3%	2	14.4%	12	9.6%	16	0.0%	0	4.5%	2
Sainsbury's Superstore, Salendine Shopping Centre, Moor Hill Road, Huddersfield	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Southgate, Huddersfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Mount Green Garage, Halifax Road, Littleborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Great Horton Road, Bradford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Superstore, Halifax Road, Bradford	2.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	16	0.0%	0	0.0%	0	6.1%	10	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	9.1%	109	0.0%	0	43.3%	61	3.9%	2	2.9%	3	0.6%	0	0.6%	1	22.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	9.0%	108	26.8%	33	0.0%	0	3.9%	2	4.8%	4	20.3%	15	11.7%	10	0.0%	0	7.4%	5	22.4%	18	9.2%	15	1.5%	1	6.8%	3
Tesco Superstore, Sowerby Street, Sowerby Bridge	5.0%	60	0.0%	0	0.5%	1	0.0%	0	18.6%	17	0.0%	0	0.0%	0	0.0%	0	50.5%	35	8.1%	7	0.0%	0	0.0%	0	1.3%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Tesco Metro, Market Street, Halifax	1.7%	20	3.4%	4	0.5%	1	0.6%	0	1.1%	1	2.9%	2	1.6%	1	0.0%	0	1.1%	1	0.9%	1	5.3%	9	0.0%	0	0.5%	0
Tesco Express, Manningham Road, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Sunbridge Road, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Free School Lane, Halifax	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Leeds Road, Halifax	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Halifax Road, Huddersfield	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	4.6%	55	1.8%	2	5.5%	8	5.5%	3	7.5%	7	7.9%	6	0.0%	0	3.8%	7	7.1%	5	4.0%	3	1.5%	3	4.3%	3	18.4%	8
Aldi, Active Way, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Aldi, Branch Road, Batley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0
Haigh's Farm Shop, Far Common Road, Mirfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keelham Farm Shop, Brighouse & Denholme Road, Keelham	0.3%	4	0.0%	0	2.0%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local markets, Hebden Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Local shops, Boothtown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Local shops, Brighouse	0.6%	7	0.0%	0	5.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cleckheaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halifax	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hebden Bridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Local shops, Sowerby Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Todmorden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St James Street, Burnley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0
Morrisons, Union Street, Heckmondwike	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Active Way, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	0
Sainsbury's Superstore, Parsonage Retail Park, Leigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cavendish Street, Keighley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Tesco Express, Keighley Road, Ovenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	2.9%	1
Tesco Superstore, Brighouse Road, Queensbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Tesco Superstore, Northgate, Cleckheaton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Organics, Market Street, Hebden Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Waitrose, Green Road, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	9	0.0%	0	0.5%	1	1.8%	1	1.2%	1	0.0%	0	0.0%	0	0.5%	1	0.6%	0	4.7%	4	0.6%	1	0.5%	0	0.0%	0
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q02 Which on-line store do you buy your groceries from?
Those who said 'Internet / delivered' at Q01

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	9.1%	5	0.0%	0	12.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	1	43.6%	1	0.0%	0	44.4%	2	2.9%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	12.5%	7	0.0%	0	9.2%	1	0.0%	0	0.0%	0	15.5%	1	0.0%	0	48.7%	3	0.0%	0	34.5%	1	0.0%	0	0.0%	0	8.8%	1
Ocado	40.7%	22	0.0%	0	78.1%	6	89.4%	3	37.5%	3	60.4%	4	0.0%	0	0.0%	0	66.0%	3	21.8%	1	50.0%	1	25.8%	1	17.9%	1
Sainsbury's	8.3%	5	0.0%	0	0.0%	0	0.0%	0	34.8%	2	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	1	15.5%	1
Tesco	22.4%	12	100.0%	2	0.0%	0	0.0%	0	27.7%	2	16.9%	1	0.0%	0	17.1%	1	17.0%	1	0.0%	0	50.0%	1	14.9%	1	40.4%	3
Waitrose	2.7%	2	0.0%	0	0.0%	0	10.6%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	1
Weighted base:		55		2		8		3		7		6		0		7		5		3		3		3		8
Sample:		51		1		3		2		5		5		0		4		3		4		2		6		16

Q03 Where else do you go to undertake a main food shop?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Aldi, Valley Road, Bradford	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, South Lane, Elland	3.5%	42	4.1%	5	11.7%	17	12.2%	7	9.9%	9	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Crossley Retail Park, Pellon Lane, Halifax	2.5%	30	9.4%	12	0.0%	0	0.0%	0	0.7%	1	5.9%	4	3.1%	3	0.0%	0	3.5%	2	2.3%	2	3.7%	6	0.0%	0	0.0%	0
Aldi, Gallagher Retail Park, Wakefield Road, Huddersfield	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ringway Centre, Beck Road, Huddersfield	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mellor Street, Rochdale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Asda, Rooley Lane, Bradford	1.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	5.3%	64	14.6%	18	0.0%	0	0.6%	0	0.7%	1	6.4%	5	12.9%	11	0.6%	1	9.6%	7	7.5%	6	7.4%	12	1.1%	1	2.6%	1
Asda, Longhill Road, Huddersfield	2.1%	25	0.0%	0	11.0%	16	2.4%	1	2.6%	2	3.4%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Asda, Towngate, Wyke	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Wharf Street, Sowerby Bridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Thorton Road, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfield Road, Brighouse	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Denholmegate Road, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stainland Road, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burnley Road, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Street, Hebden Bridge	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	6
Co-op, Station Road, Littleborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Co-op, Oldham Road, Sowerby Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Pellon Lane Retail Park, Pellon Lane, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Market Street, Halifax	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crossley Retail Park, Pellon Lane, Halifax	0.9%	11	6.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Barkerend Road, Bradford	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Manchester Road,	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford																										
Lidl, Carr House Road, Halifax	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.9%	1	1.7%	3	0.0%	0	0.5%	0
Lidl, Haley Hill, Halifax	1.2%	15	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.3%	1	2.1%	2	0.6%	1	0.0%	0	1.3%	1	4.7%	8	0.0%	0	0.0%	0
Lidl, Castlegate, Manchester Road, Huddersfield	0.1%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Tuel Lane, Sowerby Bridge	2.0%	24	0.9%	1	0.0%	0	0.6%	0	4.3%	4	1.2%	1	2.7%	2	0.0%	0	12.5%	9	7.1%	6	0.0%	0	0.9%	1	0.0%	0
Lidl, Halifax Road, Todmorden	1.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.1%	2	20.4%	16	4.5%	2
Marks & Spencer, Broadway, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Woolshops, Halifax	1.5%	18	0.9%	1	0.0%	0	1.8%	1	0.0%	0	1.7%	1	0.9%	1	1.1%	2	6.4%	4	3.8%	3	2.4%	4	0.5%	0	0.0%	0
Marks & Spencer, New Street, Huddersfield	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mayo Avenue, Bradford	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	11	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Morrisons, Victoria Shopping Centre, Young Street, Bradford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Jubilee Way, Elland	4.1%	50	0.5%	1	4.9%	7	32.7%	17	16.6%	15	10.8%	8	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Keighley Road, Halifax	2.2%	26	4.4%	6	0.0%	0	0.8%	0	0.5%	0	2.4%	2	9.0%	8	0.0%	0	0.8%	1	0.6%	1	5.5%	9	0.0%	0	0.0%	0
Morrisons, Kingsway, Rochdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rochdale Road, Todmorden	2.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.2%	4	29.4%	24	4.3%	2
Morrisons, Penistone Road, Waterloo	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Park Drive, Halifax	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.7%	1	5.6%	4	0.5%	0	0.0%	0	0.8%	1	0.9%	1	5.9%	10	0.0%	0	0.0%	0
Sainsbury's Local, Burnley Road, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Acre Street, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mill Lane, Brighouse	3.0%	36	0.0%	0	16.1%	23	0.6%	0	2.3%	2	0.6%	0	0.0%	0	5.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	4.8%	57	3.5%	4	0.5%	1	1.4%	1	6.2%	6	10.1%	8	10.4%	9	0.0%	0	5.7%	4	3.6%	3	12.2%	20	0.0%	0	4.7%	2
Sainsbury's Superstore, Market Street, Huddersfield	0.2%	2	0.0%	0	0.7%	1	0.8%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Salendine Shopping Centre, Moor Hill Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Huddersfield																										
Tesco Extra, Great Horton Road, Bradford	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Halifax Road, Bradford	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	3.8%	46	0.0%	0	12.9%	18	4.7%	3	3.1%	3	2.0%	2	0.0%	0	11.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	4.9%	58	15.9%	20	0.0%	0	0.0%	0	2.7%	2	6.0%	5	6.5%	6	0.6%	1	7.0%	5	7.2%	6	5.9%	10	1.0%	1	7.3%	3
Tesco Superstore, Sowerby Street, Sowerby Bridge	1.7%	21	0.0%	0	0.0%	0	0.0%	0	7.4%	7	0.0%	0	1.8%	2	0.0%	0	7.2%	5	9.2%	8	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Market Street, Halifax	1.1%	13	0.9%	1	0.0%	0	1.3%	1	1.1%	1	4.1%	3	2.9%	3	0.0%	0	0.0%	0	0.9%	1	2.3%	4	0.0%	0	0.0%	0
Tesco Express, Otley Road, Braford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Free School Lane, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Milnrow Precinct, Newhey Road, Milnrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Internet / delivered	1.6%	20	0.0%	0	1.2%	2	4.9%	3	2.1%	2	0.0%	0	0.0%	0	0.6%	1	5.5%	4	0.0%	0	0.0%	0	4.9%	4	10.0%	4
Aldi, Active Way, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	0
Aldi, Keighley Road, Silsden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Greenfield Lane, Shaw	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Asda, Huddersfield Road, Oldham	0.5%	6	0.0%	0	4.3%	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	0.0%	0
Asda, Princess Way, Burnley	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	6	0.0%	0
Costcutter, Ovenden Way, Ovenden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fresh, Commercial Street, Brighouse	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Borough Market, Town Centre, Halifax	0.6%	8	0.5%	1	0.0%	0	0.0%	0	1.7%	2	3.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Home Bargains, Crossley Retail Park, Pellon Lane, Halifax	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingfield Farm Shop, Law Lane, Southowram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keelham Farm Shop, Brighouse & Denholme Road, Keelham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Northgate Centre, Heckmondwike	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local markets, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Local markets, Todmorden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.7%	1
Local shops, Barkisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Local shops, Bradford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brighouse	0.6%	7	0.0%	0	4.3%	6	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Elland	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halifax	0.8%	10	1.1%	1	4.3%	6	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	0
Local shops, Hebden Bridge	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	2.5%	1
Local shops, Queensbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Skircoat Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thornton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Local shops, Wyke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St James Street, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Morrisons, Union Street, Heckmondwike	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bridge Street, Todmorden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Pearl Supermarket, Queens Road, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ring Road, Leeds	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Active Way, 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	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco Express, Stainland Road, Greetland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.7%	1	0.5%	0
Tesco Superstore, Brighouse Road, Queensbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Tesco Superstore, Northgate, Cleckheaton	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.1%	38	0.6%	1	2.7%	4	0.6%	0	2.6%	2	0.6%	0	1.0%	1	0.5%	1	4.3%	3	4.2%	3	11.6%	19	1.0%	1	3.7%	2
(Nowhere else)	29.4%	352	35.1%	44	19.8%	28	30.6%	16	26.2%	24	23.8%	18	39.7%	35	29.7%	55	29.6%	21	37.9%	31	25.2%	42	25.6%	21	42.5%	19
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)? *Not those who said 'Internet / delivered' at Q01*																										
Car / van (as driver)	70.8%	811	53.8%	66	71.4%	96	62.6%	31	82.6%	69	76.0%	53	68.0%	59	81.7%	145	70.1%	46	75.4%	59	71.9%	118	62.4%	48	57.9%	21
Car / van (as passenger)	10.8%	124	9.1%	11	14.7%	20	8.4%	4	9.5%	8	9.8%	7	12.6%	11	6.4%	11	13.1%	9	14.0%	11	10.3%	17	17.6%	14	4.9%	2
Bus, mini-bus or coach	6.6%	76	11.4%	14	3.2%	4	5.7%	3	6.1%	5	7.3%	5	8.3%	7	3.4%	6	6.3%	4	7.2%	6	8.9%	14	3.5%	3	12.3%	5
Motorcycle, scooter or moped	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.1%	93	23.0%	28	4.9%	7	19.0%	10	0.0%	0	0.6%	0	9.0%	8	3.2%	6	4.8%	3	0.7%	1	6.5%	11	15.4%	12	24.0%	9
Taxi	1.1%	13	2.3%	3	0.7%	1	2.1%	1	0.0%	0	0.0%	0	1.4%	1	0.5%	1	5.1%	3	0.7%	1	1.2%	2	0.5%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.7%	8	0.0%	0	4.5%	6	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
(Don't know / cant remember / varies)	1.6%	18	0.0%	0	0.5%	1	0.8%	0	1.8%	2	3.8%	3	0.6%	1	4.8%	9	0.6%	0	0.7%	1	1.2%	2	0.7%	1	0.0%	0
Weighted base:		1145		123		134		50		83		70		87		177		65		79		164		77		37
Sample:		1149		99		97		98		95		95		100		96		97		96		98		94		84
Meanscore: [Number of visits per week]																										
Q05 How often do you normally do a main food and grocery shop?																										
Daily	1.7%	20	3.4%	4	0.5%	1	2.4%	1	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.6%	0	2.0%	2	4.1%	7	1.4%	1	6.4%	3
More than once a week	16.2%	194	22.1%	28	6.7%	10	16.6%	9	10.8%	10	20.2%	15	23.9%	21	11.6%	21	19.1%	13	19.4%	16	20.7%	34	14.7%	12	12.2%	5
Once a week	67.9%	815	59.4%	74	69.4%	98	71.5%	38	77.4%	70	68.8%	52	65.8%	58	77.7%	143	69.1%	48	59.0%	48	62.8%	104	71.7%	58	52.1%	23
Once a fortnight	8.4%	100	8.8%	11	6.8%	10	4.3%	2	7.9%	7	4.4%	3	6.1%	5	9.6%	18	6.1%	4	12.3%	10	10.4%	17	4.8%	4	19.3%	9
Once every 3 weeks	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.9%	1	2.7%	1
Once a month	3.3%	39	5.9%	7	10.7%	15	2.9%	2	2.8%	3	2.4%	2	1.4%	1	1.1%	2	1.3%	1	2.1%	2	0.8%	1	1.6%	1	5.5%	2
Less often	0.1%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	2.2%	26	0.5%	1	4.8%	7	2.3%	1	0.5%	0	3.0%	2	2.1%	2	0.0%	0	2.6%	2	5.1%	4	1.2%	2	4.9%	4	1.9%	1
Mean:		*1.20*		*1.34*		*0.98*		*1.28*		*1.05*		*1.20*		*1.24*		*1.06*		*1.18*		*1.25*		*1.40*		*1.20*		*1.36*
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q06 What is the MAIN reason you choose to do your main food and grocery shopping at (LOCATION MENTIONED AT Q01)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Better value for money	9.2%	111	7.5%	9	9.1%	13	8.0%	4	8.9%	8	20.9%	16	13.6%	12	7.0%	13	8.1%	6	11.3%	9	5.7%	9	8.4%	7	10.8%	5
Convenient to home	41.7%	500	37.5%	47	46.8%	66	44.1%	23	29.6%	27	30.3%	23	41.1%	36	43.7%	80	51.5%	36	35.3%	29	58.2%	97	27.5%	22	30.4%	14
Convenient to work	1.1%	13	0.0%	0	1.1%	2	2.3%	1	2.6%	2	2.8%	2	0.0%	0	0.0%	0	2.2%	2	2.3%	2	0.0%	0	1.9%	2	1.8%	1
Easy to get to	0.8%	9	0.5%	1	1.0%	1	1.2%	1	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.6%	0	1.2%	1	1.3%	2	1.0%	1	2.1%	1
Delivery service	1.6%	19	1.8%	2	0.0%	0	0.0%	0	0.5%	0	2.8%	2	0.0%	0	2.5%	5	4.7%	3	0.9%	1	0.0%	0	3.3%	3	6.6%	3
Good bus services	0.2%	3	0.0%	0	0.5%	1	0.6%	0	0.7%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Good service / friendly staff	0.8%	10	3.3%	4	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.5%	3	0.6%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0
Good / cheap parking	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	2.1%	1
Habit	4.9%	58	10.7%	13	1.0%	1	1.2%	1	2.9%	3	3.3%	3	6.7%	6	8.4%	15	2.3%	2	5.7%	5	2.4%	4	3.8%	3	7.5%	3
Has petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Layout	0.5%	6	0.9%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.5%	0	1.0%	2	0.0%	0	1.5%	1	0.6%	1	0.0%	0	0.0%	0
Lower prices	12.4%	148	7.6%	10	14.3%	20	16.7%	9	15.2%	14	7.6%	6	9.7%	8	15.4%	28	7.4%	5	11.9%	10	8.2%	14	26.6%	21	7.8%	4
Loyalty scheme	1.0%	12	0.0%	0	0.7%	1	2.1%	1	1.3%	1	4.4%	3	1.8%	2	0.6%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Nice atmosphere	0.3%	4	0.0%	0	0.5%	1	0.6%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Not too big	0.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet shopping is convenient / quick / easy	2.4%	29	0.0%	0	4.3%	6	4.9%	3	6.3%	6	6.7%	5	0.0%	0	1.3%	2	2.4%	2	0.9%	1	0.8%	1	0.0%	0	6.8%	3
Other shops / services nearby / convenient	0.4%	4	0.9%	1	0.7%	1	0.6%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.7%	0
Preference of retailer	1.4%	16	0.6%	1	0.5%	1	2.5%	1	1.6%	1	0.6%	0	4.5%	4	0.0%	0	3.4%	2	1.3%	1	1.2%	2	1.8%	1	1.7%	1
Quality of goods	7.5%	91	6.4%	8	7.9%	11	9.8%	5	10.3%	9	11.5%	9	9.3%	8	8.3%	15	5.4%	4	5.7%	5	6.5%	11	5.6%	4	2.6%	1
Range of goods available	6.1%	73	15.8%	20	1.5%	2	3.5%	2	11.8%	11	3.5%	3	2.8%	2	2.9%	5	1.2%	1	6.9%	6	7.9%	13	6.3%	5	7.6%	3
Staff discount / work there	1.9%	23	0.5%	1	2.1%	3	0.0%	0	1.3%	1	2.4%	2	4.6%	4	1.9%	4	0.8%	1	2.0%	2	3.0%	5	1.0%	1	1.7%	1
Supporting local business	0.5%	6	0.0%	0	4.3%	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	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Big store	0.8%	9	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.5%	0
Clean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient generally	0.2%	3	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Has a cash machine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Has a charging point for the car	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Has a petrol station	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long opening hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nice cafe	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
No reason in particular	3.1%	38	2.9%	4	2.0%	3	1.4%	1	4.4%	4	0.8%	1	1.4%	1	3.0%	5	5.9%	4	7.4%	6	1.1%	2	5.2%	4	6.3%	3
(Don't know / varies)	0.3%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.5%	0	0.0%	0
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Meanscore: [%]																										
Q07 Roughly, what proportion / percentage of your household's total expenditure on food and groceries (including milk, newspapers, cigarettes etc.) is spent at (LOCATION MENTIONED AT Q01)?																										
None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 - 10%	2.8%	34	0.0%	0	2.4%	3	2.2%	1	2.1%	2	2.9%	2	0.0%	0	4.0%	7	3.6%	3	4.3%	3	6.7%	11	0.6%	1	0.5%	0
11 - 20%	2.6%	31	9.7%	12	5.6%	8	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.8%	1	3.6%	3	2.2%	4	0.5%	0	3.6%	2
21 - 30%	3.6%	44	0.9%	1	5.5%	8	6.3%	3	0.0%	0	0.0%	0	1.6%	1	7.0%	13	1.2%	1	3.1%	3	3.6%	6	4.3%	3	9.5%	4
31 - 40%	2.7%	33	3.2%	4	1.0%	1	4.8%	3	1.3%	1	2.2%	2	4.3%	4	4.9%	9	1.9%	1	4.3%	3	1.2%	2	1.6%	1	2.3%	1
41 - 50%	11.3%	136	17.7%	22	15.1%	21	7.8%	4	14.3%	13	12.9%	10	10.5%	9	7.9%	15	8.4%	6	7.9%	6	8.1%	13	10.8%	9	16.4%	7
51 - 60%	8.5%	102	3.3%	4	3.6%	5	10.7%	6	22.1%	20	6.2%	5	4.4%	4	5.0%	9	11.3%	8	11.8%	10	10.1%	17	14.0%	11	8.9%	4
61 - 70%	10.7%	128	13.4%	17	10.7%	15	11.8%	6	10.6%	10	12.8%	10	5.0%	4	11.0%	20	8.7%	6	11.7%	10	10.6%	18	10.5%	8	9.8%	4
71 - 80%	21.0%	252	25.7%	32	12.6%	18	9.3%	5	22.7%	20	14.6%	11	25.8%	23	20.0%	37	24.3%	17	19.8%	16	25.3%	42	24.8%	20	24.0%	11
81 - 90%	10.5%	126	3.7%	5	8.0%	11	10.5%	6	7.7%	7	21.0%	16	19.1%	17	14.8%	27	19.6%	14	7.3%	6	5.5%	9	6.9%	6	6.9%	3
91 - 99%	2.2%	26	0.5%	1	6.3%	9	4.6%	2	0.0%	0	3.6%	3	3.2%	3	0.0%	0	0.0%	0	4.3%	3	2.1%	3	2.2%	2	0.0%	0
100%	5.3%	64	4.4%	5	0.5%	1	6.1%	3	0.7%	1	7.8%	6	10.0%	9	9.0%	17	6.0%	4	1.9%	2	6.5%	11	2.0%	2	10.4%	5
(Dont know)	18.4%	221	17.6%	22	27.7%	39	25.9%	14	15.6%	14	13.8%	10	16.1%	14	16.3%	30	13.8%	10	20.2%	16	18.0%	30	21.9%	18	7.8%	4
(Refused)	0.3%	4	0.0%	0	1.0%	1	0.0%	0	1.6%	1	1.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*66.63*		*62.46*		*60.81*		*66.59*		*65.13*		*72.71*		*76.10*		*68.08*		*71.05*		*63.40*		*65.31*		*67.01*		*64.82*
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100
Q08 When you go shopping for main food goods, do you normally link this trip with another activity? *Not those who said 'Internet / delivered' at Q01*																										
Yes	27.5%	314	32.2%	40	31.7%	42	27.5%	14	32.2%	27	27.1%	19	15.7%	14	22.1%	39	22.9%	15	54.2%	43	12.4%	20	35.6%	27	40.6%	15
No	72.5%	831	67.8%	83	68.3%	92	72.5%	36	67.8%	56	72.9%	51	84.3%	74	77.9%	138	77.1%	50	45.8%	36	87.6%	143	64.4%	49	59.4%	22
Weighted base:		1145		123		134		50		83		70		87		177		65		79		164		77		37
Sample:		1149		99		97		98		95		95		100		96		97		96		98		94		84

Q09 Which activities do you normally link this trip with? [MR]

Those who link their main food shopping trip with another activity at Q08

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Financial / professional services (e.g. banks, building societies, estate agents etc.)	8.5%	27	1.5%	1	6.7%	3	15.2%	2	7.8%	2	4.9%	1	17.1%	2	2.2%	1	2.6%	0	25.2%	11	0.0%	0	13.0%	4	1.6%	0
Get petrol	4.8%	15	0.0%	0	3.7%	2	4.5%	1	10.3%	3	10.2%	2	12.9%	2	2.2%	1	0.0%	0	9.9%	4	0.0%	0	0.0%	0	10.3%	2
Leisure activities (e.g. cinemas, pubs, sports etc.)	12.4%	39	7.5%	3	22.6%	10	21.2%	3	20.3%	5	13.3%	3	0.0%	0	10.9%	4	8.3%	1	6.5%	3	9.8%	2	10.5%	3	15.1%	2
Meet family / friends	7.6%	24	15.5%	6	2.3%	1	17.4%	2	12.4%	3	4.9%	1	5.7%	1	3.0%	1	8.3%	1	9.9%	4	4.5%	1	5.9%	2	1.6%	0
Other food shopping	22.2%	70	21.1%	8	36.9%	16	24.0%	3	10.3%	3	16.3%	3	10.5%	1	16.3%	6	25.9%	4	20.7%	9	16.1%	3	30.8%	8	30.1%	4
Non-food shopping	31.9%	100	31.3%	12	50.2%	21	21.4%	3	43.5%	12	28.6%	5	35.1%	5	18.4%	7	36.8%	5	24.6%	10	34.0%	7	30.8%	8	22.4%	3
Other services (e.g. libraries, hairdressers, doctors etc.)	6.5%	21	4.7%	2	0.0%	0	0.0%	0	3.6%	1	4.5%	1	7.0%	1	10.9%	4	5.7%	1	8.4%	4	22.2%	5	7.6%	2	3.9%	1
Restaurants / cafés	10.9%	34	19.9%	8	12.7%	5	6.7%	1	4.3%	1	14.7%	3	4.1%	1	22.7%	9	13.1%	2	3.9%	2	4.5%	1	4.1%	1	6.5%	1
School run	2.5%	8	0.0%	0	6.6%	3	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	5.4%	1	10.3%	2
Work	12.7%	40	0.0%	0	2.3%	1	15.0%	2	14.9%	4	16.4%	3	16.2%	2	13.9%	5	22.2%	3	28.7%	12	6.2%	1	8.7%	2	19.3%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking / walking the dog	2.0%	6	3.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1	3.0%	1	0.0%	0	2.3%	1	0.0%	0	5.2%	1	0.0%	0
(Don't know / can't remember)	3.7%	12	3.2%	1	0.0%	0	0.0%	0	3.6%	1	2.2%	0	4.1%	1	5.3%	2	5.2%	1	1.2%	1	12.4%	3	1.4%	0	13.8%	2
Weighted base:		314		40		42		14		27		19		14		39		15		43		20		27		15
Sample:		356		26		31		27		38		30		18		26		27		46		13		36		38

Q10 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods (including newspapers, bread, milk and tobacco products)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Aldi, South Lane, Elland	2.0%	25	0.0%	0	2.1%	3	24.1%	13	5.2%	5	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Aldi, Crossley Retail Park, Pellon Lane, Halifax	1.2%	15	1.8%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	3	6.1%	5	0.0%	0	0.8%	1	2.0%	2	0.0%	0	0.0%	0	4.6%	2
Aldi, Gallagher Retail Park, Wakefield Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ringway Centre, Beck Road, Huddersfield	0.3%	4	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rooley Lane, Bradford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	2.5%	31	11.0%	14	0.0%	0	0.8%	0	0.0%	0	2.2%	2	9.4%	8	1.8%	3	0.6%	0	1.7%	1	0.6%	1	0.0%	0	0.7%	0
Asda, Longhill Road, Huddersfield	0.5%	6	0.0%	0	4.3%	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	0.0%	0
Asda, Kingsway Retail Park, Rochdale	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Towngate, Wyke	2.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Huddersfield Road, Elland	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Penine Shopping Centre, Horton Street, Halifax	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Wharf Street, Sowerby Bridge	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Thorton Road, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfield Road, Brighouse	0.7%	9	0.0%	0	5.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Denholmegate Road, Halifax	0.5%	6	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Co-op, Stainland Road, Halifax	0.9%	11	0.6%	1	0.0%	0	0.0%	0	11.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burnley Road, Hebden Bridge	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	7	0.0%	0	0.0%	0	1.5%	1
Co-op, Market Street, Hebden Bridge	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.6%	1	32.5%	15
Co-op, Westfield Lane, Scholes	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oldham Road, Sowerby Bridge	1.2%	15	0.0%	0	0.0%	0	0.0%	0	15.8%	14	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Titan Centre, Towngate, Wyke	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Pellon Lane Retail Park, Pellon Lane, Halifax	0.3%	4	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Market	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Street, Halifax																										
Iceland, Crossley Retail Park, Pellon Lane, Halifax	0.5%	6	4.0%	5	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Carr House Road, Halifax	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.0%	5	0.0%	0	0.0%	0
Lidl, Haley Hill, Halifax	1.9%	22	4.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	2	0.0%	0	0.0%	0	8.6%	14	0.0%	0	0.0%	0
Lidl, Tuel Lane, Sowerby Bridge	1.0%	12	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	9.5%	7	4.5%	4	0.0%	0	0.0%	0	0.5%	0
Lidl, Halifax Road, Todmorden	2.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.3%	2	27.7%	22	0.0%	0
Marks & Spencer, Broadway, Bradford	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Woolshops, Halifax	2.0%	24	3.2%	4	0.0%	0	1.2%	1	6.6%	6	3.8%	3	0.9%	1	0.6%	1	1.8%	1	3.8%	3	2.3%	4	0.0%	0	0.0%	0
Morrisons, Mayo Avenue, Bradford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Jubilee Way, Elland	1.7%	20	0.0%	0	0.5%	1	23.3%	12	2.8%	3	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Keighley Road, Halifax	2.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	19.0%	31	0.0%	0	0.0%	0
Morrisons, Rochdale Road, Todmorden	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	14	0.0%	0
Sainsbury's Local, Park Drive, Halifax	1.0%	12	4.0%	5	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	2.3%	2	1.5%	1	0.6%	1	0.0%	0	0.0%	0
Sainsbury's Local, Burnley Road, Hebden Bridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Acre Street, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mill Lane, Brighouse	2.5%	30	0.0%	0	21.0%	30	0.0%	0	0.0%	0	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 Superstore, Wade Street, Halifax	2.8%	34	2.0%	2	0.0%	0	0.0%	0	0.5%	0	13.5%	10	0.6%	1	2.5%	5	0.6%	0	2.9%	2	7.1%	12	0.0%	0	2.1%	1
Sainsbury's Superstore, Salendine Shopping Centre, Moor Hill Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Halifax Road, Bradford	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	3.9%	7	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	2.5%	30	0.0%	0	17.2%	24	2.0%	1	0.7%	1	0.6%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tesco Superstore, Haugh Shaw Road, Halifax	2.4%	28	9.3%	12	0.0%	0	0.0%	0	1.2%	1	8.1%	6	0.6%	1	0.5%	1	1.9%	1	6.8%	6	0.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Sowerby Street, Sowerby Bridge	2.5%	30	0.0%	0	0.0%	0	0.0%	0	6.7%	6	0.0%	0	1.8%	2	0.0%	0	26.7%	19	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Market Street, Halifax	1.4%	16	1.4%	2	0.0%	0	0.6%	0	0.5%	0	1.8%	1	5.2%	5	0.0%	0	0.0%	0	0.9%	1	3.8%	6	0.9%	1	0.5%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Tesco Express, Huddersfield Road, Bradford	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Free School Lane, Halifax	0.6%	7	2.5%	3	0.0%	0	0.0%	0	0.7%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Express, Leeds Road, Halifax	0.6%	7	0.6%	1	4.3%	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	0.0%	0
Tesco Express, Halifax Road, Huddersfield	0.1%	1	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	0.0%	0	0.6%	1	0.0%	0
Internet / delivered	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.0%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Elizabethan Way, Milnrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Asda, Manor Lane, Shipley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Asda, Mill Street West, Dewsbury	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Barkisland Post Office, Saddleworth Road, Barkisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Ovenden Way, Ovenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, School Lane, Halifax	0.4%	5	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Far Barsey Farm Shop, Barkisland, Halifax	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fresh, Commercial Street, Brighouse	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Borough Market, Town Centre, Halifax	1.0%	11	1.9%	2	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.9%	1	0.0%	0	0.8%	1	1.4%	1	2.3%	4	0.0%	0	2.1%	1
Heptonstall Post Office, Towngate, Hebden Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Home Bargains, Crossley Retail Park, Pellon Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Illingworth Moor Post Office, Illingworth Road, Halifax	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keelham Farm Shop, Brighouse & Denholme Road, Keelham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local markets, Brighouse	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local markets, Hebden Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Local markets, Todmorden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.5%	0
Local shops, Barkisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brighouse	0.9%	10	0.0%	0	6.0%	8	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, 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	0.0%	0	0.0%	0	0.5%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Local shops, Elland	0.5%	6	0.0%	0	0.0%	0	12.2%	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, Farnham	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halifax	2.9%	35	12.0%	15	0.0%	0	0.8%	0	0.5%	0	3.0%	2	12.1%	11	0.0%	0	0.6%	0	1.5%	1	2.6%	4	0.0%	0	0.0%	0
Local shops, Hebden Bridge	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	6	0.0%	0	0.0%	0	10.9%	5
Local shops, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, King Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Lightcliffe	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Luddenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Midgley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Mytholmroyd	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Northowram	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	8	0.0%	0	0.0%	0
Local shops, Norton Tower	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oakenshaw	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Old Town	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Local shops, Queensbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Skircoat Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, St John's, Halifax	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thornton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Local shops, Todmorden	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.7%	0		
Local shops, Walsden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Wyke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Birstall Shopping Park, Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Kershaw Crescent, Luddendenfoot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Union Street, Heckmondwike	0.5%	6	0.0%	0	4.3%	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	0.0%	0
Nisa, Rochdale Road, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Stainland Road, Holywell Green	0.4%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bridge Street, Todmorden	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0		
One Stop, Crown Street, Hebden Bridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3
One Stop, Granny Hall, Brighouse	0.2%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, King Cross Road, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Southgate, Elland	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pearl Supermarket, Queens Road, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pellon Lane Service Station, Pellon Lane, Halifax	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Post Office, Gibbet Street, Highroad Well	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundstretcher, Pellon Lane, Halifax	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Colton Retail Park, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Sainsbury's, Salendine Shopping Centre, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharma's, School Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Skircoat Green Post Office & General Stores, Skircoat Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Halifax Road, Todmorden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Spar, Hillcrest Service Station, Burnley Road, Sowerby Bridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stephen Maskill Butchers, Crown Street, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Tesco Express, Brunshaw Road, Burnley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Express, Keighley Road, Ovenden	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Tesco Express, Leeds Road, Hipperholme	1.0%	12	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stainland Road, Greetland	0.4%	5	0.0%	0	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Brighouse Road, Queensbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Northgate, Cleckheaton	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Grocery Store, Towngate, Sowerby Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Organics, Market Street, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Wilkinsons, Southgate, Halifax	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	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)	5.2%	62	2.6%	3	10.9%	15	1.8%	1	8.2%	7	1.9%	1	4.4%	4	3.6%	7	3.0%	2	6.5%	5	8.7%	14	0.0%	0	3.2%	1
(Don't do this type of shopping)	27.3%	327	27.4%	34	14.6%	21	24.6%	13	18.4%	17	33.5%	25	42.5%	37	27.1%	50	45.1%	32	27.9%	23	21.7%	36	35.6%	29	24.9%	11
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q11 How do you normally travel to (LOCATION MENTIONED AT Q10)? *Not those who said 'Internet / delivered' or '(Don't do this type of shopping)' at Q12*																										
Car / van (as driver)	58.5%	510	42.8%	39	61.3%	74	52.9%	21	65.3%	48	65.7%	33	46.9%	23	66.8%	89	66.0%	25	60.4%	36	63.2%	82	49.8%	26	39.7%	13
Car / van (as passenger)	3.6%	31	7.4%	7	2.4%	3	4.0%	2	2.0%	1	4.5%	2	4.9%	2	1.5%	2	8.4%	3	1.8%	1	2.8%	4	6.9%	4	1.4%	0
Bus, mini-bus or coach	5.4%	47	6.4%	6	1.2%	1	4.9%	2	3.3%	2	8.6%	4	16.3%	8	4.6%	6	5.4%	2	9.6%	6	4.9%	6	0.7%	0	6.9%	2
Motorcycle, scooter or moped	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	28.7%	250	38.5%	35	32.4%	39	36.0%	14	25.1%	18	20.3%	10	29.6%	15	24.3%	32	18.0%	7	23.6%	14	20.1%	26	41.6%	21	50.6%	17
Taxi	0.5%	4	1.2%	1	0.0%	0	1.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / cant remember / varies)	3.0%	26	2.9%	3	2.7%	3	0.0%	0	3.7%	3	0.8%	0	2.3%	1	2.7%	4	2.2%	1	2.8%	2	7.5%	10	0.0%	0	1.4%	0
Weighted base:		871		91		121		40		73		50		49		133		38		59		130		52		34
Sample:		816		64		80		72		77		62		62		67		59		68		70		64		71
Q12 Does your household also regularly visit small shops in town centres or villages to buy food or grocery shopping?																										
Yes	44.3%	532	49.2%	62	54.7%	78	41.8%	22	45.2%	41	21.4%	16	30.9%	27	40.1%	74	28.5%	20	51.4%	42	48.6%	81	48.9%	39	69.2%	31
No	55.7%	668	50.8%	63	45.3%	64	58.2%	31	54.8%	49	78.6%	60	69.1%	60	59.9%	110	71.5%	50	48.6%	40	51.4%	85	51.1%	41	30.8%	14
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q13 Thinking of these small shops, which town / district centre or village are they located in?
Those who visit small shops at Q12

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	2.6%	14	0.0%	0	7.8%	6	0.0%	0	0.0%	0	5.7%	1	0.0%	0	5.1%	4	0.0%	0	2.7%	1	2.5%	2	0.0%	0	0.0%	0
Brighouse	15.4%	82	0.0%	0	76.3%	59	3.3%	1	0.0%	0	0.0%	0	2.1%	1	24.8%	18	1.9%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0
Elland	4.1%	22	0.9%	1	0.0%	0	75.1%	17	11.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	31.4%	167	85.1%	52	0.9%	1	15.5%	3	12.8%	5	59.7%	10	71.1%	19	4.6%	3	39.2%	8	22.1%	9	66.1%	53	3.4%	1	3.8%	1
Hebden Bridge	9.3%	49	2.1%	1	0.0%	0	0.0%	0	5.8%	2	5.0%	1	0.0%	0	0.0%	0	4.2%	1	41.1%	17	0.0%	0	3.2%	1	82.2%	25
Hipperholme	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	9.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	1.4%	8	0.0%	0	4.9%	4	1.4%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
King Cross	2.2%	12	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0	8.5%	2	8.5%	4	0.0%	0	0.0%	0	0.0%	0
Leeds	0.1%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mytholmroyd	1.5%	8	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	12.8%	3	0.0%	0	0.0%	0	8.5%	4	0.0%	0	0.0%	0	0.0%	0
Northowram	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0
Ripponden	0.9%	5	1.3%	1	0.0%	0	0.0%	0	9.3%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sowerby Bridge	2.0%	10	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1	37.3%	7	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	7.4%	40	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.7%	1	0.0%	0	85.3%	33	10.7%	3
West Vale	1.4%	8	0.0%	0	0.0%	0	0.0%	0	17.4%	7	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkisland	1.2%	6	0.0%	0	0.0%	0	0.0%	0	15.3%	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
Bolton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Burnley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	0.0%	0
Bury	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fixby	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	0.4%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartshead	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heptonstall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Keelham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Lindley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liversedge	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midgley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Mirfield	0.4%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.6%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixenden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Oakenshaw	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensbury	2.2%	12	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	9	4.2%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Rishworth	0.5%	3	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scholes	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelf	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	6	0.0%	0	0.0%	0
Silsden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skircoat	0.6%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	16.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southowram	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	2.7%	1	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Wakefield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Walsden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Woodhouse	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	2.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
(Don't know / varies)	3.2%	17	1.3%	1	0.0%	0	1.4%	0	2.6%	1	0.0%	0	0.0%	0	8.1%	6	0.0%	0	8.1%	3	6.3%	5	0.0%	0	1.7%	1
Weighted base:		532		62		78		22		41		16		27		74		20		42		81		39		31
Sample:		528		41		59		46		43		25		33		41		23		49		51		54		63

Q14 How do you normally travel to (LOCATION MENTIONED AT Q13)?
Those who visit small shops at Q12

Car / van (as driver)	55.3%	294	46.2%	28	45.1%	35	38.7%	9	65.0%	26	52.3%	8	52.8%	14	66.8%	49	74.6%	15	68.1%	29	66.5%	54	44.5%	17	28.7%	9
Car / van (as passenger)	5.3%	28	0.9%	1	1.8%	1	7.2%	2	5.2%	2	22.1%	4	8.7%	2	7.8%	6	7.6%	2	3.9%	2	0.0%	0	15.9%	6	4.6%	1
Bus, mini-bus or coach	8.4%	45	11.4%	7	4.6%	4	8.9%	2	7.3%	3	10.5%	2	19.1%	5	3.5%	3	1.9%	0	14.8%	6	12.4%	10	4.2%	2	5.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	28.7%	152	41.4%	26	45.9%	36	45.2%	10	21.0%	9	11.5%	2	19.4%	5	20.6%	15	15.8%	3	10.5%	4	15.1%	12	33.3%	13	56.6%	18
Taxi	0.8%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.8%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / cant remember / varies)	1.6%	8	0.0%	0	1.3%	1	0.0%	0	1.6%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	3.6%	3	2.1%	1	4.2%	1
Weighted base:		532		62		78		22		41		16		27		74		20		42		81		39		31
Sample:		528		41		59		46		43		25		33		41		23		49		51		54		63

Q15 Where do you do most of your household's shopping for clothing and footwear?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	4.0%	48	2.8%	3	1.0%	1	0.0%	0	0.0%	0	0.6%	0	0.6%	1	18.9%	35	0.6%	0	0.0%	0	3.4%	6	0.0%	0	2.7%	1
Brighouse	1.8%	21	0.0%	0	11.1%	16	1.9%	1	0.0%	0	2.2%	2	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.1%	2	0.0%	0	0.0%	0	1.2%	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	0.0%	0
Halifax	31.2%	375	39.9%	50	8.2%	12	28.8%	15	35.3%	32	45.4%	34	63.3%	55	6.0%	11	50.4%	35	35.9%	29	47.4%	79	13.1%	11	25.3%	11
Hebden Bridge	0.7%	8	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.5%	0	6.1%	3
Huddersfield	6.0%	72	1.9%	2	21.5%	30	28.3%	15	7.4%	7	5.4%	4	2.4%	2	0.6%	1	4.4%	3	3.8%	3	2.3%	4	0.0%	0	1.1%	0
King Cross	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	9.9%	119	6.9%	9	15.5%	22	6.0%	3	9.3%	8	7.9%	6	6.9%	6	17.2%	32	7.2%	5	5.9%	5	9.7%	16	2.5%	2	11.8%	5
Manchester	4.0%	48	8.5%	11	0.5%	1	0.0%	0	2.6%	2	1.1%	1	2.9%	2	0.0%	0	1.2%	1	9.4%	8	0.0%	0	22.8%	18	8.3%	4
Rochdale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0
Sowerby Bridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Birstall Shopping Park, Birstall	0.6%	7	0.0%	0	2.7%	4	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	0.5%	6	0.0%	0	0.5%	1	0.0%	0	1.2%	1	0.6%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Broadway, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trinity Shopping & Leisure Centre, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	10.5%	126	14.9%	19	11.8%	17	4.8%	3	3.2%	3	3.3%	3	4.2%	4	26.0%	48	4.7%	3	3.0%	2	15.4%	26	0.0%	0	0.0%	0
Abroad	0.3%	3	0.0%	0	0.5%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.5%	1
Internet	14.4%	172	6.6%	8	15.7%	22	14.1%	8	22.8%	20	19.2%	15	7.9%	7	12.5%	23	18.0%	13	11.2%	9	13.3%	22	14.8%	12	31.0%	14
Home catalogue / mail order	1.2%	15	2.4%	3	0.5%	1	1.8%	1	0.5%	0	3.3%	3	1.9%	2	0.9%	2	1.7%	1	0.6%	1	0.6%	1	0.5%	0	1.6%	1
TV / interactive shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Howley Park Road, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnsley	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Batley	0.1%	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	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Boundary Mill, Vivary Way, Colne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Burnley	2.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	26.5%	21	2.9%	1
Bury	0.5%	6	1.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Carnaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Castleford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Elk Mill Shopping Park, Broadway, Royton,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Oldham																										
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	0.7%	9	4.4%	6	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Meadowhall Shopping Centre, Sheffield	0.1%	2	0.0%	0	0.0%	0	0.6%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meanwood	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlcotes Shopping Centre, Stanningley By-Pass, Pudsey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Preston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Princess Way Retail Park, Canning Street, 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	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Southport	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Superstore, Sowerby Street, Sowerby Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	1.7%	20	4.0%	5	0.0%	0	2.3%	1	4.5%	4	2.4%	2	4.6%	4	0.0%	0	2.7%	2	1.5%	1	0.0%	0	1.0%	1	0.0%	0
Wakefield	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whalley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Wyke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.9%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
York Designer Outlet, St. Nicholas Avenue, Fulford	0.2%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.1%	38	1.0%	1	6.5%	9	2.3%	1	3.5%	3	3.6%	3	1.1%	1	2.8%	5	1.8%	1	7.3%	6	2.5%	4	1.4%	1	2.9%	1
(Don't buy these products)	2.5%	30	3.7%	5	1.7%	2	3.0%	2	2.1%	2	1.7%	1	0.6%	1	2.1%	4	1.7%	1	7.0%	6	2.7%	4	1.0%	1	2.9%	1
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q16 Where else do you go for clothing and footwear?
Not those who said '(Don't buy these products)' at Q15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	3.1%	36	11.3%	14	0.5%	1	0.8%	0	0.0%	0	0.6%	0	2.3%	2	6.4%	12	1.8%	1	0.7%	1	3.4%	5	0.0%	0	0.0%	0
Brighouse	1.4%	16	0.0%	0	2.6%	4	0.6%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	2	0.6%	0	0.0%	0	5.9%	10	0.0%	0	0.0%	0
Elland	0.1%	2	0.0%	0	0.0%	0	1.3%	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	0.0%	0
Halifax	9.8%	114	13.0%	16	10.4%	14	19.6%	10	14.9%	13	8.4%	6	5.0%	4	1.1%	2	12.2%	8	3.9%	3	14.9%	24	7.8%	6	15.8%	7
Hebden Bridge	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	8.2%	4
Huddersfield	8.2%	96	12.2%	15	14.3%	20	27.6%	14	10.7%	9	11.3%	8	10.2%	9	1.1%	2	12.1%	8	3.2%	2	3.9%	6	1.6%	1	1.3%	1
Leeds	9.3%	109	12.5%	15	12.2%	17	6.9%	4	9.2%	8	9.1%	7	9.0%	8	7.7%	14	8.9%	6	14.6%	11	8.1%	13	5.3%	4	5.8%	3
Manchester	4.2%	49	0.0%	0	5.1%	7	0.6%	0	2.6%	2	0.6%	0	6.1%	5	2.4%	4	6.1%	4	5.0%	4	4.2%	7	16.0%	13	4.5%	2
Rochdale	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	6.1%	5	0.6%	0
Birstall Shopping Park, Birstall	1.3%	15	0.0%	0	4.4%	6	0.0%	0	0.0%	0	0.8%	1	0.6%	1	4.1%	7	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forster Square Retail Park, Bradford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	1.5%	17	0.0%	0	0.0%	0	0.8%	0	2.1%	2	0.0%	0	0.0%	0	7.7%	14	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Broadway, Bradford	0.6%	7	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trinity Shopping & Leisure Centre, Leeds	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	6.6%	77	1.6%	2	5.3%	7	5.5%	3	4.6%	4	4.3%	3	13.5%	12	14.6%	26	6.1%	4	1.9%	1	8.3%	13	0.0%	0	2.2%	1
Internet	4.0%	47	0.5%	1	4.4%	6	3.0%	2	3.5%	3	3.7%	3	1.9%	2	4.3%	8	3.8%	3	5.8%	4	4.1%	7	6.0%	5	11.3%	5
Home catalogue / mail order	0.5%	5	0.7%	1	0.0%	0	0.0%	0	1.6%	1	0.6%	0	0.0%	0	0.5%	1	0.6%	0	0.0%	0	0.6%	1	0.5%	0	0.6%	0
TV / interactive 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	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Ambleside	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Asda, Princess Way, Burnley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.3%	4	0.5%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0
Boundary Mill, Vivary Way, Colne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Bridlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	15	0.6%	0
Bury	0.3%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Castleford	0.3%	3	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Central London	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Colne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Crown Point Shopping Park, Junction Street, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.2%	2	0.0%	0	0.7%	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	0.0%	0	0.0%	0
Honley	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	1.1%	13	0.0%	0	2.6%	4	0.6%	0	0.0%	0	1.2%	1	1.8%	2	1.7%	3	0.0%	0	0.7%	1	2.0%	3	0.0%	0	0.0%	0
Keighley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.7%	1
Leigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindley	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Luddendenfoot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Mansfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Coppice Way, Wilmslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall Shopping Centre, Sheffield	0.8%	10	4.1%	5	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlcotes Shopping Centre, Stanningley By-Pass, Pudsey	0.3%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.0%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Pudsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Shipley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.3%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	1.2%	2	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	0.1%	2	0.0%	0	0.5%	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	0.0%	0	0.0%	0
Tong Garden Centre, Tong Lane, Tong	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Trafford Centre, Manchester	2.5%	29	0.0%	0	0.7%	1	0.8%	0	8.2%	7	5.6%	4	2.6%	2	1.9%	3	0.8%	1	1.6%	1	4.8%	8	1.0%	1	0.8%	0
Wakefield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
York Designer Outlet, St. Nicholas Avenue, Fulford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.4%	63	2.2%	3	11.5%	16	4.1%	2	2.0%	2	5.2%	4	1.8%	2	1.1%	2	4.4%	3	13.2%	10	7.8%	13	3.3%	3	11.3%	5
(Nowhere else)	31.0%	363	34.7%	42	20.4%	28	25.6%	13	30.1%	27	43.1%	32	36.0%	31	34.4%	62	36.3%	25	37.3%	28	25.4%	41	21.7%	17	35.5%	15
Weighted base:		1171		120		139		52		88		74		87		180		69		76		162		79		44
Sample:		1154		93		97		96		96		97		99		96		97		92		97		99		95

Q17 Where do you do most of your household's shopping for furniture, floor coverings and household textiles?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Leeds Road Retail Park, Bradley Mills	0.1%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	0.4%	5	0.0%	0	0.5%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.5%	3	0.0%	0	1.3%	1
Carpetright, Great Northern Retail Park, Leeds Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Halifax Retail Park, Pellon Lane, Halifax	0.4%	5	0.9%	1	0.0%	0	0.8%	0	0.0%	0	1.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	2.6%	31	8.4%	10	1.4%	2	2.3%	1	0.0%	0	2.8%	2	1.3%	1	1.1%	2	2.2%	2	1.4%	1	4.7%	8	0.6%	1	3.4%	2
Wickes, Wade Street, Halifax	0.5%	6	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Wilko, Southgate, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	3.2%	38	5.2%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	15.8%	29	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Brighouse	1.9%	23	0.0%	0	13.4%	19	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Elland	0.3%	4	0.0%	0	0.0%	0	3.2%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	22.2%	266	31.7%	40	5.7%	8	14.4%	8	20.4%	18	33.5%	25	43.2%	38	3.7%	7	40.6%	28	34.9%	29	32.9%	55	8.5%	7	9.1%	4
Hebden Bridge	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	2.3%	2	13.1%	6
Hipperholme	1.0%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.9%	4	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0
Huddersfield	3.2%	39	2.0%	3	16.0%	23	5.1%	3	1.5%	1	6.5%	5	0.0%	0	0.0%	0	4.2%	3	1.4%	1	0.0%	0	0.9%	1	0.0%	0
King Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	3.2%	38	0.6%	1	7.1%	10	3.3%	2	3.1%	3	7.7%	6	6.4%	6	1.5%	3	2.7%	2	1.7%	1	2.9%	5	0.0%	0	0.0%	0
Manchester	0.5%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.6%	1	2.2%	2	0.0%	0	0.0%	0	1.0%	1	1.5%	1
Mytholmroyd	1.2%	15	1.5%	2	0.0%	0	0.6%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	2	9.3%	8	0.0%	0	0.0%	0	3.5%	2
Northowram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripponden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	11	0.5%	0
Sowerby Bridge	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.0%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	4.7%	4	1.2%	1
West Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Birstall Shopping Park, Birstall	3.6%	43	4.1%	5	2.1%	3	4.3%	2	3.6%	3	2.0%	2	0.6%	1	8.9%	16	0.6%	0	2.1%	2	4.4%	7	0.6%	1	2.1%	1
Charlestown Road Retail Park, Halifax	0.4%	5	0.5%	1	0.0%	0	0.0%	0	0.7%	1	2.4%	2	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	0
Forster Square Retail Park, Bradford	0.8%	10	7.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.8%	10	1.1%	1	0.5%	1	0.8%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.2%	2	0.6%	1	2.2%	4	0.0%	0	2.1%	1
Junction 27 Retail Park, Birstall	1.6%	19	0.6%	1	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.0%	1	3.0%	5	3.7%	3	0.9%	1	4.1%	7	0.0%	0	0.0%	0
Kirkstall Bridge Shopping Park, Leeds	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.8%	10	0.0%	0	2.5%	4	0.6%	0	3.3%	3	1.2%	1	1.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Broadway, Bradford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0

Calderdale Household Survey
for Nathaniel Lichfield & Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
White Rose Shopping Centre, Leeds	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0
Internet	12.6%	151	5.8%	7	12.9%	18	20.2%	11	19.2%	17	9.9%	8	20.9%	18	10.1%	19	3.9%	3	8.2%	7	12.1%	20	15.1%	12	25.5%	11
Home catalogue / mail order	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Churchill Way, Nelson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Batley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	0	0.0%	0
Boundary Retail Park, Corporation Street, Colne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Burnley	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	11.1%	9	0.5%	0
Calderdale	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Point Shopping Park, Junction Street, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dewsbury	0.5%	6	0.0%	0	4.3%	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	0.0%	0
Dunelm, Pellon Lane, Halifax	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	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Greetland	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillsborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Wellington Road, Ashton-under-Lyne, Manchester	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	0.0%	0
Lee Bridge Industrial Estate, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Oldham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Queensbury	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
RedBrick Mill, Bradford Road, Batley	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Towns Moor Retail Park, Great Bolton Street, Blackburn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Trafford Centre, Manchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0
Victoria Retail Park, Shroggs Road, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
York	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.9%	95	7.0%	9	10.0%	14	13.8%	7	8.6%	8	4.4%	3	2.4%	2	8.3%	15	12.5%	9	3.8%	3	7.6%	13	9.8%	8	8.7%	4
(Don't buy these products)	22.6%	272	18.6%	23	20.1%	28	25.0%	13	21.6%	19	24.3%	18	16.8%	15	36.8%	68	16.4%	11	30.6%	25	13.4%	22	19.9%	16	26.1%	12
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q18 Where else do you go for furniture, floor coverings and household textiles?
Not those who said '(Don't buy these products)' at Q17

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Leeds Road Retail Park, Bradley Mills	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	1.0%	9	4.9%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Halifax Retail Park, Pellon Lane, Halifax	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.0%	1	2.5%	4	0.0%	0	0.0%	0
Currys PC World, Great Northern Retail Park, Leeds Road, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	3.4%	31	6.7%	7	0.9%	1	3.1%	1	0.0%	0	2.9%	2	1.5%	1	5.6%	6	2.1%	1	4.8%	3	5.4%	8	1.4%	1	1.7%	1
Wickes, Wade Street, Halifax	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Bradford	1.5%	14	0.8%	1	0.6%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	7	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0
Brighouse	0.4%	4	0.6%	1	0.9%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.7%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Elland	0.1%	1	0.0%	0	0.0%	0	1.6%	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	0.0%	0
Halifax	5.6%	52	4.3%	4	8.4%	9	4.0%	2	4.0%	3	16.2%	9	13.1%	10	0.7%	1	5.3%	3	2.9%	2	2.3%	3	6.1%	4	6.2%	2
Hebden Bridge	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	5	0.0%	0	1.3%	1	0.0%	0
Hipperholme	0.2%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Huddersfield	0.8%	8	0.0%	0	2.5%	3	5.4%	2	1.5%	1	1.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
King Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Leeds	3.5%	33	0.6%	1	0.9%	1	2.3%	1	3.4%	2	3.9%	2	10.2%	7	8.4%	10	3.5%	2	6.5%	4	0.9%	1	2.3%	1	0.0%	0
Manchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.0%	1
Mytholmroyd	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Northowram	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Ripponden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Todmorden	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	11.3%	7	0.0%	0
Birstall Shopping Park, Birstall	1.8%	17	4.9%	5	0.0%	0	2.1%	1	3.6%	3	0.0%	0	6.9%	5	0.7%	1	2.4%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.3%	3	1.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	0
Junction 27 Retail Park, Birstall	2.0%	19	0.0%	0	10.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	4.1%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Kirkstall Bridge Shopping Park, Leeds	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	1.3%	12	0.0%	0	7.4%	8	0.0%	0	1.9%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	1.1%	10	4.9%	5	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Internet	3.3%	31	0.6%	1	4.1%	5	0.0%	0	4.8%	3	8.9%	5	3.2%	2	2.6%	3	3.8%	2	3.4%	2	1.8%	3	4.6%	3	6.8%	2
Home catalogue / mail order	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Batley	0.7%	6	0.0%	0	5.3%	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	0.0%	0
Boundary Mill, Vivary Way, Colne	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Burnley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	1.0%	0
Calderdale	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Castlegate Retail Park, St Johns Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Royal Oak, Sticker Lane, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Haworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Honley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Wellington Road, Ashton-under-Lyne, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Ilkley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Kingsway Retail Park, Wallhead Road, Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Lee Bridge Industrial Estate, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Meadowhall Shopping Centre, Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Osgodby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rawtenstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Scissett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
York	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
(Don't know / varies)	10.2%	95	1.4%	1	20.5%	23	15.5%	6	15.4%	11	8.7%	5	3.9%	3	6.3%	7	6.3%	4	6.5%	4	13.7%	20	9.4%	6	14.1%	5
(Nowhere else)	55.5%	516	69.4%	71	36.8%	42	59.5%	24	58.3%	41	41.1%	24	54.4%	40	57.6%	67	67.0%	39	53.3%	30	63.1%	91	43.6%	28	60.4%	20
Weighted base:		929		102		113		40		71		57		73		116		59		57		144		64		33
Sample:		850		68		70		66		68		68		81		58		76		66		81		77		71

Q19 Where do you do most of your household's shopping for DIY goods and decorating supplies?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Euroway Trading Estate, Mountleigh Close, Bradford	8.3%	100	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.2%	96	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
B&Q, Leeds Road Retail Park, Bradley Mills	5.9%	70	0.0%	0	32.1%	46	15.1%	8	4.8%	4	0.0%	0	0.0%	0	6.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	38.8%	466	58.2%	73	9.0%	13	43.8%	23	42.9%	39	52.6%	40	38.0%	33	7.7%	14	42.2%	30	56.3%	46	73.4%	122	19.2%	15	40.5%	18
Carpetright, Great Northern Retail Park, Leeds Road, Huddersfield	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Charlestown Road Retail Park, Halifax	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	0.1%	1	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	0.0%	0	0.6%	1	0.0%	0
Screwfix, Brighouse Trade Park, Armytage Road, Brighouse	0.7%	8	0.0%	0	5.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hope Street, Halifax	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.4%	3	1.1%	1	0.0%	0	2.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Manchester Road, Huddersfield	0.1%	1	0.0%	0	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princeroyd Way, Ingleby Road, Bradford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Wade Street, Halifax	1.5%	18	2.5%	3	0.0%	0	0.0%	0	2.6%	2	2.3%	2	1.5%	1	0.0%	0	3.0%	2	2.1%	2	1.8%	3	1.5%	1	2.5%	1
Wilko, Commercial Street, Briggate, Brighouse	1.3%	16	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, New Street, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Southgate, Halifax	0.3%	4	0.5%	1	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1	0.0%	0	1.0%	1	2.1%	1
Bradford	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	5.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighouse	1.6%	20	0.0%	0	11.5%	16	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.8%	10	0.0%	0	0.0%	0	7.3%	4	6.8%	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
Halifax	12.4%	148	21.4%	27	5.0%	7	5.2%	3	11.8%	11	16.2%	12	38.7%	34	1.0%	2	38.7%	27	11.1%	9	7.0%	12	2.5%	2	7.3%	3
Hebden Bridge	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.5%	1	9.7%	4
Huddersfield	1.3%	16	0.0%	0	8.6%	12	4.4%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Leeds	0.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Manchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Mytholmroyd	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Rochdale	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	10	0.0%	0
Sowerby Bridge	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	15.8%	13	2.3%	1
Birstall Shopping Park, Birstall	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Charlestown Road Retail	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Park, Halifax																										
Halifax Retail Park, Halifax	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	1.3%	16	0.0%	0	10.6%	15	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	2.4%	28	0.0%	0	0.7%	1	2.3%	1	4.5%	4	1.2%	1	0.0%	0	4.6%	9	0.0%	0	0.0%	0	4.7%	8	4.0%	3	4.1%	2
Home catalogue / mail order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ainley Top	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Churchill Way, Nelson	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.7%	0
B&Q, Elizabeth Industrial Estate, Shroggs Road, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
B&Q, Junction One Retail Park, Beeston Interchange, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Nova Scotia Retail Park, Bolton Road, Blackburn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
B&Q, Sandbrook Park, Edinburgh Way, Rochdale	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	7	0.0%	0
B&Q, Westhulme Way, Oldham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.3%	1
B&Q, Wilton Street, Dewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Batley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0
Great Northern Retail Park, Leeds Road, Huddersfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsway Retail Park, Wallhead Road, Rochdale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Luddendenfoot	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
The Range, Pellon Lane, Halifax	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bowling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	14	0.9%	1	0.0%	0	3.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	2.4%	2	1.4%	1	0.6%	1	5.8%	5	3.4%	2
(Don't buy these products)	13.9%	167	15.1%	19	11.6%	16	13.5%	7	21.7%	20	15.6%	12	16.9%	15	9.9%	18	8.7%	6	23.0%	19	9.6%	16	15.6%	13	14.2%	6
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q20 Where else do you go for DIY goods and decorating supplies?
Not those who said '(Don't buy these products)' at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Euroway Trading Estate, Mountleigh Close, Bradford	2.3%	23	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	19	0.0%	0	0.0%	0	0.6%	1	4.7%	3	0.0%	0
B&Q, Leeds Road Retail Park, Bradley Mills	1.5%	15	0.0%	0	3.9%	5	6.5%	3	2.6%	2	8.5%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	6.0%	62	7.2%	8	10.5%	13	10.0%	5	10.9%	8	8.4%	5	3.1%	2	3.5%	6	3.9%	2	4.4%	3	2.8%	4	4.2%	3	9.7%	4
Currys PC World, Charlestown Road Retail Park, Halifax	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	0.5%	5	4.7%	5	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	0.0%	0	0.0%	0
Screwfix, Hope Street, Halifax	1.0%	11	1.2%	1	0.0%	0	0.0%	0	2.7%	2	1.4%	1	2.0%	1	0.0%	0	0.8%	1	0.8%	1	2.4%	4	0.0%	0	1.5%	1
Screwfix, Wakefield Road, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Manchester Road, Huddersfield	0.9%	9	0.0%	0	7.1%	9	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princeroyd Way, Ingleby Road, Bradford	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	10	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Wickes, Wade Street, Halifax	6.3%	65	6.3%	7	0.0%	0	5.2%	2	4.8%	3	11.0%	7	2.1%	2	0.0%	0	11.0%	7	18.5%	12	15.4%	23	1.2%	1	2.7%	1
Wilko, Commercial Street, Briggate, Brighouse	1.1%	12	0.0%	0	8.4%	11	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Rawson Quarter, John Street, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Southgate, Halifax	0.8%	9	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.8%	1	3.5%	5	0.0%	0	1.4%	1
Bradford	0.6%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighouse	1.8%	18	0.0%	0	11.3%	14	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Elland	0.5%	5	0.0%	0	0.0%	0	9.3%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	7.8%	81	11.4%	12	8.4%	11	5.1%	2	5.5%	4	10.6%	7	12.3%	9	5.1%	9	3.5%	2	8.6%	5	10.7%	16	4.7%	3	2.5%	1
Hebden Bridge	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	17.6%	7
Huddersfield	0.4%	5	0.0%	0	0.0%	0	1.6%	1	1.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.6%	0
Leeds	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Rochdale	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.0%	0
Sowerby Bridge	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.1%	1	0.0%	0	0.6%	0	0.0%	0
Todmorden	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	6.3%	4	0.0%	0
Halifax Retail Park, Halifax	1.2%	12	5.4%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	1	0.0%	0	3.2%	2	0.0%	0	1.7%	3	1.2%	1	0.0%	0
Leeds Road Retail Park, Huddersfield	0.8%	8	0.0%	0	2.2%	3	1.5%	1	4.5%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Internet	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	6.0%	4	0.0%	0	6.5%	4	1.1%	1	2.4%	4	4.7%	3	0.6%	0
Home catalogue / mail order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Churchill Way,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Nelson																										
B&Q, Sandbrook Park, Edinburgh Way, Rochdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Batley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boothtown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0
Bury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Cleckheaton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dewsbury	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Pellon Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Great Northern Retail Park, Leeds Road, Huddersfield	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Keighley Road, Bingley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringway Industrial Estate, Beck Road, Huddersfield	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
The Range, Pellon Lane, Halifax	0.7%	7	5.8%	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	0.8%	1	0.0%	0	0.0%	0
Wakefield	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.2%	33	2.0%	2	4.0%	5	4.4%	2	1.4%	1	1.3%	1	1.8%	1	2.9%	5	2.5%	2	7.6%	5	1.4%	2	4.7%	3	10.4%	4
(Nowhere else)	54.4%	563	53.4%	57	40.6%	51	53.9%	25	57.2%	40	53.7%	34	63.1%	46	62.3%	103	64.1%	41	49.8%	31	54.9%	82	49.2%	33	48.3%	19
Weighted base:		1033		106		125		46		70		64		73		166		64		63		150		68		38
Sample:		953		74		82		78		71		79		81		85		88		73		85		76		81

Q21 Where do you do most of your household's shopping for electrical domestic appliances such as fridges, washing machines, TV's, computers and phones?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Euroway Trading Estate, Mountleigh Close, Bradford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	0.3%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Halifax Retail Park, Pellon Lane, Halifax	0.5%	6	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Forster Square, Bradford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Canal Road, Bradford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Charlestown Road Retail Park, Halifax	19.3%	232	45.6%	57	2.2%	3	18.5%	10	29.1%	26	14.8%	11	31.6%	28	3.1%	6	17.3%	12	19.8%	16	32.9%	55	7.6%	6	4.6%	2
Currys PC World, Great Northern Retail Park, Leeds Road, Huddersfield	1.8%	22	4.0%	5	6.7%	9	3.5%	2	6.0%	5	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thornton Road Industrial Estate, Hockney Road, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Commercial Street, Briggate, Brighouse	0.1%	2	0.0%	0	0.5%	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	0.0%	0	0.0%	0
Bradford	3.8%	45	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	32	1.2%	1	0.0%	0	6.0%	10	0.0%	0	2.1%	1
Brighouse	0.5%	6	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Elland	0.9%	11	0.5%	1	0.0%	0	9.7%	5	1.8%	2	1.8%	1	0.5%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Halifax	23.5%	281	32.3%	40	13.5%	19	19.8%	11	20.5%	18	38.6%	29	44.4%	39	8.3%	15	39.3%	28	34.6%	28	22.8%	38	8.7%	7	20.0%	9
Hebden Bridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Huddersfield	0.8%	10	0.0%	0	2.9%	4	5.6%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Leeds	1.5%	19	0.0%	0	5.7%	8	0.0%	0	1.2%	1	0.0%	0	1.0%	1	3.5%	6	1.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0
Mytholmroyd	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.0%	0
Sowerby Bridge	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.4%	1	0.8%	1	0.5%	0	0.0%	0
Todmorden	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	13	3.0%	1
Birstall Shopping Park, Birstall	1.2%	15	0.0%	0	2.8%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	10	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.3%	4	0.0%	0	0.0%	0	1.3%	1	0.7%	1	0.6%	0	1.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.5%	6	0.0%	0	4.3%	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	0.0%	0
Forster Square Retail Park, Bradford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.4%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1	1.5%	3	0.0%	0	0.7%	0
Junction 27 Retail Park, Birstall	1.6%	19	0.0%	0	4.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Calderdale Household Survey
for Nathaniel Lichfield & Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Kirkstall Bridge Shopping Park, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	1.2%	15	0.0%	0	9.1%	13	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Internet	19.7%	236	5.1%	6	27.5%	39	15.9%	8	24.5%	22	22.5%	17	8.9%	8	20.6%	38	23.7%	17	16.0%	13	16.4%	27	25.7%	21	45.1%	20
Home catalogue / mail order	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0
TV / interactive shopping	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, 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	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Bolton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.5%	0
Cleckheaton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Elk Mill Retail Park, Oldham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Currys PC World, Rochdale Cricket Club Development, Rochdale	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Direct Discounts Superstore, Leeds Road, Huddersfield	0.7%	8	1.1%	1	0.0%	0	0.0%	0	1.2%	1	1.7%	1	2.9%	3	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Elk Mill Shopping Park, Broadway, Royton, Oldham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Greenmount Retail Park, Pellon Lane, Halifax	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Illingworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Nelson	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Prestige Retail Park, Burnley	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	8.1%	7	0.5%	0
Sainsbury's Superstore, Wade Street, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sheffield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sonic Megastore, Ingleby Road, Bradford	0.4%	5	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, 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	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.2%	4	0.0%	0	0.0%	0
(Don't know / varies)	3.2%	38	0.6%	1	5.6%	8	4.8%	3	1.6%	1	0.0%	0	0.0%	0	2.0%	4	4.9%	3	3.4%	3	5.7%	9	6.3%	5	1.7%	1
(Don't buy these products)	11.5%	138	9.0%	11	8.5%	12	18.2%	10	11.9%	11	12.7%	10	6.4%	6	18.1%	33	7.1%	5	16.4%	13	9.2%	15	6.4%	5	15.5%	7
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q22 Where else do you go for electrical domestic appliances such as fridges, washing machines, TV's, computers and phones?
Not those who said '(Don't buy these products)' at Q21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Shroggs Road, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Forster Square, Bradford	0.3%	3	0.0%	0	1.2%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Canal Road, Bradford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Charlestown Road Retail Park, Halifax	4.9%	52	2.2%	3	2.3%	3	4.1%	2	11.7%	9	6.1%	4	4.0%	3	0.0%	0	2.6%	2	5.4%	4	14.2%	21	0.7%	1	2.3%	1
Currys PC World, Great Northern Retail Park, Leeds Road, Huddersfield	0.7%	8	0.0%	0	1.1%	1	1.6%	1	5.8%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Brighouse	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.4%	4	0.0%	0	0.6%	1	0.7%	0	2.2%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	5.8%	61	3.0%	3	3.3%	4	16.2%	7	3.5%	3	7.6%	5	8.4%	7	0.0%	0	5.4%	4	7.5%	5	12.6%	19	3.2%	2	5.3%	2
Hebden Bridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.6%	1
Hipperholme	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	2.7%	29	5.5%	6	14.7%	19	3.7%	2	1.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
King Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.8%	8	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.5%	1	4.2%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Manchester	0.7%	7	0.0%	0	0.6%	1	0.0%	0	0.0%	0	7.3%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.9%	0
Sowerby Bridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.6%	0
Birstall Shopping Park, Birstall	0.2%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0
Crossley Retail Park, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forster Square Retail Park, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Junction 27 Retail Park, Birstall	1.2%	12	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.2%	2	0.0%	0	0.8%	1	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Internet	7.3%	77	6.7%	8	12.7%	17	6.0%	3	5.4%	4	8.5%	6	6.9%	6	2.2%	3	5.3%	3	17.2%	12	4.5%	7	11.6%	9	3.0%	1
Home catalogue / mail order	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.4%	4	0.5%	1	0.0%	0	0.7%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Barnoldswick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0

Calderdale Household Survey
for Nathaniel Lichfield & Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Burnley	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	13	0.0%	0
Cleckheaton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Rochdale Cricket Club Development, Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Direct Discounts Superstore, Leeds Road, Huddersfield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doncaster	0.5%	5	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Pellon Lane, Halifax	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prestige Retail Park, Burnley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	0.0%	0
Princess Way Retail Park, Canning Street, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Queensbury	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Halifax Road, Bradford	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.8%	41	1.0%	1	7.5%	10	2.4%	1	0.6%	0	0.0%	0	2.0%	2	1.4%	2	5.3%	3	5.7%	4	6.6%	10	4.9%	4	9.3%	4
(Nowhere else)	63.2%	672	74.2%	84	50.6%	66	60.6%	26	66.8%	53	55.2%	36	70.8%	58	71.4%	107	77.8%	51	60.4%	41	57.0%	86	45.2%	34	74.7%	28
Weighted base:		1062		114		130		44		79		66		82		151		65		68		151		75		38
Sample:		1027		83		86		79		80		84		95		82		90		87		89		90		82

Q23 Where do you do most of your household's shopping for chemists goods?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bailiff Bridge	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	3.1%	37	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	35	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Brighouse	11.4%	137	0.0%	0	78.7%	112	0.0%	0	0.0%	0	1.3%	1	0.0%	0	11.9%	22	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Elland	4.4%	53	0.0%	0	0.0%	0	79.7%	42	7.1%	6	3.0%	2	0.5%	0	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Halifax	32.2%	387	69.0%	86	1.7%	2	9.1%	5	21.2%	19	70.6%	53	83.5%	73	7.8%	14	13.3%	9	28.2%	23	57.4%	95	3.2%	3	6.5%	3
Hebden Bridge	4.0%	48	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	10	0.0%	0	0.6%	1	79.0%	35
Hipperholme	1.7%	20	0.0%	0	5.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	1.1%	13	0.0%	0	3.4%	5	1.4%	1	5.8%	5	0.0%	0	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Cross	3.4%	40	16.6%	21	0.0%	0	0.0%	0	1.9%	2	0.6%	0	5.7%	5	0.0%	0	3.0%	2	12.6%	10	0.0%	0	0.0%	0	0.0%	0
Leeds	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	4.6%	2
Manchester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Mytholmroyd	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	10	0.0%	0	0.0%	0	0.0%	0
Northowram	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	12	0.0%	0	0.0%	0
Ripponden	1.4%	17	0.0%	0	0.0%	0	0.0%	0	15.2%	14	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.6%	1	0.0%	0
Sowerby Bridge	4.2%	51	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.6%	0	1.0%	1	0.0%	0	62.9%	44	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Todmorden	5.6%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	83.2%	67	2.1%	1
West Vale	1.8%	22	0.0%	0	0.0%	0	5.4%	3	21.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Shopping Park, Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	1.8%	21	2.3%	3	1.6%	2	0.8%	0	3.4%	3	1.8%	1	0.0%	0	4.4%	8	0.0%	0	0.9%	1	0.8%	1	1.1%	1	0.7%	0
Home catalogue / mail order	0.4%	5	0.9%	1	0.7%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.5%	0
Asda, Longhill Road, Bradford Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Asda, Thrum Hall Lane, Halifax	1.2%	15	4.4%	6	0.0%	0	0.0%	0	3.3%	3	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0
Boothtown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Burnley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	1.3%	1
Clayton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Cleckheaton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Leeds Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holmfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Illingworth	1.3%	16	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	16	0.0%	0	0.0%	0
Liversedge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low Moor	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Luddendenfoot	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0
Mixenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Morrisons, Keighley Road, Halifax	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakenshaw	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ovenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Pellon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Rastick	0.3%	4	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	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
Shelf	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	7	0.0%	0	0.0%	0
Skircoat Green	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Farnham	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southowram	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stainland	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Halifax Road, Bradford	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	11	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.7%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.3%	2	3.8%	3	0.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	0.3%	3	0.0%	0	1.1%	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	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wibsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	2.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	25	1.1%	1	0.0%	0	0.6%	0	3.3%	3	7.9%	6	1.5%	1	2.6%	5	1.8%	1	2.0%	2	3.0%	5	0.0%	0	1.2%	1
(Don't buy these products)	6.5%	78	2.3%	3	3.7%	5	1.2%	1	2.4%	2	6.4%	5	1.0%	1	13.4%	25	7.9%	6	12.7%	10	9.6%	16	4.0%	3	4.1%	2
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q24 Where else do you go for chemists goods?
Not those who said '(Don't buy these products)' at Q23

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Wilko, Commercial Street, Briggate, Brighouse	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Southgate, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bradford	0.7%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	2.4%	4	0.7%	1	0.6%	0
Brighouse	2.2%	24	0.0%	0	6.4%	9	2.7%	1	1.9%	2	0.0%	0	0.0%	0	7.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.7%	8	0.0%	0	1.1%	2	8.2%	4	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	9.0%	101	9.5%	12	4.4%	6	6.9%	4	17.5%	15	9.7%	7	2.2%	2	2.5%	4	20.0%	13	13.9%	10	16.6%	25	2.6%	2	5.5%	2
Hebden Bridge	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	6	0.0%	0	0.0%	0	3.3%	1
Hipperholme	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	1.2%	13	0.0%	0	6.4%	9	2.1%	1	2.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
King Cross	0.8%	9	2.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.5%	0	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	2.2%	1
Manchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.0%	1
Mytholmroyd	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	1.9%	1	0.0%	0
Ripponden	0.4%	5	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Sowerby Bridge	1.0%	11	1.5%	2	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.5%	0	0.0%	0	5.0%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5	1.7%	1
West Vale	0.1%	1	0.0%	0	0.0%	0	0.6%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Home catalogue / mail order	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.5%	6	1.9%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.6%	1	0.8%	1	0.0%	0	0.0%	0
Boothtown	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
Burnley	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6	0.0%	0
Buttershaw	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Cleckheaton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heywood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Illingworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low Moor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luddendenfoot	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Morley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Oldham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Pellon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0

Calderdale Household Survey
for Nathaniel Lichfield & Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Skircoat Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.8%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wibsey	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.3%	26	4.5%	6	3.0%	4	1.9%	1	0.0%	0	7.0%	5	0.0%	0	0.7%	1	0.0%	0	6.3%	5	0.8%	1	0.0%	0	7.5%	3
(Nowhere else)	73.2%	821	79.1%	97	77.4%	106	76.5%	40	61.4%	54	73.7%	52	92.4%	80	72.6%	115	63.0%	41	58.1%	41	71.9%	108	72.6%	56	72.7%	31
Weighted base:		1122		122		137		53		88		71		87		159		65		71		150		77		43
Sample:		1126		98		93		98		97		95		99		90		91		86		90		95		94

Q25 Where do you do most of your household's shopping for recreational and other goods, such as sports equipment?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Currys PC World, Charlestown Road Retail Park, Halifax	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	2.8%	34	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	30	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Brighouse	0.9%	11	0.0%	0	7.2%	10	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.3%	3	0.5%	1	0.5%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	18.6%	223	34.1%	43	3.2%	5	17.8%	9	23.7%	21	29.3%	22	37.6%	33	4.6%	9	30.0%	21	23.5%	19	22.2%	37	0.0%	0	9.5%	4
Hebden Bridge	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	14.9%	7
Huddersfield	2.5%	30	0.0%	0	11.4%	16	10.0%	5	1.3%	1	0.0%	0	0.0%	0	0.6%	1	1.2%	1	1.7%	1	2.4%	4	0.0%	0	0.0%	0
King Cross	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Leeds	1.9%	22	0.0%	0	3.9%	5	0.0%	0	0.0%	0	2.0%	2	5.8%	5	4.2%	8	0.0%	0	0.0%	0	0.8%	1	1.8%	1	0.0%	0
Manchester	0.8%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	7.5%	6	0.0%	0
Rochdale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0
Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Birstall Shopping Park, Birstall	0.5%	7	0.0%	0	1.4%	2	0.6%	0	2.8%	3	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	1.2%	14	2.3%	3	0.0%	0	0.0%	0	0.7%	1	0.8%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	9	0.0%	0	0.0%	0
Forster Square Retail Park, Bradford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	1.0%	12	1.6%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.7%	6	0.0%	0	4.6%	2
Junction 27 Retail Park, Birstall	1.6%	19	0.0%	0	7.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	1.0%	12	0.0%	0	7.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Broadway, Bradford	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.5%	7	0.0%	0	1.8%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Internet	18.2%	218	11.9%	15	13.0%	18	20.0%	11	30.6%	28	18.2%	14	9.1%	8	20.7%	38	10.9%	8	14.0%	11	20.4%	34	24.9%	20	30.1%	13
Home catalogue / mail order	0.5%	6	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
TV / interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Anchor Retail Park, Active Way, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Barrowford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Burnley	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	10	0.5%	0
Cleckheaton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dewsbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elk Mill Shopping Park, Broadway, Royton, Oldham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	0.4%	5	0.6%	1	0.0%	0	0.0%	0	2.1%	2	2.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Calderdale Household Survey
for Nathaniel Lichfield & Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Ingleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Pateley Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Queensbury	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.5%	0	0.0%	0
Stockport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Pellon Lane, Halifax	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Wakefield	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.4%	29	2.1%	3	2.4%	3	6.7%	4	0.7%	1	2.6%	2	1.9%	2	1.0%	2	2.3%	2	1.4%	1	1.3%	2	6.7%	5	6.9%	3
(Don't buy these products)	40.4%	485	38.2%	48	37.8%	54	40.2%	21	35.1%	32	42.8%	32	36.8%	32	43.7%	80	52.1%	37	44.4%	36	41.4%	69	36.8%	30	32.4%	15
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q26 Where else do you go for recreational and other goods, such as sports equipment?
Not those who said '(Don't buy these products)' at Q25

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Wilko, Southgate, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	2.1%	15	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	7.7%	8	9.8%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Brighouse	1.5%	11	0.0%	0	12.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	6.4%	46	15.2%	12	3.4%	3	2.7%	1	9.1%	5	10.9%	5	0.0%	0	1.1%	1	2.5%	1	10.4%	5	5.9%	6	6.3%	3	14.4%	4
Hebden Bridge	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0
Huddersfield	1.9%	13	1.0%	1	3.4%	3	2.3%	1	4.2%	2	3.8%	2	0.0%	0	1.1%	1	3.7%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0
King Cross	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	2.2%	16	0.0%	0	1.1%	1	0.0%	0	5.2%	3	1.3%	1	8.6%	5	0.0%	0	4.5%	2	6.0%	3	0.0%	0	1.0%	1	5.0%	2
Manchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	4.7%	2	0.0%	0
Sowerby Bridge	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Birstall Shopping Park, Birstall	0.2%	1	0.0%	0	0.0%	0	1.3%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forster Square Retail Park, Bradford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.6%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	2.0%	15	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.6%	1	9.3%	9	0.0%	0	0.0%	0
Internet	7.8%	55	0.0%	0	7.5%	7	2.3%	1	6.1%	4	3.5%	2	9.9%	5	16.4%	17	0.0%	0	11.0%	5	9.1%	9	7.3%	4	9.9%	3
TV / interactive shopping	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Burnley	0.9%	6	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	0.0%	0	9.5%	5	3.1%	1
Bury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Castleford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Cleckheaton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Point Shopping Park, Junction Street, Leeds	0.2%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	0.9%	6	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Hereford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ignite Business Park, Magna Way, Rotherham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	0.6%	4	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick	0.3%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Lancaster	0.3%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Princess Way Retail Park, Canning Street, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Shipley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Stockport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Trafford Centre, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
York	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.4%	31	0.0%	0	7.4%	7	8.3%	3	0.0%	0	3.5%	2	1.6%	1	1.1%	1	9.4%	3	5.2%	2	6.3%	6	3.4%	2	16.8%	5
(Nowhere else)	64.2%	459	72.1%	56	50.9%	45	82.1%	26	69.5%	41	70.8%	31	78.1%	43	66.3%	69	60.2%	20	57.2%	26	62.3%	61	56.2%	28	45.1%	14
Weighted base:		715		77		88		32		58		43		55		104		34		45		97		51		30
Sample:		583		51		51		45		54		46		48		45		39		49		48		52		55

Q27 How do you usually travel to do your non-food shopping for items that can be carried home e.g. clothing?

Car / van (as driver)	62.3%	748	29.0%	36	68.9%	98	56.5%	30	71.3%	64	60.8%	46	59.6%	52	81.4%	150	62.2%	44	56.7%	46	70.6%	117	55.5%	45	45.9%	21
Car / van (as passenger)	6.3%	76	12.2%	15	4.8%	7	3.1%	2	3.9%	4	4.5%	3	4.7%	4	3.2%	6	6.8%	5	11.6%	9	5.2%	9	13.3%	11	3.3%	1
Bus, mini-bus or coach	14.1%	169	20.3%	25	6.2%	9	19.4%	10	8.9%	8	10.7%	8	26.6%	23	10.0%	18	17.9%	13	14.9%	12	13.9%	23	13.4%	11	18.2%	8
Motorcycle, scooter or moped	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.9%	95	28.5%	36	7.3%	10	11.3%	6	5.3%	5	12.9%	10	5.7%	5	0.0%	0	5.1%	4	1.5%	1	4.4%	7	7.2%	6	13.1%	6
Taxi	1.2%	14	2.0%	2	1.7%	2	0.6%	0	1.7%	2	1.2%	1	0.9%	1	0.5%	1	0.0%	0	0.6%	1	2.4%	4	0.5%	0	0.5%	0
Train	3.0%	36	0.0%	0	7.5%	11	0.0%	0	1.8%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	9.8%	8	2.9%	5	8.9%	7	5.7%	3
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
(Don't know / cant remember / varies)	2.0%	24	4.9%	6	1.2%	2	1.4%	1	0.0%	0	1.8%	1	0.9%	1	1.8%	3	6.3%	4	3.4%	3	0.0%	0	0.0%	0	6.9%	3
(Don't travel / goods delivered)	2.9%	35	2.8%	3	2.5%	4	7.8%	4	7.1%	6	6.3%	5	1.6%	1	2.7%	5	1.8%	1	0.6%	1	0.6%	1	1.3%	1	5.0%	2
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q28 How do you usually travel to do your non-food shopping for items that cannot be carried home e.g. large electrical goods and furniture?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Car / van (as driver)	37.1%	446	28.6%	36	44.7%	63	35.9%	19	43.0%	39	40.8%	31	40.2%	35	44.5%	82	45.8%	32	21.9%	18	39.8%	66	18.4%	15	22.2%	10
Car / van (as passenger)	7.9%	94	14.9%	19	9.3%	13	11.1%	6	7.2%	6	4.4%	3	12.5%	11	4.7%	9	6.7%	5	7.2%	6	5.4%	9	7.2%	6	4.4%	2
Bus, mini-bus or coach	1.7%	20	4.1%	5	0.5%	1	0.6%	0	0.5%	0	3.3%	3	1.5%	1	1.3%	2	2.8%	2	1.4%	1	1.1%	2	2.9%	2	0.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	0.7%	8	4.3%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Taxi	0.8%	10	3.2%	4	0.5%	1	1.8%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1
(Don't know / cant remember / varies)	2.2%	27	6.3%	8	1.0%	1	1.2%	1	1.8%	2	2.5%	2	1.8%	2	0.5%	1	1.1%	1	0.6%	1	5.1%	8	0.9%	1	1.2%	1
(Don't travel / goods delivered)	49.4%	593	38.6%	48	44.0%	62	49.5%	26	46.9%	42	46.9%	35	41.8%	37	49.1%	90	41.9%	29	66.9%	55	47.6%	79	70.5%	57	70.4%	32
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q29 Of all the places you visit for NON-FOOD shopping which is the one you visit most often?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Euroway Trading Estate, Mountleigh Close, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Leeds Road Retail Park, Bradley Mills	0.1%	1	0.0%	0	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	0.6%	8	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	4.0%	3	1.2%	1
Currys PC World, Charlestown Road Retail Park, Halifax	0.2%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	0.3%	3	0.0%	0	0.7%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Wilko, Southgate, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bradford	4.7%	56	8.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	22.5%	41	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.5%	0
Brighouse	3.7%	45	0.0%	0	17.8%	25	4.4%	2	0.0%	0	0.6%	0	0.0%	0	7.3%	13	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Elland	1.1%	13	0.5%	1	0.0%	0	21.2%	11	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	39.3%	472	63.4%	79	8.9%	13	28.0%	15	39.2%	35	63.9%	48	70.3%	61	6.6%	12	51.9%	36	54.1%	44	65.9%	109	7.3%	6	26.3%	12
Hebden Bridge	1.4%	17	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	0	6.2%	5	0.0%	0	1.0%	1	21.7%	10
Hipperholme	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	5.9%	71	3.5%	4	20.9%	30	20.7%	11	12.8%	12	6.1%	5	0.0%	0	1.3%	2	5.1%	4	2.6%	2	1.1%	2	0.0%	0	0.0%	0
King Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Leeds	7.2%	87	4.6%	6	7.6%	11	3.5%	2	6.2%	6	0.0%	0	3.2%	3	15.2%	28	7.2%	5	3.0%	2	10.5%	18	3.7%	3	9.1%	4
Manchester	2.7%	32	4.0%	5	0.0%	0	0.0%	0	4.3%	4	6.6%	5	0.0%	0	0.6%	1	2.0%	1	6.5%	5	0.0%	0	10.4%	8	4.8%	2
Mytholmroyd	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Ripponden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0
Sowerby Bridge	0.7%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	6	2.0%	2	0.0%	0	0.0%	0	0.5%	0
Todmorden	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	15.7%	13	2.4%	1
West Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Shopping Park, Birstall	1.9%	23	0.0%	0	2.5%	4	0.8%	0	2.1%	2	0.0%	0	2.5%	2	7.6%	14	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.3%	3	0.9%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	4.6%	2
Halifax Retail Park, Halifax	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	1.3%	16	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	7.1%	13	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	1.2%	14	0.0%	0	8.4%	12	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	5.4%	65	0.6%	1	12.4%	18	3.5%	2	2.6%	2	0.8%	1	9.3%	8	9.4%	17	3.5%	2	3.5%	3	6.5%	11	0.0%	0	0.0%	0
Internet	4.6%	55	0.0%	0	7.2%	10	0.8%	0	7.5%	7	6.2%	5	0.9%	1	4.7%	9	5.6%	4	5.5%	4	2.7%	5	5.2%	4	13.7%	6
Home catalogue / mail order	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.4%	5	4.0%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnsley	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Batley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Beverley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	2.3%	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	0.0%	0	34.3%	27	0.5%	0
Bury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clitheroe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Colne	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fountain Retail Park, Hyndburn Road, Accrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Leeds Road, Huddersfield	0.2%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	0.4%	5	1.8%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	0.4%	5	0.5%	1	0.5%	1	0.0%	0	3.3%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	0	1.2%	1	1.2%	2	0.0%	0	0.0%	0
Meadowhall Shopping Centre, Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.1%	1
Owlcotes Shopping Centre, Stanningley By-Pass, Pudsey	0.1%	2	1.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pudsey	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Sowerby Street, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.9%	10	0.0%	0	0.0%	0	2.3%	1	2.1%	2	0.0%	0	0.6%	1	1.8%	3	2.7%	2	0.6%	1	0.0%	0	1.0%	1	0.0%	0
Wakefield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
York Designer Outlet, St. Nicholas Avenue, Fulford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.1%	85	3.8%	5	9.1%	13	11.6%	6	9.4%	8	7.0%	5	4.3%	4	5.9%	11	7.6%	5	8.7%	7	6.3%	10	6.2%	5	11.8%	5
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q30 Do you normally carry out any other activities when you go non-food shopping?

Yes	36.6%	439	31.1%	39	37.7%	53	23.4%	12	55.1%	50	32.9%	25	33.3%	29	33.5%	62	36.4%	25	46.1%	38	35.5%	59	29.3%	24	53.3%	24
No	63.4%	761	68.9%	86	62.3%	88	76.6%	41	44.9%	40	67.1%	51	66.7%	58	66.5%	122	63.6%	45	53.9%	44	64.5%	107	70.7%	57	46.7%	21
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q31 Which activities do you carry out? [MR]

Those who carry out any other activities when they go non-food shopping at Q30

Financial / professional services (e.g. banks, building societies, estate agents etc.)	6.0%	26	4.8%	2	2.7%	1	12.7%	2	8.4%	4	3.7%	1	14.9%	4	1.9%	1	6.4%	2	3.8%	1	7.7%	5	1.6%	0	11.6%	3
Get petrol	1.0%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	2	1.7%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.0%	0	1.4%	0
Leisure activities (e.g. cinemas, pubs, sports etc.)	13.3%	58	14.2%	6	25.3%	14	8.4%	1	11.5%	6	3.4%	1	3.3%	1	1.4%	1	8.2%	2	23.8%	9	8.9%	5	23.6%	6	33.9%	8
Meet family / friends	9.2%	40	7.8%	3	2.7%	1	14.7%	2	13.4%	7	1.7%	0	10.2%	3	16.4%	10	8.5%	2	11.5%	4	7.7%	5	6.7%	2	5.2%	1
Food shopping	6.1%	27	10.7%	4	0.0%	0	5.4%	1	12.6%	6	0.0%	0	0.0%	0	3.9%	2	5.4%	1	10.6%	4	1.6%	1	16.8%	4	12.8%	3
Other non-food shopping	7.3%	32	2.1%	1	1.3%	1	7.9%	1	10.9%	5	9.1%	2	11.9%	3	0.0%	0	11.8%	3	9.5%	4	12.9%	8	11.4%	3	6.4%	2
Other services (e.g. libraries, hairdressers, doctors etc.)	5.1%	22	3.0%	1	4.5%	2	2.5%	0	13.3%	7	8.4%	2	1.4%	0	0.0%	0	0.0%	0	6.8%	3	4.9%	3	3.8%	1	12.0%	3
Restaurants / cafés	62.8%	276	60.3%	23	81.2%	43	63.7%	8	52.8%	26	73.9%	18	39.2%	11	75.6%	47	62.8%	16	53.9%	20	61.6%	36	49.1%	12	60.0%	14
School run	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work	5.3%	23	12.7%	5	0.0%	0	9.8%	1	1.3%	1	3.7%	1	3.1%	1	3.9%	2	10.0%	3	9.0%	3	0.0%	0	10.7%	3	15.5%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking / walking the dog	1.4%	6	0.0%	0	2.7%	1	0.0%	0	4.8%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	1.6%	0	0.0%	0
Window shopping / browsing	0.6%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.5%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	2.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	17.4%	5	1.9%	1	4.9%	1	1.9%	1	2.1%	1	0.0%	0	0.0%	0
Weighted base:		439		39		53		12		50		25		29		62		25		38		59		24		24
Sample:		445		24		37		28		54		31		29		34		40		44		37		36		51

Q32 I am now going to ask a few questions on destinations for leisure and cultural activities. Which town, village, or out-of-town location does your household go to most frequently to visit restaurants?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	7.6%	91	33.6%	42	0.5%	1	0.8%	0	0.0%	0	1.3%	1	3.5%	3	23.1%	42	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.5%	0
Brighouse	6.2%	74	0.5%	1	39.2%	56	4.5%	2	0.0%	0	1.6%	1	0.6%	1	7.0%	13	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Elland	0.8%	10	0.0%	0	0.5%	1	15.0%	8	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	24.7%	297	31.8%	40	10.1%	14	19.9%	11	19.4%	17	48.6%	37	55.6%	49	4.8%	9	23.3%	16	27.5%	22	45.1%	75	4.4%	4	7.1%	3
Hebden Bridge	4.0%	48	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	21.4%	18	0.0%	0	5.7%	5	54.6%	24
Hipperholme	0.5%	6	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Huddersfield	2.6%	31	1.0%	1	6.3%	9	10.1%	5	5.9%	5	5.4%	4	1.6%	1	0.5%	1	5.2%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Leeds	7.6%	91	1.8%	2	10.6%	15	1.4%	1	9.7%	9	6.0%	5	0.5%	0	22.5%	41	1.8%	1	5.0%	4	6.4%	11	0.0%	0	4.6%	2
Manchester	1.5%	18	0.0%	0	0.5%	1	0.6%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	2	3.4%	3	0.0%	0	9.4%	8	4.0%	2
Mytholmroyd	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Northowram	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Ripponden	1.3%	15	1.1%	1	0.0%	0	0.8%	0	12.1%	11	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sowerby Bridge	4.9%	58	1.4%	2	0.5%	1	3.7%	2	6.7%	6	8.0%	6	5.2%	5	0.0%	0	34.6%	24	7.7%	6	2.3%	4	3.4%	3	0.0%	0
Todmorden	3.2%	39	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.2%	4	40.0%	32	4.6%	2
West Vale	0.3%	3	0.0%	0	0.0%	0	1.3%	1	1.2%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Shopping Park, Birstall	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	0.3%	4	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall	0.3%	4	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackley	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broad Street Plaza, North Parade, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Burnley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Central London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Cleckheaton	0.5%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clitheroe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Cragg Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Crossley Gallery, Dean Clough, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Glossop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Moor	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	0.5%	6	0.0%	0	0.0%	0	1.2%	1	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Illingworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Keighley	0.4%	5	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Liversedge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lumbutts	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Mill Bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ogden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Rastrick	0.1%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rishworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robin Hoods Bay	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelf	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Southport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sportsmans Inn, Rochdale Road, Greetland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stainland	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Warley Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.3%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.3%	124	6.4%	8	13.2%	19	8.3%	4	14.1%	13	6.5%	5	14.9%	13	10.6%	19	12.5%	9	8.9%	7	12.3%	20	2.5%	2	9.5%	4
(Don’t do these activities)	17.5%	210	15.5%	19	12.8%	18	29.2%	16	16.1%	15	17.4%	13	17.0%	15	12.7%	23	12.5%	9	15.6%	13	25.8%	43	27.0%	22	12.0%	5
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q33 Which town, village, or out-of-town location does your household go to most frequently to visit pubs / bars / nightclubs?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	3.9%	47	7.1%	9	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1	20.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighouse	5.0%	59	0.6%	1	31.2%	44	3.0%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	11	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Elland	1.0%	12	0.9%	1	0.0%	0	15.5%	8	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	19.9%	238	25.4%	32	3.2%	5	24.0%	13	16.3%	15	42.8%	32	39.8%	35	4.9%	9	3.3%	2	17.0%	14	48.1%	80	2.0%	2	1.3%	1
Hebden Bridge	4.6%	55	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	18.7%	15	0.8%	1	5.2%	4	71.9%	32
Hipperholme	0.8%	9	0.0%	0	6.2%	9	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	1.4%	17	0.0%	0	7.5%	11	1.2%	1	2.0%	2	2.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
King Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	3.0%	36	0.0%	0	9.2%	13	0.0%	0	1.2%	1	0.0%	0	0.6%	1	9.8%	18	0.0%	0	0.9%	1	0.8%	1	1.0%	1	0.0%	0
Manchester	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.2%	1
Mytholmroyd	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	6	0.0%	0	0.0%	0	0.0%	0
Northowram	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Ripponden	1.9%	23	0.0%	0	0.0%	0	0.8%	0	22.7%	20	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sowerby Bridge	5.6%	67	2.0%	2	0.7%	1	3.5%	2	9.7%	9	7.8%	6	5.4%	5	0.0%	0	45.1%	32	12.2%	10	0.0%	0	0.6%	1	0.0%	0
Todmorden	3.8%	46	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.7%	5	49.0%	39	1.2%	1
West Vale	0.3%	4	0.0%	0	0.0%	0	2.1%	1	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Barkisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cliviger	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Copley	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cragg Vale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Crossley Gallery, Dean Clough, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	0.4%	5	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heptonstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Hyde Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Illingworth	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightcliffe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	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	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liversedge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low Moor	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luddenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Lumbutts	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Malt Kiln, Idle Road Undercliffe Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Marsh, Huddersfield	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midgley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Mill Bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mirfield	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakenshaw	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ogden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Rastrick	0.1%	2	0.0%	0	0.5%	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	0.0%	0	0.0%	0
Shelf	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
South Bradford Golf Club, Pearson Road, Odsal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sportsmans Inn, Rochdale Road, Greetland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Victoria Park, Spring Garden Road, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Warley Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whalley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.2%	38	0.9%	1	3.3%	5	2.6%	1	1.1%	1	4.8%	4	6.3%	5	1.1%	2	6.4%	4	3.9%	3	5.5%	9	1.1%	1	2.5%	1
(Don’t do these activities)	38.4%	460	60.3%	75	36.5%	52	44.2%	24	31.4%	28	39.8%	30	43.7%	38	36.0%	66	38.4%	27	29.8%	24	33.2%	55	39.0%	31	21.0%	9
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q34 Which town, village or out-of-town location does your household go to most frequently to visit the cinema?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Empire, John William Street, Huddersfield	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebden Bridge Picture House, Hebden Bridge	4.2%	50	1.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	10.3%	8	1.1%	2	13.9%	11	56.7%	25
Odeon, Gallagher Leisure Park, Dick Lane, Leeds	1.4%	17	4.6%	6	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	9	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Odeon, Galpharm Stadium, Bradley Mills Road, Huddersfield	2.2%	27	1.8%	2	11.7%	17	4.9%	3	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Sandbrook Way, Rochdale	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6	1.2%	1
Rex Cinema, Corporation Street, Elland	4.4%	53	0.9%	1	10.9%	15	23.5%	13	8.1%	7	6.0%	5	1.1%	1	0.5%	1	5.8%	4	3.8%	3	1.9%	3	0.0%	0	0.0%	0
Showcase, Gelderd Road, Birstall	8.3%	99	0.0%	0	13.0%	18	1.6%	1	2.3%	2	4.7%	4	1.3%	1	36.5%	67	1.8%	1	0.0%	0	1.5%	3	0.0%	0	4.6%	2
Vue, Broad Street, Halifax	28.5%	343	30.0%	38	21.2%	30	22.4%	12	46.7%	42	16.6%	13	59.5%	52	9.5%	18	34.2%	24	28.8%	24	51.1%	85	5.2%	4	5.3%	2
Vue, The Light, The Headrow, Leeds	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Bradford	4.2%	51	15.8%	20	0.5%	1	0.0%	0	0.7%	1	0.0%	0	2.5%	2	11.8%	22	4.7%	3	0.9%	1	0.8%	1	0.0%	0	1.2%	1
Brighouse	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.9%	11	0.0%	0	1.7%	2	2.3%	1	3.0%	3	6.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	2.5%	30	1.8%	2	0.0%	0	0.8%	0	1.5%	1	19.3%	15	0.0%	0	0.0%	0	11.8%	8	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Hebden Bridge	0.8%	9	0.5%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.0%	0	2.3%	2	2.0%	1
Huddersfield	0.8%	10	0.0%	0	4.8%	7	1.4%	1	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	1.7%	20	0.0%	0	0.5%	1	2.3%	1	1.2%	1	4.7%	4	0.0%	0	7.3%	13	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.3%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Rochdale	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Birstall Shopping Park, Birstall	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	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%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Burnley	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	17	0.0%	0
Cineworld, The Leisure Exchange, Vicar Lane, Bradford	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFA Bowl, Finsley Gate, Burnley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
National Media Museum, Little Horton Lane, Bradford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Bradley Mills Road, Huddersfield	0.1%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel Cinemas, Manchester Road, Burnley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
(Don't know / varies)	1.1%	13	1.8%	2	1.2%	2	0.0%	0	0.5%	0	1.8%	1	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
(Don't do these activities)	34.4%	412	41.7%	52	32.2%	46	39.6%	21	28.6%	26	36.2%	27	30.4%	27	22.9%	42	36.2%	25	49.6%	41	41.7%	69	31.7%	25	24.3%	11
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q35 Which town, village or out-of-town location does your household go to most frequently to visit a family entertainment centre (i.e. ten-pin bowling / skating rink)																										
Mecca Bingo, Folly Hall Mills, St Thomas Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AMF Bowling, Cardigan Fields Road, Kirkstall Road, Leeds	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
AMF Bowling, The Leisure Exchange, Vicar Lane, Bradford	1.8%	22	7.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.7%	7	0.0%	0	0.0%	0	2.2%	4	0.6%	1	0.0%	0
Electric Bowl, Commercial Street, Halifax	14.1%	169	11.9%	15	13.9%	20	22.9%	12	21.3%	19	12.6%	10	22.7%	20	3.6%	7	17.7%	12	12.8%	10	21.3%	35	0.6%	1	18.9%	8
Hollywood Bowl, Cardigan Fields Road, Kirkstall Road, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Vicar Lane, Bradford	4.2%	51	5.8%	7	4.3%	6	0.0%	0	0.0%	0	0.0%	0	7.1%	6	12.4%	23	0.0%	0	0.0%	0	4.7%	8	1.0%	1	0.0%	0
Halifax Swimming Pool, Skircoat Road, Halifax	0.2%	3	1.8%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sowerby Bridge Swimming Pool and Fitness Centre, Station Road, Sowerby Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden Sports Centre, Ewood Lane, Todmorden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Warrior Factory, Gardiners Square, Halifax	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	5.0%	60	5.8%	7	3.4%	5	3.1%	2	0.7%	1	2.2%	2	6.4%	6	19.7%	36	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.5%	0
Elland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Halifax	4.3%	52	6.4%	8	0.0%	0	4.7%	2	0.0%	0	21.3%	16	5.2%	5	0.6%	1	13.7%	10	0.0%	0	4.7%	8	0.5%	0	3.3%	1
Hebden Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Huddersfield	3.6%	44	4.0%	5	20.3%	29	6.4%	3	0.0%	0	8.1%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
King Cross	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.5%	6	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Rochdale	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	2.1%	1
Sowerby Bridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.2%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnsley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	1.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	19	3.8%	2
Hove Edge	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield Leisure Centre, Spring Grove Street, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Castleford																										
MFA Bowl, Finsley Gate, Burnley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Richard Dunn Sports Centre, Rooley Avenue, Bradford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strike Ten Bowl, Sandbrook Park, Edinburgh Way, Rochdale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Swimrite Leisure, Lee Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
UK Superbowl, Springbank Works, Leeds Road, Huddersfield	0.3%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wakefield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xscape, Colorado Way, Glasshoughton, Castleford	0.1%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't know / varies)	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	4.0%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
(Don't do these activities)	60.5%	726	56.0%	70	52.7%	75	61.5%	33	69.9%	63	53.7%	41	51.6%	45	54.2%	100	64.1%	45	85.2%	70	63.9%	106	63.3%	51	63.6%	28
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q36 Which town, village or out-of-town location does your household go to most frequently to play bingo / visit a casino?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Gala Bingo, Bridge Street, Bradford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Weaverthorpe Retail Park, Oasby Croft, Bradford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, Broad Street, Halifax	2.6%	32	9.2%	12	0.0%	0	1.9%	1	1.5%	1	2.0%	2	6.1%	5	0.0%	0	1.1%	1	0.0%	0	5.4%	9	1.5%	1	0.0%	0
Mecca Bingo, Folly Hall Mills, St Thomas Road, Huddersfield	1.2%	14	0.5%	1	2.5%	4	3.0%	2	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	1.1%	2	0.0%	0	0.0%	0
Bradford	2.7%	32	0.0%	0	1.1%	2	0.0%	0	0.0%	0	6.9%	5	0.6%	1	12.8%	23	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Elland	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	1.2%	15	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.0%	2	7.2%	6	0.0%	0	5.5%	4	1.3%	1	0.8%	1	0.0%	0	0.0%	0
Huddersfield	0.8%	10	0.0%	0	4.3%	6	0.6%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0
King Cross	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mytholmroyd	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Sowerby Bridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
West Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Burnley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Hove Edge	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, The Retail Park, Railway Street, Dewsbury	0.5%	6	0.0%	0	4.3%	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	0.0%	0
Strike Ten Bowl, Sandbrook Park, Edinburgh Way, Rochdale	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Wyke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
(Don't do these activities)	88.0%	1056	90.3%	113	87.4%	124	92.4%	49	91.9%	83	86.2%	65	79.1%	69	80.5%	148	90.9%	64	95.8%	78	90.0%	150	85.7%	69	100.0%	45
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q37 Which town, village or out-of-town location does your household go to most frequently to visit theatres / concerts / live music?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Alhambra Theatre, Bradford	7.4%	89	4.9%	6	13.0%	18	3.1%	2	2.0%	2	2.6%	2	2.8%	2	16.6%	30	2.0%	1	6.8%	6	10.1%	17	3.2%	3	0.0%	0
Halifax Playhouse, King Cross Street, Halifax	1.2%	14	2.5%	3	1.6%	2	0.6%	0	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.6%	0	3.3%	3	1.7%	3	0.5%	0	0.5%	0
Manchester Arena, New Bridge Street, Manchester	3.4%	41	0.9%	1	0.7%	1	0.8%	0	13.6%	12	5.5%	4	1.7%	1	0.0%	0	1.5%	1	3.4%	3	5.4%	9	5.0%	4	7.6%	3
Square Chapel Centre for the Arts, Square Road, Halifax	0.9%	11	2.2%	3	0.0%	0	1.9%	1	1.7%	2	0.6%	0	0.0%	0	0.0%	0	1.2%	1	1.5%	1	1.3%	2	1.1%	1	0.0%	0
The Victoria Theatre, Fountain Street, Halifax	9.9%	119	12.1%	15	4.7%	7	17.6%	9	16.8%	15	14.7%	11	6.4%	6	1.1%	2	17.6%	12	9.4%	8	18.3%	30	1.8%	1	4.1%	2
Viaduct Theatre, Dean Clough Office Park, Halifax	0.8%	10	4.9%	6	0.5%	1	0.0%	0	0.5%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.2%	1
Bradford	3.3%	40	4.4%	6	0.7%	1	0.8%	0	0.0%	0	4.7%	4	7.4%	6	9.9%	18	0.0%	0	0.6%	1	2.0%	3	0.6%	1	0.7%	0
Brighouse	0.3%	3	0.0%	0	0.7%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	4.4%	53	2.5%	3	2.2%	3	3.5%	2	1.1%	1	13.6%	10	19.6%	17	0.0%	0	9.4%	7	6.4%	5	2.1%	3	0.5%	0	2.1%	1
Hebden Bridge	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.5%	3	1.2%	2	0.9%	1	9.8%	4
Huddersfield	0.3%	4	0.0%	0	0.0%	0	0.6%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Leeds	10.4%	125	1.8%	2	29.0%	41	12.1%	6	1.8%	2	6.2%	5	3.1%	3	14.6%	27	6.3%	4	12.0%	10	13.2%	22	0.0%	0	6.9%	3
Manchester	8.2%	99	5.6%	7	0.7%	1	12.5%	7	12.0%	11	10.3%	8	5.4%	5	1.9%	4	11.9%	8	4.2%	3	3.7%	6	39.3%	32	17.8%	8
Todmorden	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	6	1.7%	1
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Birmingham	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	2.0%	24	0.9%	1	2.3%	3	1.6%	1	2.8%	3	2.2%	2	5.4%	5	4.6%	9	0.6%	0	0.9%	1	0.0%	0	0.6%	1	0.0%	0
First Direct Arena, Arena Way, Leeds	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	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
Flamborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Theatre, New Briggate, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebden Bridge Little Theatre, Holme Street, Hebden Bridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Hippodrome Theatre, Halifax Road, Todmorden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Lawrence Batley Theatre, Queen Street, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester Academy, Moss Lane East, Manchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
O2 Apollo, Stockport Road, Manchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Oldham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Pendle Hippodrome, New Market Street, Colne	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Exchange Theatre, St	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Ann's Square, Manchester																										
Royal Hall, Ripon Road, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Liverpool Philharmonic, Hope Street, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Salford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Scotiabank Centre, Argyle Street, Halifax	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.3%	3	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Georges Hall, Bridge Street, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lowry, Pier 8, Salford Quays	0.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.9%	1
Theatre Royal, Catherine Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
West Yorkshire Playhouse, Playhouse Square, Quarry Hill, Leeds	0.1%	1	0.5%	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	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.2%	75	2.2%	3	9.8%	14	10.8%	6	5.1%	5	4.3%	3	5.7%	5	3.6%	7	10.2%	7	15.9%	13	4.2%	7	1.5%	1	9.9%	4
(Don’t do these activities)	37.3%	448	52.3%	65	33.0%	47	33.0%	18	37.5%	34	32.8%	25	37.2%	33	44.2%	81	35.8%	25	30.5%	25	35.5%	59	27.6%	22	32.3%	14
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q38 Which town, village or out-of-town location does your household go to most frequently to visit museums and art galleries?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bankfield Museum, Boothtown Road, Halifax	1.7%	21	3.5%	4	0.5%	1	3.0%	2	1.1%	1	5.1%	4	0.5%	0	0.5%	1	1.7%	1	1.5%	1	3.2%	5	0.0%	0	0.7%	0
Shibden Hall, Godley Lane, Halifax	0.5%	5	0.5%	1	0.5%	1	0.0%	0	3.5%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	3.2%	39	8.7%	11	2.3%	3	0.6%	0	0.0%	0	4.7%	4	1.1%	1	5.3%	10	1.2%	1	0.6%	1	3.7%	6	1.8%	1	2.1%	1
Brighouse	0.8%	10	0.0%	0	6.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0
Halifax	2.7%	33	5.7%	7	0.7%	1	1.3%	1	2.0%	2	7.6%	6	7.6%	7	0.0%	0	1.3%	1	2.6%	2	2.1%	3	0.5%	0	6.1%	3
Hebden Bridge	0.2%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.1%	1
Huddersfield	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	5.9%	71	1.8%	2	9.9%	14	9.2%	5	6.9%	6	4.2%	3	1.8%	2	5.8%	11	2.9%	2	10.4%	8	6.6%	11	1.8%	1	11.3%	5
Manchester	5.3%	64	4.8%	6	2.0%	3	2.1%	1	10.7%	10	3.7%	3	4.5%	4	1.0%	2	0.0%	0	3.4%	3	0.8%	1	31.0%	25	15.0%	7
Mytholmroyd	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Abroad	1.5%	18	0.5%	1	1.2%	2	1.6%	1	3.3%	3	1.2%	1	0.0%	0	0.0%	0	2.9%	2	4.7%	4	1.8%	3	2.3%	2	0.0%	0
Barnsley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Beamish Museum, Beamish	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Bradfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford Industrial Museum, Moorside Mills, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	4.3%	52	6.7%	8	2.3%	3	5.5%	3	10.4%	9	3.5%	3	6.4%	6	1.9%	4	3.9%	3	5.3%	4	2.3%	4	3.8%	3	4.9%	2
Crossley Gallery, Dean Clough, Halifax	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Elsecar Heritage Centre, Barnsley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eureka! The National Children's Museum, Discovery Road, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	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
Hollins Hall Marriott Hotel & Country Club, Hollins Hill, Baildon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hull	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Kings Lynn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirklees	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0
Manchester Museum, Oxford Road, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Salts Mill, Victoria Road, Shipley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Scarborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Calderdale Household Survey
for Nathaniel Lichfield & Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Sheffield	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Royal Armouries Museum, Armouries Drive, Leeds	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	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Towneley Hall Art Gallery and Museum, Towneley Park, 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	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Wakefield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Yorkshire Playhouse, Playhouse Square, Quarry Hill, Leeds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.8%	10	0.5%	1	0.0%	0	1.9%	1	0.5%	0	0.8%	1	0.5%	0	1.7%	3	0.8%	1	0.0%	0	1.2%	2	1.8%	1	0.0%	0
Yorkshire Sculpture Park, West Bretton, Wakefield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.7%	128	2.8%	3	19.0%	27	9.8%	5	8.5%	8	15.9%	12	8.1%	7	8.4%	15	18.8%	13	17.7%	14	6.4%	11	1.1%	1	24.1%	11
(Don’t do these activities)	58.6%	703	64.1%	80	53.7%	76	64.5%	34	47.5%	43	50.2%	38	68.4%	60	64.7%	119	61.8%	43	50.2%	41	68.1%	113	50.9%	41	31.8%	14
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q39 Which town, village or out-of-town location does your household go to most frequently for health and fitness activities?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
24/7 Fitness, Halifax	1.5%	18	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	5.4%	9	0.0%	0	0.0%	0
Brighouse Swimming Pool and Fitness Centre, Woodvale Road, Brighouse	1.5%	18	0.0%	0	7.4%	10	3.2%	2	1.5%	1	0.0%	0	0.0%	0	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW Sports Fitness, Charlestown Road, Halifax	1.4%	17	2.8%	3	4.3%	6	0.6%	0	0.7%	1	2.4%	2	2.0%	2	0.0%	0	0.0%	0	2.5%	2	0.6%	1	0.0%	0	0.0%	0
Elland Swimming Pool, Town Hall Street, Elland	0.3%	3	0.0%	0	0.0%	0	4.9%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Dean Clough Mills, Halifax	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	2.1%	1
Halifax Swimming Pool, Skircoat Road, Halifax	2.6%	31	1.8%	2	0.0%	0	7.4%	4	5.2%	5	4.7%	4	3.9%	3	0.0%	0	0.6%	0	2.0%	2	6.5%	11	0.0%	0	1.2%	1
North Bridge Leisure Centre, North Bridge	1.0%	12	1.9%	2	0.0%	0	0.6%	0	2.6%	2	0.6%	0	1.8%	2	0.0%	0	0.6%	0	0.0%	0	2.8%	5	0.0%	0	0.7%	0
Pure Gym, Broad Street Plaza, Akroyd Place, Halifax	2.1%	25	5.8%	7	0.0%	0	0.0%	0	2.3%	2	7.5%	6	4.6%	4	0.6%	1	0.0%	0	0.0%	0	2.7%	5	0.0%	0	1.2%	1
Sowerby Bridge Swimming Pool and Fitness Centre, Station Road, Sowerby Bridge	2.6%	32	0.0%	0	0.0%	0	0.0%	0	18.2%	16	2.2%	2	1.4%	1	0.0%	0	10.1%	7	5.7%	5	0.0%	0	0.0%	0	1.3%	1
The MBi Shay Stadium, Shaw Hill	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden Sports Centre, Ewood Lane, Todmorden	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	12.2%	10	10.9%	5
Waterside Gym, Valley Road, Hebden Bridge	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	4
Bradford	2.6%	32	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	26	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0
Brighouse	2.6%	31	0.0%	0	18.0%	26	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.6%	8	0.5%	1	2.0%	3	3.6%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Halifax	6.0%	72	5.5%	7	0.7%	1	8.5%	5	6.0%	5	22.5%	17	10.3%	9	0.6%	1	2.2%	2	5.0%	4	12.0%	20	1.7%	1	0.7%	0
Hebden Bridge	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	1.8%	1	3.4%	2
Huddersfield	1.5%	17	0.0%	0	4.3%	6	2.1%	1	1.2%	1	0.0%	0	0.0%	0	4.6%	9	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	0
King Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Leeds	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Mytholmroyd	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Ripponden	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sowerby Bridge	2.1%	25	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.8%	1	4.0%	3	0.0%	0	20.4%	14	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Todmorden	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	18	1.6%	1
Charlestown Road Retail Park, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradley Hall Golf Club, Holywell Green, Halifax	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CrossFit HX5, Copperas Works, Dewsbury Road, Elland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crow Wood Leisure, Royle Lane, Burnley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Fitness 4 Ladies, Warehouse, Sowerby Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness Finesse, Mercon House, Beacon Road, Bradford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym4all, The Leisure Exchange, Vicar Lane, Bradford	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Golf Club, Union Lane, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Highgate Methodist Church, Halifax	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holmfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Huddersfield Leisure Centre, Spring Grove Street, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingham's Better Bodies, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
PJ's Health & Fitness, Cartwright St, Cleckheaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Tulip Street Retail Park, Tulip Street, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Richard Dunn Sports Centre, Rooley Avenue, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spenborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health Club, Coal Pit Lane, Brighouse	0.3%	3	0.0%	0	1.8%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swim Stars, Cragg Vale, hebden bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Swimrite Leisure, Lee Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
The Treadmill Fitness Lounge, Holdsworth Road, Halifax	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0
Threeways Centre, Nursery	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Lane, Halifax																										
Todmorden Lawn Tennis Club, Hallroyd Road, Todmorden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Total Fitness, Tandem Industrial Estate, Wakefield Road, Huddersfield	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
VH Fitness, Charles Street, Halifax	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0
West Bowling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wetherby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Willow Valley Golf & Country Club, Highmoor Lane, Brighouse	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Wyke	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	13	0.0%	0	3.4%	5	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	4.9%	4	0.8%	1	0.6%	1	3.3%	1
(Don't do these activities)	61.3%	735	77.1%	96	57.5%	82	65.6%	35	49.2%	44	58.7%	44	61.6%	54	61.0%	112	64.6%	45	67.4%	55	58.0%	96	56.1%	45	58.1%	26
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q40 Which of these town centres do you visit MOST frequently for shopping or leisure activities, including markets? [PR]

Brighouse	18.9%	227	0.0%	0	77.5%	110	19.3%	10	7.5%	7	8.0%	6	1.6%	1	40.6%	75	3.2%	2	1.3%	1	9.0%	15	0.0%	0	0.0%	0
Elland	3.2%	38	1.4%	2	2.7%	4	25.2%	13	19.1%	17	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	50.0%	600	92.6%	116	11.5%	16	42.9%	23	52.4%	47	77.0%	58	86.9%	76	20.4%	37	51.1%	36	39.9%	33	84.1%	140	15.0%	12	13.1%	6
Hebden Bridge	8.4%	101	2.1%	3	6.4%	9	2.0%	1	7.1%	6	2.1%	2	1.4%	1	3.6%	7	2.9%	2	37.4%	31	2.1%	3	5.8%	5	71.2%	32
Sowerby Bridge	5.3%	63	0.0%	0	0.0%	0	2.9%	2	9.1%	8	1.2%	1	5.7%	5	5.5%	10	38.8%	27	9.8%	8	1.5%	3	0.0%	0	0.0%	0
Todmorden	6.0%	72	0.5%	1	0.0%	0	0.6%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	1.3%	1	2.3%	2	0.0%	0	76.8%	62	9.5%	4
Don't visit any of these centres for shopping or leisure	8.2%	99	3.4%	4	2.0%	3	7.2%	4	3.7%	3	9.1%	7	4.5%	4	29.2%	54	2.7%	2	9.4%	8	3.4%	6	2.4%	2	6.1%	3
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q41 What do you like about (TOWN CENTRE MENTIONED AT Q40) as a place to visit for shopping and leisure? [MR]
Those who visit a centre at Q40

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Attractive environment / nice place	12.9%	142	9.7%	12	11.8%	16	10.7%	5	5.7%	5	13.4%	9	5.4%	5	20.7%	27	8.7%	6	20.7%	15	10.2%	16	25.1%	20	13.6%	6
Close to where live / work	41.7%	460	56.8%	69	34.5%	48	35.6%	18	49.1%	43	40.5%	28	46.6%	39	18.1%	24	49.0%	33	36.7%	27	47.4%	76	46.7%	37	45.0%	19
Convenient / easy to get to from home	20.1%	221	27.4%	33	14.6%	20	11.8%	6	21.7%	19	9.8%	7	9.0%	8	21.4%	28	32.8%	22	24.3%	18	27.3%	44	4.0%	3	32.3%	14
Easy to park the car	4.6%	51	1.1%	1	4.7%	7	3.5%	2	10.2%	9	2.0%	1	3.3%	3	12.3%	16	2.5%	2	5.7%	4	3.4%	5	0.5%	0	1.7%	1
Free parking	0.8%	9	0.0%	0	2.0%	3	0.0%	0	3.4%	3	0.8%	1	0.0%	0	1.8%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Good cafes and restaurants / eating out	3.1%	34	1.1%	1	2.7%	4	3.1%	2	4.0%	4	1.8%	1	0.0%	0	4.9%	6	10.7%	7	4.4%	3	1.4%	2	2.0%	2	5.2%	2
Good food shops	6.6%	73	0.5%	1	6.1%	8	21.6%	11	10.8%	9	3.5%	2	4.0%	3	11.0%	14	3.1%	2	4.0%	3	5.1%	8	4.0%	3	17.8%	7
Good non-food shops	15.4%	170	3.5%	4	30.8%	43	34.2%	17	13.0%	11	7.8%	5	11.0%	9	27.3%	35	6.8%	5	9.6%	7	10.5%	17	8.5%	7	22.2%	9
Good range of other / personal services	1.6%	18	1.5%	2	2.0%	3	0.0%	0	5.5%	5	2.4%	2	0.0%	0	0.9%	1	0.8%	1	1.4%	1	0.0%	0	1.5%	1	7.1%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	1.7%	19	0.5%	1	5.2%	7	1.4%	1	3.7%	3	0.6%	0	0.0%	0	0.9%	1	0.6%	0	0.7%	1	2.6%	4	0.5%	0	0.0%	0
Character / nice architecture / different	2.2%	24	1.5%	2	1.1%	2	4.5%	2	2.7%	2	5.2%	4	4.1%	3	0.0%	0	2.4%	2	5.3%	4	1.7%	3	0.0%	0	2.8%	1
Compact shopping area	7.2%	79	12.4%	15	3.1%	4	4.2%	2	5.1%	4	8.3%	6	8.5%	7	15.2%	20	2.5%	2	9.0%	7	6.6%	11	1.0%	1	2.3%	1
Easy access	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Easy to get to by public transport	0.3%	3	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar with it / know where everything is	1.6%	17	4.1%	5	0.5%	1	2.6%	1	0.0%	0	1.2%	1	0.0%	0	5.6%	7	0.0%	0	0.7%	1	1.1%	2	0.0%	0	0.0%	0
Feel safe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Flat	0.8%	9	0.0%	0	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Friendly / nice atmosphere	2.0%	22	2.4%	3	1.2%	2	2.1%	1	0.8%	1	0.0%	0	1.9%	2	3.3%	4	0.0%	0	2.3%	2	2.9%	5	3.3%	3	2.5%	1
Good art galleries	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Good charity shops	0.2%	2	0.7%	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	0.0%	0	0.0%	0	0.0%	0
Good for antiques	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for financial / professional services	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	1.4%	16	0.5%	1	4.4%	6	1.3%	1	1.8%	2	0.6%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	1	3.3%	3	2.8%	1
Good pubs	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Good range of independent shops	4.3%	47	0.5%	1	14.9%	21	6.8%	3	1.2%	1	0.8%	1	1.1%	1	0.9%	1	1.2%	1	12.8%	9	1.4%	2	0.7%	1	14.1%	6
Harveys store	0.1%	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	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Low prices	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	0
Marks & Spencer store	0.1%	2	0.5%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	0.6%	7	4.1%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Nothing / very little	9.9%	109	10.5%	13	2.2%	3	10.7%	5	8.5%	7	19.9%	14	13.3%	11	8.1%	11	11.3%	8	10.1%	8	12.3%	20	13.0%	10	1.1%	0
(Don't know)	1.6%	17	1.4%	2	2.0%	3	2.5%	1	0.0%	0	0.0%	0	6.4%	5	1.4%	2	1.1%	1	0.0%	0	0.6%	1	3.3%	3	0.0%	0
Weighted base:		1101		121		139		49		87		69		84		130		68		74		161		78		42
Sample:		1099		94		97		91		95		88		95		68		98		88		96		97		92

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12

Q42 What do you dislike about (TOWN CENTRE MENTIONED AT Q40) as a place to visit for shopping and leisure? [MR]
Those who visit a centre at Q40

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Difficult to park near shops	8.7%	96	3.9%	5	9.5%	13	12.0%	6	13.2%	11	2.9%	2	6.1%	5	10.2%	13	4.0%	3	14.5%	11	11.8%	19	4.6%	4	9.9%	4
Inconvenient / hard to get to from home	0.5%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	2.6%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor public transport accessibility	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.6%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0
Poor quality food shops / supermarkets	1.2%	13	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.5%	0	0.0%	0	8.9%	6	1.7%	1	0.0%	0	0.7%	1	4.1%	2
Poor quality non-food shops	5.9%	65	4.9%	6	3.0%	4	10.5%	5	1.1%	1	10.9%	7	18.0%	15	0.9%	1	11.1%	8	1.7%	1	6.7%	11	5.2%	4	3.4%	1
Poor range / choice of shops	18.0%	198	28.5%	34	13.6%	19	27.3%	13	12.8%	11	15.8%	11	29.1%	24	6.5%	9	17.6%	12	13.0%	10	25.9%	42	14.5%	11	4.7%	2
Streets badly maintained	1.6%	18	3.0%	4	1.1%	2	0.0%	0	6.7%	6	0.0%	0	1.9%	2	1.6%	2	0.0%	0	1.7%	1	0.8%	1	0.7%	1	0.6%	0
Streets dirty	2.0%	22	4.9%	6	1.1%	2	2.1%	1	1.2%	1	0.6%	0	1.6%	1	0.9%	1	6.1%	4	2.1%	2	2.0%	3	0.0%	0	0.6%	0
Too busy / crowded	1.5%	17	0.0%	0	1.1%	2	0.0%	0	0.8%	1	0.0%	0	0.5%	0	3.5%	5	3.0%	2	5.6%	4	1.2%	2	0.7%	1	1.8%	1
Traffic congestion	2.7%	29	1.9%	2	1.9%	3	1.4%	1	3.7%	3	0.0%	0	0.0%	0	5.6%	7	6.0%	4	2.7%	2	2.0%	3	2.5%	2	3.8%	2
Unattractive environment / not a very nice place	1.8%	20	0.0%	0	0.5%	1	0.6%	0	4.6%	4	2.4%	2	0.5%	0	1.8%	2	1.1%	1	1.0%	1	3.5%	6	3.8%	3	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
20mph speed limit is too slow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Antisocial behaviour / don't feel safe	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	0	1.0%	1	3.0%	5	0.0%	0	0.0%	0
Boring / nothing to do	0.4%	4	0.5%	1	0.5%	1	2.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Building work	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Buses use the same lanes as the cars	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Business rates are too high	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Doesn't have a market on a Saturday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have a Primark store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Doesn't have a swimming pool	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have an Aldi store	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Don't like the people there	1.5%	16	0.7%	1	0.5%	1	1.5%	1	7.4%	6	0.6%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.2%	4	4.1%	3	0.0%	0
Don't like Wellington Arcade	0.6%	6	0.0%	0	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	3.4%	38	0.0%	0	5.1%	7	6.2%	3	10.7%	9	6.0%	4	0.0%	0	0.0%	0	3.7%	3	0.0%	0	7.0%	11	0.7%	1	0.0%	0
Expensive shops	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.5%	1	4.3%	2
Lighting is poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Market is poor	0.4%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Needs updating / revamp	1.1%	12	0.0%	0	4.4%	6	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	4.9%	2
Not enough big / high street stores	0.7%	8	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.1%	3	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough cafes / restaurants	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Not enough clothes shops	0.5%	5	1.5%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	1	0.7%	1	0.0%	0
Not enough independent	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
shops																										
Not enough public toliets	0.2%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough seating	0.1%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Not enough undercover shopping	0.7%	7	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not flat enough / quite hilly	1.7%	19	1.9%	2	0.5%	1	0.6%	0	0.6%	0	1.8%	1	1.7%	1	5.6%	7	0.6%	0	0.0%	0	1.9%	3	0.5%	0	1.9%	1
Old fashioned	0.6%	6	0.0%	0	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavements need repairing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	0
Piece Hall is ruined	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout / shops too spread out	0.3%	3	0.5%	1	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0
Poor range / choice of pubs	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor road surfaces	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roadworks	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small	1.9%	21	6.0%	7	0.0%	0	0.6%	0	0.0%	0	0.0%	0	4.1%	3	5.6%	7	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
The 20mph speed limit is not adhered 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	0.0%	0	0.0%	0	0.0%	0	0.6%	0
The one way system	0.5%	5	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
They're moving the library	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Too many bookmakers	0.5%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many changes are happening	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	2.1%	23	2.5%	3	6.9%	10	0.0%	0	2.1%	2	3.5%	2	3.1%	3	0.0%	0	2.5%	2	1.0%	1	0.6%	1	0.0%	0	0.0%	0
Too many coffee shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Too many empty shops	1.5%	17	1.0%	1	1.1%	2	2.9%	1	1.8%	2	5.0%	3	1.1%	1	0.9%	1	4.1%	3	0.0%	0	1.1%	2	0.7%	1	1.4%	1
Too many floods / poor flood defences	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.0%	1
Too many hairdressers / nail shops	0.1%	1	0.5%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many night clubs	0.2%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many takeways	0.2%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many tourists	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Too many wild dogs roaming about	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing / very little	44.0%	485	35.9%	43	43.3%	60	40.2%	20	34.1%	30	37.9%	26	39.7%	33	60.2%	78	44.4%	30	43.3%	32	41.1%	66	53.2%	42	57.8%	24
(Don't know)	3.8%	42	2.9%	4	4.9%	7	2.0%	1	0.8%	1	15.3%	11	7.0%	6	0.9%	1	3.2%	2	6.3%	5	0.8%	1	4.5%	4	2.3%	1
Weighted base:		1101		121		139		49		87		69		84		130		68		74		161		78		42
Sample:		1099		94		97		91		95		88		95		68		98		88		96		97		92

Q43 What improvements, if any would make you shop or visit leisure attractions at (TOWN CENTRE MENTIONED AT Q40) more often? [MR]
Those who visit a centre at Q40

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Better disabled access	0.4%	4	0.0%	0	0.0%	0	0.9%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.2%	2	0.5%	0	0.0%	0
Better pedestrian access	0.3%	4	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	1.6%	18	0.5%	1	0.5%	1	0.6%	0	6.2%	5	4.6%	3	1.2%	1	0.0%	0	0.0%	0	3.9%	3	2.0%	3	0.7%	1	0.0%	0
Bigger / improved covered shopping centre	2.2%	24	1.9%	2	1.2%	2	4.7%	2	1.3%	1	0.6%	0	4.7%	4	0.0%	0	3.2%	2	2.7%	2	2.8%	5	4.1%	3	0.0%	0
Cleaner streets	3.3%	36	10.6%	13	0.7%	1	1.9%	1	3.9%	3	3.0%	2	3.6%	3	0.0%	0	3.6%	2	3.6%	3	3.0%	5	3.6%	3	1.1%	0
More / better cafes and restaurants / eating out	1.4%	15	0.0%	0	5.1%	7	0.0%	0	2.7%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.5%	2	0.0%	0
More / better car parking	13.6%	150	9.3%	11	17.6%	24	10.9%	5	17.1%	15	10.2%	7	7.2%	6	21.2%	28	10.4%	7	23.6%	17	9.9%	16	7.7%	6	15.3%	6
More / better cinemas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
More / better leisure, entertainment or cultural facilities	2.7%	30	6.0%	7	1.0%	1	1.5%	1	1.2%	1	2.4%	2	3.8%	3	0.0%	0	0.8%	1	0.0%	0	7.1%	11	3.5%	3	0.8%	0
More / better market	1.0%	11	0.0%	0	0.5%	1	0.0%	0	5.2%	5	0.0%	0	0.5%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	1	5.0%	4	0.6%	0
More / better pubs and bars / nightlife	0.6%	7	0.5%	1	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats or floral displays	0.4%	5	1.5%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
More / better shops	26.8%	295	43.7%	53	27.0%	38	33.0%	16	24.7%	21	28.1%	19	49.9%	42	15.2%	20	21.5%	15	17.3%	13	29.0%	46	10.3%	8	9.4%	4
More traffic free pedestrian streets	1.3%	15	3.3%	4	3.2%	5	0.0%	0	2.5%	2	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	1.3%	1	0.0%	0
Other	1.1%	12	2.4%	3	2.2%	3	1.3%	1	0.0%	0	0.0%	0	0.5%	0	0.9%	1	0.8%	1	1.0%	1	0.0%	0	1.7%	1	2.8%	1
A bypass	0.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	0.3%	3	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Aldi store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	0
Better flood protection	0.9%	10	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.3%	1	0.0%	0	0.0%	0	1.2%	1	6.1%	4	0.0%	0	0.0%	0	5.1%	2
Better maintained	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Better road access	0.4%	5	0.0%	0	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Better toilets	0.3%	3	0.7%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better traffic system	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Better wheelchair access	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger / better supermarket	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.6%	3	4.3%	2
Cheaper business rents	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.5%	16	0.5%	1	0.0%	0	0.0%	0	2.9%	3	2.8%	2	4.0%	3	0.0%	0	1.7%	1	1.5%	1	2.1%	3	1.3%	1	2.3%	1
Debenhams store	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.9%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't close the Post Office	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Don't move the library	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	0
Don't move the market	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Finish rebuilding Elland Bridge	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finish the building work	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finish the transformation of Piece Hall	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.6%	0	0.0%	0	0.9%	1	3.0%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Flatten it out	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Improve the pavements	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Improve the roads / less potholes	0.5%	6	0.5%	1	1.8%	3	0.6%	0	0.6%	0	0.6%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Improve the train station	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved safety / more police on the streets	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.7%	3	4.5%	7	5.1%	4	0.0%	0
Inforce the law that dogs should be on their leads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Install a tram	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Leave everything as it is	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.6%	7	0.5%	1	1.2%	2	0.0%	0	0.8%	1	2.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Less empty shops	0.6%	6	0.7%	1	0.0%	0	1.4%	1	1.2%	1	1.2%	1	0.0%	0	0.9%	1	0.6%	0	0.7%	1	0.0%	0	0.7%	1	0.8%	0
Less pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Less takeways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less tourists	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.4%	4	0.0%	0	1.2%	2	0.6%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.3%	1
Less traffic lights	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices in the shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Make it more interesting	0.6%	6	0.0%	0	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make sure no more supermarkets are built	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.8%	8	0.0%	0	6.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More big / high street stores	1.5%	17	2.6%	3	0.5%	1	5.6%	3	1.8%	2	1.3%	1	4.5%	4	0.0%	0	0.6%	0	1.0%	1	1.4%	2	0.9%	1	0.0%	0
More clothes shops	1.0%	11	1.5%	2	0.7%	1	1.4%	1	0.0%	0	2.4%	2	1.3%	1	0.9%	1	2.1%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0
More compact	0.6%	7	2.0%	2	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
More cycle stands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
More enforcement of the speed limit around the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
More for teenagers to do	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
More fresh food shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	1.3%	15	5.6%	7	0.7%	1	0.0%	0	1.1%	1	0.8%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.8%	1	1.0%	1	3.8%	2
More investment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic lights	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Move the bus station nearer the shops	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New roof for the market	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Next store	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / more friendly	0.4%	5	1.1%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Offer free car parking	2.2%	24	0.7%	1	3.4%	5	7.6%	4	4.5%	4	2.4%	2	0.7%	1	2.6%	3	2.0%	1	0.7%	1	1.4%	2	0.7%	1	2.3%	1
Open the bridge	0.2%	2	0.0%	0	0.0%	0	0.6%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride scheme	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark store	0.7%	8	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Rebuild the arcade	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce the rates on the	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
market stalls																										
Revamp / update it	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.2%	4	0.7%	1	0.0%	0
Use the derelict station	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Waitrose store	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Nothing	30.4%	335	17.9%	22	20.2%	28	24.2%	12	19.7%	17	29.9%	21	27.5%	23	56.8%	74	34.0%	23	27.5%	20	32.2%	52	32.4%	25	43.2%	18
(Don't know)	5.8%	64	4.1%	5	11.2%	16	3.4%	2	5.7%	5	6.6%	5	7.8%	7	0.9%	1	3.2%	2	7.4%	6	4.3%	7	11.3%	9	3.1%	1
Weighted base:		1101		121		139		49		87		69		84		130		68		74		161		78		42
Sample:		1099		94		97		91		95		88		95		68		98		88		96		97		92

Q44 What is it about (TOWN CENTRE MENTIONED AT Q40) that makes you visit (TOWN CENTRE MENTIONED AT Q40) more than elsewhere? [MR]
Those who visit a centre at Q40

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Nearer to home	71.1%	783	67.3%	81	80.4%	112	62.6%	31	54.0%	47	75.4%	52	81.5%	68	57.9%	75	88.6%	60	62.5%	46	77.5%	124	66.7%	52	80.5%	34
Nearer to work	4.8%	52	0.5%	1	0.0%	0	6.7%	3	9.4%	8	2.7%	2	5.9%	5	4.4%	6	6.9%	5	7.2%	5	7.9%	13	4.8%	4	3.9%	2
Good accessibility	2.0%	23	1.1%	1	1.5%	2	2.7%	1	3.4%	3	3.4%	2	0.5%	0	0.7%	1	10.1%	7	0.0%	0	0.8%	1	2.0%	2	3.6%	1
Choice of goods available	5.0%	56	2.4%	3	4.2%	6	11.9%	6	9.7%	8	3.4%	2	0.5%	0	7.5%	10	6.9%	5	9.4%	7	1.6%	3	5.0%	4	4.8%	2
Choice of shops selling clothing or household goods	2.2%	24	0.0%	0	5.1%	7	2.4%	1	2.9%	3	3.0%	2	0.0%	0	2.5%	3	0.8%	1	3.6%	3	0.8%	1	0.5%	0	7.3%	3
Quality of clothing or household goods available	1.2%	13	0.0%	0	5.6%	8	0.0%	0	2.2%	2	0.8%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Provision of services such as banks / financial services	0.7%	8	0.0%	0	0.0%	0	0.9%	0	0.6%	0	2.2%	2	0.9%	1	2.6%	3	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0
Provision of leisure services	1.1%	12	0.0%	0	2.7%	4	0.0%	0	3.6%	3	0.6%	0	0.5%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Shopping environment	3.4%	38	2.4%	3	5.9%	8	4.7%	2	2.7%	2	1.5%	1	2.0%	2	0.9%	1	3.8%	3	5.9%	4	2.1%	3	5.5%	4	8.5%	4
Cleanliness	0.2%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.5%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Car parking provision	1.5%	17	0.0%	0	1.2%	2	1.3%	1	1.2%	1	0.0%	0	2.9%	2	2.2%	3	6.1%	4	1.4%	1	1.2%	2	1.0%	1	0.6%	0
Car parking prices	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.3%	1	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Accessibility by public transport	1.3%	14	1.0%	1	1.0%	1	0.6%	0	1.9%	2	0.6%	0	2.6%	2	1.3%	2	3.5%	2	0.0%	0	1.4%	2	0.5%	0	0.0%	0
Public information, signposts, public facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Entertainment / events	0.8%	9	0.0%	0	0.0%	0	1.3%	1	3.9%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0
Safety (during the day)	0.6%	7	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	0.5%	6	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Convenient	6.5%	72	7.2%	9	8.0%	11	3.1%	2	11.2%	10	2.6%	2	9.5%	8	4.2%	5	5.3%	4	5.8%	4	8.3%	13	1.0%	1	7.6%	3
Other	0.7%	8	1.1%	1	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	2.6%	3	0.8%	1	0.7%	1	0.0%	0	0.5%	0	0.0%	0
Close to family / friends	0.9%	9	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	3.7%	3	1.1%	2	0.5%	0	0.6%	0
Compact shopping area	1.2%	13	5.1%	6	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.8%	1	3.0%	2	0.0%	0	1.1%	1	0.0%	0
Familiar with it / know where everything is	1.1%	12	0.0%	0	0.5%	1	0.6%	0	0.8%	1	1.8%	1	1.1%	1	1.6%	2	1.7%	1	0.0%	0	2.5%	4	0.5%	0	1.8%	1
Flat	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / nice atmosphere	1.3%	14	1.7%	2	2.2%	3	1.4%	1	0.8%	1	0.6%	0	0.0%	0	1.8%	2	0.0%	0	1.0%	1	0.0%	0	4.6%	4	0.6%	0
Good for food shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.4%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1
Good range of cafes / restaurants	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	1.6%	18	0.5%	1	7.8%	11	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.4%	3	0.0%	0	0.7%	1	5.7%	2
Good range of pubs / bars	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Has character / nice old buildings	0.9%	9	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.2%	2	0.0%	0	0.0%	0
I like to support local shops	0.6%	7	0.5%	1	0.7%	1	0.0%	0	0.0%	0	1.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	3.5%	1
Lidl 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	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Marks & Spencer store	0.2%	2	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
My doctor's there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Not busy	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No reason in particular	6.2%	69	12.0%	15	1.0%	1	4.7%	2	3.6%	3	4.8%	3	1.5%	1	17.4%	23	0.6%	0	6.2%	5	3.0%	5	10.7%	8	3.9%	2
(Don't know)	0.9%	10	3.5%	4	0.5%	1	0.0%	0	0.6%	0	2.4%	2	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.6%	1	0.5%	0	0.0%	0
Weighted base:		1101		121		139		49		87		69		84		130		68		74		161		78		42
Sample:		1099		94		97		91		95		88		95		68		98		88		96		97		92

Q45 Which of these markets do you visit MOST frequently? [PR]
Those who visit a centre at Q40

Elland open market	0.4%	4	0.0%	0	0.0%	0	6.1%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Borough market	38.9%	429	69.3%	84	20.4%	28	27.8%	14	42.3%	37	60.2%	41	65.1%	54	18.1%	24	38.5%	26	33.7%	25	56.1%	90	2.1%	2	9.6%	4
Hebden Bridge open market	5.1%	56	5.1%	6	0.5%	1	1.3%	1	3.3%	3	1.7%	1	0.0%	0	2.6%	3	0.8%	1	22.2%	16	0.6%	1	0.0%	0	56.1%	24
Sowerby Bridge open market	1.6%	17	0.5%	1	0.0%	0	1.4%	1	2.4%	2	0.0%	0	1.9%	2	0.0%	0	13.5%	9	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Todmorden market hall	2.3%	26	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.7%	1	0.0%	0	23.3%	18	9.8%	4
Todmorden open market	5.2%	58	2.4%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.6%	1	2.7%	4	0.0%	0	3.3%	2	0.6%	1	51.5%	40	13.3%	6
Don't visit any of these markets	46.5%	512	22.8%	28	78.5%	109	63.4%	31	50.3%	44	38.1%	26	31.4%	26	76.5%	100	45.5%	31	34.9%	26	42.8%	69	23.2%	18	11.2%	5
Weighted base:		1101		121		139		49		87		69		84		130		68		74		161		78		42
Sample:		1099		94		97		91		95		88		95		68		98		88		96		97		92

Q46 What, if anything, would make you visit the (MARKET MENTIONED AT Q45) more often? [MR]
Those who visit a market at Q45

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Better access into/around the market	0.4%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.0%	1	0.0%	0	0.0%	0
Better choice of stalls	14.6%	86	12.3%	11	8.1%	2	10.8%	2	14.7%	6	22.5%	10	5.8%	3	10.1%	3	17.0%	6	10.6%	5	16.3%	15	23.9%	14	19.5%	7
Better links to town centre shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	0
Better maintenance / cleanliness	0.7%	4	0.6%	1	0.0%	0	0.0%	0	5.5%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport links	0.4%	2	0.6%	1	0.0%	0	0.0%	0	2.4%	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
Better quality goods	3.1%	18	5.9%	6	0.0%	0	0.0%	0	1.1%	0	2.2%	1	2.8%	2	0.0%	0	6.6%	2	3.8%	2	1.0%	1	7.0%	4	1.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper goods	0.4%	2	0.0%	0	0.0%	0	1.7%	0	1.5%	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
More events in the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More restaurants / cafés	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More stalls selling food	3.5%	21	3.1%	3	0.0%	0	16.4%	3	1.1%	0	7.4%	3	3.2%	2	0.0%	0	7.7%	3	9.1%	4	1.0%	1	0.0%	0	2.9%	1
More stalls selling non-food goods	2.1%	12	0.6%	1	0.0%	0	2.4%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	8.9%	3	2.3%	1	3.5%	3	2.2%	1	0.0%	0
Wider opening hours	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	2.7%	3	2.7%	2	0.0%	0
Cheaper car parking	1.0%	6	1.4%	1	0.0%	0	0.0%	0	4.4%	2	1.0%	0	1.0%	1	3.9%	1	1.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Cheaper rates for stall holders	0.1%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Free car parking	2.2%	13	0.0%	0	0.0%	0	6.7%	1	5.1%	2	1.0%	0	0.0%	0	0.0%	0	3.7%	1	3.8%	2	1.4%	1	8.2%	5	0.0%	0
More / better car parking facilities	2.7%	16	3.7%	3	2.4%	1	0.0%	0	4.7%	2	1.0%	0	0.7%	0	0.0%	0	1.0%	0	2.1%	1	7.3%	7	0.6%	0	0.6%	0
More awareness / better advertisement of what is there	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.6%	0
Refurbishment / more attractive environment	1.9%	11	1.3%	1	2.4%	1	0.0%	0	1.5%	1	4.9%	2	3.5%	2	0.0%	0	0.0%	0	6.5%	3	0.0%	0	2.6%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A farmers market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
A mid-week farmers market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
A Victorian Christmas market	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better facilities	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	8	0.0%	0	0.0%	0
Closer to home	1.0%	6	4.3%	4	0.0%	0	0.0%	0	1.1%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.6%	0
Closer to work	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flatter site	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If I had more free time	0.2%	1	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Less cooked food stalls	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better toilets	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More locally sourced stalls	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.6%	0
More people serving on the stalls	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
More traditonal stores	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Move it to Lees Yard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Move it to the town centre 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	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Nicer / friendlier atmosphere	0.5%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offer free coffee	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
On a Saturday	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
On a Sunday	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
On more often	1.2%	7	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	1	1.8%	1
On over the weekend	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Piece Hall re-opening	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	57.1%	337	57.3%	54	89.5%	27	61.2%	11	47.8%	21	41.9%	18	71.4%	41	78.2%	24	54.2%	20	46.0%	22	53.9%	50	45.1%	27	61.7%	23
(Don't know)	7.5%	44	3.9%	4	0.0%	0	5.2%	1	9.5%	4	20.4%	9	9.0%	5	11.7%	4	4.6%	2	14.4%	7	3.0%	3	8.7%	5	4.8%	2
Weighted base:		589		93		30		18		43		43		57		31		37		48		92		60		37
Sample:		646		74		19		39		53		57		65		17		53		53		58		77		81
GEN Gender of respondent.																										
Male	34.3%	411	31.7%	40	34.9%	49	25.6%	14	33.7%	30	43.8%	33	28.4%	25	31.1%	57	33.6%	24	37.9%	31	36.1%	60	35.7%	29	44.5%	20
Female	65.7%	789	68.3%	85	65.1%	92	74.4%	40	66.3%	60	56.2%	42	71.6%	63	68.9%	127	66.4%	47	62.1%	51	63.9%	106	64.3%	52	55.5%	25
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100
AGE Could I ask how old you are ?																										
18 to 24	7.9%	95	7.9%	10	12.8%	18	4.9%	3	4.5%	4	9.5%	7	15.8%	14	8.0%	15	0.0%	0	5.4%	4	4.7%	8	15.9%	13	0.0%	0
25 to 34	13.3%	160	23.8%	30	17.1%	24	9.9%	5	9.0%	8	0.0%	0	15.8%	14	19.9%	37	14.1%	10	0.0%	0	9.3%	16	15.9%	13	9.1%	4
35 to 44	17.6%	211	20.2%	25	13.9%	20	18.3%	10	23.0%	21	22.0%	17	14.7%	13	18.5%	34	13.1%	9	12.4%	10	17.3%	29	12.9%	10	31.8%	14
45 to 54	19.0%	228	7.1%	9	21.5%	31	17.7%	9	21.3%	19	17.7%	13	16.7%	15	23.9%	44	13.0%	9	22.7%	19	21.2%	35	21.3%	17	18.6%	8
55 to 64	17.8%	214	12.2%	15	11.0%	16	17.8%	9	20.9%	19	22.0%	17	15.3%	13	13.3%	25	33.8%	24	26.2%	21	22.8%	38	13.3%	11	15.3%	7
65 +	21.4%	257	25.2%	32	21.7%	31	30.3%	16	20.3%	18	23.5%	18	18.2%	16	14.6%	27	25.0%	17	28.5%	23	21.5%	36	15.5%	12	23.2%	10
(Refused)	2.9%	34	3.6%	4	1.9%	3	1.1%	1	1.0%	1	5.4%	4	3.6%	3	1.8%	3	1.1%	1	4.8%	4	3.2%	5	5.4%	4	2.1%	1
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

QUOTA Zone

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Zone 1	10.4%	125	100.0%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	11.8%	142	0.0%	0	100.0%	142	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	4.4%	53	0.0%	0	0.0%	0	100.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	7.5%	90	0.0%	0	0.0%	0	0.0%	0	100.0%	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
Zone 5	6.3%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	7.3%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	15.3%	184	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	184	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	5.8%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	6.8%	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	100.0%	82	0.0%	0	0.0%	0	0.0%	0
Zone 10	13.8%	166	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	166	0.0%	0	0.0%	0
Zone 11	6.7%	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	0.0%	0	100.0%	80	0.0%	0
Zone 12	3.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	45
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Calderdale Household Survey
for Nathaniel Lichfield & Partners

PC Postcode Sector	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
BD120	4.9%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.2%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD127	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD128	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD129	3.5%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD196	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD6 2	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HD6 1	0.7%	8	0.0%	0	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HD6 2	2.7%	32	0.0%	0	22.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HD6 3	6.9%	83	0.0%	0	58.4%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HD6 4	1.5%	18	0.0%	0	12.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 2	3.1%	37	29.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 3	3.1%	38	30.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 4	2.7%	32	25.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 5	1.3%	16	12.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX2 0	4.7%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	65.0%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX2 6	2.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.3%	25	0.0%	0	0.0%	0	0.0%	0
HX2 7	2.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.8%	27	0.0%	0	0.0%	0	0.0%	0
HX2 8	3.3%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	40	0.0%	0	0.0%	0
HX2 9	3.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	46	0.0%	0	0.0%	0
HX3 0	3.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX3 5	2.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX3 6	2.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	33	0.0%	0	0.0%	0
HX3 7	3.9%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	47	0.0%	0	0.0%	0
HX3 8	2.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX3 9	3.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX4 0	0.9%	11	0.0%	0	0.0%	0	0.0%	0	12.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX4 8	2.7%	33	0.0%	0	0.0%	0	0.0%	0	36.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX4 9	1.5%	18	0.0%	0	0.0%	0	0.0%	0	20.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX5 0	2.2%	26	0.0%	0	0.0%	0	49.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX5 9	2.2%	27	0.0%	0	0.0%	0	50.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX6 1	2.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX6 2	2.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX6 3	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX6 4	2.3%	28	0.0%	0	0.0%	0	0.0%	0	31.0%	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
HX7 5	2.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.9%	30	0.0%	0	0.0%	0	0.0%	0
HX7 6	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	11
HX7 7	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.4%	14
HX7 8	1.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.3%	20
OL145	2.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.2%	30	0.0%	0
OL146	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	13	0.0%	0
OL147	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	13	0.0%	0
OL148	2.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.1%	24	0.0%	0
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12

Appendix 3:

Data Tabulations

By Zone (Filtered)

Q01 Where do you do most of your household's shopping for food and groceries - what some people call a main food shop?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Aldi, Valley Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, South Lane, Elland	6.3%	72	2.0%	2	15.6%	15	31.6%	30	13.8%	13	7.4%	7	1.0%	1	1.1%	1	2.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldi, Crossley Retail Park, Pellon Lane, Halifax	4.0%	45	11.1%	11	0.0%	0	1.1%	1	0.0%	0	11.6%	11	8.0%	8	2.1%	2	2.1%	2	2.2%	2	5.2%	5	1.1%	1	2.4%	2
Aldi, Gallagher Retail Park, Wakefield Road, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ringway Centre, Beck Road, Huddersfield	0.3%	3	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldi, Entwisle Road, Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Asda, Rooley Lane, Bradford	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	11.9%	135	26.3%	26	0.0%	0	1.1%	1	7.4%	7	13.7%	13	45.0%	45	1.1%	1	12.5%	12	18.3%	17	6.2%	6	0.0%	0	8.3%	7
Asda, Longhill Road, Huddersfield	1.7%	19	0.0%	0	7.3%	7	9.5%	9	2.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Old Cricket Ground, Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Asda, Towngate, Wyke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Ringway Centre, Beck Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfield Road, Brighouse	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burnley Road, Hebden Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
Co-op, Market Street, Hebden Bridge	2.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	23.8%	20
Co-op, Oldham Road, Sowerby Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Titan Centre, Towngate, Wyke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Pellon Lane Retail Park, Pellon Lane, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Market Street, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crossley Retail Park, Pellon Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Carr House Road, Halifax	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Lidl, Haley Hill, Halifax	0.4%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Lidl, Castlegate, Manchester Road, Huddersfield	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Tuel Lane, Sowerby	2.5%	28	1.0%	1	0.0%	0	0.0%	0	3.2%	3	2.1%	2	1.0%	1	0.0%	0	14.6%	14	5.4%	5	0.0%	0	0.0%	0	2.4%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bridge																										
Lidl, Halifax Road, Todmorden	3.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	1.0%	1	29.0%	27	13.1%	11
Marks & Spencer Foodhall, Woolshops, Halifax	0.7%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	1.1%	1	3.1%	3	0.0%	0	1.2%	1
Morrisons, Mayo Avenue, Bradford	1.8%	20	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Shopping Centre, Young Street, Bradford	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Jubilee Way, Elland	6.2%	70	2.0%	2	3.1%	3	37.9%	36	22.3%	21	3.2%	3	0.0%	0	1.1%	1	1.0%	1	1.1%	1	2.1%	2	0.0%	0	0.0%	0
Morrisons, Keighley Road, Halifax	5.4%	61	3.0%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	17.0%	17	1.1%	1	0.0%	0	2.2%	2	37.1%	36	0.0%	0	1.2%	1
Morrisons, Bradford Road, Idle	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rochdale Road, Todmorden	5.4%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	47.3%	44	17.9%	15
Morrisons, Penistone Road, Waterloo	0.2%	2	0.0%	0	1.0%	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	0.0%	0	0.0%	0
Sainsbury's Local, Park Drive, Halifax	0.7%	8	2.0%	2	0.0%	0	1.1%	1	0.0%	0	3.2%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Local, Acre Street, Huddersfield	0.2%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mill Lane, Brighouse	2.6%	30	0.0%	0	18.8%	18	2.1%	2	0.0%	0	0.0%	0	0.0%	0	10.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	8.1%	92	10.1%	10	0.0%	0	3.2%	3	12.8%	12	18.9%	18	11.0%	11	5.3%	5	3.1%	3	14.0%	13	11.3%	11	0.0%	0	7.1%	6
Sainsbury's Superstore, Salendine Shopping Centre, Moor Hill Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Southgate, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Mount Green Garage, Halifax Road, Littleborough	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Great Horton Road, Bradford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Superstore, Halifax Road, Bradford	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0	8.2%	8	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	5.9%	67	0.0%	0	40.6%	39	4.2%	4	4.3%	4	1.1%	1	1.0%	1	18.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	11.2%	127	31.3%	31	0.0%	0	3.2%	3	7.4%	7	25.3%	24	9.0%	9	0.0%	0	5.2%	5	33.3%	31	8.2%	8	2.2%	2	8.3%	7
Tesco Superstore, Sowerby	6.9%	79	0.0%	0	1.0%	1	0.0%	0	18.1%	17	0.0%	0	0.0%	0	0.0%	0	53.1%	51	8.6%	8	0.0%	0	0.0%	0	2.4%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Street, Sowerby Bridge																										
Tesco Metro, Market Street, Halifax	2.3%	26	6.1%	6	1.0%	1	1.1%	1	2.1%	2	4.2%	4	3.0%	3	0.0%	0	2.1%	2	1.1%	1	5.2%	5	0.0%	0	1.2%	1
Tesco Express, Manningham Road, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Sunbridge Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Free School Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Leeds Road, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Halifax Road, Huddersfield	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Active Way, Burnley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Aldi, Branch Road, Batley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.0%	0
Haigh's Farm Shop, Far Common Road, Mirfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keelham Farm Shop, Brighouse & Denholme Road, Keelham	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local markets, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Local shops, Boothtown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Brighouse	0.2%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cleckheaton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hebden Bridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Local shops, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Todmorden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St James Street, Burnley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0
Morrisons, Union Street, Heckmondwike	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Active Way, Burnley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1
Sainsbury's Superstore, Parsonage Retail Park, Leigh	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cavendish Street, Keighley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Keighley Road, Ovenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6	2.4%	2
Tesco Superstore, Brighouse Road, Queensbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Tesco Superstore, Northgate, Cleckheaton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Organics, Market Street, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Waitrose, Green Road, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1137		99		96		95		94		95		100		95		96		93		97		93		84

Q02 Which on-line store do you buy your groceries from?

Those who said 'Internet / delivered' at Q01 AND Excl. Nulls & SFTs

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	14.3%	7	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	50.0%	2	0.0%	0	33.3%	2	7.1%	1
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	14.3%	7	0.0%	0	33.3%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	25.0%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	21.4%	3
Ocado	24.5%	12	0.0%	0	33.3%	1	50.0%	1	40.0%	2	20.0%	1	0.0%	0	0.0%	0	33.3%	1	25.0%	1	50.0%	1	33.3%	2	14.3%	2
Sainsbury's	12.2%	6	0.0%	0	0.0%	0	0.0%	0	40.0%	2	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	14.3%	2
Tesco	28.6%	14	100.0%	1	0.0%	0	0.0%	0	20.0%	1	40.0%	2	0.0%	0	25.0%	1	33.3%	1	0.0%	0	50.0%	1	16.7%	1	42.9%	6
Waitrose	4.1%	2	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		49		1		3		2		5		5		0		4		3		4		2		6		14

Q03 Where else do you go to undertake a main food shop?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Aldi, Valley Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, South Lane, Elland	5.6%	44	5.4%	3	14.5%	10	18.3%	13	15.1%	11	9.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Crossley Retail Park, Pellon Lane, Halifax	3.7%	29	16.1%	9	0.0%	0	0.0%	0	1.4%	1	7.9%	6	6.0%	4	0.0%	0	4.8%	3	3.6%	2	6.3%	4	0.0%	0	0.0%	0
Aldi, Gallagher Retail Park, Wakefield Road, Huddersfield	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ringway Centre, Beck Road, Huddersfield	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mellor Street, Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Asda, Rooley Lane, Bradford	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	8.0%	63	19.6%	11	0.0%	0	1.4%	1	1.4%	1	5.3%	4	17.9%	12	1.4%	1	17.5%	11	16.1%	9	10.9%	7	3.1%	2	7.4%	4
Asda, Longhill Road, Huddersfield	2.6%	20	0.0%	0	14.5%	10	4.2%	3	4.1%	3	2.6%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Asda, Towngate, Wyke	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Wharf Street, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Thorton Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfield Road, Brighouse	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Denholmegate Road, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stainland Road, Halifax	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burnley Road, Hebden Bridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Street, Hebden Bridge	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.6%	16
Co-op, Station Road, Littleborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Co-op, Oldham Road, Sowerby Bridge	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Pellon Lane Retail Park, Pellon Lane, Halifax	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Market Street, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crossley Retail Park, Pellon Lane, Halifax	0.9%	7	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Barkerend Road, Bradford	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Lidl, Manchester Road, Bradford	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Carr House Road, Halifax	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.8%	1	4.7%	3	0.0%	0	1.9%	1
Lidl, Haley Hill, Halifax	1.8%	14	0.0%	0	2.9%	2	0.0%	0	0.0%	0	2.6%	2	4.5%	3	1.4%	1	0.0%	0	3.6%	2	6.3%	4	0.0%	0	0.0%	0
Lidl, Castlegate, Manchester Road, Huddersfield	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Tuel Lane, Sowerby Bridge	4.3%	34	3.6%	2	0.0%	0	1.4%	1	5.5%	4	1.3%	1	4.5%	3	0.0%	0	22.2%	14	14.3%	8	0.0%	0	1.6%	1	0.0%	0
Lidl, Halifax Road, Todmorden	4.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	3.1%	2	31.3%	20	14.8%	8
Marks & Spencer, Broadway, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Woolshops, Halifax	2.9%	23	3.6%	2	0.0%	0	4.2%	3	0.0%	0	3.9%	3	3.0%	2	2.9%	2	6.3%	4	7.1%	4	3.1%	2	1.6%	1	0.0%	0
Marks & Spencer, New Street, Huddersfield	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mayo Avenue, Bradford	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	8	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Morrisons, Victoria Shopping Centre, Young Street, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Jubilee Way, Elland	7.7%	60	1.8%	1	8.7%	6	46.5%	33	15.1%	11	7.9%	6	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Keighley Road, Halifax	2.9%	23	3.6%	2	0.0%	0	1.4%	1	1.4%	1	2.6%	2	13.4%	9	0.0%	0	1.6%	1	1.8%	1	9.4%	6	0.0%	0	0.0%	0
Morrisons, Kingsway, Rochdale	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rochdale Road, Todmorden	3.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.6%	1	29.7%	19	11.1%	6
Morrisons, Penistone Road, Waterloo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Park Drive, Halifax	1.4%	11	0.0%	0	0.0%	0	0.0%	0	1.4%	1	6.6%	5	1.5%	1	0.0%	0	1.6%	1	1.8%	1	3.1%	2	0.0%	0	0.0%	0
Sainsbury's Local, Burnley Road, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Acre Street, Huddersfield	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mill Lane, Brighouse	2.8%	22	0.0%	0	20.3%	14	1.4%	1	2.7%	2	1.3%	1	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	8.3%	65	7.1%	4	1.4%	1	2.8%	2	9.6%	7	18.4%	14	14.9%	10	0.0%	0	7.9%	5	8.9%	5	18.8%	12	0.0%	0	9.3%	5
Sainsbury's Superstore, Market Street, Huddersfield	0.4%	3	0.0%	0	1.4%	1	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Salendine Shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Centre, Moor Hill Road, Huddersfield																										
Tesco Extra, Great Horton Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Halifax Road, Bradford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	5.1%	40	0.0%	0	21.7%	15	9.9%	7	4.1%	3	2.6%	2	0.0%	0	18.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	7.7%	60	21.4%	12	0.0%	0	0.0%	0	6.8%	5	9.2%	7	14.9%	10	1.4%	1	11.1%	7	7.1%	4	12.5%	8	1.6%	1	9.3%	5
Tesco Superstore, Sowerby Street, Sowerby Bridge	3.2%	25	0.0%	0	0.0%	0	0.0%	0	12.3%	9	0.0%	0	1.5%	1	0.0%	0	14.3%	9	10.7%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Market Street, Halifax	2.0%	16	3.6%	2	0.0%	0	1.4%	1	2.7%	2	5.3%	4	4.5%	3	0.0%	0	0.0%	0	1.8%	1	4.7%	3	0.0%	0	0.0%	0
Tesco Express, Otley Road, Braford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Free School Lane, Halifax	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Milnrow Precinct, Newhey Road, Milnrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Aldi, Active Way, Burnley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.9%	1
Aldi, Keighley Road, Silsden	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Greenfield Lane, Shaw	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Asda, Huddersfield Road, Oldham	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	9	0.0%	0
Costcutter, Ovenden Way, Ovenden	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fresh, Commercial Street, Brighouse	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Borough Market, Town Centre, Halifax	1.1%	9	1.8%	1	0.0%	0	0.0%	0	2.7%	2	5.3%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Home Bargains, Crossley Retail Park, Pellon Lane, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingfield Farm Shop, Law Lane, Southowram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keelham Farm Shop, Brighouse & Denholme Road, Keelham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Northgate Centre, Heckmondwike	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local markets, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Local markets, Todmorden	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	3.7%	2
Local shops, Barkisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Local shops, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brighouse	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Elland	0.3%	2	0.0%	0	0.0%	0	1.4%	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	0.0%	0
Local shops, Halifax	0.8%	6	3.6%	2	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.9%	1
Local shops, Hebden Bridge	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	5.6%	3
Local shops, Queensbury	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Skircoat Green	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thornton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Local shops, Wyke	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St James Street, Burnley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Morrisons, Union Street, Heckmondwike	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bridge Street, Todmorden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Pearl Supermarket, Queens Road, Halifax	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ring Road, Leeds	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Active Way, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Tesco Express, Stainland Road, Greetland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	3.1%	2	1.9%	1
Tesco Superstore, Brighouse Road, Queensbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Superstore, Northgate, Cleckheaton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		783		56		69		71		73		76		67		70		63		56		64		64		54

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)? *Not those who said 'Internet / delivered' at Q01*																										
Car / van (as driver)	65.0%	747	45.5%	45	67.0%	65	62.2%	61	74.7%	71	72.6%	69	54.0%	54	75.0%	72	68.0%	66	72.9%	70	65.3%	64	64.9%	61	58.3%	49
Car / van (as passenger)	13.2%	152	10.1%	10	17.5%	17	10.2%	10	13.7%	13	11.6%	11	22.0%	22	10.4%	10	15.5%	15	14.6%	14	11.2%	11	12.8%	12	8.3%	7
Bus, mini-bus or coach	10.4%	120	20.2%	20	6.2%	6	8.2%	8	9.5%	9	10.5%	10	11.0%	11	6.3%	6	9.3%	9	8.3%	8	14.3%	14	6.4%	6	15.5%	13
Motorcycle, scooter or moped	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.2%	94	19.2%	19	6.2%	6	13.3%	13	0.0%	0	1.1%	1	10.0%	10	5.2%	5	5.2%	5	1.0%	1	7.1%	7	13.8%	13	16.7%	14
Taxi	1.3%	15	4.0%	4	1.0%	1	3.1%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.1%	1	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
(Don't know / cant remember / varies)	1.2%	14	0.0%	0	1.0%	1	1.0%	1	2.1%	2	3.2%	3	1.0%	1	2.1%	2	1.0%	1	1.0%	1	1.0%	1	1.1%	1	0.0%	0
Base:		1149		99		97		98		95		95		100		96		97		96		98		94		84
Meanscore: [Number of visits per week]																										
Q05 How often do you normally do a main food and grocery shop?																										
Daily	2.3%	27	6.0%	6	1.0%	1	3.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2	5.0%	5	3.0%	3	4.0%	4
More than once a week	17.9%	215	24.0%	24	11.0%	11	18.0%	18	10.0%	10	21.0%	21	18.0%	18	20.0%	20	23.0%	23	17.0%	17	25.0%	25	16.0%	16	12.0%	12
Once a week	64.6%	775	57.0%	57	68.0%	68	68.0%	68	78.0%	78	66.0%	66	66.0%	66	69.0%	69	62.0%	62	60.0%	60	61.0%	61	66.0%	66	54.0%	54
Once a fortnight	8.8%	106	8.0%	8	9.0%	9	4.0%	4	8.0%	8	5.0%	5	9.0%	9	9.0%	9	7.0%	7	14.0%	14	7.0%	7	7.0%	7	19.0%	19
Once every 3 weeks	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	3.0%	3
Once a month	3.0%	36	4.0%	4	5.0%	5	3.0%	3	2.0%	2	2.0%	2	3.0%	3	2.0%	2	2.0%	2	3.0%	3	1.0%	1	3.0%	3	6.0%	6
Less often	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	2.7%	32	1.0%	1	5.0%	5	4.0%	4	1.0%	1	4.0%	4	3.0%	3	0.0%	0	4.0%	4	4.0%	4	1.0%	1	3.0%	3	2.0%	2
Mean:		*1.25*		*1.54*		*1.09*		*1.33*		*1.04*		*1.23*		*1.18*		*1.14*		*1.24*		*1.21*		*1.51*		*1.28*		*1.21*
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q06 What is the MAIN reason you choose to do your main food and grocery shopping at (LOCATION MENTIONED AT Q01)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Better value for money	9.2%	110	11.0%	11	12.0%	12	12.0%	12	10.0%	10	15.0%	15	10.0%	10	5.0%	5	9.0%	9	9.0%	9	5.0%	5	3.0%	3	9.0%	9
Convenient to home	39.6%	475	40.0%	40	44.0%	44	42.0%	42	32.0%	32	39.0%	39	36.0%	36	43.0%	43	51.0%	51	34.0%	34	57.0%	57	31.0%	31	26.0%	26
Convenient to work	1.3%	16	0.0%	0	1.0%	1	1.0%	1	3.0%	3	3.0%	3	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	2	3.0%	3
Easy to get to	1.1%	13	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1
Delivery service	1.6%	19	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	5.0%	5	6.0%	6
Good bus services	0.5%	6	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Good service / friendly staff	1.1%	13	5.0%	5	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Good / cheap parking	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Habit	5.3%	64	8.0%	8	2.0%	2	2.0%	2	5.0%	5	4.0%	4	10.0%	10	10.0%	10	3.0%	3	7.0%	7	4.0%	4	3.0%	3	6.0%	6
Has petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Layout	0.7%	8	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Lower prices	11.6%	139	8.0%	8	14.0%	14	18.0%	18	11.0%	11	8.0%	8	11.0%	11	10.0%	10	6.0%	6	14.0%	14	8.0%	8	20.0%	20	11.0%	11
Loyalty scheme	0.9%	11	0.0%	0	1.0%	1	2.0%	2	2.0%	2	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Nice atmosphere	0.4%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Not too big	0.3%	3	0.0%	0	1.0%	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	1.0%	1	0.0%	0
Internet shopping is convenient / quick / easy	1.7%	20	0.0%	0	1.0%	1	1.0%	1	3.0%	3	3.0%	3	0.0%	0	2.0%	2	2.0%	2	1.0%	1	1.0%	1	0.0%	0	6.0%	6
Other shops / services nearby / convenient	0.7%	8	2.0%	2	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Preference of retailer	2.2%	26	1.0%	1	1.0%	1	2.0%	2	3.0%	3	1.0%	1	6.0%	6	0.0%	0	5.0%	5	2.0%	2	1.0%	1	2.0%	2	2.0%	2
Quality of goods	7.8%	94	5.0%	5	7.0%	7	9.0%	9	10.0%	10	11.0%	11	9.0%	9	10.0%	10	7.0%	7	7.0%	7	7.0%	7	8.0%	8	4.0%	4
Range of goods available	5.4%	65	9.0%	9	2.0%	2	3.0%	3	8.0%	8	5.0%	5	4.0%	4	5.0%	5	1.0%	1	6.0%	6	4.0%	4	10.0%	10	8.0%	8
Staff discount / work there	1.9%	23	1.0%	1	3.0%	3	0.0%	0	2.0%	2	2.0%	2	2.0%	2	3.0%	3	1.0%	1	2.0%	2	4.0%	4	1.0%	1	2.0%	2
Supporting local business	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Big store	0.3%	4	1.0%	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	0.0%	0	1.0%	1	1.0%	1
Clean	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient generally	0.4%	5	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Has a cash machine	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Has a charging point for the car	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Has a petrol station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long opening hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nice cafe	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
No reason in particular	4.3%	51	3.0%	3	4.0%	4	2.0%	2	5.0%	5	1.0%	1	2.0%	2	4.0%	4	6.0%	6	6.0%	6	2.0%	2	8.0%	8	8.0%	8
(Don't know / varies)	0.6%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Meanscore: [%]																										
Q07 Roughly, what proportion / percentage of your household's total expenditure on food and groceries (including milk, newspapers, cigarettes etc.) is spent at (LOCATION MENTIONED AT Q01)?																										
None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 - 10%	2.1%	25	0.0%	0	4.0%	4	3.0%	3	1.0%	1	3.0%	3	0.0%	0	1.0%	1	3.0%	3	4.0%	4	4.0%	4	1.0%	1	1.0%	1
11 - 20%	1.9%	23	5.0%	5	5.0%	5	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	1	1.0%	1	3.0%	3
21 - 30%	3.3%	39	2.0%	2	3.0%	3	3.0%	3	0.0%	0	0.0%	0	3.0%	3	6.0%	6	1.0%	1	3.0%	3	5.0%	5	6.0%	6	7.0%	7
31 - 40%	3.6%	43	6.0%	6	2.0%	2	6.0%	6	2.0%	2	4.0%	4	3.0%	3	6.0%	6	3.0%	3	4.0%	4	1.0%	1	3.0%	3	3.0%	3
41 - 50%	11.8%	142	19.0%	19	13.0%	13	11.0%	11	16.0%	16	14.0%	14	11.0%	11	7.0%	7	7.0%	7	6.0%	6	10.0%	10	12.0%	12	16.0%	16
51 - 60%	7.3%	88	3.0%	3	6.0%	6	5.0%	5	14.0%	14	9.0%	9	5.0%	5	2.0%	2	11.0%	11	7.0%	7	7.0%	7	9.0%	9	10.0%	10
61 - 70%	10.1%	121	10.0%	10	9.0%	9	10.0%	10	9.0%	9	9.0%	9	8.0%	8	13.0%	13	11.0%	11	14.0%	14	7.0%	7	12.0%	12	9.0%	9
71 - 80%	21.2%	254	24.0%	24	17.0%	17	14.0%	14	25.0%	25	17.0%	17	24.0%	24	21.0%	21	23.0%	23	22.0%	22	24.0%	24	21.0%	21	22.0%	22
81 - 90%	10.2%	122	4.0%	4	12.0%	12	7.0%	7	10.0%	10	13.0%	13	18.0%	18	16.0%	16	12.0%	12	7.0%	7	6.0%	6	9.0%	9	8.0%	8
91 - 99%	2.3%	28	1.0%	1	2.0%	2	5.0%	5	0.0%	0	4.0%	4	5.0%	5	0.0%	0	0.0%	0	4.0%	4	3.0%	3	4.0%	4	0.0%	0
100%	6.0%	72	7.0%	7	1.0%	1	3.0%	3	1.0%	1	7.0%	7	7.0%	7	13.0%	13	8.0%	8	3.0%	3	8.0%	8	3.0%	3	11.0%	11
(Dont know)	19.7%	236	19.0%	19	24.0%	24	33.0%	33	18.0%	18	16.0%	16	16.0%	16	15.0%	15	19.0%	19	23.0%	23	24.0%	24	19.0%	19	10.0%	10
(Refused)	0.6%	7	0.0%	0	2.0%	2	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*67.66*		*64.16*		*62.09*		*65.49*		*66.63*		*68.91*		*74.70*		*72.59*		*70.38*		*65.43*		*67.95*		*66.21*		*66.11*
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100
Q08 When you go shopping for main food goods, do you normally link this trip with another activity? *Not those who said 'Internet / delivered' at Q01*																										
Yes	31.0%	356	26.3%	26	32.0%	31	27.6%	27	40.0%	38	31.6%	30	18.0%	18	27.1%	26	27.8%	27	47.9%	46	13.3%	13	38.3%	36	45.2%	38
No	69.0%	793	73.7%	73	68.0%	66	72.4%	71	60.0%	57	68.4%	65	82.0%	82	72.9%	70	72.2%	70	52.1%	50	86.7%	85	61.7%	58	54.8%	46
Base:		1149		99		97		98		95		95		100		96		97		96		98		94		84

Q09 Which activities do you normally link this trip with? [MR]

Those who link their main food shopping trip with another activity at Q08

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Financial / professional services (e.g. banks, building societies, estate agents etc.)	9.8%	35	3.8%	1	12.9%	4	22.2%	6	10.5%	4	3.3%	1	27.8%	5	3.8%	1	3.7%	1	19.6%	9	0.0%	0	5.6%	2	2.6%	1
Get petrol	5.6%	20	0.0%	0	3.2%	1	7.4%	2	7.9%	3	10.0%	3	11.1%	2	3.8%	1	0.0%	0	10.9%	5	0.0%	0	0.0%	0	7.9%	3
Leisure activities (e.g. cinemas, pubs, sports etc.)	11.2%	40	11.5%	3	9.7%	3	7.4%	2	23.7%	9	10.0%	3	0.0%	0	11.5%	3	7.4%	2	6.5%	3	7.7%	1	11.1%	4	18.4%	7
Meet family / friends	7.9%	28	11.5%	3	3.2%	1	18.5%	5	13.2%	5	3.3%	1	5.6%	1	3.8%	1	7.4%	2	8.7%	4	7.7%	1	8.3%	3	2.6%	1
Other food shopping	22.2%	79	23.1%	6	29.0%	9	25.9%	7	13.2%	5	20.0%	6	11.1%	2	19.2%	5	22.2%	6	23.9%	11	15.4%	2	30.6%	11	23.7%	9
Non-food shopping	30.1%	107	30.8%	8	48.4%	15	29.6%	8	34.2%	13	30.0%	9	22.2%	4	19.2%	5	33.3%	9	28.3%	13	30.8%	4	30.6%	11	21.1%	8
Other services (e.g. libraries, hairdressers, doctors etc.)	6.7%	24	7.7%	2	0.0%	0	0.0%	0	5.3%	2	6.7%	2	11.1%	2	7.7%	2	3.7%	1	10.9%	5	15.4%	2	11.1%	4	5.3%	2
Restaurants / cafés	12.1%	43	23.1%	6	19.4%	6	11.1%	3	5.3%	2	16.7%	5	5.6%	1	19.2%	5	18.5%	5	4.3%	2	7.7%	1	8.3%	3	10.5%	4
School run	2.0%	7	0.0%	0	3.2%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.8%	1	7.9%	3
Work	14.6%	52	0.0%	0	3.2%	1	11.1%	3	15.8%	6	16.7%	5	16.7%	3	15.4%	4	18.5%	5	26.1%	12	7.7%	1	11.1%	4	21.1%	8
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking / walking the dog	2.2%	8	3.8%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	3.8%	1	0.0%	0	2.2%	1	0.0%	0	8.3%	3	0.0%	0
(Don't know / can't remember)	4.8%	17	3.8%	1	0.0%	0	0.0%	0	5.3%	2	3.3%	1	5.6%	1	7.7%	2	7.4%	2	2.2%	1	15.4%	2	2.8%	1	10.5%	4
Base:		356		26		31		27		38		30		18		26		27		46		13		36		38

Q10 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods (including newspapers, bread, milk and tobacco products)?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Aldi, South Lane, Elland	4.3%	33	0.0%	0	4.5%	3	27.5%	19	9.9%	7	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Aldi, Crossley Retail Park, Pellon Lane, Halifax	1.6%	12	1.7%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	3	7.0%	4	0.0%	0	1.8%	1	3.2%	2	0.0%	0	0.0%	0	1.5%	1
Aldi, Gallagher Retail Park, Wakefield Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ringway Centre, Beck Road, Huddersfield	0.3%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rooley Lane, Bradford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	3.4%	26	11.7%	7	0.0%	0	1.4%	1	0.0%	0	1.7%	1	19.3%	11	1.6%	1	1.8%	1	3.2%	2	1.6%	1	0.0%	0	1.5%	1
Asda, Longhill Road, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Kingsway Retail Park, Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Towngate, Wyke	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Huddersfield Road, Elland	0.4%	3	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Penine Shopping Centre, Horton Street, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Wharf Street, Sowerby Bridge	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Thorton Road, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfield Road, Brighouse	0.8%	6	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Denholmegate Road, Halifax	0.8%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Co-op, Stainland Road, Halifax	1.4%	11	1.7%	1	0.0%	0	0.0%	0	14.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burnley Road, Hebden Bridge	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	6	0.0%	0	0.0%	0	2.9%	2
Co-op, Market Street, Hebden Bridge	4.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	1.6%	1	44.1%	30
Co-op, Westfield Lane, Scholes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oldham Road, Sowerby Bridge	2.4%	18	0.0%	0	0.0%	0	0.0%	0	22.5%	16	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Titan Centre, Towngate, Wyke	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Pellon Lane Retail Park, Pellon Lane, Halifax	0.4%	3	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Heron Frozen Foods, Market Street, Halifax	0.3%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crossley Retail Park, Pellon Lane, Halifax	0.4%	3	1.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Carr House Road, Halifax	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	4.7%	3	0.0%	0	0.0%	0
Lidl, Haley Hill, Halifax	1.4%	11	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.6%	1	0.0%	0	0.0%	0	10.9%	7	0.0%	0	0.0%	0
Lidl, Tuel Lane, Sowerby Bridge	2.5%	19	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	17.9%	10	9.5%	6	0.0%	0	0.0%	0	1.5%	1
Lidl, Halifax Road, Todmorden	3.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.1%	2	39.1%	25	0.0%	0
Marks & Spencer, Broadway, Bradford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Woolshops, Halifax	3.6%	27	6.7%	4	0.0%	0	2.9%	2	7.0%	5	6.8%	4	3.5%	2	1.6%	1	3.6%	2	6.3%	4	4.7%	3	0.0%	0	0.0%	0
Morrisons, Mayo Avenue, Bradford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Jubilee Way, Elland	3.9%	30	0.0%	0	1.5%	1	34.8%	24	2.8%	2	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Keighley Road, Halifax	2.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	5	0.0%	0	0.0%	0	0.0%	0	20.3%	13	0.0%	0	0.0%	0
Morrisons, Rochdale Road, Todmorden	2.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.7%	19	0.0%	0
Sainsbury's Local, Park Drive, Halifax	1.6%	12	1.7%	1	0.0%	0	0.0%	0	0.0%	0	8.5%	5	0.0%	0	0.0%	0	5.4%	3	3.2%	2	1.6%	1	0.0%	0	0.0%	0
Sainsbury's Local, Burnley Road, Hebden Bridge	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Acre Street, Huddersfield	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mill Lane, Brighouse	1.8%	14	0.0%	0	21.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	3.8%	29	5.0%	3	0.0%	0	0.0%	0	1.4%	1	15.3%	9	1.8%	1	3.2%	2	1.8%	1	4.8%	3	12.5%	8	0.0%	0	1.5%	1
Sainsbury's Superstore, Salendine Shopping Centre, Moor Hill Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Halifax Road, Bradford	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	3.6%	27	0.0%	0	27.3%	18	4.3%	3	1.4%	1	1.7%	1	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Superstore, Haugh Shaw Road, Halifax	4.2%	32	16.7%	10	0.0%	0	0.0%	0	1.4%	1	13.6%	8	1.8%	1	1.6%	1	5.4%	3	11.1%	7	1.6%	1	0.0%	0	0.0%	0
Tesco Superstore, Sowerby Street, Sowerby Bridge	4.6%	35	0.0%	0	0.0%	0	0.0%	0	8.5%	6	0.0%	0	1.8%	1	0.0%	0	42.9%	24	6.3%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Market Street,	2.6%	20	5.0%	3	0.0%	0	1.4%	1	1.4%	1	3.4%	2	12.3%	7	0.0%	0	0.0%	0	1.6%	1	4.7%	3	1.6%	1	1.5%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Halifax																										
Tesco Express, Huddersfield Road, Bradford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Free School Lane, Halifax	1.1%	8	5.0%	3	0.0%	0	0.0%	0	1.4%	1	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Express, Leeds Road, Halifax	0.3%	2	1.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Halifax Road, Huddersfield	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Aldi, Elizabethan Way, Milnrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Asda, Manor Lane, Shipley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Asda, Mill Street West, Dewsbury	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Barkisland Post Office, Saddleworth Road, Barkisland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Ovenden Way, Ovenden	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, School Lane, Halifax	0.4%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Far Barsey Farm Shop, Barkisland, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fresh, Commercial Street, Brighouse	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Borough Market, Town Centre, Halifax	2.0%	15	6.7%	4	1.5%	1	0.0%	0	0.0%	0	3.4%	2	3.5%	2	0.0%	0	1.8%	1	1.6%	1	4.7%	3	0.0%	0	1.5%	1
Heptonstall Post Office, Towngate, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Home Bargains, Crossley Retail Park, Pellon Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Illingworth Moor Post Office, Illingworth Road, Halifax	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keelham Farm Shop, Brighouse & Denholme Road, Keelham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local markets, Brighouse	0.4%	3	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local markets, Hebden Bridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Local markets, Todmorden	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.5%	1
Local shops, Barkisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brighouse	1.4%	11	0.0%	0	13.6%	9	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Local shops, Elland	1.2%	9	0.0%	0	0.0%	0	13.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halifax	4.2%	32	15.0%	9	0.0%	0	1.4%	1	1.4%	1	8.5%	5	15.8%	9	0.0%	0	1.8%	1	3.2%	2	6.3%	4	0.0%	0	0.0%	0
Local shops, Hebden Bridge	2.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	7	0.0%	0	0.0%	0	19.1%	13
Local shops, Huddersfield	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, King Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Lightcliffe	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Luddenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Midgley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Mytholmroyd	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Northowram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Local shops, Norton Tower	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oakenshaw	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Old Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Local shops, Queensbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Skircoat Green	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sowerby Bridge	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, St John's, Halifax	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thornton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Local shops, Todmorden	0.8%	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	0.0%	0	7.8%	5	1.5%	1
Local shops, Walsden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Local shops, Wyke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Birstall Shopping Park, Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Kershaw Crescent, Luddendenfoot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Union Street, Heckmondwike	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Rochdale Road, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Stainland Road, Holywell Green	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bridge Street, Todmorden	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0
One Stop, Crown Street, Hebden Bridge	0.8%	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	0.0%	0	0.0%	0	8.8%	6
One Stop, Granny Hall, Brighouse	0.3%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, King Cross Road, Halifax	0.3%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Southgate, Elland	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pearl Supermarket, Queens Road, Halifax	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pellon Lane Service Station, Pellon Lane, Halifax	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Post Office, Gibbet Street, Highroad Well	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundstretcher, Pellon Lane, Halifax	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Colton Retail Park, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Sainsbury's, Salendine Shopping Centre, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharma's, School Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Skircoat Green Post Office & General Stores, Skircoat Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Halifax Road, Todmorden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Spar, Hillcrest Service Station, Burnley Road, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stephen Maskill Butchers, Crown Street, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Express, Brunshaw Road, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Tesco Express, Keighley Road, Ovenden	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Tesco Express, Leeds Road, Hipperholme	0.7%	5	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stainland Road, Greetland	0.8%	6	0.0%	0	0.0%	0	0.0%	0	8.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Brighouse Road, Queensbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Superstore, Northgate, Cleckheaton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Grocery Store, Towngate, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Organics, Market Street, Hebden Bridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Wilkinsons, Southgate, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		760		60		66		69		71		59		57		63		56		63		64		64		68

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q11 How do you normally travel to (LOCATION MENTIONED AT Q10)? *Not those who said 'Internet / delivered' or '(Don't do this type of shopping)' at Q12*																										
Car / van (as driver)	53.7%	438	29.7%	19	57.5%	46	56.9%	41	59.7%	46	61.3%	38	45.2%	28	58.2%	39	66.1%	39	58.8%	40	58.6%	41	57.8%	37	33.8%	24
Car / van (as passenger)	4.5%	37	6.3%	4	5.0%	4	5.6%	4	3.9%	3	4.8%	3	6.5%	4	3.0%	2	5.1%	3	2.9%	2	5.7%	4	3.1%	2	2.8%	2
Bus, mini-bus or coach	9.4%	77	15.6%	10	2.5%	2	8.3%	6	6.5%	5	11.3%	7	22.6%	14	9.0%	6	8.5%	5	10.3%	7	8.6%	6	1.6%	1	11.3%	8
Motorcycle, scooter or moped	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	28.6%	233	40.6%	26	31.3%	25	26.4%	19	23.4%	18	21.0%	13	22.6%	14	25.4%	17	18.6%	11	23.5%	16	22.9%	16	35.9%	23	49.3%	35
Taxi	0.5%	4	1.6%	1	0.0%	0	1.4%	1	1.3%	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
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / cant remember / varies)	2.8%	23	4.7%	3	3.8%	3	0.0%	0	5.2%	4	1.6%	1	3.2%	2	4.5%	3	1.7%	1	2.9%	2	2.9%	2	0.0%	0	2.8%	2
Base:		816		64		80		72		77		62		62		67		59		68		70		64		71
Q12 Does your household also regularly visit small shops in town centres or villages to buy food or grocery shopping?																										
Yes	44.0%	528	41.0%	41	59.0%	59	46.0%	46	43.0%	43	25.0%	25	33.0%	33	41.0%	41	23.0%	23	49.0%	49	51.0%	51	54.0%	54	63.0%	63
No	56.0%	672	59.0%	59	41.0%	41	54.0%	54	57.0%	57	75.0%	75	67.0%	67	59.0%	59	77.0%	77	51.0%	51	49.0%	49	46.0%	46	37.0%	37
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q13 Thinking of these small shops, which town / district centre or village are they located in?

Those who visit small shops at Q12 AND Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	1.6%	8	0.0%	0	1.7%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	11.1%	4	0.0%	0	2.2%	1	2.1%	1	0.0%	0	0.0%	0
Brighouse	12.5%	64	0.0%	0	81.4%	48	4.4%	2	0.0%	0	0.0%	0	3.0%	1	27.8%	10	4.3%	1	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Elland	7.6%	39	2.5%	1	0.0%	0	71.1%	32	14.3%	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
Halifax	27.7%	142	75.0%	30	1.7%	1	17.8%	8	14.3%	6	56.0%	14	72.7%	24	8.3%	3	30.4%	7	30.4%	14	66.0%	31	3.7%	2	3.2%	2
Hebden Bridge	14.6%	75	2.5%	1	0.0%	0	0.0%	0	4.8%	2	4.0%	1	0.0%	0	0.0%	0	4.3%	1	37.0%	17	0.0%	0	3.7%	2	82.3%	51
Hipperholme	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	1.2%	6	0.0%	0	3.4%	2	2.2%	1	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
King Cross	2.9%	15	12.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	4	0.0%	0	8.7%	2	8.7%	4	0.0%	0	0.0%	0	0.0%	0
Leeds	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mytholmroyd	1.4%	7	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	10.9%	5	0.0%	0	0.0%	0	0.0%	0
Northowram	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Ripponden	1.6%	8	2.5%	1	0.0%	0	0.0%	0	14.3%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sowerby Bridge	2.3%	12	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.8%	1	39.1%	9	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	10.9%	56	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.2%	1	0.0%	0	85.2%	46	11.3%	7
West Vale	1.6%	8	0.0%	0	0.0%	0	0.0%	0	16.7%	7	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkisland	0.8%	4	0.0%	0	0.0%	0	0.0%	0	9.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Burnley	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0
Bury	0.2%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fixby	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartshead	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heptonstall	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Keelham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Lindley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liversedge	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midgley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Mirfield	0.6%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixenden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Oakenshaw	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensbury	1.2%	6	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	4.3%	1	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Rishworth	0.6%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scholes	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelf	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	5	0.0%	0	0.0%	0
Silsden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skircoat	1.2%	6	2.5%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southowram	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	4.3%	1	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Wakefield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Walsden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Woodhouse	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Base:		512		40		59		45		42		25		33		36		23		46		47		54		62
Q14 How do you normally travel to (LOCATION MENTIONED AT Q13)? *Those who visit small shops at Q12*																										
Car / van (as driver)	48.5%	256	34.1%	14	47.5%	28	45.7%	21	51.2%	22	48.0%	12	45.5%	15	61.0%	25	73.9%	17	63.3%	31	58.8%	30	46.3%	25	25.4%	16
Car / van (as passenger)	6.8%	36	2.4%	1	3.4%	2	8.7%	4	9.3%	4	16.0%	4	15.2%	5	12.2%	5	4.3%	1	4.1%	2	0.0%	0	9.3%	5	4.8%	3
Bus, mini-bus or coach	11.9%	63	17.1%	7	8.5%	5	8.7%	4	11.6%	5	16.0%	4	24.2%	8	7.3%	3	4.3%	1	16.3%	8	17.6%	9	7.4%	4	7.9%	5
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	30.1%	159	46.3%	19	37.3%	22	37.0%	17	25.6%	11	16.0%	4	15.2%	5	17.1%	7	17.4%	4	14.3%	7	17.6%	9	35.2%	19	55.6%	35
Taxi	0.8%	4	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.6%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / cant remember / varies)	1.9%	10	0.0%	0	1.7%	1	0.0%	0	2.3%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.9%	2	1.9%	1	4.8%	3
Base:		528		41		59		46		43		25		33		41		23		49		51		54		63

Q15 Where do you do most of your household's shopping for clothing and footwear?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	3.6%	34	3.7%	3	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	29.1%	23	1.3%	1	0.0%	0	2.4%	2	0.0%	0	3.1%	2
Brighouse	1.6%	15	0.0%	0	13.0%	10	2.5%	2	0.0%	0	1.3%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.3%	3	0.0%	0	0.0%	0	2.5%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	45.9%	428	58.0%	47	16.9%	13	37.5%	30	51.9%	40	67.5%	52	68.7%	57	10.1%	8	62.8%	49	45.8%	33	63.1%	53	18.5%	15	48.4%	31
Hebden Bridge	1.4%	13	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	1.2%	1	9.4%	6
Huddersfield	9.8%	91	4.9%	4	31.2%	24	33.8%	27	13.0%	10	7.8%	6	4.8%	4	1.3%	1	7.7%	6	5.6%	4	3.6%	3	0.0%	0	3.1%	2
King Cross	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	10.0%	93	8.6%	7	13.0%	10	8.8%	7	10.4%	8	6.5%	5	9.6%	8	21.5%	17	9.0%	7	8.3%	6	10.7%	9	2.5%	2	10.9%	7
Manchester	5.0%	47	4.9%	4	1.3%	1	0.0%	0	3.9%	3	1.3%	1	2.4%	2	0.0%	0	1.3%	1	9.7%	7	0.0%	0	23.5%	19	14.1%	9
Rochdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Sowerby Bridge	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	6	0.0%	0
Birstall Shopping Park, Birstall	0.4%	4	0.0%	0	2.6%	2	0.0%	0	1.3%	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
Charlestown Road Retail Park, Halifax	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	0.4%	4	0.0%	0	1.3%	1	0.0%	0	1.3%	1	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Broadway, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trinity Shopping & Leisure Centre, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	7.9%	74	9.9%	8	13.0%	10	7.5%	6	5.2%	4	5.2%	4	4.8%	4	21.5%	17	5.1%	4	5.6%	4	15.5%	13	0.0%	0	0.0%	0
Abroad	0.8%	7	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	4.7%	3
Asda, Howley Park Road, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.4%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnsley	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Batley	0.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Boundary Mill, Vivary Way, Colne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Burnley	3.2%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	33.3%	27	3.1%	2
Bury	0.8%	7	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	4.9%	4	0.0%	0
Carnaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Castleford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Elk Mill Shopping Park, Broadway, Royton, Oldham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Junction 32 Outlet Shopping	0.5%	5	2.5%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Centre, Tomahawk Trail, Castleford																										
Keighley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Meadowhall Shopping Centre, Sheffield	0.3%	3	0.0%	0	0.0%	0	1.3%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meanwood	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlcotes Shopping Centre, Stanningley By-Pass, Pudsey	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.6%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Princess Way Retail Park, Canning Street, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Southport	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Tesco Superstore, Sowerby Street, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	1.6%	15	1.2%	1	0.0%	0	1.3%	1	5.2%	4	2.6%	2	2.4%	2	0.0%	0	2.6%	2	2.8%	2	0.0%	0	1.2%	1	0.0%	0
Wakefield	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whalley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Wyke	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.5%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
York Designer Outlet, St. Nicholas Avenue, Fulford	0.3%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Base:		933		81		77		80		77		77		83		79		78		72		84		81		64

Q16 Where else do you go for clothing and footwear?

Not those who said '(Don't buy these products)' at Q15 AND Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	3.9%	25	10.9%	5	1.6%	1	1.7%	1	0.0%	0	2.3%	1	3.8%	2	14.5%	8	3.6%	2	2.4%	1	7.4%	4	0.0%	0	0.0%	0
Brighouse	1.9%	12	0.0%	0	6.5%	4	1.7%	1	0.0%	0	2.3%	1	0.0%	0	3.6%	2	1.8%	1	0.0%	0	5.6%	3	0.0%	0	0.0%	0
Elland	0.3%	2	0.0%	0	0.0%	0	1.7%	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	0.0%	0
Halifax	19.9%	126	26.1%	12	19.4%	12	26.7%	16	22.8%	13	20.5%	9	13.5%	7	3.6%	2	25.0%	14	11.9%	5	22.2%	12	18.5%	12	29.3%	12
Hebden Bridge	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	24.4%	10
Huddersfield	16.9%	107	23.9%	11	24.2%	15	40.0%	24	22.8%	13	25.0%	11	13.5%	7	3.6%	2	17.9%	10	9.5%	4	11.1%	6	3.1%	2	4.9%	2
Leeds	14.5%	92	17.4%	8	14.5%	9	6.7%	4	12.3%	7	22.7%	10	15.4%	8	14.5%	8	17.9%	10	26.2%	11	14.8%	8	4.6%	3	14.6%	6
Manchester	6.8%	43	0.0%	0	3.2%	2	1.7%	1	7.0%	4	2.3%	1	7.7%	4	5.5%	3	8.9%	5	9.5%	4	5.6%	3	18.5%	12	9.8%	4
Rochdale	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0
Sowerby Bridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	7.7%	5	2.4%	1		
Birstall Shopping Park, Birstall	0.8%	5	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	1	1.9%	1	1.8%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.3%	2	2.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forster Square Retail Park, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	1.1%	7	0.0%	0	0.0%	0	1.7%	1	1.8%	1	0.0%	0	0.0%	0	7.3%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.3%	2	0.0%	0	1.6%	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	0.0%	0	0.0%	0
The Broadway, Bradford	0.5%	3	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trinity Shopping & Leisure Centre, Leeds	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	8.2%	52	6.5%	3	8.1%	5	10.0%	6	7.0%	4	6.8%	3	11.5%	6	16.4%	9	10.7%	6	4.8%	2	13.0%	7	0.0%	0	2.4%	1
Ambleside	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Asda, Princess Way, Burnley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.6%	4	2.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Boundary Mill, Vivary Way, Colne	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Bridlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	3.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	18	2.4%	1
Bury	0.8%	5	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	4.6%	3	0.0%	0
Castleford	0.6%	4	0.0%	0	1.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Central London	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Chester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Colne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Crown Point Shopping Park,	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Junction Street, Leeds																										
Doncaster	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.3%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honley	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	2.2%	14	0.0%	0	6.5%	4	1.7%	1	0.0%	0	2.3%	1	5.8%	3	3.6%	2	0.0%	0	2.4%	1	3.7%	2	0.0%	0	0.0%	0
Keighley	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	7.3%	3
Leigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindley	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.3%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Luddendenfoot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Mansfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Coppice Way, Wilmslow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall Shopping Centre, Sheffield	0.6%	4	2.2%	1	1.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlcotes Shopping Centre, Stanningley By-Pass, Pudsey	0.8%	5	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.6%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Pudsey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Shipley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.6%	4	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.4%	1	1.9%	1	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	0.3%	2	0.0%	0	1.6%	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	0.0%	0	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	0.3%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tong Garden Centre, Tong Lane, Tong	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Trafford Centre, Manchester	3.0%	19	0.0%	0	1.6%	1	1.7%	1	7.0%	4	4.5%	2	7.7%	4	1.8%	1	1.8%	1	4.8%	2	1.9%	1	1.5%	1	2.4%	1
Wakefield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.5%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
York Designer Outlet, St. Nicholas Avenue, Fulford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		634		46		62		60		57		44		52		55		56		42		54		65		41

Q17 Where do you do most of your household's shopping for furniture, floor coverings and household textiles?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Leeds Road Retail Park, Bradley Mills	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	1.1%	7	0.0%	0	1.9%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	3.1%	2	0.0%	0	4.2%	2
Carpetright, Great Northern Retail Park, Leeds Road, Huddersfield	0.3%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Halifax Retail Park, Pellon Lane, Halifax	0.9%	6	3.4%	2	0.0%	0	2.2%	1	0.0%	0	1.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	3.2%	21	5.2%	3	3.8%	2	2.2%	1	0.0%	0	5.2%	3	3.1%	2	4.7%	2	1.6%	1	1.8%	1	1.6%	1	1.6%	1	8.3%	4
Wickes, Wade Street, Halifax	0.5%	3	1.7%	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	0.0%	0	1.6%	1	0.0%	0
Wilko, Southgate, Halifax	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	3.0%	20	6.9%	4	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	30.2%	13	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Brighouse	2.6%	17	0.0%	0	21.2%	11	6.5%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Elland	1.2%	8	0.0%	0	0.0%	0	8.7%	4	8.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	42.9%	282	55.2%	32	15.4%	8	34.8%	16	34.8%	16	63.8%	37	68.8%	44	9.3%	4	56.5%	35	57.1%	32	56.3%	36	16.4%	10	25.0%	12
Hebden Bridge	2.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.3%	2	33.3%	16
Hipperholme	1.5%	10	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	7.0%	3	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0
Huddersfield	5.3%	35	6.9%	4	25.0%	13	10.9%	5	4.3%	2	8.6%	5	0.0%	0	0.0%	0	6.5%	4	1.8%	1	0.0%	0	1.6%	1	0.0%	0
King Cross	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	4.7%	31	1.7%	1	9.6%	5	6.5%	3	6.5%	3	6.9%	4	9.4%	6	4.7%	2	4.8%	3	3.6%	2	3.1%	2	0.0%	0	0.0%	0
Manchester	1.2%	8	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	2.3%	1	1.6%	1	0.0%	0	0.0%	0	1.6%	1	4.2%	2
Mytholmroyd	3.6%	24	3.4%	2	0.0%	0	2.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	9.7%	6	16.1%	9	0.0%	0	0.0%	0	10.4%	5
Northowram	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripponden	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	11	2.1%	1
Sowerby Bridge	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	16.4%	10	2.1%	1
West Vale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Birstall Shopping Park, Birstall	5.0%	33	5.2%	3	5.8%	3	10.9%	5	6.5%	3	3.4%	2	1.6%	1	16.3%	7	1.6%	1	3.6%	2	6.3%	4	1.6%	1	2.1%	1
Charlestown Road Retail Park, Halifax	0.9%	6	1.7%	1	0.0%	0	0.0%	0	2.2%	1	3.4%	2	0.0%	0	0.0%	0	1.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.1%	1
Forster Square Retail Park, Bradford	0.3%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	1.4%	9	3.4%	2	1.9%	1	2.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.6%	1	1.8%	1	1.6%	1	0.0%	0	2.1%	1
Junction 27 Retail Park, Birstall	2.4%	16	1.7%	1	0.0%	0	0.0%	0	4.3%	2	0.0%	0	1.6%	1	9.3%	4	6.5%	4	1.8%	1	4.7%	3	0.0%	0	0.0%	0
Kirkstall Bridge Shopping Park, Leeds	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	1.2%	8	0.0%	0	3.8%	2	2.2%	1	4.3%	2	1.7%	1	1.6%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
The Broadway, Bradford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
B&Q, Churchill Way, Nelson	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Batley	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0
Boundary Retail Park, Corporation Street, Colne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Burnley	2.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	19.7%	12	2.1%	1
Calderdale	0.3%	2	0.0%	0	0.0%	0	2.2%	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	0.0%	0
Central London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Point Shopping Park, Junction Street, Leeds	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dewsbury	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Pellon Lane, Halifax	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Greetland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillsborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Wellington Road, Ashton-under-Lyne, Manchester	0.9%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0
Lee Bridge Industrial Estate, Halifax	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Oldham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Queensbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
RedBrick Mill, Bradford Road, Batley	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Towns Moor Retail Park, Great Bolton Street, Blackburn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Trafford Centre, Manchester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.6%	1	0.0%	0
Victoria Retail Park, Shroggs Road, Halifax	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
York	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		658		58		52		46		46		58		64		43		62		56		64		61		48

Q18 Where else do you go for furniture, floor coverings and household textiles?

Not those who said '(Don't buy these products)' at Q17 AND Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Leeds Road Retail Park, Bradley Mills	0.4%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	1.2%	3	7.1%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Halifax Retail Park, Pellon Lane, Halifax	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	5.0%	1	6.3%	1	0.0%	0	0.0%	0
Currys PC World, Great Northern Retail Park, Leeds Road, Huddersfield	0.4%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	8.2%	20	21.4%	3	4.8%	1	4.3%	1	0.0%	0	4.3%	1	6.9%	2	15.0%	3	10.0%	2	10.0%	2	6.3%	1	8.3%	2	13.3%	2
Wickes, Wade Street, Halifax	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	0.0%	0	0.0%	0
Bradford	2.9%	7	7.1%	1	4.8%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	18.8%	3	0.0%	0	0.0%	0
Brighouse	2.5%	6	7.1%	1	4.8%	1	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	5.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Elland	1.2%	3	0.0%	0	0.0%	0	8.7%	2	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	21.3%	52	21.4%	3	23.8%	5	17.4%	4	21.1%	4	34.8%	8	34.5%	10	5.0%	1	30.0%	6	10.0%	2	12.5%	2	12.5%	3	26.7%	4
Hebden Bridge	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	4.2%	1	0.0%	0
Hipperholme	1.2%	3	0.0%	0	0.0%	0	4.3%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Huddersfield	5.3%	13	0.0%	0	14.3%	3	21.7%	5	5.3%	1	4.3%	1	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
King Cross	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Leeds	12.7%	31	7.1%	1	4.8%	1	13.0%	3	15.8%	3	8.7%	2	24.1%	7	30.0%	6	10.0%	2	20.0%	4	6.3%	1	4.2%	1	0.0%	0
Manchester	2.0%	5	0.0%	0	0.0%	0	0.0%	0	5.3%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	13.3%	2
Mytholmroyd	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Northowram	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Ripponden	0.4%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3	0.0%	0
Todmorden	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	4	0.0%	0
Birstall Shopping Park, Birstall	4.5%	11	7.1%	1	0.0%	0	8.7%	2	10.5%	2	0.0%	0	6.9%	2	5.0%	1	10.0%	2	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.4%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	2.9%	7	14.3%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	13.3%	2
Junction 27 Retail Park, Birstall	3.7%	9	0.0%	0	14.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	3	10.0%	2	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Kirkstall Bridge Shopping Park, Leeds	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	2.9%	7	0.0%	0	14.3%	3	0.0%	0	10.5%	2	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	2.5%	6	7.1%	1	4.8%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	5.0%	1	6.3%	1	0.0%	0	0.0%	0
Abroad	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Batley	0.4%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mill, Vivary Way,	0.8%	2	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Colne																										
Burnley	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	6.7%	1
Calderdale	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Castlegate Retail Park, St Johns Road, Huddersfield	0.4%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Royal Oak, Sticker Lane, Bradford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Haworth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Honley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Wellington Road, Ashton-under-Lyne, Manchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Ilkley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Kingsway Retail Park, Wallhead Road, Rochdale	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0
Lee Bridge Industrial Estate, Halifax	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Meadowhall Shopping Centre, Sheffield	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Osgodby	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rawtenstall	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Scissett	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	0.8%	2	0.0%	0	0.0%	0	4.3%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
York	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Base:		244		14		21		23		19		23		29		20		20		20		16		24		15

Q19 Where do you do most of your household's shopping for DIY goods and decorating supplies?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Euroway Trading Estate, Mountleigh Close, Bradford	5.6%	52	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.8%	48	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0
B&Q, Leeds Road Retail Park, Bradley Mills	6.6%	61	0.0%	0	40.7%	33	20.5%	15	7.1%	5	0.0%	0	0.0%	0	9.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	48.8%	450	57.5%	42	12.3%	10	49.3%	36	58.6%	41	64.9%	48	56.8%	46	12.0%	10	55.8%	48	72.2%	52	83.1%	69	15.1%	11	50.7%	37
Carpetright, Great Northern Retail Park, Leeds Road, Huddersfield	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Charlestown Road Retail Park, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Screwfix, Brighouse Trade Park, Armytage Road, Brighouse	0.3%	3	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hope Street, Halifax	0.9%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.7%	2	2.5%	2	0.0%	0	2.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Manchester Road, Huddersfield	0.2%	2	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princeroyd Way, Ingleby Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Wade Street, Halifax	2.6%	24	4.1%	3	0.0%	0	0.0%	0	4.3%	3	4.1%	3	2.5%	2	0.0%	0	3.5%	3	4.2%	3	2.4%	2	2.7%	2	4.1%	3
Wilko, Commercial Street, Briggate, Brighouse	0.9%	8	0.0%	0	7.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, New Street, Huddersfield	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Southgate, Halifax	0.8%	7	1.4%	1	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	1.4%	1	1.4%	1
Bradford	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighouse	1.6%	15	0.0%	0	14.8%	12	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	1.1%	10	0.0%	0	0.0%	0	8.2%	6	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	15.7%	145	32.9%	24	2.5%	2	8.2%	6	17.1%	12	20.3%	15	33.3%	27	1.2%	1	33.7%	29	13.9%	10	9.6%	8	2.7%	2	12.3%	9
Hebden Bridge	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.7%	2	16.4%	12
Huddersfield	1.2%	11	0.0%	0	6.2%	5	4.1%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Leeds	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Manchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Mytholmroyd	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Rochdale	0.7%	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	0.0%	0	8.2%	6	0.0%	0
Sowerby Bridge	0.7%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	2.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0	26.0%	19	4.1%	3
Birstall Shopping Park, Birstall	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Charlestown Road Retail Park, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	1.0%	9	0.0%	0	8.6%	7	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ainley Top	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Churchill Way, Nelson	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	6	1.4%	1
B&Q, Elizabeth Industrial Estate, Shroggs Road, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
B&Q, Junction One Retail Park, Beeston Interchange, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Nova Scotia Retail Park, Bolton Road, Blackburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
B&Q, Sandbrook Park, Edinburgh Way, Rochdale	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	11	0.0%	0
B&Q, Westhulme Way, Oldham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	2.7%	2
B&Q, Wilton Street, Dewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Batley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	8	0.0%	0
Great Northern Retail Park, Leeds Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsway Retail Park, Wallhead Road, Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Luddendenfoot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
The Range, Pellon Lane, Halifax	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bowling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		922		73		81		73		70		74		81		83		86		72		83		73		73

Q20 Where else do you go for DIY goods and decorating supplies?
Not those who said '(Don't buy these products)' at Q19 AND Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Euroway Trading Estate, Mountleigh Close, Bradford	2.9%	11	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	28.6%	8	0.0%	0	0.0%	0	2.8%	1	4.0%	1	0.0%	0
B&Q, Leeds Road Retail Park, Bradley Mills	4.6%	17	0.0%	0	13.6%	6	12.9%	4	10.7%	3	8.3%	3	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	16.9%	63	20.7%	6	20.5%	9	19.4%	6	14.3%	4	19.4%	7	16.0%	4	10.7%	3	15.4%	4	12.9%	4	8.3%	3	20.0%	5	23.5%	8
Currys PC World, Charlestown Road Retail Park, Halifax	0.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	0.5%	2	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hope Street, Halifax	2.7%	10	3.4%	1	0.0%	0	0.0%	0	3.6%	1	2.8%	1	8.0%	2	0.0%	0	3.8%	1	3.2%	1	2.8%	1	0.0%	0	5.9%	2
Screwfix, Wakefield Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Manchester Road, Huddersfield	0.8%	3	0.0%	0	4.5%	2	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princeroyd Way, Ingleby Road, Bradford	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Wickes, Wade Street, Halifax	17.4%	65	13.8%	4	0.0%	0	16.1%	5	14.3%	4	30.6%	11	12.0%	3	0.0%	0	34.6%	9	38.7%	12	38.9%	14	4.0%	1	5.9%	2
Wilko, Commercial Street, Briggate, Brighouse	1.6%	6	0.0%	0	9.1%	4	3.2%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Rawson Quarter, John Street, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Southgate, Halifax	2.4%	9	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	3.2%	1	8.3%	3	0.0%	0	2.9%	1
Bradford	1.3%	5	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighouse	4.0%	15	0.0%	0	25.0%	11	0.0%	0	0.0%	0	2.8%	1	0.0%	0	7.1%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Elland	1.9%	7	0.0%	0	0.0%	0	19.4%	6	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	16.9%	63	27.6%	8	11.4%	5	12.9%	4	17.9%	5	22.2%	8	32.0%	8	7.1%	2	19.2%	5	19.4%	6	19.4%	7	4.0%	1	11.8%	4
Hebden Bridge	4.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	38.2%	13
Huddersfield	1.6%	6	0.0%	0	0.0%	0	6.5%	2	3.6%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.9%	1
Leeds	1.1%	4	0.0%	0	0.0%	0	0.0%	0	3.6%	1	2.8%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Rochdale	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	4	0.0%	0
Sowerby Bridge	1.9%	7	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0	0.0%	0	0.0%	0	7.7%	2	3.2%	1	0.0%	0	4.0%	1	0.0%	0
Todmorden	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3	0.0%	0	16.0%	4	0.0%	0
Halifax Retail Park, Halifax	2.4%	9	6.9%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	4.0%	1	0.0%	0	7.7%	2	0.0%	0	5.6%	2	4.0%	1	0.0%	0
Leeds Road Retail Park, Huddersfield	2.4%	9	0.0%	0	6.8%	3	3.2%	1	10.7%	3	2.8%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.5%	2	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Churchill Way, Nelson	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	2.9%	1
B&Q, Sandbrook Park,	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Edinburgh Way, Rochdale																										
Batley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boothtown	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0
Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Cleckheaton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dewsbury	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Pellon Lane, Halifax	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Great Northern Retail Park, Leeds Road, Huddersfield	0.5%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Keighley Road, Bingley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringway Industrial Estate, Beck Road, Huddersfield	0.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
The Range, Pellon Lane, Halifax	1.1%	4	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Wakefield	0.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		373		29		44		31		28		36		25		28		26		31		36		25		34

Q21 Where do you do most of your household's shopping for electrical domestic appliances such as fridges, washing machines, TV's, computers and phones?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Euroway Trading Estate, Mountleigh Close, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	0.6%	5	3.9%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Halifax Retail Park, Pellon Lane, Halifax	0.4%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Forster Square, Bradford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Canal Road, Bradford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Charlestown Road Retail Park, Halifax	27.7%	215	45.5%	35	6.9%	4	17.7%	11	41.1%	23	26.9%	18	40.0%	34	8.5%	5	29.0%	20	34.3%	23	42.0%	29	10.0%	6	15.2%	7
Currys PC World, Great Northern Retail Park, Leeds Road, Huddersfield	2.2%	17	1.3%	1	13.8%	8	6.5%	4	5.4%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thornton Road Industrial Estate, Hockney Road, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Commercial Street, Briggate, Brighouse	0.3%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	2.3%	18	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	12	1.4%	1	0.0%	0	4.3%	3	0.0%	0	2.2%	1
Brighouse	0.8%	6	0.0%	0	8.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Elland	3.2%	25	1.3%	1	0.0%	0	24.2%	15	5.4%	3	3.0%	2	1.2%	1	1.7%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Halifax	39.9%	309	44.2%	34	24.1%	14	38.7%	24	39.3%	22	53.7%	36	48.2%	41	10.2%	6	59.4%	41	47.8%	32	42.0%	29	10.0%	6	52.2%	24
Hebden Bridge	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	4
Huddersfield	1.4%	11	0.0%	0	8.6%	5	6.5%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Leeds	1.3%	10	0.0%	0	5.2%	3	0.0%	0	1.8%	1	0.0%	0	1.2%	1	5.1%	3	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Manchester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.7%	1	0.0%	0
Mytholmroyd	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0
Sowerby Bridge	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.5%	1	1.4%	1	1.7%	1	0.0%	0
Todmorden	2.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	15	8.7%	4
Birstall Shopping Park, Birstall	1.5%	12	0.0%	0	5.2%	3	3.2%	2	0.0%	0	0.0%	0	0.0%	0	10.2%	6	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Charlestown Road Retail Park, Halifax	0.9%	7	0.0%	0	0.0%	0	1.6%	1	1.8%	1	1.5%	1	2.4%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forster Square Retail Park, Bradford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.8%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1	2.9%	2	0.0%	0	2.2%	1
Junction 27 Retail Park,	0.9%	7	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Birstall																										
Kirkstall Bridge Shopping Park, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	1.4%	11	0.0%	0	15.5%	9	1.6%	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	0.0%	0
White Rose Shopping Centre, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Asda, Princess Way, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Bolton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	11	2.2%	1
Cleckheaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Elk Mill Retail Park, Oldham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Currys PC World, Rochdale Cricket Club Development, Rochdale	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0
Direct Discounts Superstore, Leeds Road, Huddersfield	1.5%	12	2.6%	2	0.0%	0	0.0%	0	1.8%	1	4.5%	3	3.5%	3	0.0%	0	2.9%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Elk Mill Shopping Park, Broadway, Royton, Oldham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Greenmount Retail Park, Pellon Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Illingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Nelson	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Prestige Retail Park, Burnley	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	13.3%	8	2.2%	1
Sainsbury's Superstore, Wade Street, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Sheffield	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Sonic Megastore, Ingleby Road, Bradford	0.5%	4	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0
Base:		775		77		58		62		56		67		85		59		69		67		69		60		46

Q22 Where else do you go for electrical domestic appliances such as fridges, washing machines, TV's, computers and phones?
Not those who said '(Don't buy these products)' at Q21 AND Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Shroggs Road, Halifax	0.4%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Forster Square, Bradford	1.2%	3	0.0%	0	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Canal Road, Bradford	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Charlestown Road Retail Park, Halifax	20.5%	52	30.8%	4	11.5%	3	23.8%	5	42.3%	11	20.0%	6	25.0%	4	0.0%	0	20.0%	2	26.7%	4	37.0%	10	2.8%	1	15.4%	2
Currys PC World, Great Northern Retail Park, Leeds Road, Huddersfield	3.2%	8	0.0%	0	7.7%	2	4.8%	1	15.4%	4	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	11.1%	3	0.0%	0	0.0%	0
Brighouse	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	2.0%	5	0.0%	0	3.8%	1	4.8%	1	7.7%	2	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	25.2%	64	23.1%	3	15.4%	4	23.8%	5	19.2%	5	33.3%	10	37.5%	6	0.0%	0	50.0%	5	40.0%	6	40.7%	11	11.1%	4	38.5%	5
Hebden Bridge	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	15.4%	2
Hipperholme	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	6.7%	17	15.4%	2	30.8%	8	19.0%	4	3.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
King Cross	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	2.8%	7	0.0%	0	3.8%	1	0.0%	0	0.0%	0	6.7%	2	6.3%	1	9.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Manchester	3.2%	8	0.0%	0	3.8%	1	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	5.6%	2	7.7%	1
Sowerby Bridge	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	5	7.7%	1
Birstall Shopping Park, Birstall	1.2%	3	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	6.3%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	10.0%	1	6.7%	1	0.0%	0	5.6%	2	0.0%	0
Crossley Retail Park, Halifax	0.4%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forster Square Retail Park, Bradford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	1.2%	3	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Junction 27 Retail Park, Birstall	2.4%	6	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	1.2%	3	0.0%	0	3.8%	1	4.8%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	2.0%	5	7.7%	1	0.0%	0	4.8%	1	3.8%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Barnoldswick	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Burnley	3.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.8%	10	0.0%	0
Cleckheaton	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Currys PC World, Rochdale Cricket Club Development, Rochdale	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Direct Discounts Superstore, Leeds Road, Huddersfield	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doncaster	0.4%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Pellon Lane, Halifax	0.4%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	0.4%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.4%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prestige Retail Park, Burnley	3.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	8	0.0%	0
Princess Way Retail Park, Canning Street, Burnley	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Queensbury	0.4%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Halifax Road, Bradford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		254		13		26		21		26		30		16		21		10		15		27		36		13

Q23 Where do you do most of your household's shopping for chemists goods?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bailiff Bridge	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	2.3%	25	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	23	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Brighouse	8.1%	87	0.0%	0	82.2%	74	0.0%	0	0.0%	0	2.3%	2	0.0%	0	12.3%	10	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Elland	8.6%	92	0.0%	0	0.0%	0	81.3%	78	8.8%	8	2.3%	2	1.0%	1	0.0%	0	2.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Halifax	34.6%	372	76.1%	70	3.3%	3	10.4%	10	22.0%	20	81.8%	72	85.6%	83	6.2%	5	12.5%	11	36.6%	30	68.6%	59	4.3%	4	5.5%	5
Hebden Bridge	8.2%	88	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	6	0.0%	0	1.1%	1	87.9%	80
Hipperholme	0.8%	9	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	0.9%	10	0.0%	0	3.3%	3	2.1%	2	3.3%	3	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Cross	3.7%	40	18.5%	17	0.0%	0	0.0%	0	2.2%	2	1.1%	1	4.1%	4	0.0%	0	3.4%	3	15.9%	13	0.0%	0	0.0%	0	0.0%	0
Leeds	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Mytholmroyd	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	15	0.0%	0	0.0%	0	0.0%	0
Northowram	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0
Ripponden	2.5%	27	0.0%	0	0.0%	0	0.0%	0	20.9%	19	0.0%	0	0.0%	0	0.0%	0	9.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
Sowerby Bridge	6.6%	71	0.0%	0	0.0%	0	0.0%	0	5.5%	5	1.1%	1	1.0%	1	0.0%	0	68.2%	60	4.9%	4	0.0%	0	0.0%	0	0.0%	0
Todmorden	7.4%	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	0.0%	0	82.8%	77	3.3%	3
West Vale	2.3%	25	0.0%	0	0.0%	0	4.2%	4	23.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Shopping Park, Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Longhill Road, Bradford Road, Huddersfield	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Asda, Thrum Hall Lane, Halifax	1.0%	11	2.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	5.2%	5	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0
Boothtown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Burnley	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	8	2.2%	2
Clayton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Cleckheaton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Leeds Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holmfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Illingworth	0.6%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0
Liversedge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low Moor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luddendenfoot	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	7	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Mixenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Morrisons, Keighley Road, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakenshaw	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ovenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Pellon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Rastick	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	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
Shelf	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	7	0.0%	0	0.0%	0
Skircoat Green	0.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southowram	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stainland	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Halifax Road, Bradford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.8%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.4%	3	3.7%	3	1.2%	1	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wibsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1075		92		90		96		91		88		97		81		88		82		86		93		91

Q24 Where else do you go for chemists goods?

Not those who said '(Don't buy these products)' at Q23 AND Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Wilko, Commercial Street, Briggate, Brighouse	0.4%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Southgate, Halifax	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Bradford	2.6%	7	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0	0.0%	0	4.5%	1	3.3%	1	5.0%	1
Brighouse	6.3%	17	0.0%	0	33.3%	7	12.0%	3	5.6%	2	0.0%	0	0.0%	0	23.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	3.7%	10	0.0%	0	4.8%	1	32.0%	8	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	37.2%	100	43.8%	7	23.8%	5	36.0%	9	41.7%	15	56.3%	9	36.4%	4	14.3%	3	60.0%	15	34.6%	9	59.1%	13	13.3%	4	35.0%	7
Hebden Bridge	4.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.6%	9	0.0%	0	0.0%	0	15.0%	3
Hipperholme	0.7%	2	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	4.5%	12	0.0%	0	28.6%	6	8.0%	2	5.6%	2	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
King Cross	4.1%	11	31.3%	5	0.0%	0	0.0%	0	0.0%	0	12.5%	2	9.1%	1	0.0%	0	12.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	5.0%	1
Manchester	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	10.0%	2
Mytholmroyd	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3	0.0%	0	3.3%	1	0.0%	0
Ripponden	3.0%	8	0.0%	0	0.0%	0	0.0%	0	16.7%	6	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Sowerby Bridge	4.5%	12	12.5%	2	0.0%	0	0.0%	0	13.9%	5	0.0%	0	9.1%	1	0.0%	0	12.0%	3	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	3.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	6	15.0%	3
West Vale	1.1%	3	0.0%	0	0.0%	0	4.0%	1	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	1.9%	5	6.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	3.8%	1	4.5%	1	0.0%	0	0.0%	0
Boothtown	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Burnley	3.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	9	0.0%	0
Buttershaw	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Cleckheaton	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heywood	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Illingworth	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low Moor	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luddendenfoot	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Morley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Oldham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Pellon	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0
Skircoat Green	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Farnham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Tesco Extra, Centenary Way, Finsley Gate, Burnley	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	5.0%	1
Tesco Superstore, Haugh Shaw Road, Halifax	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wibsey	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		269		16		21		25		36		16		11		21		25		26		22		30		20

Q25 Where do you do most of your household's shopping for recreational and other goods, such as sports equipment?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Currys PC World, Charlestown Road Retail Park, Halifax	0.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	3.4%	13	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.0%	10	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Brighouse	1.3%	5	0.0%	0	9.8%	4	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	1.6%	6	2.5%	1	2.4%	1	12.0%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	50.1%	192	70.0%	28	7.3%	3	36.0%	9	69.0%	20	84.4%	27	76.9%	30	7.4%	2	86.2%	25	53.1%	17	58.8%	20	0.0%	0	36.7%	11
Hebden Bridge	4.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	50.0%	15
Huddersfield	7.6%	29	0.0%	0	29.3%	12	36.0%	9	6.9%	2	0.0%	0	0.0%	0	3.7%	1	3.4%	1	6.3%	2	5.9%	2	0.0%	0	0.0%	0
King Cross	1.0%	4	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	3.4%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Leeds	3.7%	14	0.0%	0	9.8%	4	0.0%	0	0.0%	0	6.3%	2	5.1%	2	14.8%	4	0.0%	0	0.0%	0	2.9%	1	4.0%	1	0.0%	0
Manchester	1.6%	6	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	16.0%	4	0.0%	0
Rochdale	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Sowerby Bridge	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Birstall Shopping Park, Birstall	1.8%	7	0.0%	0	4.9%	2	4.0%	1	6.9%	2	0.0%	0	2.6%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	2.9%	11	5.0%	2	0.0%	0	0.0%	0	3.4%	1	3.1%	1	5.1%	2	0.0%	0	0.0%	0	0.0%	0	14.7%	5	0.0%	0	0.0%	0
Forster Square Retail Park, Bradford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	2.4%	9	7.5%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	8.8%	3	0.0%	0	3.3%	1
Junction 27 Retail Park, Birstall	2.1%	8	0.0%	0	9.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	1.8%	7	0.0%	0	14.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Broadway, Bradford	0.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	1.8%	7	0.0%	0	4.9%	2	8.0%	2	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	2	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Anchor Retail Park, Active Way, Burnley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Barrowford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Burnley	3.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.0%	12	3.3%	1
Cleckheaton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dewsbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elk Mill Shopping Park, Broadway, Royton, Oldham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	1.0%	4	2.5%	1	0.0%	0	0.0%	0	3.4%	1	3.1%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingleton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Centre, Tomahawk Trail, Castleford																										
Pateley Bridge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Queensbury	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	4.0%	1	0.0%	0
Stockport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	4.0%	1	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Pellon Lane, Halifax	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Wakefield	0.5%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Base:		383		40		41		25		29		32		39		27		29		32		34		25		30

Q26 Where else do you go for recreational and other goods, such as sports equipment?
Not those who said '(Don't buy these products)' at Q25 AND Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Wilko, Southgate, Halifax	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	5.6%	8	10.0%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	30.0%	3	12.5%	1	0.0%	0	18.2%	2	0.0%	0	0.0%	0
Brighouse	2.8%	4	0.0%	0	21.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	26.8%	38	40.0%	4	15.8%	3	33.3%	2	26.3%	5	44.4%	4	0.0%	0	10.0%	1	12.5%	1	46.2%	6	36.4%	4	6.3%	1	43.8%	7
Hebden Bridge	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Huddersfield	11.3%	16	10.0%	1	15.8%	3	33.3%	2	21.1%	4	11.1%	1	0.0%	0	10.0%	1	25.0%	2	15.4%	2	0.0%	0	0.0%	0	0.0%	0
King Cross	1.4%	2	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	11.3%	16	0.0%	0	5.3%	1	0.0%	0	21.1%	4	11.1%	1	60.0%	3	0.0%	0	12.5%	1	15.4%	2	0.0%	0	6.3%	1	18.8%	3
Manchester	1.4%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	18.8%	3	0.0%	0
Sowerby Bridge	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	0.0%	0
Birstall Shopping Park, Birstall	1.4%	2	0.0%	0	0.0%	0	16.7%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.7%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forster Square Retail Park, Bradford	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	2.8%	4	0.0%	0	15.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	4.2%	6	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0	7.7%	1	18.2%	2	0.0%	0	0.0%	0
Blackburn	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Burnley	4.9%	7	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	5	6.3%	1
Bury	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Castleford	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Cleckheaton	0.7%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Point Shopping Park, Junction Street, Leeds	1.4%	2	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	1.4%	2	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0
Hereford	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ignite Business Park, Magna Way, Rotherham	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	1.4%	2	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick	1.4%	2	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster	0.7%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldham	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Princess Way Retail Park, Canning Street, Burnley	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Shipley	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0
Stockport	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2
Trafford Centre, Manchester	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
York	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		142		10		19		6		19		9		5		10		8		13		11		16		16

Q27 How do you usually travel to do your non-food shopping for items that can be carried home e.g. clothing?

Car / van (as driver)	55.2%	662	28.0%	28	65.0%	65	54.0%	54	66.0%	66	59.0%	59	47.0%	47	70.0%	70	59.0%	59	54.0%	54	63.0%	63	55.0%	55	42.0%	42
Car / van (as passenger)	8.0%	96	10.0%	10	8.0%	8	5.0%	5	7.0%	7	8.0%	8	9.0%	9	6.0%	6	8.0%	8	14.0%	14	7.0%	7	10.0%	10	4.0%	4
Bus, mini-bus or coach	19.7%	236	27.0%	27	11.0%	11	26.0%	26	14.0%	14	15.0%	15	31.0%	31	17.0%	17	19.0%	19	15.0%	15	22.0%	22	18.0%	18	21.0%	21
Motorcycle, scooter or moped	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.4%	89	26.0%	26	5.0%	5	9.0%	9	5.0%	5	8.0%	8	7.0%	7	0.0%	0	6.0%	6	2.0%	2	3.0%	3	6.0%	6	12.0%	12
Taxi	1.4%	17	3.0%	3	3.0%	3	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1
Train	2.9%	35	0.0%	0	4.0%	4	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	9.0%	9	2.0%	2	8.0%	8	7.0%	7
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
(Don't know / cant remember / varies)	2.1%	25	2.0%	2	2.0%	2	2.0%	2	0.0%	0	2.0%	2	2.0%	2	1.0%	1	6.0%	6	3.0%	3	0.0%	0	0.0%	0	5.0%	5
(Don't travel / goods delivered)	2.9%	35	3.0%	3	2.0%	2	3.0%	3	3.0%	3	5.0%	5	3.0%	3	4.0%	4	2.0%	2	1.0%	1	1.0%	1	2.0%	2	6.0%	6
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q28 How do you usually travel to do your non-food shopping for items that cannot be carried home e.g. large electrical goods and furniture?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Car / van (as driver)	31.5%	378	28.0%	28	30.0%	30	35.0%	35	41.0%	41	39.0%	39	28.0%	28	38.0%	38	42.0%	42	24.0%	24	31.0%	31	22.0%	22	20.0%	20
Car / van (as passenger)	9.8%	117	13.0%	13	9.0%	9	13.0%	13	12.0%	12	7.0%	7	14.0%	14	8.0%	8	10.0%	10	9.0%	9	7.0%	7	8.0%	8	7.0%	7
Bus, mini-bus or coach	2.4%	29	5.0%	5	1.0%	1	1.0%	1	1.0%	1	3.0%	3	2.0%	2	2.0%	2	5.0%	5	1.0%	1	2.0%	2	5.0%	5	1.0%	1
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	0.7%	8	5.0%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Taxi	1.2%	14	4.0%	4	1.0%	1	3.0%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2
(Don't know / cant remember / varies)	2.6%	31	5.0%	5	2.0%	2	2.0%	2	3.0%	3	4.0%	4	3.0%	3	1.0%	1	2.0%	2	1.0%	1	6.0%	6	1.0%	1	1.0%	1
(Don't travel / goods delivered)	51.5%	618	40.0%	40	57.0%	57	46.0%	46	42.0%	42	46.0%	46	49.0%	49	51.0%	51	39.0%	39	63.0%	63	52.0%	52	64.0%	64	69.0%	69
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q29 Of all the places you visit for NON-FOOD shopping which is the one you visit most often?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Euroway Trading Estate, Mountleigh Close, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Leeds Road Retail Park, Bradley Mills	0.2%	2	0.0%	0	1.2%	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	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.2%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	1.2%	1	1.3%	1
Currys PC World, Charlestown Road Retail Park, Halifax	0.5%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	0.3%	3	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Wilko, Southgate, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Bradford	3.3%	34	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	29.1%	25	0.0%	0	0.0%	0	3.3%	3	0.0%	0	1.3%	1
Brighouse	3.7%	38	0.0%	0	28.9%	24	7.0%	6	0.0%	0	1.2%	1	0.0%	0	4.7%	4	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Elland	1.7%	18	1.1%	1	0.0%	0	16.3%	14	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	47.6%	491	72.3%	68	13.3%	11	31.4%	27	51.8%	43	76.5%	65	70.0%	63	9.3%	8	60.2%	53	59.5%	50	69.2%	63	13.1%	11	37.7%	29
Hebden Bridge	3.8%	39	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	8.3%	7	0.0%	0	1.2%	1	36.4%	28
Hipperholme	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	8.2%	85	6.4%	6	27.7%	23	30.2%	26	13.3%	11	7.1%	6	0.0%	0	2.3%	2	6.8%	6	3.6%	3	2.2%	2	0.0%	0	0.0%	0
King Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Leeds	5.4%	56	2.1%	2	4.8%	4	3.5%	3	7.2%	6	0.0%	0	5.6%	5	14.0%	12	4.5%	4	4.8%	4	9.9%	9	2.4%	2	6.5%	5
Manchester	2.5%	26	1.1%	1	0.0%	0	0.0%	0	6.0%	5	3.5%	3	0.0%	0	1.2%	1	2.3%	2	4.8%	4	0.0%	0	7.1%	6	5.2%	4
Mytholmroyd	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Ripponden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Sowerby Bridge	1.3%	13	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	10.2%	9	2.4%	2	0.0%	0	0.0%	0	1.3%	1
Todmorden	2.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	19.0%	16	5.2%	4
West Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Shopping Park, Birstall	1.4%	14	0.0%	0	3.6%	3	1.2%	1	1.2%	1	0.0%	0	2.2%	2	7.0%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.5%	5	2.1%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1
Halifax Retail Park, Halifax	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	0.7%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	4.7%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.8%	8	0.0%	0	6.0%	5	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	4.4%	45	1.1%	1	8.4%	7	4.7%	4	3.6%	3	1.2%	1	7.8%	7	9.3%	8	3.4%	3	4.8%	4	7.7%	7	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.2%	2	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnsley	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Batley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Beverley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Boundary Mill, Vivary Way, Colne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	3.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.9%	36	1.3%	1
Bury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clitheroe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Colne	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fountain Retail Park, Hyndburn Road, Accrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Grantham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Leeds Road, Huddersfield	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	0.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	0.5%	5	1.1%	1	1.2%	1	0.0%	0	2.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	1.2%	1	1.1%	1	0.0%	0	0.0%	0
Meadowhall Shopping Centre, Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.3%	1
Owlcotes Shopping Centre, Stanningley By-Pass, Pudsey	0.3%	3	2.1%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pudsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Superstore, Haugh Shaw Road, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Sowerby Street, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.8%	8	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	1.1%	1	1.2%	1	2.3%	2	1.2%	1	0.0%	0	1.2%	1	0.0%	0
Wakefield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York Designer Outlet, St.	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Nicholas Avenue, Fulford																										
Base:		1031		94		83		86		83		85		90		86		88		84		91		84		77
Q30 Do you normally carry out any other activities when you go non-food shopping?																										
Yes	37.1%	445	24.0%	24	37.0%	37	28.0%	28	54.0%	54	31.0%	31	29.0%	29	34.0%	34	40.0%	40	44.0%	44	37.0%	37	36.0%	36	51.0%	51
No	62.9%	755	76.0%	76	63.0%	63	72.0%	72	46.0%	46	69.0%	69	71.0%	71	66.0%	66	60.0%	60	56.0%	56	63.0%	63	64.0%	64	49.0%	49
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100
Q31 Which activities do you carry out? [MR] *Those who carry out any other activities when they go non-food shopping at Q30*																										
Financial / professional services (e.g. banks, building societies, estate agents etc.)	6.7%	30	8.3%	2	5.4%	2	10.7%	3	11.1%	6	3.2%	1	6.9%	2	2.9%	1	7.5%	3	4.5%	2	5.4%	2	2.8%	1	9.8%	5
Get petrol	1.3%	6	0.0%	0	0.0%	0	0.0%	0	3.7%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.7%	1	0.0%	0	2.0%	1
Leisure activities (e.g. cinemas, pubs, sports etc.)	13.3%	59	8.3%	2	18.9%	7	10.7%	3	13.0%	7	6.5%	2	6.9%	2	2.9%	1	12.5%	5	15.9%	7	13.5%	5	16.7%	6	23.5%	12
Meet family / friends	9.9%	44	16.7%	4	5.4%	2	10.7%	3	14.8%	8	3.2%	1	13.8%	4	8.8%	3	10.0%	4	13.6%	6	5.4%	2	8.3%	3	7.8%	4
Food shopping	7.2%	32	12.5%	3	0.0%	0	3.6%	1	7.4%	4	0.0%	0	0.0%	0	5.9%	2	5.0%	2	11.4%	5	2.7%	1	19.4%	7	13.7%	7
Other non-food shopping	9.2%	41	4.2%	1	2.7%	1	7.1%	2	13.0%	7	9.7%	3	13.8%	4	0.0%	0	12.5%	5	11.4%	5	13.5%	5	11.1%	4	7.8%	4
Other services (e.g. libraries, hairdressers, doctors etc.)	6.7%	30	8.3%	2	8.1%	3	3.6%	1	9.3%	5	12.9%	4	3.4%	1	0.0%	0	0.0%	0	6.8%	3	5.4%	2	5.6%	2	13.7%	7
Restaurants / cafés	63.6%	283	70.8%	17	73.0%	27	78.6%	22	55.6%	30	74.2%	23	48.3%	14	76.5%	26	57.5%	23	61.4%	27	62.2%	23	55.6%	20	60.8%	31
School run	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work	4.7%	21	4.2%	1	0.0%	0	3.6%	1	1.9%	1	3.2%	1	3.4%	1	5.9%	2	7.5%	3	6.8%	3	0.0%	0	8.3%	3	9.8%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking / walking the dog	1.8%	8	0.0%	0	5.4%	2	0.0%	0	3.7%	2	0.0%	0	3.4%	1	0.0%	0	0.0%	0	4.5%	2	0.0%	0	2.8%	1	0.0%	0
Window shopping / browsing	0.9%	4	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.5%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	6.9%	2	2.9%	1	5.0%	2	2.3%	1	2.7%	1	0.0%	0	0.0%	0
Base:		445		24		37		28		54		31		29		34		40		44		37		36		51

Q32 I am now going to ask a few questions on destinations for leisure and cultural activities. Which town, village, or out-of-town location does your household go to most frequently to visit restaurants?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	4.6%	39	18.2%	12	1.4%	1	1.7%	1	0.0%	0	2.7%	2	4.2%	3	23.3%	17	0.0%	0	1.4%	1	1.6%	1	0.0%	0	1.4%	1
Brighouse	7.6%	64	1.5%	1	57.7%	41	11.9%	7	0.0%	0	2.7%	2	1.4%	1	15.1%	11	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Elland	1.8%	15	0.0%	0	1.4%	1	22.0%	13	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	36.6%	307	63.6%	42	11.3%	8	27.1%	16	26.5%	18	70.7%	53	78.9%	56	11.0%	8	30.7%	23	39.2%	29	70.5%	43	9.7%	7	5.4%	4
Hebden Bridge	10.5%	88	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	27.0%	20	0.0%	0	9.7%	7	78.4%	58
Hipperholme	0.7%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Huddersfield	4.9%	41	1.5%	1	12.7%	9	13.6%	8	10.3%	7	5.3%	4	4.2%	3	1.4%	1	9.3%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Leeds	5.5%	46	1.5%	1	7.0%	5	3.4%	2	7.4%	5	2.7%	2	1.4%	1	21.9%	16	2.7%	2	6.8%	5	9.8%	6	0.0%	0	1.4%	1
Manchester	2.1%	18	0.0%	0	1.4%	1	1.7%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	2.7%	2	0.0%	0	9.7%	7	4.1%	3
Mytholmroyd	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0
Northowram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Ripponden	2.7%	23	3.0%	2	0.0%	0	1.7%	1	22.1%	15	0.0%	0	0.0%	0	0.0%	0	4.0%	3	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sowerby Bridge	8.1%	68	4.5%	3	1.4%	1	5.1%	3	10.3%	7	9.3%	7	7.0%	5	0.0%	0	40.0%	30	8.1%	6	4.9%	3	4.2%	3	0.0%	0
Todmorden	5.5%	46	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.6%	1	54.2%	39	5.4%	4
West Vale	0.4%	3	0.0%	0	0.0%	0	1.7%	1	1.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Shopping Park, Birstall	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	0.2%	2	0.0%	0	1.4%	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	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall	0.2%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackley	0.2%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broad Street Plaza, North Parade, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Burnley	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cleckheaton	0.7%	6	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clitheroe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cragg Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Crossley Gallery, Dean Clough, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Glossop	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Moor	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	1.0%	8	0.0%	0	0.0%	0	3.4%	2	7.4%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Illingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Keighley	0.2%	2	1.5%	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	0.0%	0	0.0%	0	0.0%	0
Lancaster	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Liversedge	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lumbutts	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Mill Bank	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ogden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Rastrick	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rishworth	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robin Hoods Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelf	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Southport	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sportsmans Inn, Rochdale Road, Greetland	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stainland	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Warley Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.2%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		839		66		71		59		68		75		71		73		75		74		61		72		74

Q33 Which town, village, or out-of-town location does your household go to most frequently to visit pubs / bars / nightclubs?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	2.7%	17	9.5%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.0%	1	20.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighouse	7.1%	45	2.4%	1	62.0%	31	8.7%	4	0.0%	0	0.0%	0	0.0%	0	13.0%	7	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Elland	3.1%	20	2.4%	1	0.0%	0	34.8%	16	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	31.5%	201	71.4%	30	6.0%	3	30.4%	14	16.7%	10	74.5%	35	76.5%	39	11.1%	6	7.5%	4	28.1%	16	70.9%	39	5.5%	3	2.9%	2
Hebden Bridge	13.3%	85	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	24.6%	14	1.8%	1	9.1%	5	91.2%	62
Hipperholme	0.8%	5	0.0%	0	8.0%	4	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	2.0%	13	0.0%	0	8.0%	4	4.3%	2	5.0%	3	2.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	3.6%	2	0.0%	0	0.0%	0
King Cross	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	2.4%	15	0.0%	0	6.0%	3	0.0%	0	1.7%	1	0.0%	0	2.0%	1	13.0%	7	0.0%	0	1.8%	1	1.8%	1	1.8%	1	0.0%	0
Manchester	0.6%	4	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.5%	1
Mytholmroyd	0.9%	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	10.5%	6	0.0%	0	0.0%	0	0.0%	0
Northowram	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Ripponden	3.9%	25	0.0%	0	0.0%	0	2.2%	1	33.3%	20	0.0%	0	0.0%	0	0.0%	0	5.7%	3	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Sowerby Bridge	12.5%	80	7.1%	3	2.0%	1	6.5%	3	15.0%	9	17.0%	8	9.8%	5	0.0%	0	73.6%	39	19.3%	11	0.0%	0	1.8%	1	0.0%	0
Todmorden	7.4%	47	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.6%	2	76.4%	42	1.5%	1
West Vale	0.6%	4	0.0%	0	0.0%	0	4.3%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Barkisland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cliviger	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Copley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cragg Vale	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0
Crossley Gallery, Dean Clough, Halifax	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	0.8%	5	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heptonstall	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Hyde Park	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Illingworth	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightcliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liversedge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low Moor	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luddenden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Lumbutts	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Malt Kiln, Idle Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Undercliffe Bradford Marsh, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midgley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Mill Bank	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mirfield	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Upon Tyne	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakenshaw	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ogden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Rastrick	0.3%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelf	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
South Bradford Golf Club, Pearson Road, Odsal	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sportsmans Inn, Rochdale Road, Greetland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Victoria Park, Spring Garden Road, Halifax	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Warley Town	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whalley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		638		42		50		46		60		47		51		54		53		57		55		55		68

Q34 Which town, village or out-of-town location does your household go to most frequently to visit the cinema?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Empire, John William Street, Huddersfield	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebden Bridge Picture House, Hebden Bridge	12.7%	81	2.6%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	2	20.5%	9	4.3%	2	26.8%	15	83.6%	51
Odeon, Gallagher Leisure Park, Dick Lane, Leeds	0.9%	6	5.1%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Odeon, Galpharm Stadium, Bradley Mills Road, Huddersfield	4.1%	26	2.6%	1	20.3%	13	12.2%	6	10.2%	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
Odeon, Sandbrook Way, Rochdale	0.9%	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	0.0%	0	8.9%	5	1.6%	1
Rex Cinema, Corporation Street, Elland	11.4%	73	5.1%	2	17.2%	11	49.0%	24	16.9%	10	12.7%	7	3.8%	2	1.7%	1	13.2%	7	13.6%	6	6.5%	3	0.0%	0	0.0%	0
Showcase, Gelderd Road, Birstall	8.0%	51	0.0%	0	20.3%	13	4.1%	2	3.4%	2	1.8%	1	3.8%	2	43.3%	26	3.8%	2	0.0%	0	4.3%	2	0.0%	0	1.6%	1
Vue, Broad Street, Halifax	40.5%	259	69.2%	27	21.9%	14	20.4%	10	52.5%	31	32.7%	18	88.7%	47	13.3%	8	58.5%	31	56.8%	25	78.3%	36	14.3%	8	6.6%	4
Vue, The Light, The Headrow, Leeds	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Bradford	3.9%	25	10.3%	4	1.6%	1	0.0%	0	1.7%	1	0.0%	0	3.8%	2	21.7%	13	1.9%	1	2.3%	1	2.2%	1	0.0%	0	1.6%	1
Brighouse	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	2.3%	15	0.0%	0	4.7%	3	2.0%	1	6.8%	4	12.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	4.5%	29	2.6%	1	0.0%	0	2.0%	1	3.4%	2	32.7%	18	0.0%	0	0.0%	0	11.3%	6	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Hebden Bridge	1.7%	11	2.6%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0	5.4%	3	4.9%	3
Huddersfield	1.4%	9	0.0%	0	7.8%	5	4.1%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	1.9%	12	0.0%	0	1.6%	1	2.0%	1	1.7%	1	1.8%	1	0.0%	0	11.7%	7	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.5%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Rochdale	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0
Birstall Shopping Park, Birstall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Burnley	2.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	13	0.0%	0
Cineworld, The Leisure Exchange, Vicar Lane, Bradford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFA Bowl, Finsley Gate, Burnley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
National Media Museum, Little Horton Lane, Bradford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Bradley Mills Road, Huddersfield	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel Cinemas, Manchester Road, Burnley	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Base:	639	39	64	49	59	55	53	60	53	44	46	56	61

Q35 Which town, village or out-of-town location does your household go to most frequently to visit a family entertainment centre (i.e. ten-pin bowling / skating rink)
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Mecca Bingo, Folly Hall Mills, St Thomas Road, Huddersfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AMF Bowling, Cardigan Fields Road, Kirkstall Road, Leeds	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
AMF Bowling, The Leisure Exchange, Vicar Lane, Bradford	2.2%	7	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	6.5%	2	0.0%	0	0.0%	0	3.8%	1	4.8%	1	0.0%	0
Electric Bowl, Commercial Street, Halifax	44.6%	140	44.0%	11	27.3%	9	50.0%	13	78.3%	18	35.3%	12	51.5%	17	12.9%	4	53.6%	15	84.6%	11	69.2%	18	4.8%	1	52.4%	11
Hollywood Bowl, Cardigan Fields Road, Kirkstall Road, Leeds	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Vicar Lane, Bradford	5.1%	16	8.0%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0	12.1%	4	22.6%	7	0.0%	0	0.0%	0	3.8%	1	4.8%	1	0.0%	0
Halifax Swimming Pool, Skircoat Road, Halifax	0.6%	2	4.0%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sowerby Bridge Swimming Pool and Fitness Centre, Station Road, Sowerby Bridge	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden Sports Centre, Ewood Lane, Todmorden	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Warrior Factory, Gardiners Square, Halifax	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	8.3%	26	8.0%	2	9.1%	3	7.7%	2	4.3%	1	2.9%	1	9.1%	3	35.5%	11	0.0%	0	0.0%	0	7.7%	2	0.0%	0	4.8%	1
Elland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Halifax	14.3%	45	20.0%	5	0.0%	0	15.4%	4	0.0%	0	47.1%	16	18.2%	6	3.2%	1	32.1%	9	0.0%	0	3.8%	1	4.8%	1	9.5%	2
Hebden Bridge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Huddersfield	8.3%	26	4.0%	1	42.4%	14	19.2%	5	0.0%	0	14.7%	5	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
King Cross	0.3%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	1.0%	3	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Rochdale	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	3	4.8%	1
Sowerby Bridge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	1.0%	3	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnsley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	4.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.4%	11	14.3%	3
Hove Edge	0.3%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield Leisure Centre, Spring Grove Street, Huddersfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Centre, Tomahawk Trail, Castleford																										
MFA Bowl, Finsley Gate, Burnley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Richard Dunn Sports Centre, Rooley Avenue, Bradford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strike Ten Bowl, Sandbrook Park, Edinburgh Way, Rochdale	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Swimrite Leisure, Lee Lane, Halifax	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
UK Superbowl, Springbank Works, Leeds Road, Huddersfield	1.0%	3	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wakefield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xscape, Colorado Way, Glasshoughton, Castleford	0.6%	2	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Base:		314		25		33		26		23		34		33		31		28		13		26		21		21

Q36 Which town, village or out-of-town location does your household go to most frequently to play bingo / visit a casino?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Gala Bingo, Bridge Street, Bradford	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Weaverthorpe Retail Park, Oasby Croft, Bradford	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	16.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, Broad Street, Halifax	25.0%	22	85.7%	6	0.0%	0	20.0%	2	50.0%	2	20.0%	2	30.8%	4	0.0%	0	28.6%	2	0.0%	0	28.6%	2	33.3%	2	0.0%	0
Mecca Bingo, Folly Hall Mills, St Thomas Road, Huddersfield	14.8%	13	14.3%	1	42.9%	3	40.0%	4	50.0%	2	0.0%	0	0.0%	0	0.0%	0	14.3%	1	20.0%	1	14.3%	1	0.0%	0	0.0%	0
Bradford	12.5%	11	0.0%	0	14.3%	1	0.0%	0	0.0%	0	20.0%	2	7.7%	1	50.0%	6	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Elland	1.1%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	17.0%	15	0.0%	0	0.0%	0	20.0%	2	0.0%	0	20.0%	2	46.2%	6	0.0%	0	28.6%	2	40.0%	2	14.3%	1	0.0%	0	0.0%	0
Huddersfield	5.7%	5	0.0%	0	14.3%	1	10.0%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0
King Cross	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mytholmroyd	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Rochdale	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Sowerby Bridge	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
West Vale	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Burnley	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Hove Edge	1.1%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, The Retail Park, Railway Street, Dewsbury	1.1%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strike Ten Bowl, Sandbrook Park, Edinburgh Way, Rochdale	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Wyke	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		88		7		7		10		4		10		13		12		7		5		7		6		0

Q37 Which town, village or out-of-town location does your household go to most frequently to visit theatres / concerts / live music?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Alhambra Theatre, Bradford	12.1%	76	7.3%	3	26.9%	14	9.4%	5	5.6%	3	5.3%	3	5.7%	3	41.2%	21	3.9%	2	15.1%	8	17.0%	9	8.2%	5	0.0%	0
Halifax Playhouse, King Cross Street, Halifax	3.2%	20	7.3%	3	3.8%	2	1.9%	1	1.9%	1	0.0%	0	5.7%	3	0.0%	0	2.0%	1	7.5%	4	5.7%	3	1.6%	1	2.0%	1
Manchester Arena, New Bridge Street, Manchester	4.6%	29	2.4%	1	1.9%	1	1.9%	1	16.7%	9	3.5%	2	3.8%	2	0.0%	0	3.9%	2	3.8%	2	3.8%	2	3.3%	2	10.2%	5
Square Chapel Centre for the Arts, Square Road, Halifax	2.5%	16	9.8%	4	0.0%	0	3.8%	2	3.7%	2	1.8%	1	0.0%	0	0.0%	0	2.0%	1	3.8%	2	3.8%	2	3.3%	2	0.0%	0
The Victoria Theatre, Fountain Street, Halifax	20.4%	128	26.8%	11	5.8%	3	35.8%	19	24.1%	13	26.3%	15	20.8%	11	3.9%	2	39.2%	20	18.9%	10	32.1%	17	4.9%	3	8.2%	4
Viaduct Theatre, Dean Clough Office Park, Halifax	1.4%	9	7.3%	3	1.9%	1	0.0%	0	1.9%	1	0.0%	0	3.8%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.0%	1
Bradford	4.1%	26	4.9%	2	1.9%	1	1.9%	1	0.0%	0	7.0%	4	9.4%	5	15.7%	8	0.0%	0	1.9%	1	3.8%	2	1.6%	1	2.0%	1
Brighouse	0.5%	3	0.0%	0	1.9%	1	1.9%	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	0.0%	0
Elland	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	8.9%	56	7.3%	3	7.7%	4	7.5%	4	3.7%	2	24.6%	14	20.8%	11	0.0%	0	11.8%	6	13.2%	7	5.7%	3	1.6%	1	2.0%	1
Hebden Bridge	2.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	7.5%	4	1.9%	1	3.3%	2	18.4%	9
Huddersfield	1.0%	6	0.0%	0	0.0%	0	1.9%	1	3.7%	2	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Leeds	12.4%	78	2.4%	1	36.5%	19	9.4%	5	5.6%	3	14.0%	8	7.5%	4	21.6%	11	13.7%	7	13.2%	7	15.1%	8	0.0%	0	10.2%	5
Manchester	15.8%	99	7.3%	3	1.9%	1	18.9%	10	20.4%	11	10.5%	6	9.4%	5	3.9%	2	15.7%	8	9.4%	5	7.5%	4	47.5%	29	30.6%	15
Todmorden	1.4%	9	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	6	4.1%	2
Abroad	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Birmingham	0.3%	2	2.4%	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	0.0%	0	0.0%	0	0.0%	0
Central London	2.9%	18	4.9%	2	5.8%	3	3.8%	2	3.7%	2	1.8%	1	5.7%	3	3.9%	2	2.0%	1	1.9%	1	0.0%	0	1.6%	1	0.0%	0
First Direct Arena, Arena Way, Leeds	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flamborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Theatre, New Briggate, Leeds	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebden Bridge Little Theatre, Holme Street, Hebden Bridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Hippodrome Theatre, Halifax Road, Todmorden	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0
Lawrence Batley Theatre, Queen Street, Huddersfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester Academy, Moss Lane East, Manchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
O2 Apollo, Stockport Road, Manchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Oldham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Pendle Hippodrome, New Market Street, Colne	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Royal Exchange Theatre, St Ann's Square, Manchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Royal Hall, Ripon Road, Harrogate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Liverpool Philharmonic, Hope Street, Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Salford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Scotiabank Centre, Argyle Street, Halifax	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.6%	4	2.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Georges Hall, Bridge Street, Bradford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lowry, Pier 8, Salford Quays	0.6%	4	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	4.1%	2
Theatre Royal, Catherine Street, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
West Yorkshire Playhouse, Playhouse Square, Quarry Hill, Leeds	0.3%	2	2.4%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		628		41		52		53		54		57		53		51		51		53		53		61		49

Q38 Which town, village or out-of-town location does your household go to most frequently to visit museums and art galleries?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bankfield Museum, Boothtown Road, Halifax	8.9%	31	22.2%	6	3.7%	1	17.4%	4	5.4%	2	16.1%	5	4.5%	1	3.6%	1	13.0%	3	7.1%	2	20.8%	5	0.0%	0	2.8%	1
Shibden Hall, Godley Lane, Halifax	2.0%	7	3.7%	1	3.7%	1	0.0%	0	8.1%	3	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	7.8%	27	14.8%	4	11.1%	3	4.3%	1	0.0%	0	3.2%	1	9.1%	2	32.1%	9	4.3%	1	3.6%	1	12.5%	3	2.4%	1	2.8%	1
Brighouse	1.7%	6	0.0%	0	18.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Halifax	11.5%	40	14.8%	4	3.7%	1	4.3%	1	8.1%	3	32.3%	10	27.3%	6	0.0%	0	8.7%	2	10.7%	3	12.5%	3	2.4%	1	16.7%	6
Hebden Bridge	0.9%	3	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	2.8%	1
Huddersfield	0.6%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	12.4%	43	3.7%	1	29.6%	8	21.7%	5	10.8%	4	9.7%	3	4.5%	1	7.1%	2	8.7%	2	25.0%	7	12.5%	3	2.4%	1	16.7%	6
Manchester	17.6%	61	18.5%	5	3.7%	1	8.7%	2	21.6%	8	9.7%	3	18.2%	4	3.6%	1	0.0%	0	7.1%	2	4.2%	1	51.2%	21	36.1%	13
Mytholmroyd	0.3%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
Abroad	5.8%	20	3.7%	1	7.4%	2	8.7%	2	5.4%	2	3.2%	1	0.0%	0	0.0%	0	17.4%	4	10.7%	3	8.3%	2	7.3%	3	0.0%	0
Barnsley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Beamish Museum, Beamish	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Bradfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford Industrial Museum, Moorside Mills, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	15.6%	54	11.1%	3	11.1%	3	21.7%	5	21.6%	8	9.7%	3	22.7%	5	10.7%	3	17.4%	4	21.4%	6	12.5%	3	12.2%	5	16.7%	6
Crossley Gallery, Dean Clough, Halifax	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Elsecar Heritage Centre, Barnsley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eureka! The National Children's Museum, Discovery Road, Halifax	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollins Hall Marriott Hotel & Country Club, Hollins Hill, Baildon	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hull	0.6%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Kings Lynn	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirklees	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Liverpool	2.0%	7	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	1	3.6%	1	0.0%	0	7.3%	3	0.0%	0
Manchester Museum, Oxford Road, Manchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Salts Mill, Victoria Road, Shipley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Scarborough	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Royal Armouries Museum, Armouries Drive, Leeds	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Towneley Hall Art Gallery and Museum, Towneley Park, Burnley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Wakefield	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Yorkshire Playhouse, Playhouse Square, Quarry Hill, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	3.2%	11	3.7%	1	0.0%	0	8.7%	2	2.7%	1	3.2%	1	4.5%	1	7.1%	2	4.3%	1	0.0%	0	4.2%	1	2.4%	1	0.0%	0
Yorkshire Sculpture Park, West Bretton, Wakefield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		347		27		27		23		37		31		22		28		23		28		24		41		36

Q39 Which town, village or out-of-town location does your household go to most frequently for health and fitness activities?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
24/7 Fitness, Halifax	1.4%	5	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0
Brighouse Swimming Pool and Fitness Centre, Woodvale Road, Brighouse	4.1%	15	0.0%	0	22.6%	7	14.8%	4	4.8%	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
DW Sports Fitness, Charlestown Road, Halifax	3.3%	12	15.0%	3	3.2%	1	3.7%	1	2.4%	1	6.1%	2	7.4%	2	0.0%	0	0.0%	0	4.3%	1	3.0%	1	0.0%	0	0.0%	0
Elland Swimming Pool, Town Hall Street, Elland	0.5%	2	0.0%	0	0.0%	0	3.7%	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	0.0%	0
Fitness First, Dean Clough Mills, Halifax	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	6.1%	2	0.0%	0	2.7%	1
Halifax Swimming Pool, Skircoat Road, Halifax	5.7%	21	5.0%	1	0.0%	0	14.8%	4	4.8%	2	12.1%	4	11.1%	3	0.0%	0	3.4%	1	8.7%	2	9.1%	3	0.0%	0	2.7%	1
North Bridge Leisure Centre, North Bridge	4.1%	15	20.0%	4	0.0%	0	3.7%	1	4.8%	2	3.0%	1	3.7%	1	0.0%	0	3.4%	1	0.0%	0	12.1%	4	0.0%	0	2.7%	1
Pure Gym, Broad Street Plaza, Akroyd Place, Halifax	4.1%	15	10.0%	2	0.0%	0	0.0%	0	4.8%	2	12.1%	4	7.4%	2	3.7%	1	0.0%	0	0.0%	0	9.1%	3	0.0%	0	2.7%	1
Sowerby Bridge Swimming Pool and Fitness Centre, Station Road, Sowerby Bridge	8.7%	32	0.0%	0	0.0%	0	0.0%	0	28.6%	12	3.0%	1	7.4%	2	0.0%	0	34.5%	10	21.7%	5	0.0%	0	0.0%	0	5.4%	2
The MBi Shay Stadium, Shaw Hill	0.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden Sports Centre, Ewood Lane, Todmorden	6.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	37.8%	14	27.0%	10
Waterside Gym, Valley Road, Hebden Bridge	2.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	9
Bradford	3.0%	11	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	9	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Brighouse	6.0%	22	0.0%	0	54.8%	17	3.7%	1	0.0%	0	0.0%	0	0.0%	0	14.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	2.7%	10	5.0%	1	3.2%	1	18.5%	5	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Halifax	18.3%	67	35.0%	7	3.2%	1	18.5%	5	11.9%	5	57.6%	19	33.3%	9	3.7%	1	3.4%	1	26.1%	6	30.3%	10	5.4%	2	2.7%	1
Hebden Bridge	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	2.7%	1	8.1%	3
Huddersfield	2.2%	8	0.0%	0	3.2%	1	7.4%	2	2.4%	1	0.0%	0	0.0%	0	7.4%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0	2.7%	1
King Cross	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Leeds	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Manchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Mytholmroyd	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Ripponden	1.1%	4	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sowerby Bridge	6.0%	22	0.0%	0	0.0%	0	0.0%	0	11.9%	5	3.0%	1	3.7%	1	0.0%	0	48.3%	14	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Todmorden	4.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.5%	15	8.1%	3
Charlestown Road Retail Park, Halifax	0.3%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Bradley Hall Golf Club, Holywell Green, Halifax	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CrossFit HX5, Copperas Works, Dewsbury Road, Elland	0.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crow Wood Leisure, Royle Lane, Burnley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Fitness 4 Ladies, Warehouse, Sowerby Bridge	0.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness Finesse, Mercon House, Beacon Road, Bradford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym4all, The Leisure Exchange, Vicar Lane, Bradford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Golf Club, Union Lane, Halifax	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Highgate Methodist Church, Halifax	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holmfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Huddersfield Leisure Centre, Spring Grove Street, Huddersfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingham's Better Bodies, Sowerby Bridge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
PJ's Health & Fitness, Cartwright St, Cleckheaton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Tulip Street Retail Park, Tulip Street, Leeds	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Richard Dunn Sports Centre, Rooley Avenue, Bradford	0.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spenborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health Club, Coal Pit Lane, Brighouse	0.8%	3	0.0%	0	6.5%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swim Stars, Cragg Vale, hebden bridge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Swimrite Leisure, Lee Lane, Halifax	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
The Treadmill Fitness Lounge, Holdsworth Road, Halifax	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Threeways Centre, Nursery Lane, Halifax	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Todmorden Lawn Tennis Club, Hallroyd Road, Todmorden	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Total Fitness, Tandem Industrial Estate, Wakefield Road, Huddersfield	0.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
VH Fitness, Charles Street, Halifax	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
West Bowling	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wetherby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Willow Valley Golf & Country Club, Highmoor Lane, Brighouse	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Wyke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		366		20		31		27		42		33		27		27		29		23		33		37		37

Q40 Which of these town centres do you visit MOST frequently for shopping or leisure activities, including markets? [PR]

Brighouse	14.8%	178	0.0%	0	81.0%	81	19.0%	19	6.0%	6	10.0%	10	3.0%	3	42.0%	42	3.0%	3	2.0%	2	12.0%	12	0.0%	0	0.0%	0
Elland	4.1%	49	2.0%	2	2.0%	2	24.0%	24	18.0%	18	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	46.8%	562	88.0%	88	10.0%	10	42.0%	42	51.0%	51	71.0%	71	84.0%	84	18.0%	18	52.0%	52	43.0%	43	79.0%	79	13.0%	13	11.0%	11
Hebden Bridge	11.7%	140	3.0%	3	4.0%	4	3.0%	3	7.0%	7	3.0%	3	3.0%	3	4.0%	4	4.0%	4	32.0%	32	3.0%	3	5.0%	5	69.0%	69
Sowerby Bridge	5.9%	71	0.0%	0	0.0%	0	2.0%	2	12.0%	12	1.0%	1	5.0%	5	3.0%	3	37.0%	37	9.0%	9	2.0%	2	0.0%	0	0.0%	0
Todmorden	8.3%	99	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.0%	2	0.0%	0	79.0%	79	12.0%	12
Don't visit any of these centres for shopping or leisure	8.4%	101	6.0%	6	3.0%	3	9.0%	9	5.0%	5	12.0%	12	5.0%	5	32.0%	32	2.0%	2	12.0%	12	4.0%	4	3.0%	3	8.0%	8
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q41 What do you like about (TOWN CENTRE MENTIONED AT Q40) as a place to visit for shopping and leisure? [MR]
Those who visit a centre at Q40

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Attractive environment / nice place	13.4%	147	7.4%	7	12.4%	12	15.4%	14	7.4%	7	19.3%	17	7.4%	7	20.6%	14	9.2%	9	14.8%	13	12.5%	12	22.7%	22	14.1%	13
Close to where live / work	40.2%	442	46.8%	44	42.3%	41	38.5%	35	42.1%	40	39.8%	35	43.2%	41	20.6%	14	41.8%	41	37.5%	33	40.6%	39	46.4%	45	37.0%	34
Convenient / easy to get to from home	18.3%	201	24.5%	23	19.6%	19	8.8%	8	16.8%	16	10.2%	9	9.5%	9	19.1%	13	29.6%	29	23.9%	21	22.9%	22	5.2%	5	29.3%	27
Easy to park the car	4.2%	46	1.1%	1	8.2%	8	4.4%	4	7.4%	7	2.3%	2	3.2%	3	10.3%	7	2.0%	2	4.5%	4	4.2%	4	1.0%	1	3.3%	3
Free parking	0.6%	7	0.0%	0	1.0%	1	0.0%	0	2.1%	2	1.1%	1	0.0%	0	2.9%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Good cafes and restaurants / eating out	3.2%	35	1.1%	1	2.1%	2	2.2%	2	5.3%	5	2.3%	2	0.0%	0	5.9%	4	6.1%	6	3.4%	3	2.1%	2	3.1%	3	5.4%	5
Good food shops	8.0%	88	1.1%	1	11.3%	11	17.6%	16	9.5%	9	3.4%	3	5.3%	5	11.8%	8	3.1%	3	5.7%	5	4.2%	4	6.2%	6	18.5%	17
Good non-food shops	14.3%	157	6.4%	6	24.7%	24	25.3%	23	13.7%	13	8.0%	7	10.5%	10	26.5%	18	8.2%	8	12.5%	11	11.5%	11	5.2%	5	22.8%	21
Good range of other / personal services	2.1%	23	2.1%	2	1.0%	1	0.0%	0	8.4%	8	1.1%	1	0.0%	0	1.5%	1	1.0%	1	2.3%	2	0.0%	0	2.1%	2	5.4%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	1.7%	19	1.1%	1	6.2%	6	1.1%	1	3.2%	3	1.1%	1	0.0%	0	1.5%	1	1.0%	1	1.1%	1	3.1%	3	1.0%	1	0.0%	0
Character / nice architecture / different	3.1%	34	3.2%	3	1.0%	1	6.6%	6	2.1%	2	4.5%	4	5.3%	5	0.0%	0	3.1%	3	4.5%	4	3.1%	3	0.0%	0	3.3%	3
Compact shopping area	6.6%	72	11.7%	11	6.2%	6	6.6%	6	6.3%	6	11.4%	10	4.2%	4	11.8%	8	4.1%	4	10.2%	9	6.3%	6	1.0%	1	1.1%	1
Easy access	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Easy to get to by public transport	0.5%	6	1.1%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar with it / know where everything is	1.0%	11	1.1%	1	1.0%	1	3.3%	3	0.0%	0	2.3%	2	0.0%	0	1.5%	1	0.0%	0	1.1%	1	2.1%	2	0.0%	0	0.0%	0
Feel safe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Flat	0.8%	9	0.0%	0	7.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Friendly / nice atmosphere	2.3%	25	2.1%	2	2.1%	2	3.3%	3	1.1%	1	0.0%	0	1.1%	1	2.9%	2	0.0%	0	2.3%	2	3.1%	3	5.2%	5	4.3%	4
Good art galleries	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Good charity shops	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for antiques	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for financial / professional services	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	1.6%	18	1.1%	1	1.0%	1	2.2%	2	2.1%	2	1.1%	1	2.1%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	5.2%	5	2.2%	2
Good pubs	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Good range of independent shops	3.2%	35	1.1%	1	5.2%	5	3.3%	3	1.1%	1	1.1%	1	1.1%	1	1.5%	1	1.0%	1	6.8%	6	2.1%	2	1.0%	1	13.0%	12
Harveys store	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Low prices	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1
Marks & Spencer store	0.2%	2	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	0.4%	4	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Nothing / very little	11.6%	128	14.9%	14	3.1%	3	8.8%	8	11.6%	11	14.8%	13	17.9%	17	5.9%	4	17.3%	17	12.5%	11	13.5%	13	15.5%	15	2.2%	2
(Don't know)	1.4%	15	2.1%	2	1.0%	1	1.1%	1	0.0%	0	0.0%	0	4.2%	4	1.5%	1	2.0%	2	0.0%	0	1.0%	1	3.1%	3	0.0%	0
Base:		1099		94		97		91		95		88		95		68		98		88		96		97		92

Q42 What do you dislike about (TOWN CENTRE MENTIONED AT Q40) as a place to visit for shopping and leisure? [MR]
Those who visit a centre at Q40

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Difficult to park near shops	8.1%	89	7.4%	7	7.2%	7	8.8%	8	12.6%	12	4.5%	4	9.5%	9	11.8%	8	5.1%	5	9.1%	8	8.3%	8	4.1%	4	9.8%	9
Inconvenient / hard to get to from home	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor public transport accessibility	0.5%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Poor quality food shops / supermarkets	1.2%	13	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	4.1%	4	2.3%	2	0.0%	0	1.0%	1	3.3%	3
Poor quality non-food shops	6.1%	67	6.4%	6	5.2%	5	6.6%	6	2.1%	2	10.2%	9	15.8%	15	1.5%	1	8.2%	8	2.3%	2	7.3%	7	3.1%	3	3.3%	3
Poor range / choice of shops	15.9%	175	22.3%	21	13.4%	13	19.8%	18	14.7%	14	14.8%	13	29.5%	28	2.9%	2	12.2%	12	12.5%	11	22.9%	22	17.5%	17	4.3%	4
Streets badly maintained	1.5%	17	5.3%	5	1.0%	1	0.0%	0	3.2%	3	0.0%	0	1.1%	1	2.9%	2	0.0%	0	2.3%	2	1.0%	1	1.0%	1	1.1%	1
Streets dirty	2.7%	30	9.6%	9	1.0%	1	3.3%	3	1.1%	1	1.1%	1	3.2%	3	1.5%	1	5.1%	5	3.4%	3	2.1%	2	0.0%	0	1.1%	1
Too busy / crowded	1.5%	16	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1	2.9%	2	4.1%	4	3.4%	3	1.0%	1	1.0%	1	2.2%	2
Traffic congestion	2.5%	28	1.1%	1	3.1%	3	1.1%	1	4.2%	4	0.0%	0	0.0%	0	5.9%	4	7.1%	7	1.1%	1	2.1%	2	2.1%	2	3.3%	3
Unattractive environment / not a very nice place	2.1%	23	0.0%	0	1.0%	1	1.1%	1	6.3%	6	1.1%	1	1.1%	1	2.9%	2	2.0%	2	1.1%	1	2.1%	2	6.2%	6	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
20mph speed limit is too slow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Antisocial behaviour / don't feel safe	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.0%	1	1.1%	1	2.1%	2	0.0%	0	0.0%	0
Boring / nothing to do	0.5%	6	1.1%	1	1.0%	1	1.1%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Building work	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Buses use the same lanes as the cars	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Business rates are too high	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Doesn't have a market on a Saturday	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have a Primark store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Doesn't have a swimming pool	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have an Aldi store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Don't like the people there	1.0%	11	1.1%	1	1.0%	1	2.2%	2	3.2%	3	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Don't like Wellington Arcade	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	2.2%	24	0.0%	0	2.1%	2	2.2%	2	6.3%	6	4.5%	4	0.0%	0	0.0%	0	5.1%	5	0.0%	0	4.2%	4	1.0%	1	0.0%	0
Expensive shops	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.1%	2	6.5%	6
Lighting is poor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Market is poor	0.6%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Needs updating / revamp	0.6%	7	0.0%	0	1.0%	1	0.0%	0	2.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	1.1%	1
Not enough big / high street stores	0.8%	9	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.2%	3	1.5%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough cafes / restaurants	0.2%	2	0.0%	0	0.0%	0	1.1%	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	0.0%	0
Not enough clothes shops	0.5%	6	2.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Not enough independent	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
shops																										
Not enough public toliets	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough seating	0.2%	2	0.0%	0	1.0%	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	0.0%	0	0.0%	0
Not enough undercover shopping	0.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not flat enough / quite hilly	1.9%	21	4.3%	4	1.0%	1	1.1%	1	1.1%	1	3.4%	3	2.1%	2	1.5%	1	1.0%	1	0.0%	0	3.1%	3	1.0%	1	3.3%	3
Old fashioned	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavements need repairing	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1
Piece Hall is ruined	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout / shops too spread out	0.5%	5	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Poor range / choice of pubs	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor road surfaces	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roadworks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small	0.6%	7	2.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	1.5%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
The 20mph speed limit is not adhered to	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
The one way system	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
They're moving the library	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Too many bookmakers	0.4%	4	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many changes are happening	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	1.9%	21	4.3%	4	4.1%	4	0.0%	0	3.2%	3	3.4%	3	3.2%	3	0.0%	0	2.0%	2	1.1%	1	1.0%	1	0.0%	0	0.0%	0
Too many coffee shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Too many empty shops	2.0%	22	2.1%	2	1.0%	1	3.3%	3	2.1%	2	4.5%	4	1.1%	1	1.5%	1	3.1%	3	0.0%	0	2.1%	2	1.0%	1	2.2%	2
Too many floods / poor flood defences	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.2%	2
Too many hairdressers / nail shops	0.3%	3	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many night clubs	0.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many takeways	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many tourists	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Too many wild dogs roaming about	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing / very little	47.5%	522	33.0%	31	52.6%	51	48.4%	44	42.1%	40	44.3%	39	36.8%	35	66.2%	45	43.9%	43	53.4%	47	46.9%	45	49.5%	48	58.7%	54
(Don't know)	3.2%	35	4.3%	4	2.1%	2	2.2%	2	1.1%	1	8.0%	7	5.3%	5	1.5%	1	4.1%	4	5.7%	5	1.0%	1	2.1%	2	1.1%	1
Base:		1099		94		97		91		95		88		95		68		98		88		96		97		92

Q43 What improvements, if any would make you shop or visit leisure attractions at (TOWN CENTRE MENTIONED AT Q40) more often? [MR]
Those who visit a centre at Q40

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Better disabled access	0.5%	6	0.0%	0	0.0%	0	1.1%	1	1.1%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Better pedestrian access	0.2%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	1.7%	19	1.1%	1	1.0%	1	1.1%	1	3.2%	3	4.5%	4	2.1%	2	0.0%	0	0.0%	0	4.5%	4	2.1%	2	1.0%	1	0.0%	0
Bigger / improved covered shopping centre	2.0%	22	1.1%	1	2.1%	2	3.3%	3	2.1%	2	1.1%	1	4.2%	4	0.0%	0	4.1%	4	1.1%	1	3.1%	3	1.0%	1	0.0%	0
Cleaner streets	3.9%	43	12.8%	12	1.0%	1	3.3%	3	4.2%	4	2.3%	2	4.2%	4	0.0%	0	3.1%	3	4.5%	4	2.1%	2	6.2%	6	2.2%	2
More / better cafes and restaurants / eating out	0.9%	10	0.0%	0	2.1%	2	0.0%	0	3.2%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	2	0.0%	0
More / better car parking	12.8%	141	11.7%	11	11.3%	11	12.1%	11	14.7%	14	12.5%	11	12.6%	12	19.1%	13	12.2%	12	19.3%	17	8.3%	8	7.2%	7	15.2%	14
More / better cinemas	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
More / better leisure, entertainment or cultural facilities	1.8%	20	2.1%	2	2.1%	2	2.2%	2	1.1%	1	1.1%	1	4.2%	4	0.0%	0	1.0%	1	0.0%	0	2.1%	2	4.1%	4	1.1%	1
More / better market	1.2%	13	0.0%	0	1.0%	1	0.0%	0	2.1%	2	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	6.2%	6	1.1%	1
More / better pubs and bars / nightlife	0.2%	2	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats or floral displays	0.5%	6	2.1%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More / better shops	23.6%	259	34.0%	32	20.6%	20	29.7%	27	22.1%	21	25.0%	22	47.4%	45	13.2%	9	20.4%	20	18.2%	16	28.1%	27	15.5%	15	5.4%	5
More traffic free pedestrian streets	1.3%	14	3.2%	3	3.1%	3	0.0%	0	3.2%	3	1.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.0%	1	2.1%	2	0.0%	0
Other	1.4%	15	2.1%	2	3.1%	3	2.2%	2	0.0%	0	0.0%	0	1.1%	1	1.5%	1	1.0%	1	1.1%	1	0.0%	0	2.1%	2	2.2%	2
A bypass	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Aldi store	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1
Better flood protection	1.2%	13	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.1%	1	0.0%	0	0.0%	0	1.0%	1	6.8%	6	0.0%	0	0.0%	0	3.3%	3
Better maintained	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Better road access	0.5%	6	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.0%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Better toilets	0.3%	3	1.1%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better traffic system	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Better wheelchair access	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger / better supermarket	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.1%	3	3.3%	3
Cheaper business rents	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.9%	21	1.1%	1	0.0%	0	0.0%	0	2.1%	2	3.4%	3	5.3%	5	0.0%	0	3.1%	3	1.1%	1	3.1%	3	2.1%	2	1.1%	1
Debenhams store	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't close the Post Office	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Don't move the library	0.5%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	1.1%	1
Don't move the market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Finish rebuilding Elland Bridge	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finish the building work	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finish the transformation of Piece Hall	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.1%	1	0.0%	0	1.5%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Flatten it out	0.3%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Improve the pavements	0.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Improve the roads / less potholes	0.7%	8	1.1%	1	2.1%	2	1.1%	1	1.1%	1	1.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Improve the train station	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved safety / more police on the streets	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.3%	2	2.1%	2	2.1%	2	0.0%	0
Inforce the law that dogs should be on their leads	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Install a tram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Leave everything as it is	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.8%	9	1.1%	1	2.1%	2	0.0%	0	1.1%	1	2.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Less empty shops	0.9%	10	1.1%	1	0.0%	0	1.1%	1	1.1%	1	2.3%	2	0.0%	0	1.5%	1	1.0%	1	1.1%	1	0.0%	0	1.0%	1	1.1%	1
Less pubs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Less takeways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less tourists	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.5%	6	0.0%	0	2.1%	2	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1
Less traffic lights	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices in the shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Make it more interesting	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make sure no more supermarkets are built	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.4%	4	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More big / high street stores	2.1%	23	4.3%	4	1.0%	1	4.4%	4	2.1%	2	1.1%	1	6.3%	6	0.0%	0	1.0%	1	1.1%	1	2.1%	2	1.0%	1	0.0%	0
More clothes shops	1.2%	13	2.1%	2	1.0%	1	1.1%	1	0.0%	0	1.1%	1	2.1%	2	1.5%	1	3.1%	3	0.0%	0	2.1%	2	0.0%	0	0.0%	0
More compact	0.6%	7	3.2%	3	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
More cycle stands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
More enforcement of the speed limit around the town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
More for teenagers to do	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
More fresh food shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	1.4%	15	3.2%	3	1.0%	1	0.0%	0	2.1%	2	1.1%	1	0.0%	0	0.0%	0	3.1%	3	0.0%	0	1.0%	1	1.0%	1	3.3%	3
More investment	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic lights	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Move the bus station nearer the shops	0.2%	2	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New roof for the market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Next store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / more friendly	0.5%	5	1.1%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Offer free car parking	1.9%	21	1.1%	1	3.1%	3	3.3%	3	4.2%	4	1.1%	1	1.1%	1	1.5%	1	2.0%	2	1.1%	1	2.1%	2	1.0%	1	1.1%	1
Open the bridge	0.2%	2	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride scheme	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark store	0.5%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Rebuild the arcade	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce the rates on the	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
market stalls																										
Revamp / update it	0.6%	7	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.0%	1	1.0%	1	0.0%	0
Use the derelict station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose store	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Nothing	32.4%	356	22.3%	21	27.8%	27	30.8%	28	27.4%	26	30.7%	27	22.1%	21	54.4%	37	31.6%	31	30.7%	27	33.3%	32	33.0%	32	51.1%	47
(Don't know)	6.6%	72	6.4%	6	9.3%	9	5.5%	5	8.4%	8	8.0%	7	7.4%	7	1.5%	1	4.1%	4	8.0%	7	6.3%	6	7.2%	7	5.4%	5
Base:		1099		94		97		91		95		88		95		68		98		88		96		97		92

Q44 What is it about (TOWN CENTRE MENTIONED AT Q40) that makes you visit (TOWN CENTRE MENTIONED AT Q40) more than elsewhere? [MR]
Those who visit a centre at Q40

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Nearer to home	69.2%	760	56.4%	53	78.4%	76	62.6%	57	57.9%	55	76.1%	67	78.9%	75	52.9%	36	86.7%	85	64.8%	57	74.0%	71	61.9%	60	73.9%	68
Nearer to work	3.5%	38	1.1%	1	0.0%	0	4.4%	4	5.3%	5	2.3%	2	3.2%	3	4.4%	3	3.1%	3	5.7%	5	3.1%	3	5.2%	5	4.3%	4
Good accessibility	2.7%	30	1.1%	1	3.1%	3	4.4%	4	2.1%	2	4.5%	4	1.1%	1	1.5%	1	5.1%	5	0.0%	0	1.0%	1	3.1%	3	5.4%	5
Choice of goods available	5.9%	65	2.1%	2	7.2%	7	8.8%	8	9.5%	9	4.5%	4	1.1%	1	8.8%	6	9.2%	9	10.2%	9	2.1%	2	3.1%	3	5.4%	5
Choice of shops selling clothing or household goods	2.1%	23	0.0%	0	2.1%	2	3.3%	3	2.1%	2	2.3%	2	0.0%	0	4.4%	3	1.0%	1	4.5%	4	1.0%	1	1.0%	1	4.3%	4
Quality of clothing or household goods available	0.9%	10	0.0%	0	3.1%	3	0.0%	0	1.1%	1	1.1%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Provision of services such as banks / financial services	0.7%	8	0.0%	0	0.0%	0	1.1%	1	1.1%	1	2.3%	2	1.1%	1	1.5%	1	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0
Provision of leisure services	1.2%	13	0.0%	0	2.1%	2	0.0%	0	5.3%	5	1.1%	1	1.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Shopping environment	4.4%	48	2.1%	2	4.1%	4	6.6%	6	2.1%	2	2.3%	2	4.2%	4	1.5%	1	3.1%	3	5.7%	5	3.1%	3	7.2%	7	9.8%	9
Cleanliness	0.4%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	1.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Car parking provision	1.6%	18	0.0%	0	2.1%	2	2.2%	2	1.1%	1	0.0%	0	2.1%	2	4.4%	3	2.0%	2	2.3%	2	1.0%	1	2.1%	2	1.1%	1
Car parking prices	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Accessibility by public transport	1.9%	21	2.1%	2	2.1%	2	1.1%	1	3.2%	3	1.1%	1	5.3%	5	2.9%	2	2.0%	2	0.0%	0	2.1%	2	1.0%	1	0.0%	0
Public information, signposts, public facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Entertainment / events	0.8%	9	0.0%	0	0.0%	0	2.2%	2	3.2%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Safety (during the day)	0.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Convenient	6.4%	70	7.4%	7	7.2%	7	2.2%	2	8.4%	8	3.4%	3	9.5%	9	4.4%	3	7.1%	7	6.8%	6	9.4%	9	2.1%	2	7.6%	7
Other	0.6%	7	1.1%	1	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.5%	1	1.0%	1	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Close to family / friends	1.2%	13	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.0%	1	2.3%	2	2.1%	2	1.0%	1	1.1%	1
Compact shopping area	1.1%	12	3.2%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.0%	2	2.3%	2	0.0%	0	2.1%	2	0.0%	0
Familiar with it / know where everything is	1.7%	19	0.0%	0	1.0%	1	1.1%	1	1.1%	1	3.4%	3	1.1%	1	2.9%	2	3.1%	3	0.0%	0	4.2%	4	1.0%	1	2.2%	2
Flat	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / nice atmosphere	1.5%	16	2.1%	2	2.1%	2	1.1%	1	1.1%	1	1.1%	1	0.0%	0	2.9%	2	0.0%	0	1.1%	1	0.0%	0	5.2%	5	1.1%	1
Good for food shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.5%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.1%	1
Good range of cafes / restaurants	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	1.4%	15	1.1%	1	4.1%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.3%	2	0.0%	0	1.0%	1	5.4%	5
Good range of pubs / bars	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Has character / nice old buildings	0.8%	9	7.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0
I like to support local shops	0.6%	7	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.2%	2
Lidl store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Marks & Spencer store	0.2%	2	0.0%	0	1.0%	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	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
My doctor's there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Not busy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No reason in particular	6.6%	73	21.3%	20	2.1%	2	6.6%	6	5.3%	5	2.3%	2	3.2%	3	13.2%	9	1.0%	1	5.7%	5	4.2%	4	10.3%	10	6.5%	6
(Don't know)	0.9%	10	3.2%	3	1.0%	1	0.0%	0	1.1%	1	1.1%	1	1.1%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	1.0%	1	0.0%	0
Base:		1099		94		97		91		95		88		95		68		98		88		96		97		92

Q45 Which of these markets do you visit MOST frequently? [PR]
Those who visit a centre at Q40

Elland open market	1.0%	11	0.0%	0	0.0%	0	9.9%	9	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Borough market	37.4%	411	72.3%	68	17.5%	17	29.7%	27	45.3%	43	62.5%	55	63.2%	60	19.1%	13	35.7%	35	31.8%	28	58.3%	56	3.1%	3	6.5%	6
Hebden Bridge open market	7.6%	83	3.2%	3	1.0%	1	2.2%	2	3.2%	3	2.3%	2	0.0%	0	1.5%	1	1.0%	1	15.9%	14	1.0%	1	0.0%	0	59.8%	55
Sowerby Bridge open market	2.5%	28	1.1%	1	0.0%	0	1.1%	1	4.2%	4	0.0%	0	2.1%	2	0.0%	0	15.3%	15	5.7%	5	0.0%	0	0.0%	0	0.0%	0
Todmorden market hall	3.8%	42	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.3%	2	0.0%	0	27.8%	27	10.9%	10
Todmorden open market	6.5%	71	2.1%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.2%	3	4.4%	3	0.0%	0	4.5%	4	1.0%	1	48.5%	47	10.9%	10
Don't visit any of these markets	41.2%	453	21.3%	20	80.4%	78	57.1%	52	44.2%	42	35.2%	31	31.6%	30	75.0%	51	45.9%	45	39.8%	35	39.6%	38	20.6%	20	12.0%	11
Base:		1099		94		97		91		95		88		95		68		98		88		96		97		92

Q46 What, if anything, would make you visit the (MARKET MENTIONED AT Q45) more often? [MR]
Those who visit a market at Q45

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Better access into/around the market	0.5%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0	0.0%	0
Better choice of stalls	15.6%	101	12.2%	9	15.8%	3	7.7%	3	11.3%	6	15.8%	9	9.2%	6	11.8%	2	18.9%	10	11.3%	6	17.2%	10	28.6%	22	18.5%	15
Better links to town centre shops	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.2%	1
Better maintenance / cleanliness	0.6%	4	1.4%	1	0.0%	0	0.0%	0	3.8%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport links	0.5%	3	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Better quality goods	3.6%	23	6.8%	5	0.0%	0	0.0%	0	1.9%	1	1.8%	1	1.5%	1	0.0%	0	7.5%	4	3.8%	2	1.7%	1	7.8%	6	2.5%	2
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper goods	0.5%	3	0.0%	0	0.0%	0	2.6%	1	1.9%	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
More events in the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More restaurants / cafés	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More stalls selling food	4.2%	27	2.7%	2	0.0%	0	20.5%	8	1.9%	1	5.3%	3	4.6%	3	0.0%	0	9.4%	5	1.9%	1	1.7%	1	0.0%	0	3.7%	3
More stalls selling non-food goods	1.7%	11	1.4%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	4.6%	3	0.0%	0	1.9%	1	1.9%	1	3.4%	2	2.6%	2	0.0%	0
Wider opening hours	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.4%	2	2.6%	2	0.0%	0
Cheaper car parking	1.1%	7	1.4%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	1.5%	1	5.9%	1	1.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Cheaper rates for stall holders	0.3%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Free car parking	2.2%	14	0.0%	0	0.0%	0	2.6%	1	5.7%	3	1.8%	1	0.0%	0	0.0%	0	3.8%	2	3.8%	2	1.7%	1	5.2%	4	0.0%	0
More / better car parking facilities	2.6%	17	4.1%	3	5.3%	1	0.0%	0	5.7%	3	1.8%	1	1.5%	1	0.0%	0	1.9%	1	1.9%	1	6.9%	4	1.3%	1	1.2%	1
More awareness / better advertisement of what is there	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.2%	1
Refurbishment / more attractive environment	2.2%	14	2.7%	2	5.3%	1	0.0%	0	1.9%	1	3.5%	2	4.6%	3	0.0%	0	0.0%	0	3.8%	2	0.0%	0	3.9%	3	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A farmers market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
A mid-week farmers market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
A Victorian Christmas market	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better facilities	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Closer to home	1.2%	8	5.4%	4	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.2%	1
Closer to work	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flatter site	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If I had more free time	0.3%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Less cooked food stalls	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better toilets	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	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
More locally sourced stalls	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1
More people serving on the stalls	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
More traditonal stores	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Move it to Lees Yard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Move it to the town centre square	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Nicer / friendlier atmosphere	0.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offer free coffee	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
On a Saturday	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
On a Sunday	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
On more often	0.8%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.3%	1	2.5%	2
On over the weekend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Piece Hall re-opening	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	55.0%	355	55.4%	41	78.9%	15	56.4%	22	52.8%	28	50.9%	29	61.5%	40	70.6%	12	52.8%	28	54.7%	29	55.2%	32	41.6%	32	58.0%	47
(Don't know)	9.3%	60	6.8%	5	0.0%	0	7.7%	3	9.4%	5	21.1%	12	13.8%	9	17.6%	3	7.5%	4	13.2%	7	5.2%	3	7.8%	6	3.7%	3
Base:		646		74		19		39		53		57		65		17		53		53		58		77		81
GEN Gender of respondent.																										
Male	32.3%	388	29.0%	29	34.0%	34	26.0%	26	31.0%	31	41.0%	41	26.0%	26	32.0%	32	30.0%	30	34.0%	34	36.0%	36	30.0%	30	39.0%	39
Female	67.7%	812	71.0%	71	66.0%	66	74.0%	74	69.0%	69	59.0%	59	74.0%	74	68.0%	68	70.0%	70	66.0%	66	64.0%	64	70.0%	70	61.0%	61
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100
AGE Could I ask how old you are ?																										
18 to 24	1.8%	21	2.0%	2	3.0%	3	1.0%	1	1.0%	1	2.0%	2	4.0%	4	2.0%	2	0.0%	0	1.0%	1	1.0%	1	4.0%	4	0.0%	0
25 to 34	2.8%	34	6.0%	6	4.0%	4	2.0%	2	2.0%	2	0.0%	0	4.0%	4	5.0%	5	3.0%	3	0.0%	0	2.0%	2	4.0%	4	2.0%	2
35 to 44	8.8%	106	11.0%	11	7.0%	7	8.0%	8	11.0%	11	10.0%	10	8.0%	8	10.0%	10	6.0%	6	5.0%	5	8.0%	8	7.0%	7	15.0%	15
45 to 54	25.7%	308	11.0%	11	31.0%	31	22.0%	22	29.0%	29	23.0%	23	26.0%	26	37.0%	37	17.0%	17	26.0%	26	28.0%	28	33.0%	33	25.0%	25
55 to 64	16.0%	192	12.0%	12	10.0%	10	14.0%	14	18.0%	18	18.0%	18	15.0%	15	13.0%	13	28.0%	28	19.0%	19	19.0%	19	13.0%	13	13.0%	13
65 +	42.0%	504	54.0%	54	43.0%	43	52.0%	52	38.0%	38	42.0%	42	39.0%	39	31.0%	31	45.0%	45	45.0%	45	39.0%	39	33.0%	33	43.0%	43
(Refused)	2.9%	35	4.0%	4	2.0%	2	1.0%	1	1.0%	1	5.0%	5	4.0%	4	2.0%	2	1.0%	1	4.0%	4	3.0%	3	6.0%	6	2.0%	2
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
QUOTA Zone																										
Zone 1	8.3%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	8.3%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	8.3%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	8.3%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 10	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 11	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 12	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

PC Postcode Sector	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
BD120	1.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD127	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD128	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD129	1.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD196	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD6 2	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HD6 1	0.6%	7	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HD6 2	2.3%	28	0.0%	0	28.0%	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	0.0%	0
HD6 3	4.0%	48	0.0%	0	48.0%	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	0.0%	0
HD6 4	1.4%	17	0.0%	0	17.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 1	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 2	2.8%	34	34.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 3	2.8%	33	33.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 4	1.7%	20	20.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 5	0.9%	11	11.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX2 0	5.1%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	61.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX2 6	2.3%	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	28.0%	28	0.0%	0	0.0%	0	0.0%	0
HX2 7	3.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	38	0.0%	0	0.0%	0	0.0%	0
HX2 8	2.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	27	0.0%	0	0.0%	0
HX2 9	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	23	0.0%	0	0.0%	0
HX3 0	4.5%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.0%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX3 5	3.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX3 6	1.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	22	0.0%	0	0.0%	0
HX3 7	2.3%	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	28.0%	28	0.0%	0	0.0%	0
HX3 8	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX3 9	3.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX4 0	0.9%	11	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX4 8	3.0%	36	0.0%	0	0.0%	0	0.0%	0	36.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX4 9	1.6%	19	0.0%	0	0.0%	0	0.0%	0	19.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX5 0	4.3%	51	0.0%	0	0.0%	0	51.0%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX5 9	4.1%	49	0.0%	0	0.0%	0	49.0%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX6 1	2.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX6 2	3.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX6 3	2.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX6 4	2.8%	34	0.0%	0	0.0%	0	0.0%	0	34.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX7 5	2.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	34	0.0%	0	0.0%	0	0.0%	0
HX7 6	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	23		
HX7 7	2.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.0%	32		
HX7 8	3.8%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.0%	45		
OL145	3.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	38	0.0%	0
OL146	1.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	22	0.0%	0
OL147	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0
OL148	2.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	27	0.0%	0
Base:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Appendix 4:

Data Tabulations

By Zone (Filtered & Weighted)

Q01 Where do you do most of your household's shopping for food and groceries - what some people call a main food shop?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Aldi, Valley Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, South Lane, Elland	5.2%	59	1.4%	2	11.9%	16	34.6%	17	17.1%	14	7.2%	5	0.5%	0	1.9%	3	1.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Aldi, Crossley Retail Park, Pellon Lane, Halifax	4.5%	51	10.3%	13	0.0%	0	0.6%	0	0.0%	0	11.9%	8	11.7%	10	1.6%	3	3.7%	2	1.6%	1	7.6%	12	0.9%	1	1.3%	0
Aldi, Gallagher Retail Park, Wakefield Road, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ringway Centre, Beck Road, Huddersfield	0.3%	3	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Aldi, Entwisle Road, Rochdale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Asda, Rooley Lane, Bradford	2.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	13.3%	151	37.5%	46	0.0%	0	0.9%	0	5.9%	5	20.5%	14	47.0%	41	0.7%	1	13.0%	8	19.3%	14	9.9%	16	0.0%	0	12.2%	4
Asda, Longhill Road, Huddersfield	1.9%	22	0.0%	0	10.9%	15	8.7%	4	3.1%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Old Cricket Ground, Rochdale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Asda, Towngate, Wyke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Ringway Centre, Beck Road, Huddersfield	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfield Road, Brighouse	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burnley Road, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.7%	0
Co-op, Market Street, Hebden Bridge	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	6	0.0%	0	0.0%	0	28.6%	10
Co-op, Oldham Road, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Titan Centre, Towngate, Wyke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Pellon Lane Retail Park, Pellon Lane, Halifax	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Market Street, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crossley Retail Park, Pellon Lane, Halifax	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Carr House Road, Halifax	0.3%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Lidl, Haley Hill, Halifax	0.8%	9	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	3.4%	6	0.0%	0	0.0%	0
Lidl, Castlegate, Manchester Road, Huddersfield	0.1%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Tuel Lane, Sowerby	1.5%	17	0.5%	1	0.0%	0	0.0%	0	2.7%	2	1.2%	1	1.8%	2	0.0%	0	11.7%	8	4.6%	3	0.0%	0	0.0%	0	1.3%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bridge																										
Lidl, Halifax Road, Todmorden	3.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.6%	1	38.9%	30	12.6%	5
Marks & Spencer Foodhall, Woolshops, Halifax	0.6%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	0	1.0%	1	2.4%	4	0.0%	0	0.7%	0
Morrisons, Mayo Avenue, Bradford	2.6%	29	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Shopping Centre, Young Street, Bradford	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Jubilee Way, Elland	4.5%	51	2.3%	3	2.6%	4	39.2%	19	22.7%	19	2.8%	2	0.0%	0	1.1%	2	1.3%	1	0.7%	1	1.1%	2	0.0%	0	0.0%	0
Morrisons, Keighley Road, Halifax	7.2%	81	2.8%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	15.2%	13	0.5%	1	0.0%	0	4.2%	3	36.6%	60	0.0%	0	0.9%	0
Morrisons, Bradford Road, Idle	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rochdale Road, Todmorden	3.6%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	44.2%	34	14.8%	5
Morrisons, Penistone Road, Waterloo	0.1%	2	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Park Drive, Halifax	0.8%	10	5.1%	6	0.0%	0	0.6%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Local, Acre Street, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mill Lane, Brighouse	3.0%	35	0.0%	0	12.8%	17	1.3%	1	0.0%	0	0.0%	0	0.0%	0	9.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	6.9%	78	6.1%	7	0.0%	0	1.9%	1	14.9%	12	17.2%	12	7.4%	6	4.4%	8	2.5%	2	15.8%	12	9.8%	16	0.0%	0	5.5%	2
Sainsbury's Superstore, Salendine Shopping Centre, Moor Hill Road, Huddersfield	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Southgate, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Mount Green Garage, Halifax Road, Littleborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Great Horton Road, Bradford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Superstore, Halifax Road, Bradford	2.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	16	0.0%	0	0.0%	0	6.3%	10	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	9.6%	109	0.0%	0	46.1%	61	4.2%	2	3.2%	3	0.6%	0	0.6%	1	23.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	9.5%	108	27.3%	33	0.0%	0	4.2%	2	5.2%	4	22.0%	15	11.7%	10	0.0%	0	8.0%	5	24.5%	18	9.4%	15	1.6%	1	8.4%	3
Tesco Superstore, Sowerby	5.3%	60	0.0%	0	0.5%	1	0.0%	0	20.4%	17	0.0%	0	0.0%	0	0.0%	0	54.7%	35	8.9%	7	0.0%	0	0.0%	0	1.6%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Street, Sowerby Bridge																										
Tesco Metro, Market Street, Halifax	1.8%	20	3.4%	4	0.5%	1	0.6%	0	1.2%	1	3.1%	2	1.6%	1	0.0%	0	1.2%	1	1.0%	1	5.4%	9	0.0%	0	0.7%	0
Tesco Express, Manningham Road, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Sunbridge Road, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Free School Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Leeds Road, Halifax	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Halifax Road, Huddersfield	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Active Way, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Aldi, Branch Road, Batley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0
Haigh's Farm Shop, Far Common Road, Mirfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keelham Farm Shop, Brighouse & Denholme Road, Keelham	0.3%	4	0.0%	0	2.1%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local markets, Hebden Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Local shops, Boothtown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Local shops, Brighouse	0.6%	7	0.0%	0	5.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cleckheaton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halifax	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hebden Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Local shops, Sowerby Bridge	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Todmorden	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St James Street, Burnley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0
Morrisons, Union Street, Heckmondwike	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Active Way, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	0
Sainsbury's Superstore, Parsonage Retail Park, Leigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cavendish Street, Keighley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Tesco Express, Keighley Road, Ovenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	3.5%	1
Tesco Superstore, Brighouse Road, Queensbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Tesco Superstore, Northgate, Cleckheaton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Organics, Market Street, Hebden Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Waitrose, Green Road, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1136		123		133		49		82		70		87		176		65		75		163		76		37
Sample:		1137		99		96		95		94		95		100		95		96		93		97		93		84

Q02 Which on-line store do you buy your groceries from?
Those who said 'Internet / delivered' at Q01 AND Excl. Nulls & SFTs

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	9.3%	5	0.0%	0	12.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	1	43.6%	1	0.0%	0	44.4%	2	3.4%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	12.8%	7	0.0%	0	9.2%	1	0.0%	0	0.0%	0	15.5%	1	0.0%	0	48.7%	3	0.0%	0	34.5%	1	0.0%	0	0.0%	0	10.3%	1
Ocado	41.6%	22	0.0%	0	78.1%	6	89.4%	3	37.5%	3	60.4%	4	0.0%	0	0.0%	0	66.0%	3	21.8%	1	50.0%	1	25.8%	1	20.9%	1
Sainsbury's	8.5%	5	0.0%	0	0.0%	0	0.0%	0	34.8%	2	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	1	18.2%	1
Tesco	22.8%	12	100.0%	2	0.0%	0	0.0%	0	27.7%	2	16.9%	1	0.0%	0	17.1%	1	17.0%	1	0.0%	0	50.0%	1	14.9%	1	47.2%	3
Waitrose	2.8%	2	0.0%	0	0.0%	0	10.6%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		54		2		8		3		7		6		0		7		5		3		3		3		7
Sample:		49		1		3		2		5		5		0		4		3		4		2		6		14

Q03 Where else do you go to undertake a main food shop?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Aldi, Valley Road, Bradford	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, South Lane, Elland	5.3%	42	6.4%	5	15.3%	17	19.1%	7	14.3%	9	8.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Crossley Retail Park, Pellon Lane, Halifax	3.8%	30	14.7%	12	0.0%	0	0.0%	0	1.1%	1	7.8%	4	5.3%	3	0.0%	0	5.8%	2	3.9%	2	5.9%	6	0.0%	0	0.0%	0
Aldi, Gallagher Retail Park, Wakefield Road, Huddersfield	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ringway Centre, Beck Road, Huddersfield	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mellor Street, Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Asda, Rooley Lane, Bradford	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	8.1%	64	22.7%	18	0.0%	0	0.9%	0	1.1%	1	8.4%	5	21.8%	11	0.9%	1	15.8%	7	12.9%	6	11.7%	12	1.6%	1	5.9%	1
Asda, Longhill Road, Huddersfield	3.1%	25	0.0%	0	14.4%	16	3.8%	1	3.8%	2	4.5%	3	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Asda, Towngate, Wyke	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Wharf Street, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Thorton Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfield Road, Brighouse	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Denholmegate Road, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stainland Road, Halifax	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burnley Road, Hebden Bridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Street, Hebden Bridge	0.7%	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	0.0%	0	0.0%	0	28.4%	6
Co-op, Station Road, Littleborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Co-op, Oldham Road, Sowerby Bridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Pellon Lane Retail Park, Pellon Lane, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Market Street, Halifax	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crossley Retail Park, Pellon Lane, Halifax	1.4%	11	10.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Barkerend Road, Bradford	0.3%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Lidl, Manchester Road, Bradford	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Carr House Road, Halifax	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	1.5%	1	2.6%	3	0.0%	0	1.2%	0
Lidl, Haley Hill, Halifax	1.9%	15	0.0%	0	1.8%	2	0.0%	0	0.0%	0	1.8%	1	3.6%	2	0.9%	1	0.0%	0	2.2%	1	7.4%	8	0.0%	0	0.0%	0
Lidl, Castlegate, Manchester Road, Huddersfield	0.2%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Tuel Lane, Sowerby Bridge	3.0%	24	1.5%	1	0.0%	0	0.9%	0	6.2%	4	1.6%	1	4.5%	2	0.0%	0	20.7%	9	12.3%	6	0.0%	0	1.3%	1	0.0%	0
Lidl, Halifax Road, Todmorden	2.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	1.7%	2	29.8%	16	10.3%	2
Marks & Spencer, Broadway, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Woolshops, Halifax	2.3%	18	1.5%	1	0.0%	0	2.7%	1	0.0%	0	2.2%	1	1.6%	1	1.6%	2	10.5%	4	6.5%	3	3.8%	4	0.7%	0	0.0%	0
Marks & Spencer, New Street, Huddersfield	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mayo Avenue, Bradford	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	11	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Morrisons, Victoria Shopping Centre, Young Street, Bradford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Jubilee Way, Elland	6.3%	50	0.7%	1	6.4%	7	51.2%	17	24.0%	15	14.2%	8	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Keighley Road, Halifax	3.3%	26	6.9%	6	0.0%	0	1.3%	0	0.8%	0	3.2%	2	15.2%	8	0.0%	0	1.3%	1	1.1%	1	8.8%	9	0.0%	0	0.0%	0
Morrisons, Kingsway, Rochdale	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rochdale Road, Todmorden	3.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	3.4%	4	43.0%	24	9.8%	2
Morrisons, Penistone Road, Waterloo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Park Drive, Halifax	2.1%	16	0.0%	0	0.0%	0	0.0%	0	1.1%	1	7.4%	4	0.8%	0	0.0%	0	1.3%	1	1.5%	1	9.3%	10	0.0%	0	0.0%	0
Sainsbury's Local, Burnley Road, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Acre Street, Huddersfield	0.2%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mill Lane, Brighouse	4.6%	36	0.0%	0	21.1%	23	0.9%	0	3.4%	2	0.7%	0	0.0%	0	8.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	7.3%	57	5.5%	4	0.7%	1	2.2%	1	9.0%	6	13.3%	8	17.6%	9	0.0%	0	9.4%	4	6.3%	3	19.3%	20	0.0%	0	10.7%	2
Sainsbury's Superstore, Market Street, Huddersfield	0.2%	2	0.0%	0	0.9%	1	1.3%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Salendine Shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Centre, Moor Hill Road, Huddersfield																										
Tesco Extra, Great Horton Road, Bradford	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Halifax Road, Bradford	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	5.8%	46	0.0%	0	16.9%	18	7.4%	3	4.4%	3	2.6%	2	0.0%	0	16.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	7.4%	58	24.8%	20	0.0%	0	0.0%	0	3.9%	2	7.9%	5	11.0%	6	0.9%	1	11.6%	5	12.5%	6	9.3%	10	1.5%	1	16.7%	3
Tesco Superstore, Sowerby Street, Sowerby Bridge	2.6%	21	0.0%	0	0.0%	0	0.0%	0	10.7%	7	0.0%	0	3.1%	2	0.0%	0	11.8%	5	15.9%	8	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Market Street, Halifax	1.6%	13	1.5%	1	0.0%	0	2.0%	1	1.5%	1	5.4%	3	5.0%	3	0.0%	0	0.0%	0	1.5%	1	3.6%	4	0.0%	0	0.0%	0
Tesco Express, Otley Road, Braford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Free School Lane, Halifax	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Milnrow Precinct, Newhey Road, Milnrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Aldi, Active Way, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.7%	0
Aldi, Keighley Road, Silsden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Greenfield Lane, Shaw	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Asda, Huddersfield Road, Oldham	0.8%	6	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.8%	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	0.0%	0	10.8%	6	0.0%	0
Costcutter, Ovenden Way, Ovenden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fresh, Commercial Street, Brighouse	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Borough Market, Town Centre, Halifax	1.0%	8	0.7%	1	0.0%	0	0.0%	0	2.5%	2	4.5%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Home Bargains, Crossley Retail Park, Pellon Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingfield Farm Shop, Law Lane, Southowram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keelham Farm Shop, Brighouse & Denholme Road, Keelham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Northgate Centre, Heckmondwike	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local markets, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Local markets, Todmorden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	6.1%	1
Local shops, Barkisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Local shops, Bradford	0.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brighouse	0.9%	7	0.0%	0	5.6%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Elland	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halifax	1.2%	10	1.7%	1	5.6%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	0
Local shops, Hebden Bridge	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	5.6%	1
Local shops, Queensbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Skircoat Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thornton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Local shops, Wyke	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St James Street, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Morrisons, Union Street, Heckmondwike	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bridge Street, Todmorden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Pearl Supermarket, Queens Road, Halifax	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Ring Road, Leeds	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Active Way, 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	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Tesco Express, Stainland Road, Greetland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.4%	1	1.2%	0
Tesco Superstore, Brighouse Road, Queensbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Tesco Superstore, Northgate, Cleckheaton	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		790		80		108		34		62		57		52		127		42		47		105		55		20
Sample:		783		56		69		71		73		76		67		70		63		56		64		64		54

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)? *Not those who said 'Internet / delivered' at Q01*																										
Car / van (as driver)	70.8%	811	53.8%	66	71.4%	96	62.6%	31	82.6%	69	76.0%	53	68.0%	59	81.7%	145	70.1%	46	75.4%	59	71.9%	118	62.4%	48	57.9%	21
Car / van (as passenger)	10.8%	124	9.1%	11	14.7%	20	8.4%	4	9.5%	8	9.8%	7	12.6%	11	6.4%	11	13.1%	9	14.0%	11	10.3%	17	17.6%	14	4.9%	2
Bus, mini-bus or coach	6.6%	76	11.4%	14	3.2%	4	5.7%	3	6.1%	5	7.3%	5	8.3%	7	3.4%	6	6.3%	4	7.2%	6	8.9%	14	3.5%	3	12.3%	5
Motorcycle, scooter or moped	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.1%	93	23.0%	28	4.9%	7	19.0%	10	0.0%	0	0.6%	0	9.0%	8	3.2%	6	4.8%	3	0.7%	1	6.5%	11	15.4%	12	24.0%	9
Taxi	1.1%	13	2.3%	3	0.7%	1	2.1%	1	0.0%	0	0.0%	0	1.4%	1	0.5%	1	5.1%	3	0.7%	1	1.2%	2	0.5%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.7%	8	0.0%	0	4.5%	6	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
(Don't know / cant remember / varies)	1.6%	18	0.0%	0	0.5%	1	0.8%	0	1.8%	2	3.8%	3	0.6%	1	4.8%	9	0.6%	0	0.7%	1	1.2%	2	0.7%	1	0.0%	0
Weighted base:		1145		123		134		50		83		70		87		177		65		79		164		77		37
Sample:		1149		99		97		98		95		95		100		96		97		96		98		94		84
Meanscore: [Number of visits per week]																										
Q05 How often do you normally do a main food and grocery shop?																										
Daily	1.7%	20	3.4%	4	0.5%	1	2.4%	1	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.6%	0	2.0%	2	4.1%	7	1.4%	1	6.4%	3
More than once a week	16.2%	194	22.1%	28	6.7%	10	16.6%	9	10.8%	10	20.2%	15	23.9%	21	11.6%	21	19.1%	13	19.4%	16	20.7%	34	14.7%	12	12.2%	5
Once a week	67.9%	815	59.4%	74	69.4%	98	71.5%	38	77.4%	70	68.8%	52	65.8%	58	77.7%	143	69.1%	48	59.0%	48	62.8%	104	71.7%	58	52.1%	23
Once a fortnight	8.4%	100	8.8%	11	6.8%	10	4.3%	2	7.9%	7	4.4%	3	6.1%	5	9.6%	18	6.1%	4	12.3%	10	10.4%	17	4.8%	4	19.3%	9
Once every 3 weeks	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.9%	1	2.7%	1
Once a month	3.3%	39	5.9%	7	10.7%	15	2.9%	2	2.8%	3	2.4%	2	1.4%	1	1.1%	2	1.3%	1	2.1%	2	0.8%	1	1.6%	1	5.5%	2
Less often	0.1%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	2.2%	26	0.5%	1	4.8%	7	2.3%	1	0.5%	0	3.0%	2	2.1%	2	0.0%	0	2.6%	2	5.1%	4	1.2%	2	4.9%	4	1.9%	1
Mean:		*1.20*		*1.34*		*0.98*		*1.28*		*1.05*		*1.20*		*1.24*		*1.06*		*1.18*		*1.25*		*1.40*		*1.20*		*1.36*
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q06 What is the MAIN reason you choose to do your main food and grocery shopping at (LOCATION MENTIONED AT Q01)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Better value for money	9.2%	111	7.5%	9	9.1%	13	8.0%	4	8.9%	8	20.9%	16	13.6%	12	7.0%	13	8.1%	6	11.3%	9	5.7%	9	8.4%	7	10.8%	5
Convenient to home	41.7%	500	37.5%	47	46.8%	66	44.1%	23	29.6%	27	30.3%	23	41.1%	36	43.7%	80	51.5%	36	35.3%	29	58.2%	97	27.5%	22	30.4%	14
Convenient to work	1.1%	13	0.0%	0	1.1%	2	2.3%	1	2.6%	2	2.8%	2	0.0%	0	0.0%	0	2.2%	2	2.3%	2	0.0%	0	1.9%	2	1.8%	1
Easy to get to	0.8%	9	0.5%	1	1.0%	1	1.2%	1	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.6%	0	1.2%	1	1.3%	2	1.0%	1	2.1%	1
Delivery service	1.6%	19	1.8%	2	0.0%	0	0.0%	0	0.5%	0	2.8%	2	0.0%	0	2.5%	5	4.7%	3	0.9%	1	0.0%	0	3.3%	3	6.6%	3
Good bus services	0.2%	3	0.0%	0	0.5%	1	0.6%	0	0.7%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Good service / friendly staff	0.8%	10	3.3%	4	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.5%	3	0.6%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0
Good / cheap parking	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	2.1%	1
Habit	4.9%	58	10.7%	13	1.0%	1	1.2%	1	2.9%	3	3.3%	3	6.7%	6	8.4%	15	2.3%	2	5.7%	5	2.4%	4	3.8%	3	7.5%	3
Has petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Layout	0.5%	6	0.9%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.5%	0	1.0%	2	0.0%	0	1.5%	1	0.6%	1	0.0%	0	0.0%	0
Lower prices	12.4%	148	7.6%	10	14.3%	20	16.7%	9	15.2%	14	7.6%	6	9.7%	8	15.4%	28	7.4%	5	11.9%	10	8.2%	14	26.6%	21	7.8%	4
Loyalty scheme	1.0%	12	0.0%	0	0.7%	1	2.1%	1	1.3%	1	4.4%	3	1.8%	2	0.6%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Nice atmosphere	0.3%	4	0.0%	0	0.5%	1	0.6%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Not too big	0.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet shopping is convenient / quick / easy	2.4%	29	0.0%	0	4.3%	6	4.9%	3	6.3%	6	6.7%	5	0.0%	0	1.3%	2	2.4%	2	0.9%	1	0.8%	1	0.0%	0	6.8%	3
Other shops / services nearby / convenient	0.4%	4	0.9%	1	0.7%	1	0.6%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.7%	0
Preference of retailer	1.4%	16	0.6%	1	0.5%	1	2.5%	1	1.6%	1	0.6%	0	4.5%	4	0.0%	0	3.4%	2	1.3%	1	1.2%	2	1.8%	1	1.7%	1
Quality of goods	7.5%	91	6.4%	8	7.9%	11	9.8%	5	10.3%	9	11.5%	9	9.3%	8	8.3%	15	5.4%	4	5.7%	5	6.5%	11	5.6%	4	2.6%	1
Range of goods available	6.1%	73	15.8%	20	1.5%	2	3.5%	2	11.8%	11	3.5%	3	2.8%	2	2.9%	5	1.2%	1	6.9%	6	7.9%	13	6.3%	5	7.6%	3
Staff discount / work there	1.9%	23	0.5%	1	2.1%	3	0.0%	0	1.3%	1	2.4%	2	4.6%	4	1.9%	4	0.8%	1	2.0%	2	3.0%	5	1.0%	1	1.7%	1
Supporting local business	0.5%	6	0.0%	0	4.3%	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	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Big store	0.8%	9	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.5%	0
Clean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient generally	0.2%	3	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Has a cash machine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Has a charging point for the car	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Has a petrol station	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long opening hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nice cafe	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
No reason in particular	3.1%	38	2.9%	4	2.0%	3	1.4%	1	4.4%	4	0.8%	1	1.4%	1	3.0%	5	5.9%	4	7.4%	6	1.1%	2	5.2%	4	6.3%	3
(Don't know / varies)	0.3%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.5%	0	0.0%	0
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Meanscore: [%]																										
Q07 Roughly, what proportion / percentage of your household's total expenditure on food and groceries (including milk, newspapers, cigarettes etc.) is spent at (LOCATION MENTIONED AT Q01)?																										
None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 - 10%	2.8%	34	0.0%	0	2.4%	3	2.2%	1	2.1%	2	2.9%	2	0.0%	0	4.0%	7	3.6%	3	4.3%	3	6.7%	11	0.6%	1	0.5%	0
11 - 20%	2.6%	31	9.7%	12	5.6%	8	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.8%	1	3.6%	3	2.2%	4	0.5%	0	3.6%	2
21 - 30%	3.6%	44	0.9%	1	5.5%	8	6.3%	3	0.0%	0	0.0%	0	1.6%	1	7.0%	13	1.2%	1	3.1%	3	3.6%	6	4.3%	3	9.5%	4
31 - 40%	2.7%	33	3.2%	4	1.0%	1	4.8%	3	1.3%	1	2.2%	2	4.3%	4	4.9%	9	1.9%	1	4.3%	3	1.2%	2	1.6%	1	2.3%	1
41 - 50%	11.3%	136	17.7%	22	15.1%	21	7.8%	4	14.3%	13	12.9%	10	10.5%	9	7.9%	15	8.4%	6	7.9%	6	8.1%	13	10.8%	9	16.4%	7
51 - 60%	8.5%	102	3.3%	4	3.6%	5	10.7%	6	22.1%	20	6.2%	5	4.4%	4	5.0%	9	11.3%	8	11.8%	10	10.1%	17	14.0%	11	8.9%	4
61 - 70%	10.7%	128	13.4%	17	10.7%	15	11.8%	6	10.6%	10	12.8%	10	5.0%	4	11.0%	20	8.7%	6	11.7%	10	10.6%	18	10.5%	8	9.8%	4
71 - 80%	21.0%	252	25.7%	32	12.6%	18	9.3%	5	22.7%	20	14.6%	11	25.8%	23	20.0%	37	24.3%	17	19.8%	16	25.3%	42	24.8%	20	24.0%	11
81 - 90%	10.5%	126	3.7%	5	8.0%	11	10.5%	6	7.7%	7	21.0%	16	19.1%	17	14.8%	27	19.6%	14	7.3%	6	5.5%	9	6.9%	6	6.9%	3
91 - 99%	2.2%	26	0.5%	1	6.3%	9	4.6%	2	0.0%	0	3.6%	3	3.2%	3	0.0%	0	0.0%	0	4.3%	3	2.1%	3	2.2%	2	0.0%	0
100%	5.3%	64	4.4%	5	0.5%	1	6.1%	3	0.7%	1	7.8%	6	10.0%	9	9.0%	17	6.0%	4	1.9%	2	6.5%	11	2.0%	2	10.4%	5
(Dont know)	18.4%	221	17.6%	22	27.7%	39	25.9%	14	15.6%	14	13.8%	10	16.1%	14	16.3%	30	13.8%	10	20.2%	16	18.0%	30	21.9%	18	7.8%	4
(Refused)	0.3%	4	0.0%	0	1.0%	1	0.0%	0	1.6%	1	1.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*66.63*		*62.46*		*60.81*		*66.59*		*65.13*		*72.71*		*76.10*		*68.08*		*71.05*		*63.40*		*65.31*		*67.01*		*64.82*
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100
Q08 When you go shopping for main food goods, do you normally link this trip with another activity? *Not those who said 'Internet / delivered' at Q01*																										
Yes	27.5%	314	32.2%	40	31.7%	42	27.5%	14	32.2%	27	27.1%	19	15.7%	14	22.1%	39	22.9%	15	54.2%	43	12.4%	20	35.6%	27	40.6%	15
No	72.5%	831	67.8%	83	68.3%	92	72.5%	36	67.8%	56	72.9%	51	84.3%	74	77.9%	138	77.1%	50	45.8%	36	87.6%	143	64.4%	49	59.4%	22
Weighted base:		1145		123		134		50		83		70		87		177		65		79		164		77		37
Sample:		1149		99		97		98		95		95		100		96		97		96		98		94		84

Q09 Which activities do you normally link this trip with? [MR]

Those who link their main food shopping trip with another activity at Q08

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Financial / professional services (e.g. banks, building societies, estate agents etc.)	8.5%	27	1.5%	1	6.7%	3	15.2%	2	7.8%	2	4.9%	1	17.1%	2	2.2%	1	2.6%	0	25.2%	11	0.0%	0	13.0%	4	1.6%	0
Get petrol	4.8%	15	0.0%	0	3.7%	2	4.5%	1	10.3%	3	10.2%	2	12.9%	2	2.2%	1	0.0%	0	9.9%	4	0.0%	0	0.0%	0	10.3%	2
Leisure activities (e.g. cinemas, pubs, sports etc.)	12.4%	39	7.5%	3	22.6%	10	21.2%	3	20.3%	5	13.3%	3	0.0%	0	10.9%	4	8.3%	1	6.5%	3	9.8%	2	10.5%	3	15.1%	2
Meet family / friends	7.6%	24	15.5%	6	2.3%	1	17.4%	2	12.4%	3	4.9%	1	5.7%	1	3.0%	1	8.3%	1	9.9%	4	4.5%	1	5.9%	2	1.6%	0
Other food shopping	22.2%	70	21.1%	8	36.9%	16	24.0%	3	10.3%	3	16.3%	3	10.5%	1	16.3%	6	25.9%	4	20.7%	9	16.1%	3	30.8%	8	30.1%	4
Non-food shopping	31.9%	100	31.3%	12	50.2%	21	21.4%	3	43.5%	12	28.6%	5	35.1%	5	18.4%	7	36.8%	5	24.6%	10	34.0%	7	30.8%	8	22.4%	3
Other services (e.g. libraries, hairdressers, doctors etc.)	6.5%	21	4.7%	2	0.0%	0	0.0%	0	3.6%	1	4.5%	1	7.0%	1	10.9%	4	5.7%	1	8.4%	4	22.2%	5	7.6%	2	3.9%	1
Restaurants / cafés	10.9%	34	19.9%	8	12.7%	5	6.7%	1	4.3%	1	14.7%	3	4.1%	1	22.7%	9	13.1%	2	3.9%	2	4.5%	1	4.1%	1	6.5%	1
School run	2.5%	8	0.0%	0	6.6%	3	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	5.4%	1	10.3%	2
Work	12.7%	40	0.0%	0	2.3%	1	15.0%	2	14.9%	4	16.4%	3	16.2%	2	13.9%	5	22.2%	3	28.7%	12	6.2%	1	8.7%	2	19.3%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking / walking the dog	2.0%	6	3.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1	3.0%	1	0.0%	0	2.3%	1	0.0%	0	5.2%	1	0.0%	0
(Don't know / can't remember)	3.7%	12	3.2%	1	0.0%	0	0.0%	0	3.6%	1	2.2%	0	4.1%	1	5.3%	2	5.2%	1	1.2%	1	12.4%	3	1.4%	0	13.8%	2
Weighted base:		314		40		42		14		27		19		14		39		15		43		20		27		15
Sample:		356		26		31		27		38		30		18		26		27		46		13		36		38

Q10 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods (including newspapers, bread, milk and tobacco products)?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Aldi, South Lane, Elland	3.0%	25	0.0%	0	2.8%	3	32.8%	13	7.1%	5	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Aldi, Crossley Retail Park, Pellon Lane, Halifax	1.8%	15	2.6%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	3	11.7%	5	0.0%	0	1.5%	1	3.1%	2	0.0%	0	0.0%	0	6.3%	2
Aldi, Gallagher Retail Park, Wakefield Road, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ringway Centre, Beck Road, Huddersfield	0.4%	4	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rooley Lane, Bradford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	3.8%	31	15.8%	14	0.0%	0	1.1%	0	0.0%	0	3.4%	2	18.1%	8	2.7%	3	1.1%	0	2.7%	1	0.8%	1	0.0%	0	1.0%	0
Asda, Longhill Road, Huddersfield	0.8%	6	0.0%	0	5.7%	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	0.0%	0
Asda, Kingsway Retail Park, Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Towngate, Wyke	3.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Huddersfield Road, Elland	0.2%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Penine Shopping Centre, Horton Street, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Wharf Street, Sowerby Bridge	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Thorton Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfield Road, Brighouse	1.1%	9	0.0%	0	7.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Denholmegate Road, Halifax	0.7%	6	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Co-op, Stainland Road, Halifax	1.4%	11	0.9%	1	0.0%	0	0.0%	0	15.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burnley Road, Hebden Bridge	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	7	0.0%	0	0.0%	0	2.1%	1
Co-op, Market Street, Hebden Bridge	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0	1.0%	1	45.1%	15
Co-op, Westfield Lane, Scholes	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oldham Road, Sowerby Bridge	1.9%	15	0.0%	0	0.0%	0	0.0%	0	21.7%	14	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Titan Centre, Towngate, Wyke	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Pellon Lane Retail Park, Pellon Lane, Halifax	0.5%	4	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Heron Frozen Foods, Market Street, Halifax	0.2%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crossley Retail Park, Pellon Lane, Halifax	0.7%	6	5.7%	5	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Carr House Road, Halifax	0.8%	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	2.7%	1	4.2%	5	0.0%	0	0.0%	0
Lidl, Haley Hill, Halifax	2.8%	22	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.5%	2	0.0%	0	0.0%	0	12.3%	14	0.0%	0	0.0%	0
Lidl, Tuel Lane, Sowerby Bridge	1.5%	12	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	18.4%	7	6.9%	4	0.0%	0	0.0%	0	0.8%	0
Lidl, Halifax Road, Todmorden	3.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.9%	2	43.0%	22	0.0%	0
Marks & Spencer, Broadway, Bradford	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Woolshops, Halifax	2.9%	24	4.6%	4	0.0%	0	1.6%	1	9.1%	6	5.8%	3	1.8%	1	0.9%	1	3.4%	1	5.7%	3	3.3%	4	0.0%	0	0.0%	0
Morrisons, Mayo Avenue, Bradford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Jubilee Way, Elland	2.5%	20	0.0%	0	0.7%	1	31.6%	12	3.9%	3	9.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Keighley Road, Halifax	4.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	27.2%	31	0.0%	0	0.0%	0
Morrisons, Rochdale Road, Todmorden	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.5%	14	0.0%	0
Sainsbury's Local, Park Drive, Halifax	1.5%	12	5.7%	5	0.0%	0	0.0%	0	0.0%	0	7.2%	4	0.0%	0	0.0%	0	4.5%	2	2.3%	1	0.8%	1	0.0%	0	0.0%	0
Sainsbury's Local, Burnley Road, Hebden Bridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Acre Street, Huddersfield	0.2%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mill Lane, Brighouse	3.7%	30	0.0%	0	28.2%	30	0.0%	0	0.0%	0	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 Superstore, Wade Street, Halifax	4.2%	34	2.8%	2	0.0%	0	0.0%	0	0.7%	0	20.8%	10	1.2%	1	3.6%	5	1.1%	0	4.4%	2	10.2%	12	0.0%	0	2.9%	1
Sainsbury's Superstore, Salendine Shopping Centre, Moor Hill Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Halifax Road, Bradford	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	3.7%	30	0.0%	0	23.1%	24	2.7%	1	1.0%	1	0.9%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	3.5%	28	13.3%	12	0.0%	0	0.0%	0	1.6%	1	12.6%	6	1.2%	1	0.7%	1	3.6%	1	10.3%	6	1.1%	1	0.0%	0	0.0%	0
Tesco Superstore, Sowerby Street, Sowerby Bridge	3.7%	30	0.0%	0	0.0%	0	0.0%	0	9.2%	6	0.0%	0	3.5%	2	0.0%	0	51.5%	19	6.1%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Market Street,	2.0%	16	2.0%	2	0.0%	0	0.8%	0	0.7%	0	2.8%	1	10.0%	5	0.0%	0	0.0%	0	1.3%	1	5.4%	6	1.4%	1	0.8%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Halifax																										
Tesco Express, Huddersfield Road, Bradford	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Free School Lane, Halifax	0.8%	7	3.6%	3	0.0%	0	0.0%	0	1.0%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Express, Leeds Road, Halifax	0.8%	7	0.9%	1	5.7%	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	0.0%	0
Tesco Express, Halifax Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Elizabethan Way, Milnrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Asda, Manor Lane, Shipley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Mill Street West, Dewsbury	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Barkisland Post Office, Saddleworth Road, Barkisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Ovenden Way, Ovenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, School Lane, Halifax	0.6%	5	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Far Barsey Farm Shop, Barkisland, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fresh, Commercial Street, Brighouse	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Borough Market, Town Centre, Halifax	1.4%	11	2.7%	2	0.9%	1	0.0%	0	0.0%	0	1.7%	1	1.8%	1	0.0%	0	1.5%	1	2.1%	1	3.3%	4	0.0%	0	2.9%	1
Heptonstall Post Office, Towngate, Hebden Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Home Bargains, Crossley Retail Park, Pellon Lane, Halifax	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Illingworth Moor Post Office, Illingworth Road, Halifax	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keelham Farm Shop, Brighouse & Denholme Road, Keelham	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local markets, Brighouse	0.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local markets, Hebden Bridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Local markets, Todmorden	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.8%	0
Local shops, Barkisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brighouse	1.3%	10	0.0%	0	8.0%	8	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, 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	0.0%	0	0.0%	0	0.7%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Local shops, Elland	0.8%	6	0.0%	0	0.0%	0	16.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Halifax	4.3%	35	17.1%	15	0.0%	0	1.1%	0	0.7%	0	4.7%	2	23.2%	11	0.0%	0	1.1%	0	2.3%	1	3.8%	4	0.0%	0	0.0%	0
Local shops, Hebden Bridge	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	6	0.0%	0	0.0%	0	15.2%	5
Local shops, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, King Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Lightcliffe	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Luddenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Midgley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Mytholmroyd	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	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Northowram	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	8	0.0%	0	0.0%	0
Local shops, Norton Tower	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oakenshaw	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Old Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Local shops, Queensbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Skircoat Green	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sowerby Bridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, St John's, Halifax	0.3%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thornton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Local shops, Todmorden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	1.0%	0
Local shops, Walsden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Local shops, Wyke	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Birstall Shopping Park, Birstall	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Kershaw Crescent, Luddendenfoot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Union Street, Heckmondwike	0.8%	6	0.0%	0	5.7%	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	0.0%	0
Nisa, Rochdale Road, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Stainland Road, Holywell Green	0.6%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Bridge Street, Todmorden	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	4	0.0%	0
One Stop, Crown Street, Hebden Bridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3
One Stop, Granny Hall, Brighouse	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, King Cross Road, Halifax	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Southgate, Elland	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pearl Supermarket, Queens Road, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pellon Lane Service Station, Pellon Lane, Halifax	0.3%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Post Office, Gibbet Street, Highroad Well	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundstretcher, Pellon Lane, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Colton Retail Park, Leeds	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Sainsbury's, Salendine Shopping Centre, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharma's, School Lane, Halifax	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Skircoat Green Post Office & General Stores, Skircoat Green	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Halifax Road, Todmorden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Spar, Hillcrest Service Station, Burnley Road, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stephen Maskill Butchers, Crown Street, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Tesco Express, Brunshaw Road, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Keighley Road, Ovenden	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0
Tesco Express, Leeds Road, Hipperholme	1.5%	12	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stainland Road, Greetland	0.7%	5	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Brighouse Road, Queensbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Superstore, Northgate, Cleckheaton	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Grocery Store, Towngate, Sowerby Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valley Organics, Market Street, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Wilkinsons, Southgate, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		809		88		106		39		66		49		45		127		36		54		116		52		32
Sample:		760		60		66		69		71		59		57		63		56		63		64		64		68

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q11 How do you normally travel to (LOCATION MENTIONED AT Q10)? *Not those who said 'Internet / delivered' or '(Don't do this type of shopping)' at Q12*																										
Car / van (as driver)	58.5%	510	42.8%	39	61.3%	74	52.9%	21	65.3%	48	65.7%	33	46.9%	23	66.8%	89	66.0%	25	60.4%	36	63.2%	82	49.8%	26	39.7%	13
Car / van (as passenger)	3.6%	31	7.4%	7	2.4%	3	4.0%	2	2.0%	1	4.5%	2	4.9%	2	1.5%	2	8.4%	3	1.8%	1	2.8%	4	6.9%	4	1.4%	0
Bus, mini-bus or coach	5.4%	47	6.4%	6	1.2%	1	4.9%	2	3.3%	2	8.6%	4	16.3%	8	4.6%	6	5.4%	2	9.6%	6	4.9%	6	0.7%	0	6.9%	2
Motorcycle, scooter or moped	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	28.7%	250	38.5%	35	32.4%	39	36.0%	14	25.1%	18	20.3%	10	29.6%	15	24.3%	32	18.0%	7	23.6%	14	20.1%	26	41.6%	21	50.6%	17
Taxi	0.5%	4	1.2%	1	0.0%	0	1.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / cant remember / varies)	3.0%	26	2.9%	3	2.7%	3	0.0%	0	3.7%	3	0.8%	0	2.3%	1	2.7%	4	2.2%	1	2.8%	2	7.5%	10	0.0%	0	1.4%	0
Weighted base:		871		91		121		40		73		50		49		133		38		59		130		52		34
Sample:		816		64		80		72		77		62		62		67		59		68		70		64		71
Q12 Does your household also regularly visit small shops in town centres or villages to buy food or grocery shopping?																										
Yes	44.3%	532	49.2%	62	54.7%	78	41.8%	22	45.2%	41	21.4%	16	30.9%	27	40.1%	74	28.5%	20	51.4%	42	48.6%	81	48.9%	39	69.2%	31
No	55.7%	668	50.8%	63	45.3%	64	58.2%	31	54.8%	49	78.6%	60	69.1%	60	59.9%	110	71.5%	50	48.6%	40	51.4%	85	51.1%	41	30.8%	14
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q13 Thinking of these small shops, which town / district centre or village are they located in?
Those who visit small shops at Q12 AND Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	2.7%	14	0.0%	0	7.8%	6	0.0%	0	0.0%	0	5.7%	1	0.0%	0	5.6%	4	0.0%	0	2.9%	1	2.6%	2	0.0%	0	0.0%	0
Brighouse	15.9%	82	0.0%	0	76.3%	59	3.4%	1	0.0%	0	0.0%	0	2.1%	1	27.0%	18	1.9%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0
Elland	4.3%	22	1.0%	1	0.0%	0	76.2%	17	11.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	32.5%	167	86.3%	52	0.9%	1	15.7%	3	13.1%	5	59.7%	10	71.1%	19	5.0%	3	39.2%	8	24.1%	9	70.5%	53	3.4%	1	3.9%	1
Hebden Bridge	9.6%	49	2.1%	1	0.0%	0	0.0%	0	6.0%	2	5.0%	1	0.0%	0	0.0%	0	4.2%	1	44.7%	17	0.0%	0	3.2%	1	83.6%	25
Hipperholme	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	10.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	1.5%	8	0.0%	0	4.9%	4	1.4%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
King Cross	2.3%	12	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0	8.5%	2	9.3%	4	0.0%	0	0.0%	0	0.0%	0
Leeds	0.1%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mytholmroyd	1.6%	8	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	12.8%	3	0.0%	0	0.0%	0	9.3%	4	0.0%	0	0.0%	0	0.0%	0
Northowram	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0
Ripponden	1.0%	5	1.3%	1	0.0%	0	0.0%	0	9.6%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sowerby Bridge	2.0%	10	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.8%	1	37.3%	7	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	7.7%	40	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.8%	1	0.0%	0	85.3%	33	10.9%	3
West Vale	1.5%	8	0.0%	0	0.0%	0	0.0%	0	17.9%	7	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkisland	1.2%	6	0.0%	0	0.0%	0	0.0%	0	15.7%	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
Bolton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Burnley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	0.0%	0
Bury	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fixby	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	0.5%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartshead	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heptonstall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Keelham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Lindley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liversedge	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midgley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Mirfield	0.5%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.6%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixenden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Oakenshaw	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensbury	2.3%	12	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	9	4.2%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Rishworth	0.5%	3	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scholes	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelf	1.2%	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	7.9%	6	0.0%	0	0.0%	0
Silsden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skircoat	0.6%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	16.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southowram	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	2.7%	1	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Wakefield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Walsden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Woodhouse	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	2.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Weighted base:		515		61		78		22		40		16		27		68		20		39		76		39		30
Sample:		512		40		59		45		42		25		33		36		23		46		47		54		62

Q14 How do you normally travel to (LOCATION MENTIONED AT Q13)?
Those who visit small shops at Q12

Car / van (as driver)	55.3%	294	46.2%	28	45.1%	35	38.7%	9	65.0%	26	52.3%	8	52.8%	14	66.8%	49	74.6%	15	68.1%	29	66.5%	54	44.5%	17	28.7%	9
Car / van (as passenger)	5.3%	28	0.9%	1	1.8%	1	7.2%	2	5.2%	2	22.1%	4	8.7%	2	7.8%	6	7.6%	2	3.9%	2	0.0%	0	15.9%	6	4.6%	1
Bus, mini-bus or coach	8.4%	45	11.4%	7	4.6%	4	8.9%	2	7.3%	3	10.5%	2	19.1%	5	3.5%	3	1.9%	0	14.8%	6	12.4%	10	4.2%	2	5.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	28.7%	152	41.4%	26	45.9%	36	45.2%	10	21.0%	9	11.5%	2	19.4%	5	20.6%	15	15.8%	3	10.5%	4	15.1%	12	33.3%	13	56.6%	18
Taxi	0.8%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.8%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / cant remember / varies)	1.6%	8	0.0%	0	1.3%	1	0.0%	0	1.6%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	3.6%	3	2.1%	1	4.2%	1
Weighted base:		532		62		78		22		41		16		27		74		20		42		81		39		31
Sample:		528		41		59		46		43		25		33		41		23		49		51		54		63

Q15 Where do you do most of your household's shopping for clothing and footwear?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	5.0%	48	3.2%	3	1.3%	1	0.0%	0	0.0%	0	0.8%	0	0.7%	1	23.1%	35	0.7%	0	0.0%	0	4.2%	6	0.0%	0	4.3%	1
Brighouse	2.3%	21	0.0%	0	14.7%	16	2.4%	1	0.0%	0	3.0%	2	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.2%	2	0.0%	0	0.0%	0	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	39.6%	375	46.3%	50	10.9%	12	36.5%	15	49.7%	32	62.9%	34	72.0%	55	7.3%	11	65.5%	35	48.6%	29	58.5%	79	15.9%	11	41.1%	11
Hebden Bridge	0.8%	8	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.6%	0	9.9%	3
Huddersfield	7.7%	72	2.2%	2	28.4%	30	36.0%	15	10.4%	7	7.5%	4	2.7%	2	0.8%	1	5.7%	3	5.2%	3	2.8%	4	0.0%	0	1.8%	0
King Cross	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	12.6%	119	8.1%	9	20.5%	22	7.6%	3	13.0%	8	11.0%	6	7.9%	6	21.0%	32	9.4%	5	8.0%	5	11.9%	16	3.0%	2	19.2%	5
Manchester	5.0%	48	9.9%	11	0.7%	1	0.0%	0	3.7%	2	1.5%	1	3.2%	2	0.0%	0	1.6%	1	12.7%	8	0.0%	0	27.7%	18	13.4%	4
Rochdale	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0
Sowerby Bridge	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0
Birstall Shopping Park, Birstall	0.7%	7	0.0%	0	3.5%	4	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	0.6%	6	0.0%	0	0.7%	1	0.0%	0	1.6%	1	0.8%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Broadway, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trinity Shopping & Leisure Centre, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	13.4%	126	17.3%	19	15.7%	17	6.1%	3	4.4%	3	4.6%	3	4.8%	4	31.9%	48	6.1%	3	4.1%	2	19.0%	26	0.0%	0	0.0%	0
Abroad	0.3%	3	0.0%	0	0.7%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	4.0%	1
Asda, Howley Park Road, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.2%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnsley	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Batley	0.1%	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	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Boundary Mill, Vivary Way, Colne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.5%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Burnley	2.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	32.2%	21	4.6%	1
Bury	0.6%	6	1.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.4%	3	0.0%	0
Carnaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Castleford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Elk Mill Shopping Park, Broadway, Royton, Oldham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Junction 32 Outlet Shopping	0.9%	9	5.1%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Centre, Tomahawk Trail, Castleford																										
Keighley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Meadowhall Shopping Centre, Sheffield	0.2%	2	0.0%	0	0.0%	0	0.7%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meanwood	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlcotes Shopping Centre, Stanningley By-Pass, Pudsey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Princess Way Retail Park, Canning Street, 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	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Southport	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Superstore, Sowerby Street, Sowerby Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	2.1%	20	4.6%	5	0.0%	0	2.9%	1	6.4%	4	3.4%	2	5.2%	4	0.0%	0	3.6%	2	2.0%	1	0.0%	0	1.2%	1	0.0%	0
Wakefield	0.2%	2	0.0%	0	0.9%	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	0.0%	0	0.0%	0
Whalley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Wyke	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
York Designer Outlet, St. Nicholas Avenue, Fulford	0.3%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		945		108		107		42		64		55		77		150		54		60		135		66		28
Sample:		933		81		77		80		77		77		83		79		78		72		84		81		64

Q16 Where else do you go for clothing and footwear?

Not those who said '(Don't buy these products)' at Q15 AND Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	5.2%	36	18.2%	14	0.8%	1	1.2%	0	0.0%	0	1.2%	0	3.8%	2	10.8%	12	3.3%	1	1.6%	1	5.4%	5	0.0%	0	0.0%	0
Brighouse	2.4%	16	0.0%	0	4.1%	4	0.9%	0	0.0%	0	1.2%	0	0.0%	0	1.9%	2	1.0%	0	0.0%	0	9.5%	10	0.0%	0	0.0%	0
Elland	0.2%	2	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	16.5%	114	21.1%	16	16.2%	14	29.1%	10	23.8%	13	17.7%	6	8.2%	4	1.9%	2	22.2%	8	9.0%	3	23.9%	24	11.4%	6	38.1%	7
Hebden Bridge	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	19.9%	4
Huddersfield	13.9%	96	19.6%	15	22.4%	20	41.0%	14	17.0%	9	23.7%	8	16.9%	9	1.9%	2	22.0%	8	7.4%	2	6.3%	6	2.3%	1	3.2%	1
Leeds	15.8%	109	20.2%	15	19.2%	17	10.2%	4	14.7%	8	19.2%	7	14.9%	8	12.9%	14	16.3%	6	33.5%	11	13.1%	13	7.8%	4	14.0%	3
Manchester	7.1%	49	0.0%	0	7.9%	7	0.9%	0	4.1%	2	1.2%	0	10.1%	5	4.0%	4	11.1%	4	11.4%	4	6.8%	7	23.5%	13	10.9%	2
Rochdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Sowerby Bridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	8.9%	5	1.3%	0		
Birstall Shopping Park, Birstall	2.2%	15	0.0%	0	6.8%	6	0.0%	0	0.0%	0	1.7%	1	1.1%	1	6.8%	7	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.2%	1	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forster Square Retail Park, Bradford	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	2.5%	17	0.0%	0	0.0%	0	1.2%	0	3.4%	2	0.0%	0	0.0%	0	12.9%	14	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.3%	2	0.0%	0	1.8%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Broadway, Bradford	1.0%	7	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trinity Shopping & Leisure Centre, Leeds	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	11.2%	77	2.6%	2	8.2%	7	8.1%	3	7.4%	4	9.0%	3	22.4%	12	24.5%	26	11.2%	4	4.3%	1	13.4%	13	0.0%	0	5.3%	1
Ambleside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Princess Way, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.6%	4	0.8%	1	0.0%	0	0.0%	0	3.4%	2	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0
Boundary Mill, Vivary Way, Colne	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Bridlington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	2.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.9%	15	1.3%	0
Bury	0.5%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Castleford	0.5%	3	0.0%	0	1.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Central London	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Chester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Colne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Crown Point Shopping Park,	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Junction Street, Leeds																										
Doncaster	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honley	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	1.9%	13	0.0%	0	4.1%	4	0.9%	0	0.0%	0	2.6%	1	2.9%	2	2.9%	3	0.0%	0	1.6%	1	3.2%	3	0.0%	0	0.0%	0
Keighley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	4.0%	1
Leigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindley	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Luddendenfoot	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	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Mansfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Coppice Way, Wilmslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall Shopping Centre, Sheffield	1.4%	10	6.6%	5	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlcotes Shopping Centre, Stanningley By-Pass, Pudsey	0.5%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.6%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Pudsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Shipley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.6%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.6%	1	2.0%	2	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	0.3%	2	0.0%	0	1.8%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	0.2%	2	0.0%	0	0.8%	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	0.0%	0	0.0%	0
Tong Garden Centre, Tong Lane, Tong	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Trafford Centre, Manchester	4.2%	29	0.0%	0	1.1%	1	1.2%	0	13.1%	7	11.8%	4	4.3%	2	3.2%	3	1.4%	1	3.7%	1	7.7%	8	1.5%	1	1.9%	0
Wakefield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
York Designer Outlet, St. Nicholas Avenue, Fulford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		692		75		89		35		55		35		52		107		38		33		100		54		18
Sample:		634		46		62		60		57		44		52		55		56		42		54		65		41

Q17 Where do you do most of your household's shopping for furniture, floor coverings and household textiles?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Leeds Road Retail Park, Bradley Mills	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	0.7%	5	0.0%	0	0.9%	1	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.3%	3	0.0%	0	3.2%	1
Carpetright, Great Northern Retail Park, Leeds Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Halifax Retail Park, Pellon Lane, Halifax	0.7%	5	1.4%	1	0.0%	0	2.0%	0	0.0%	0	2.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	4.6%	31	12.2%	10	2.4%	2	5.6%	1	0.0%	0	4.5%	2	2.1%	1	2.5%	2	3.2%	2	2.4%	1	7.0%	8	1.2%	1	8.6%	2
Wickes, Wade Street, Halifax	0.9%	6	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Wilko, Southgate, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	5.6%	38	7.5%	6	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	35.5%	29	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Brighouse	3.3%	23	0.0%	0	23.5%	19	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Elland	0.6%	4	0.0%	0	0.0%	0	7.9%	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	0.0%	0
Halifax	39.1%	266	46.2%	40	10.0%	8	35.2%	8	40.4%	18	54.6%	25	72.0%	38	8.4%	7	60.4%	28	60.8%	29	49.2%	55	15.5%	7	22.9%	4
Hebden Bridge	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	4.2%	2	33.1%	6
Hipperholme	1.8%	12	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2	4.4%	4	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0
Huddersfield	5.7%	39	3.0%	3	28.1%	23	12.3%	3	2.9%	1	10.6%	5	0.0%	0	0.0%	0	6.2%	3	2.4%	1	0.0%	0	1.6%	1	0.0%	0
King Cross	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	5.5%	38	0.9%	1	12.5%	10	8.2%	2	6.0%	3	12.6%	6	10.6%	6	3.4%	3	4.1%	2	3.0%	1	4.4%	5	0.0%	0	0.0%	0
Manchester	0.9%	6	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	1.5%	1	3.2%	2	0.0%	0	0.0%	0	1.9%	1	3.7%	1
Mytholmroyd	2.2%	15	2.2%	2	0.0%	0	1.4%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	2	16.2%	8	0.0%	0	0.0%	0	8.9%	2
Northowram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripponden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	11	1.4%	0
Sowerby Bridge	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	2.3%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	8.5%	4	3.0%	1
West Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Birstall Shopping Park, Birstall	6.3%	43	6.0%	5	3.7%	3	10.4%	2	7.0%	3	3.2%	2	1.1%	1	20.0%	16	0.8%	0	3.6%	2	6.6%	7	1.2%	1	5.3%	1
Charlestown Road Retail Park, Halifax	0.7%	5	0.7%	1	0.0%	0	0.0%	0	1.5%	1	4.0%	2	0.0%	0	0.0%	0	1.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	0
Forster Square Retail Park, Bradford	1.5%	10	11.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	1.4%	10	1.6%	1	0.9%	1	2.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	3.2%	2	1.1%	1	3.2%	4	0.0%	0	5.3%	1
Junction 27 Retail Park, Birstall	2.8%	19	0.9%	1	0.0%	0	0.0%	0	3.7%	2	0.0%	0	1.7%	1	6.7%	5	5.6%	3	1.5%	1	6.2%	7	0.0%	0	0.0%	0
Kirkstall Bridge Shopping Park, Leeds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	1.4%	10	0.0%	0	4.4%	4	1.4%	0	6.4%	3	2.0%	1	1.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
The Broadway, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0
B&Q, Churchill Way, Nelson	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Batley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	0	0.0%	0
Boundary Retail Park, Corporation Street, Colne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Burnley	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	20.1%	9	1.4%	0
Calderdale	0.2%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Point Shopping Park, Junction Street, Leeds	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dewsbury	0.9%	6	0.0%	0	7.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Pellon Lane, Halifax	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Greetland	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillsborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Wellington Road, Ashton-under-Lyne, Manchester	1.0%	7	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	5	0.0%	0
Lee Bridge Industrial Estate, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Oldham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Queensbury	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
RedBrick Mill, Bradford Road, Batley	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Towns Moor Retail Park, Great Bolton Street, Blackburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Trafford Centre, Manchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.9%	1	0.0%	0
Victoria Retail Park, Shroggs Road, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
York	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		682		86		81		22		46		46		52		82		47		47		111		44		18
Sample:		658		58		52		46		46		58		64		43		62		56		64		61		48

Q18 Where else do you go for furniture, floor coverings and household textiles?
Not those who said '(Don't buy these products)' at Q17 AND Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Leeds Road Retail Park, Bradley Mills	0.2%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	3.1%	9	17.0%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	9.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Halifax Retail Park, Pellon Lane, Halifax	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	5.4%	1	11.7%	4	0.0%	0	0.0%	0
Currys PC World, Great Northern Retail Park, Leeds Road, Huddersfield	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	11.1%	31	23.3%	7	2.3%	1	12.2%	1	0.0%	0	7.2%	2	4.0%	1	17.2%	6	9.2%	1	13.2%	3	25.1%	8	3.4%	1	9.6%	1
Wickes, Wade Street, Halifax	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	3	0.0%	0	0.0%	0
Bradford	4.8%	14	2.8%	1	1.6%	1	4.3%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	7	0.0%	0	0.0%	0	14.6%	5	0.0%	0	0.0%	0
Brighouse	1.3%	4	2.0%	1	2.3%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	2.9%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Elland	0.5%	1	0.0%	0	0.0%	0	6.2%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	18.2%	52	15.0%	4	21.6%	9	16.1%	2	18.8%	3	39.9%	9	34.0%	10	2.3%	1	23.0%	3	7.9%	2	10.6%	3	14.8%	4	34.4%	2
Hebden Bridge	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	5	0.0%	0	3.1%	1	0.0%	0
Hipperholme	0.8%	2	0.0%	0	0.0%	0	4.3%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
Huddersfield	2.8%	8	0.0%	0	6.4%	3	21.6%	2	6.9%	1	2.5%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	0
King Cross	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Leeds	11.5%	33	2.0%	1	2.3%	1	9.4%	1	15.6%	2	9.7%	2	26.4%	7	25.8%	10	15.4%	2	17.6%	4	4.1%	1	5.5%	1	0.0%	0
Manchester	0.9%	3	0.0%	0	0.0%	0	0.0%	0	6.9%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	11.2%	1
Mytholmroyd	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	1
Northowram	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0
Ripponden	0.4%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0
Todmorden	3.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	27.2%	7	0.0%	0
Birstall Shopping Park, Birstall	5.9%	17	17.0%	5	0.0%	0	8.6%	1	16.8%	3	0.0%	0	18.1%	5	2.3%	1	10.3%	1	0.0%	0	4.1%	1	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	1.1%	3	4.0%	1	0.0%	0	3.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	8.1%	0
Junction 27 Retail Park, Birstall	6.6%	19	0.0%	0	26.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	4	17.7%	2	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Kirkstall Bridge Shopping Park, Leeds	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	4.2%	12	0.0%	0	19.1%	8	0.0%	0	8.7%	1	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	3.6%	10	17.0%	5	2.3%	1	0.0%	0	4.4%	1	0.0%	0	0.0%	0	5.0%	2	0.0%	0	2.5%	1	4.1%	1	0.0%	0	0.0%	0
Abroad	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Batley	2.1%	6	0.0%	0	13.9%	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	0.0%	0
Boundary Mill, Vivary Way,	0.4%	1	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Colne																										
Burnley	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	3	5.6%	0
Calderdale	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	9.7%	2	0.0%	0	0.0%	0	0.0%	0
Castlegate Retail Park, St Johns Road, Huddersfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Royal Oak, Sticker Lane, Bradford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Haworth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Honley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Wellington Road, Ashton-under-Lyne, Manchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Ilkley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Kingsway Retail Park, Wallhead Road, Rochdale	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Lee Bridge Industrial Estate, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0
Meadowhall Shopping Centre, Sheffield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0
Osgodby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rawtenstall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Scissett	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	0.4%	1	0.0%	0	0.0%	0	6.8%	1	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
York	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0
Weighted base:		285		29		44		10		15		23		28		38		13		21		31		27		6
Sample:		244		14		21		23		19		23		29		20		20		20		16		24		15

Q19 Where do you do most of your household's shopping for DIY goods and decorating supplies?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Euroway Trading Estate, Mountleigh Close, Bradford	10.1%	100	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	61.1%	96	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
B&Q, Leeds Road Retail Park, Bradley Mills	7.1%	70	0.0%	0	36.6%	46	18.6%	8	6.4%	4	0.0%	0	0.0%	0	7.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	47.0%	466	69.3%	73	10.2%	13	54.1%	23	58.2%	39	65.4%	40	45.7%	33	9.0%	14	47.5%	30	74.5%	46	86.2%	122	25.7%	15	51.8%	18
Carpetright, Great Northern Retail Park, Leeds Road, Huddersfield	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Charlestown Road Retail Park, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Screwfix, Brighouse Trade Park, Armytage Road, Brighouse	0.8%	8	0.0%	0	5.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hope Street, Halifax	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.3%	3	1.3%	1	0.0%	0	2.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Manchester Road, Huddersfield	0.1%	1	0.0%	0	0.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princeroyd Way, Ingleby Road, Bradford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Wade Street, Halifax	1.8%	18	3.0%	3	0.0%	0	0.0%	0	3.6%	2	2.9%	2	1.8%	1	0.0%	0	3.3%	2	2.8%	2	2.1%	3	2.1%	1	3.1%	1
Wilko, Commercial Street, Briggate, Brighouse	1.6%	16	0.0%	0	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, New Street, Huddersfield	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Southgate, Halifax	0.4%	4	0.6%	1	0.0%	0	0.7%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	1	0.0%	0	1.4%	1	2.7%	1
Bradford	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	6.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighouse	2.0%	20	0.0%	0	13.1%	16	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	1.0%	10	0.0%	0	0.0%	0	9.1%	4	9.2%	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
Halifax	15.0%	148	25.5%	27	5.7%	7	6.4%	3	16.0%	11	20.1%	12	46.6%	34	1.2%	2	43.5%	27	14.7%	9	8.2%	12	3.3%	2	9.3%	3
Hebden Bridge	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.0%	1	12.4%	4
Huddersfield	1.6%	16	0.0%	0	9.8%	12	5.4%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Leeds	0.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2
Manchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Mytholmroyd	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Rochdale	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	10	0.0%	0
Sowerby Bridge	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	21.2%	13	3.0%	1
Birstall Shopping Park, Birstall	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Charlestown Road Retail Park, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	1.6%	16	0.0%	0	12.1%	15	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ainley Top	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Churchill Way, Nelson	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	1.0%	0
B&Q, Elizabeth Industrial Estate, Shroggs Road, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
B&Q, Junction One Retail Park, Beeston Interchange, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Nova Scotia Retail Park, Bolton Road, Blackburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
B&Q, Sandbrook Park, Edinburgh Way, Rochdale	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	7	0.0%	0
B&Q, Westhulme Way, Oldham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.2%	1
B&Q, Wilton Street, Dewsbury	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Batley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0
Great Northern Retail Park, Leeds Road, Huddersfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsway Retail Park, Wallhead Road, Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Luddendenfoot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
The Range, Pellon Lane, Halifax	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bowling	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		990		105		124		43		66		61		73		157		62		62		141		60		35
Sample:		922		73		81		73		70		74		81		83		86		72		83		73		73

Q20 Where else do you go for DIY goods and decorating supplies?
Not those who said '(Don't buy these products)' at Q19 AND Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Euroway Trading Estate, Mountleigh Close, Bradford	5.6%	23	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	32.9%	19	0.0%	0	0.0%	0	1.5%	1	11.5%	3	0.0%	0
B&Q, Leeds Road Retail Park, Bradley Mills	3.7%	15	0.0%	0	7.0%	5	15.6%	3	6.3%	2	18.9%	5	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	14.8%	62	16.1%	8	18.9%	13	23.9%	5	26.8%	8	18.6%	5	10.7%	2	10.0%	6	14.4%	2	10.5%	3	6.7%	4	10.3%	3	23.7%	4
Currys PC World, Charlestown Road Retail Park, Halifax	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	1.3%	5	10.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hope Street, Halifax	2.6%	11	2.7%	1	0.0%	0	0.0%	0	6.6%	2	3.2%	1	6.9%	1	0.0%	0	3.1%	1	2.0%	1	5.8%	4	0.0%	0	3.7%	1
Screwfix, Wakefield Road, Bradford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Manchester Road, Huddersfield	2.2%	9	0.0%	0	12.8%	9	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princeroyd Way, Ingleby Road, Bradford	2.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	10	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Wickes, Wade Street, Halifax	15.4%	65	14.2%	7	0.0%	0	12.5%	2	11.9%	3	24.5%	7	7.2%	2	0.0%	0	41.0%	7	44.7%	12	37.3%	23	3.0%	1	6.7%	1
Wilko, Commercial Street, Briggate, Brighouse	2.8%	12	0.0%	0	15.2%	11	2.2%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Rawson Quarter, John Street, Bradford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Southgate, Halifax	2.1%	9	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	2.0%	1	8.5%	5	0.0%	0	3.4%	1
Bradford	1.6%	7	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighouse	4.4%	18	0.0%	0	20.4%	14	0.0%	0	0.0%	0	2.0%	1	0.0%	0	4.1%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Elland	1.2%	5	0.0%	0	0.0%	0	22.4%	4	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	19.3%	81	25.6%	12	15.2%	11	12.2%	2	13.6%	4	23.5%	7	42.4%	9	14.8%	9	13.0%	2	20.8%	5	26.0%	16	11.5%	3	6.2%	1
Hebden Bridge	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	43.2%	7
Huddersfield	1.1%	5	0.0%	0	0.0%	0	3.8%	1	3.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	1.5%	0
Leeds	1.2%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.0%	1	16.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Rochdale	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	5	0.0%	0
Sowerby Bridge	1.4%	6	0.0%	0	0.0%	0	0.0%	0	11.9%	3	0.0%	0	0.0%	0	0.0%	0	7.2%	1	2.7%	1	0.0%	0	1.4%	0	0.0%	0
Todmorden	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	15.5%	4	0.0%	0
Halifax Retail Park, Halifax	2.9%	12	12.2%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	0	2.7%	1	0.0%	0	12.0%	2	0.0%	0	4.1%	3	3.0%	1	0.0%	0
Leeds Road Retail Park, Huddersfield	2.0%	8	0.0%	0	4.0%	3	3.5%	1	11.2%	3	1.5%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.2%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Churchill Way, Nelson	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.1%	0
B&Q, Sandbrook Park,	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Edinburgh Way, Rochdale																										
Batley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boothtown	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	4	0.0%	0
Bury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Cleckheaton	0.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dewsbury	0.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Pellon Lane, Halifax	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Great Northern Retail Park, Leeds Road, Huddersfield	0.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Keighley Road, Bingley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringway Industrial Estate, Beck Road, Huddersfield	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1
The Range, Pellon Lane, Halifax	1.8%	7	12.9%	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	2.0%	1	0.0%	0	0.0%	0
Wakefield	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		421		47		69		19		29		29		21		58		17		26		62		28		16
Sample:		373		29		44		31		28		36		25		28		26		31		36		25		34

Q21 Where do you do most of your household's shopping for electrical domestic appliances such as fridges, washing machines, TV's, computers and phones?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Euroway Trading Estate, Mountleigh Close, Bradford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	0.4%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Halifax Retail Park, Pellon Lane, Halifax	0.7%	6	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Forster Square, Bradford	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Canal Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Charlestown Road Retail Park, Halifax	29.6%	232	53.5%	57	3.8%	3	30.2%	10	46.9%	26	22.8%	11	37.7%	28	5.3%	6	27.4%	12	30.8%	16	47.8%	55	12.4%	6	12.2%	2
Currys PC World, Great Northern Retail Park, Leeds Road, Huddersfield	2.8%	22	4.6%	5	11.4%	9	5.7%	2	9.6%	5	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thornton Road Industrial Estate, Hockney Road, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Commercial Street, Briggate, Brighouse	0.2%	2	0.0%	0	0.9%	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	0.0%	0	0.0%	0
Bradford	5.8%	45	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.3%	32	1.9%	1	0.0%	0	8.7%	10	0.0%	0	5.6%	1
Brighouse	0.7%	6	0.0%	0	6.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Elland	1.4%	11	0.5%	1	0.0%	0	15.8%	5	2.9%	2	2.7%	1	0.6%	0	0.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Halifax	35.9%	281	37.8%	40	23.1%	19	32.3%	11	33.1%	18	59.7%	29	52.9%	39	14.2%	15	62.4%	28	53.8%	28	33.2%	38	14.2%	7	52.9%	9
Hebden Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1
Huddersfield	1.3%	10	0.0%	0	5.0%	4	9.2%	3	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Leeds	2.4%	19	0.0%	0	9.7%	8	0.0%	0	1.9%	1	0.0%	0	1.2%	1	6.0%	6	1.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Manchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0
Mytholmroyd	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5	0.0%	0
Sowerby Bridge	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.1%	1	1.1%	1	0.8%	0	0.0%	0
Todmorden	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.2%	13	8.0%	1
Birstall Shopping Park, Birstall	1.9%	15	0.0%	0	4.7%	4	2.6%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	10	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.5%	4	0.0%	0	0.0%	0	2.1%	1	1.2%	1	0.9%	0	1.5%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.8%	6	0.0%	0	7.3%	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	0.0%	0
Forster Square Retail Park, Bradford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.6%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.0%	1	2.2%	3	0.0%	0	2.0%	0
Junction 27 Retail Park,	2.4%	19	0.0%	0	7.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Birstall																										
Kirkstall Bridge Shopping Park, Leeds	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	1.9%	15	0.0%	0	15.6%	13	2.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Asda, Princess Way, 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	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Bolton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	0.7%	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	0.0%	0	10.8%	5	1.4%	0
Cleckheaton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Elk Mill Retail Park, Oldham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Currys PC World, Rochdale Cricket Club Development, Rochdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Direct Discounts Superstore, Leeds Road, Huddersfield	1.0%	8	1.3%	1	0.0%	0	0.0%	0	1.9%	1	2.6%	1	3.5%	3	0.0%	0	1.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Elk Mill Shopping Park, Broadway, Royton, Oldham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Greenmount Retail Park, Pellon Lane, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Illingworth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	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	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Nelson	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Prestige Retail Park, Burnley	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	13.3%	7	1.4%	0
Sainsbury's Superstore, Wade Street, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sheffield	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Sonic Megastore, Ingleby Road, Bradford	0.6%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, 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	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.1%	4	0.0%	0	0.0%	0
Weighted base:		784		107		83		33		56		49		73		107		44		53		114		49		17
Sample:		775		77		58		62		56		67		85		59		69		67		69		60		46

Q22 Where else do you go for electrical domestic appliances such as fridges, washing machines, TV's, computers and phones?
Not those who said '(Don't buy these products)' at Q21 AND Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Shroggs Road, Halifax	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Forster Square, Bradford	1.1%	3	0.0%	0	4.1%	2	0.0%	0	2.2%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Canal Road, Bradford	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Charlestown Road Retail Park, Halifax	19.2%	52	12.4%	3	7.8%	3	13.7%	2	42.9%	9	17.1%	4	19.8%	3	0.0%	0	22.5%	2	32.3%	4	44.7%	21	1.8%	1	17.5%	1
Currys PC World, Great Northern Retail Park, Leeds Road, Huddersfield	2.9%	8	0.0%	0	3.8%	1	5.2%	1	21.4%	5	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	8.7%	4	0.0%	0	0.0%	0
Brighouse	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	1.6%	4	0.0%	0	1.9%	1	2.4%	0	7.9%	2	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	22.6%	61	16.8%	3	11.2%	4	53.8%	7	12.8%	3	21.4%	5	41.3%	7	0.0%	0	47.0%	4	45.0%	5	39.5%	19	8.3%	2	40.8%	2
Hebden Bridge	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	20.1%	1
Hipperholme	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	10.6%	29	30.1%	6	50.3%	19	12.2%	2	4.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0
King Cross	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	3.0%	8	0.0%	0	2.6%	1	0.0%	0	0.0%	0	4.3%	1	20.9%	3	5.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Manchester	2.7%	7	0.0%	0	1.9%	1	0.0%	0	0.0%	0	20.5%	5	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	3.6%	1	6.8%	0
Sowerby Bridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3	4.9%	0
Birstall Shopping Park, Birstall	0.7%	2	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	3.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	5.2%	0	4.5%	1	0.0%	0	4.3%	1	0.0%	0
Crossley Retail Park, Halifax	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forster Square Retail Park, Bradford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.5%	1	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0
Junction 27 Retail Park, Birstall	4.5%	12	0.0%	0	7.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.7%	2	0.0%	0	2.6%	1	2.4%	0	3.1%	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
White Rose Shopping Centre, Leeds	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	1.4%	4	2.8%	1	0.0%	0	2.4%	0	4.8%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Barnoldswick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Burnley	4.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.5%	13	0.0%	0
Cleckheaton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Currys PC World, Rochdale	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0
Cricket Club Development, Rochdale																										
Direct Discounts Superstore, Leeds Road, Huddersfield	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	3	0.0%	0	0.0%	0	5.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doncaster	1.8%	5	24.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Pellon Lane, Halifax	0.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	0.8%	2	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.1%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prestige Retail Park, Burnley	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	5	0.0%	0
Princess Way Retail Park, Canning Street, Burnley	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0
Queensbury	0.4%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Halifax Road, Bradford	2.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	20.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		272		21		38		13		22		24		17		38		8		11		48		29		5
Sample:		254		13		26		21		26		30		16		21		10		15		27		36		13

Q23 Where do you do most of your household's shopping for chemists goods?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bailiff Bridge	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	3.4%	37	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	35	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Brighouse	12.8%	137	0.0%	0	83.8%	112	0.0%	0	0.0%	0	1.6%	1	0.0%	0	15.0%	22	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Elland	5.0%	53	0.0%	0	0.0%	0	81.8%	42	7.8%	6	3.5%	2	0.5%	0	0.0%	0	1.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Halifax	36.1%	387	73.9%	86	1.8%	2	9.4%	5	23.5%	19	84.1%	53	85.7%	73	9.8%	14	14.9%	9	34.0%	23	66.3%	95	3.3%	3	6.9%	3
Hebden Bridge	4.5%	48	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	10	0.0%	0	0.7%	1	84.5%	35
Hipperholme	1.9%	20	0.0%	0	5.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	1.2%	13	0.0%	0	3.6%	5	1.4%	1	6.4%	5	0.0%	0	0.0%	0	0.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Cross	3.8%	40	17.8%	21	0.0%	0	0.0%	0	2.1%	2	0.7%	0	5.9%	5	0.0%	0	3.3%	2	15.2%	10	0.0%	0	0.0%	0	0.0%	0
Leeds	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	4.9%	2
Manchester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Mytholmroyd	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	10	0.0%	0	0.0%	0	0.0%	0
Northowram	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	12	0.0%	0	0.0%	0
Ripponden	1.6%	17	0.0%	0	0.0%	0	0.0%	0	16.8%	14	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.7%	1	0.0%	0
Sowerby Bridge	4.8%	51	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.7%	0	1.0%	1	0.0%	0	70.6%	44	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Todmorden	6.3%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	87.6%	67	2.3%	1
West Vale	2.0%	22	0.0%	0	0.0%	0	5.6%	3	23.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Shopping Park, Birstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Longhill Road, Bradford Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Asda, Thrum Hall Lane, Halifax	1.4%	15	4.7%	6	0.0%	0	0.0%	0	3.6%	3	0.0%	0	5.1%	4	0.0%	0	0.0%	0	1.1%	1	0.9%	1	0.0%	0	0.0%	0
Boothtown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Burnley	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	1.4%	1
Clayton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Cleckheaton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Leeds Road, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holmfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Illingworth	1.5%	16	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	16	0.0%	0	0.0%	0
Liversedge	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low Moor	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luddendenfoot	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	5	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Mixenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Morrisons, Keighley Road, Halifax	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakenshaw	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ovenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Pellon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Rastick	0.3%	4	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelf	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0
Skircoat Green	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southowram	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stainland	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Halifax Road, Bradford	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	11	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.7%	8	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.6%	2	4.5%	3	0.9%	1	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	0.3%	3	0.0%	0	1.2%	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	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wibsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	2.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1070		117		133		52		81		64		85		146		62		68		144		76		42
Sample:		1075		92		90		96		91		88		97		81		88		82		86		93		91

Q24 Where else do you go for chemists goods?

Not those who said '(Don't buy these products)' at Q23 AND Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Wilko, Commercial Street, Briggate, Brighouse	0.1%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Southgate, Halifax	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Bradford	3.1%	8	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	3	0.0%	0	0.0%	0	8.8%	4	2.5%	1	3.2%	0
Brighouse	9.0%	24	0.0%	0	32.8%	9	12.4%	1	5.0%	2	0.0%	0	0.0%	0	29.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	2.9%	8	0.0%	0	5.8%	2	37.8%	4	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	37.6%	101	59.4%	12	22.2%	6	31.9%	4	45.3%	15	59.8%	7	29.4%	2	9.3%	4	57.8%	13	39.1%	10	60.9%	25	9.4%	2	30.7%	2
Hebden Bridge	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	6	0.0%	0	0.0%	0	18.7%	1
Hipperholme	0.6%	2	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	4.9%	13	0.0%	0	32.8%	9	9.7%	1	6.2%	2	8.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0
King Cross	3.3%	9	15.0%	3	0.0%	0	0.0%	0	0.0%	0	10.2%	1	6.2%	0	0.0%	0	19.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	3	12.4%	1
Manchester	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	11.2%	1
Mytholmroyd	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	4	0.0%	0	7.0%	1	0.0%	0
Ripponden	1.8%	5	0.0%	0	0.0%	0	0.0%	0	11.2%	4	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Sowerby Bridge	4.1%	11	9.6%	2	0.0%	0	0.0%	0	12.8%	4	0.0%	0	6.2%	0	0.0%	0	14.4%	3	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	5	9.5%	1
West Vale	0.5%	1	0.0%	0	0.0%	0	2.7%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	2.1%	6	11.8%	2	0.0%	0	2.7%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	4.4%	1	3.1%	1	0.0%	0	0.0%	0
Boothtown	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	4	0.0%	0	0.0%	0
Burnley	2.3%	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	0.0%	0	29.1%	6	0.0%	0
Buttershaw	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Cleckheaton	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heywood	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0
Illingworth	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	0.7%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low Moor	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luddendenfoot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Morley	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Oldham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1
Pellon	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensbury	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0
Skircoat Green	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	4.3%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	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
Wibsey	2.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	2.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		269		19		27		11		34		11		7		42		22		25		41		21		8
Sample:		269		16		21		25		36		16		11		21		25		26		22		30		20

Q25 Where do you do most of your household's shopping for recreational and other goods, such as sports equipment?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Currys PC World, Charlestown Road Retail Park, Halifax	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	7.3%	34	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.7%	30	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Brighouse	2.4%	11	0.0%	0	15.3%	10	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.7%	3	1.0%	1	1.1%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	48.4%	223	73.7%	43	6.8%	5	53.6%	9	70.6%	21	80.4%	22	77.9%	33	13.4%	9	86.5%	21	62.7%	19	60.0%	37	0.0%	0	31.0%	4
Hebden Bridge	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	48.7%	7
Huddersfield	6.5%	30	0.0%	0	24.3%	16	30.0%	5	3.8%	1	0.0%	0	0.0%	0	1.9%	1	3.5%	1	4.6%	1	6.5%	4	0.0%	0	0.0%	0
King Cross	0.7%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	6.3%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Leeds	4.9%	22	0.0%	0	8.3%	5	0.0%	0	0.0%	0	5.5%	2	12.0%	5	12.0%	8	0.0%	0	0.0%	0	2.1%	1	5.8%	1	0.0%	0
Manchester	2.0%	9	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	23.7%	6	0.0%	0
Rochdale	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	4	0.0%	0
Sowerby Bridge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Birstall Shopping Park, Birstall	1.4%	7	0.0%	0	3.0%	2	1.8%	0	8.4%	3	0.0%	0	1.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	3.0%	14	5.0%	3	0.0%	0	0.0%	0	2.2%	1	2.1%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	14.1%	9	0.0%	0	0.0%	0
Forster Square Retail Park, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	2.7%	12	3.4%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	10.0%	6	0.0%	0	14.9%	2
Junction 27 Retail Park, Birstall	4.1%	19	0.0%	0	16.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	6	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	2.6%	12	0.0%	0	16.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Broadway, Bradford	1.1%	5	8.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	1.4%	7	0.0%	0	3.8%	3	6.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Anchor Retail Park, Active Way, Burnley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0
Barrowford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Burnley	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.0%	10	1.8%	0
Cleckheaton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dewsbury	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elk Mill Shopping Park, Broadway, Royton, Oldham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	1.1%	5	1.4%	1	0.0%	0	0.0%	0	6.2%	2	6.0%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingleton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Centre, Tomahawk Trail, Castleford																										
Pateley Bridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Queensbury	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	1.5%	0	0.0%	0
Stockport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	3.2%	1	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Pellon Lane, Halifax	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Wakefield	0.5%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		461		58		66		18		30		28		42		64		24		31		61		25		14
Sample:		383		40		41		25		29		32		39		27		29		32		34		25		30

Q26 Where else do you go for recreational and other goods, such as sports equipment?
Not those who said '(Don't buy these products)' at Q25 AND Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Wilko, Southgate, Halifax	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	8.7%	15	2.7%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	47.8%	8	33.6%	3	0.0%	0	11.5%	3	0.0%	0	0.0%	0
Brighouse	6.4%	11	0.0%	0	36.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	27.0%	46	54.5%	12	9.8%	3	36.7%	1	37.3%	5	49.0%	5	0.0%	0	7.1%	1	8.6%	1	39.1%	5	26.5%	6	18.9%	3	51.3%	4
Hebden Bridge	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	3	0.0%	0
Huddersfield	7.9%	13	3.7%	1	9.8%	3	31.7%	1	17.3%	2	17.3%	2	0.0%	0	7.1%	1	12.6%	1	18.7%	2	0.0%	0	0.0%	0	0.0%	0
King Cross	0.7%	1	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	9.2%	16	0.0%	0	3.3%	1	0.0%	0	21.3%	3	6.1%	1	83.1%	5	0.0%	0	15.6%	2	22.7%	3	0.0%	0	3.1%	1	17.9%	2
Manchester	1.1%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	14.1%	2	0.0%	0
Sowerby Bridge	0.3%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Birstall Shopping Park, Birstall	0.6%	1	0.0%	0	0.0%	0	18.3%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.9%	2	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forster Square Retail Park, Bradford	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	1	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	2.6%	4	0.0%	0	11.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	8.6%	15	0.0%	0	9.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	2	0.0%	0	5.9%	1	41.3%	9	0.0%	0	0.0%	0
Blackburn	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0
Burnley	3.7%	6	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	5	11.1%	1
Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Castleford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0
Cleckheaton	0.6%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Point Shopping Park, Junction Street, Leeds	0.9%	2	0.0%	0	0.0%	0	13.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	3.7%	6	23.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0
Hereford	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ignite Business Park, Magna Way, Rotherham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	2.4%	4	0.0%	0	9.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick	1.3%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster	1.4%	2	10.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Princess Way Retail Park, Canning Street, Burnley	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Shipley	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0
Stockport	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1
Trafford Centre, Manchester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0
York	0.3%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		169		22		30		2		14		10		6		17		10		12		22		17		9
Sample:		142		10		19		6		19		9		5		10		8		13		11		16		16

Q27 How do you usually travel to do your non-food shopping for items that can be carried home e.g. clothing?

Car / van (as driver)	62.3%	748	29.0%	36	68.9%	98	56.5%	30	71.3%	64	60.8%	46	59.6%	52	81.4%	150	62.2%	44	56.7%	46	70.6%	117	55.5%	45	45.9%	21
Car / van (as passenger)	6.3%	76	12.2%	15	4.8%	7	3.1%	2	3.9%	4	4.5%	3	4.7%	4	3.2%	6	6.8%	5	11.6%	9	5.2%	9	13.3%	11	3.3%	1
Bus, mini-bus or coach	14.1%	169	20.3%	25	6.2%	9	19.4%	10	8.9%	8	10.7%	8	26.6%	23	10.0%	18	17.9%	13	14.9%	12	13.9%	23	13.4%	11	18.2%	8
Motorcycle, scooter or moped	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.9%	95	28.5%	36	7.3%	10	11.3%	6	5.3%	5	12.9%	10	5.7%	5	0.0%	0	5.1%	4	1.5%	1	4.4%	7	7.2%	6	13.1%	6
Taxi	1.2%	14	2.0%	2	1.7%	2	0.6%	0	1.7%	2	1.2%	1	0.9%	1	0.5%	1	0.0%	0	0.6%	1	2.4%	4	0.5%	0	0.5%	0
Train	3.0%	36	0.0%	0	7.5%	11	0.0%	0	1.8%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	9.8%	8	2.9%	5	8.9%	7	5.7%	3
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
(Don't know / cant remember / varies)	2.0%	24	4.9%	6	1.2%	2	1.4%	1	0.0%	0	1.8%	1	0.9%	1	1.8%	3	6.3%	4	3.4%	3	0.0%	0	0.0%	0	6.9%	3
(Don't travel / goods delivered)	2.9%	35	2.8%	3	2.5%	4	7.8%	4	7.1%	6	6.3%	5	1.6%	1	2.7%	5	1.8%	1	0.6%	1	0.6%	1	1.3%	1	5.0%	2
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q28 How do you usually travel to do your non-food shopping for items that cannot be carried home e.g. large electrical goods and furniture?																										
Car / van (as driver)	37.1%	446	28.6%	36	44.7%	63	35.9%	19	43.0%	39	40.8%	31	40.2%	35	44.5%	82	45.8%	32	21.9%	18	39.8%	66	18.4%	15	22.2%	10
Car / van (as passenger)	7.9%	94	14.9%	19	9.3%	13	11.1%	6	7.2%	6	4.4%	3	12.5%	11	4.7%	9	6.7%	5	7.2%	6	5.4%	9	7.2%	6	4.4%	2
Bus, mini-bus or coach	1.7%	20	4.1%	5	0.5%	1	0.6%	0	0.5%	0	3.3%	3	1.5%	1	1.3%	2	2.8%	2	1.4%	1	1.1%	2	2.9%	2	0.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	0.7%	8	4.3%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Taxi	0.8%	10	3.2%	4	0.5%	1	1.8%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1
(Don't know / cant remember / varies)	2.2%	27	6.3%	8	1.0%	1	1.2%	1	1.8%	2	2.5%	2	1.8%	2	0.5%	1	1.1%	1	0.6%	1	5.1%	8	0.9%	1	1.2%	1
(Don't travel / goods delivered)	49.4%	593	38.6%	48	44.0%	62	49.5%	26	46.9%	42	46.9%	35	41.8%	37	49.1%	90	41.9%	29	66.9%	55	47.6%	79	70.5%	57	70.4%	32
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q29 Of all the places you visit for NON-FOOD shopping which is the one you visit most often?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
B&Q, Euroway Trading Estate, Mountleigh Close, Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Leeds Road Retail Park, Bradley Mills	0.1%	1	0.0%	0	0.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shroggs Road, Halifax	0.7%	8	0.0%	0	0.0%	0	0.0%	0	3.2%	2	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	4.5%	3	1.6%	1
Currys PC World, Charlestown Road Retail Park, Halifax	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall	0.3%	3	0.0%	0	0.8%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Wilko, Southgate, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Bradford	5.3%	56	9.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	25.1%	41	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.7%	0
Brighouse	4.2%	45	0.0%	0	21.4%	25	5.0%	2	0.0%	0	0.6%	0	0.0%	0	8.2%	13	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Elland	1.3%	13	0.5%	1	0.0%	0	24.2%	11	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	44.6%	472	65.9%	79	10.7%	13	32.0%	15	47.2%	35	73.7%	48	74.9%	61	7.4%	12	59.8%	36	63.0%	44	72.4%	109	8.2%	6	35.2%	12
Hebden Bridge	1.6%	17	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	0	7.2%	5	0.0%	0	1.2%	1	29.2%	10
Hipperholme	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	6.7%	71	3.7%	4	25.1%	30	23.7%	11	15.4%	12	7.0%	5	0.0%	0	1.4%	2	5.8%	4	3.0%	2	1.2%	2	0.0%	0	0.0%	0
King Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Leeds	8.2%	87	4.8%	6	9.2%	11	3.9%	2	7.5%	6	0.0%	0	3.4%	3	17.0%	28	8.3%	5	3.5%	2	11.6%	18	4.2%	3	12.3%	4
Manchester	3.0%	32	4.1%	5	0.0%	0	0.0%	0	5.2%	4	7.6%	5	0.0%	0	0.7%	1	2.3%	1	7.5%	5	0.0%	0	11.7%	8	6.4%	2
Mytholmroyd	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Ripponden	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0
Sowerby Bridge	0.8%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	9.6%	6	2.3%	2	0.0%	0	0.0%	0	0.7%	0
Todmorden	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	17.7%	13	3.2%	1
West Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Shopping Park, Birstall	2.1%	23	0.0%	0	3.0%	4	0.9%	0	2.5%	2	0.0%	0	2.6%	2	8.5%	14	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlestown Road Retail Park, Halifax	0.3%	3	1.0%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Crossley Retail Park, Halifax	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	6.1%	2
Halifax Retail Park, Halifax	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	1.5%	16	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	8.0%	13	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	1.3%	14	0.0%	0	10.1%	12	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	6.1%	65	0.7%	1	14.9%	18	3.9%	2	3.2%	2	0.9%	1	9.9%	8	10.5%	17	4.0%	2	4.1%	3	7.1%	11	0.0%	0	0.0%	0
Asda, Thrum Hall Lane, Halifax	0.5%	5	4.1%	5	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnsley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Batley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Beverley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	2.6%	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	0.0%	0	38.6%	27	0.7%	0
Bury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clitheroe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Colne	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fountain Retail Park, Hyndburn Road, Accrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Leeds Road, Huddersfield	0.3%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenmount Retail Park, Pellon Lane, Halifax	0.5%	5	1.9%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping Centre, Tomahawk Trail, Castleford	0.5%	5	0.5%	1	0.6%	1	0.0%	0	3.9%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	0	1.4%	1	1.3%	2	0.0%	0	0.0%	0
Meadowhall Shopping Centre, Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	2.8%	1
Owlcotes Shopping Centre, Stanningley By-Pass, Pudsey	0.2%	2	1.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pudsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wade Street, Halifax	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco Superstore, Haugh Shaw Road, Halifax	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Huddersfield Road, Brighouse	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Sowerby Street, Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mill Outlet Centre, Bradford Road, Batley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	1.0%	10	0.0%	0	0.0%	0	2.6%	1	2.5%	2	0.0%	0	0.7%	1	2.1%	3	3.1%	2	0.7%	1	0.0%	0	1.2%	1	0.0%	0
Wakefield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York Designer Outlet, St.	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Nicholas Avenue, Fulford																										
Weighted base:		1059		120		118		47		75		66		82		164		61		70		151		71		33
Sample:		1031		94		83		86		83		85		90		86		88		84		91		84		77
Q30 Do you normally carry out any other activities when you go non-food shopping?																										
Yes	36.6%	439	31.1%	39	37.7%	53	23.4%	12	55.1%	50	32.9%	25	33.3%	29	33.5%	62	36.4%	25	46.1%	38	35.5%	59	29.3%	24	53.3%	24
No	63.4%	761	68.9%	86	62.3%	88	76.6%	41	44.9%	40	67.1%	51	66.7%	58	66.5%	122	63.6%	45	53.9%	44	64.5%	107	70.7%	57	46.7%	21
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100
Q31 Which activities do you carry out? [MR] *Those who carry out any other activities when they go non-food shopping at Q30*																										
Financial / professional services (e.g. banks, building societies, estate agents etc.)	6.0%	26	4.8%	2	2.7%	1	12.7%	2	8.4%	4	3.7%	1	14.9%	4	1.9%	1	6.4%	2	3.8%	1	7.7%	5	1.6%	0	11.6%	3
Get petrol	1.0%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	2	1.7%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.0%	0	1.4%	0
Leisure activities (e.g. cinemas, pubs, sports etc.)	13.3%	58	14.2%	6	25.3%	14	8.4%	1	11.5%	6	3.4%	1	3.3%	1	1.4%	1	8.2%	2	23.8%	9	8.9%	5	23.6%	6	33.9%	8
Meet family / friends	9.2%	40	7.8%	3	2.7%	1	14.7%	2	13.4%	7	1.7%	0	10.2%	3	16.4%	10	8.5%	2	11.5%	4	7.7%	5	6.7%	2	5.2%	1
Food shopping	6.1%	27	10.7%	4	0.0%	0	5.4%	1	12.6%	6	0.0%	0	0.0%	0	3.9%	2	5.4%	1	10.6%	4	1.6%	1	16.8%	4	12.8%	3
Other non-food shopping	7.3%	32	2.1%	1	1.3%	1	7.9%	1	10.9%	5	9.1%	2	11.9%	3	0.0%	0	11.8%	3	9.5%	4	12.9%	8	11.4%	3	6.4%	2
Other services (e.g. libraries, hairdressers, doctors etc.)	5.1%	22	3.0%	1	4.5%	2	2.5%	0	13.3%	7	8.4%	2	1.4%	0	0.0%	0	0.0%	0	6.8%	3	4.9%	3	3.8%	1	12.0%	3
Restaurants / cafés	62.8%	276	60.3%	23	81.2%	43	63.7%	8	52.8%	26	73.9%	18	39.2%	11	75.6%	47	62.8%	16	53.9%	20	61.6%	36	49.1%	12	60.0%	14
School run	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work	5.3%	23	12.7%	5	0.0%	0	9.8%	1	1.3%	1	3.7%	1	3.1%	1	3.9%	2	10.0%	3	9.0%	3	0.0%	0	10.7%	3	15.5%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking / walking the dog	1.4%	6	0.0%	0	2.7%	1	0.0%	0	4.8%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	1.6%	0	0.0%	0
Window shopping / browsing	0.6%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.5%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	2.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	17.4%	5	1.9%	1	4.9%	1	1.9%	1	2.1%	1	0.0%	0	0.0%	0
Weighted base:		439		39		53		12		50		25		29		62		25		38		59		24		24
Sample:		445		24		37		28		54		31		29		34		40		44		37		36		51

Q32 I am now going to ask a few questions on destinations for leisure and cultural activities. Which town, village, or out-of-town location does your household go to most frequently to visit restaurants?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	10.6%	91	43.0%	42	0.7%	1	1.3%	0	0.0%	0	1.8%	1	5.1%	3	30.1%	42	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.7%	0
Brighouse	8.6%	74	0.6%	1	52.9%	56	7.2%	2	0.0%	0	2.1%	1	0.9%	1	9.1%	13	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Elland	1.1%	10	0.0%	0	0.7%	1	24.0%	8	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	34.3%	297	40.7%	40	13.6%	14	31.9%	11	27.7%	17	63.9%	37	81.6%	49	6.3%	9	31.1%	16	36.4%	22	72.9%	75	6.3%	4	9.0%	3
Hebden Bridge	5.6%	48	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	28.3%	18	0.0%	0	8.1%	5	69.5%	24
Hipperholme	0.7%	6	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Huddersfield	3.6%	31	1.3%	1	8.5%	9	16.2%	5	8.4%	5	7.1%	4	2.3%	1	0.6%	1	6.9%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Leeds	10.5%	91	2.4%	2	14.4%	15	2.2%	1	13.8%	9	7.8%	5	0.7%	0	29.3%	41	2.4%	1	6.6%	4	10.3%	11	0.0%	0	5.8%	2
Manchester	2.1%	18	0.0%	0	0.7%	1	0.9%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	2	4.4%	3	0.0%	0	13.4%	8	5.1%	2
Mytholmroyd	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0
Northowram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Ripponden	1.7%	15	1.4%	1	0.0%	0	1.3%	0	17.4%	11	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Rochdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sowerby Bridge	6.7%	58	1.8%	2	0.7%	1	5.9%	2	9.6%	6	10.6%	6	7.7%	5	0.0%	0	46.2%	24	10.3%	6	3.7%	4	4.8%	3	0.0%	0
Todmorden	4.5%	39	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	3.5%	4	56.7%	32	5.8%	2
West Vale	0.4%	3	0.0%	0	0.0%	0	2.0%	1	1.7%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Shopping Park, Birstall	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	0.4%	4	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barkisland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall	0.5%	4	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackley	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broad Street Plaza, North Parade, Halifax	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Burnley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Cleckheaton	0.7%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clitheroe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Cragg Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Crossley Gallery, Dean Clough, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Glossop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Moor	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	0.7%	6	0.0%	0	0.0%	0	1.9%	1	7.5%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Illingworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Keighley	0.6%	5	5.1%	5	0.0%	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	0.0%	0	0.0%	0
Lancaster	0.3%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Liversedge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lumbutts	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Mill Bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ogden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Rastrick	0.2%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rishworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robin Hoods Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelf	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sportsmans Inn, Rochdale Road, Greetland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stainland	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Warley Town	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.4%	4	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		866		98		105		33		63		58		60		141		53		62		103		57		35
Sample:		839		66		71		59		68		75		71		73		75		74		61		72		74

Q33 Which town, village, or out-of-town location does your household go to most frequently to visit pubs / bars / nightclubs?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bradford	6.7%	47	18.3%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.3%	1	32.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighouse	8.5%	59	1.7%	1	51.9%	44	5.6%	2	0.0%	0	0.0%	0	0.0%	0	9.2%	11	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Elland	1.6%	12	2.3%	1	0.0%	0	29.1%	8	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	34.0%	238	65.6%	32	5.3%	5	45.1%	13	24.1%	15	77.3%	32	79.4%	35	7.8%	9	6.0%	2	25.6%	14	78.5%	80	3.3%	2	1.7%	1
Hebden Bridge	7.9%	55	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	28.3%	15	1.2%	1	8.6%	4	93.8%	32
Hipperholme	1.3%	9	0.0%	0	10.2%	9	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	2.4%	17	0.0%	0	12.4%	11	2.2%	1	3.0%	2	4.0%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
King Cross	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	5.1%	36	0.0%	0	15.4%	13	0.0%	0	1.7%	1	0.0%	0	1.3%	1	15.6%	18	0.0%	0	1.3%	1	1.2%	1	1.7%	1	0.0%	0
Manchester	0.3%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	1.5%	1
Mytholmroyd	0.8%	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	10.2%	6	0.0%	0	0.0%	0	0.0%	0
Northowram	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Ripponden	3.3%	23	0.0%	0	0.0%	0	1.5%	0	33.6%	20	0.0%	0	0.0%	0	0.0%	0	4.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sowerby Bridge	9.5%	67	5.0%	2	1.2%	1	6.5%	2	14.4%	9	14.1%	6	10.8%	5	0.0%	0	81.6%	32	18.4%	10	0.0%	0	1.1%	1	0.0%	0
Todmorden	6.6%	46	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	4.4%	5	81.8%	39	1.5%	1
West Vale	0.5%	4	0.0%	0	0.0%	0	3.9%	1	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Retail Park, Halifax	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Barkisland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cliviger	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Copley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cragg Vale	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Crossley Gallery, Dean Clough, Halifax	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greetland	0.6%	5	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartford	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heptonstall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Hyde Park	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Illingworth	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster	0.3%	2	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightcliffe	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liversedge	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low Moor	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luddenden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Lumbutts	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Malt Kiln, Idle Road	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Undercliffe Bradford Marsh, Huddersfield	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midgley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Mill Bank	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mirfield	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Upon Tyne	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakenshaw	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ogden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Rastrick	0.2%	2	0.0%	0	0.8%	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	0.0%	0	0.0%	0
Shelf	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
South Bradford Golf Club, Pearson Road, Odsal	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sportsmans Inn, Rochdale Road, Greetland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Victoria Park, Spring Garden Road, Halifax	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Warley Town	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whalley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyke	2.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		702		49		85		28		61		42		44		116		39		54		102		48		34
Sample:		638		42		50		46		60		47		51		54		53		57		55		55		68

Q34 Which town, village or out-of-town location does your household go to most frequently to visit the cinema?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Empire, John William Street, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebden Bridge Picture House, Hebden Bridge	6.5%	50	1.8%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	20.4%	8	1.9%	2	20.3%	11	79.9%	25
Odeon, Gallagher Leisure Park, Dick Lane, Leeds	2.2%	17	8.1%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	9	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Odeon, Galpharm Stadium, Bradley Mills Road, Huddersfield	3.4%	27	3.2%	2	17.5%	17	8.1%	3	8.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Sandbrook Way, Rochdale	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	6	1.7%	1
Rex Cinema, Corporation Street, Elland	6.8%	53	1.7%	1	16.4%	15	39.0%	13	11.5%	7	9.6%	5	1.7%	1	0.6%	1	9.2%	4	7.5%	3	3.2%	3	0.0%	0	0.0%	0
Showcase, Gelderd Road, Birstall	12.8%	99	0.0%	0	19.6%	18	2.7%	1	3.3%	2	7.6%	4	2.0%	1	47.3%	67	2.8%	1	0.0%	0	2.6%	3	0.0%	0	6.4%	2
Vue, Broad Street, Halifax	44.2%	343	53.0%	38	31.9%	30	37.1%	12	65.9%	42	26.7%	13	92.4%	52	12.4%	18	53.6%	24	57.2%	24	87.7%	85	7.6%	4	7.5%	2
Vue, The Light, The Headrow, Leeds	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%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Bradford	6.6%	51	28.0%	20	0.8%	1	0.0%	0	1.0%	1	0.0%	0	3.8%	2	15.3%	22	7.4%	3	1.7%	1	1.3%	1	0.0%	0	1.7%	1
Brighouse	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	1.5%	11	0.0%	0	2.6%	2	3.8%	1	4.2%	3	10.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	3.9%	30	3.2%	2	0.0%	0	1.3%	0	2.1%	1	31.1%	15	0.0%	0	0.0%	0	18.5%	8	0.0%	0	0.0%	0	5.8%	3	0.0%	0
Hebden Bridge	1.2%	9	0.8%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	5	0.0%	0	3.4%	2	2.9%	1
Huddersfield	1.3%	10	0.0%	0	7.2%	7	2.3%	1	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	2.6%	20	0.0%	0	0.8%	1	3.8%	1	1.6%	1	7.6%	4	0.0%	0	9.5%	13	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.5%	4	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	5.8%	3	0.0%	0
Rochdale	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0
Birstall Shopping Park, Birstall	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 27 Retail Park, Birstall	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Burnley	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	17	0.0%	0
Cineworld, The Leisure Exchange, Vicar Lane, Bradford	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFA Bowl, Finsley Gate, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
National Media Museum, Little Horton Lane, Bradford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Bradley Mills Road, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel Cinemas, Manchester Road, Burnley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Weighted base:	775	71	94	32	64	47	56	142	45	41	97	55	32
Sample:	639	39	64	49	59	55	53	60	53	44	46	56	61

Q35 Which town, village or out-of-town location does your household go to most frequently to visit a family entertainment centre (i.e. ten-pin bowling / skating rink)
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Mecca Bingo, Folly Hall Mills, St Thomas Road, Huddersfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AMF Bowling, Cardigan Fields Road, Kirkstall Road, Leeds	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	9.3%	1	0.0%	0	0.0%	0	0.0%	0
AMF Bowling, The Leisure Exchange, Vicar Lane, Bradford	4.6%	22	18.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	8.1%	7	0.0%	0	0.0%	0	6.0%	4	1.8%	1	0.0%	0
Electric Bowl, Commercial Street, Halifax	36.2%	169	27.0%	15	29.4%	20	59.5%	12	70.7%	19	28.5%	10	51.0%	20	7.9%	7	51.1%	12	86.4%	10	58.9%	35	1.8%	1	54.7%	8
Hollywood Bowl, Cardigan Fields Road, Kirkstall Road, Leeds	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Vicar Lane, Bradford	10.9%	51	13.2%	7	9.0%	6	0.0%	0	0.0%	0	0.0%	0	15.9%	6	27.2%	23	0.0%	0	0.0%	0	12.9%	8	2.8%	1	0.0%	0
Halifax Swimming Pool, Skircoat Road, Halifax	0.6%	3	4.2%	2	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sowerby Bridge Swimming Pool and Fitness Centre, Station Road, Sowerby Bridge	0.5%	2	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden Sports Centre, Ewood Lane, Todmorden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Warrior Factory, Gardiners Square, Halifax	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	12.9%	60	13.2%	7	7.1%	5	8.0%	2	2.4%	1	5.0%	2	14.5%	6	43.1%	36	0.0%	0	0.0%	0	3.6%	2	0.0%	0	1.6%	0
Elland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Halifax	11.0%	52	14.4%	8	0.0%	0	12.2%	2	0.0%	0	48.3%	16	11.8%	5	1.4%	1	39.4%	10	0.0%	0	12.9%	8	1.3%	0	9.5%	1
Hebden Bridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Huddersfield	9.4%	44	9.0%	5	42.9%	29	16.7%	3	0.0%	0	18.3%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
King Cross	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	1.3%	6	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	2
Rochdale	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	3	6.1%	1
Sowerby Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Road Retail Park, Huddersfield	0.6%	3	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnsley	0.9%	4	0.0%	0	0.0%	0	0.0%	0	15.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	4.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.1%	19	11.1%	2
Hove Edge	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield Leisure Centre, Spring Grove Street, Huddersfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 32 Outlet Shopping	0.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Centre, Tomahawk Trail, Castleford																										
MFA Bowl, Finsley Gate, Burnley	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0
Richard Dunn Sports Centre, Rooley Avenue, Bradford	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strike Ten Bowl, Sandbrook Park, Edinburgh Way, Rochdale	0.8%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	3	0.0%	0
Swimrite Leisure, Lee Lane, Halifax	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
UK Superbowl, Springbank Works, Leeds Road, Huddersfield	0.7%	3	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wakefield	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xscape, Colorado Way, Glasshoughton, Castleford	0.4%	2	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Weighted base:		468		55		67		20		27		33		39		84		24		12		60		29		15
Sample:		314		25		33		26		23		34		33		31		28		13		26		21		21

Q36 Which town, village or out-of-town location does your household go to most frequently to play bingo / visit a casino?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Gala Bingo, Bridge Street, Bradford	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Weaverthorpe Retail Park, Oasby Croft, Bradford	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, Broad Street, Halifax	22.7%	32	95.2%	12	0.0%	0	24.3%	1	18.2%	1	14.4%	2	37.3%	5	0.0%	0	12.2%	1	0.0%	0	54.5%	9	10.8%	1	0.0%	0
Mecca Bingo, Folly Hall Mills, St Thomas Road, Huddersfield	10.4%	14	4.8%	1	19.7%	4	39.3%	2	81.8%	6	0.0%	0	0.0%	0	0.0%	0	8.4%	1	15.3%	1	10.6%	2	0.0%	0	0.0%	0
Bradford	23.0%	32	0.0%	0	8.7%	2	0.0%	0	0.0%	0	50.3%	5	3.9%	1	65.6%	23	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0
Elland	0.2%	0	0.0%	0	0.0%	0	7.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	10.6%	15	0.0%	0	0.0%	0	21.1%	1	0.0%	0	14.4%	2	43.7%	6	0.0%	0	60.0%	4	30.5%	1	7.6%	1	0.0%	0	0.0%	0
Huddersfield	7.0%	10	0.0%	0	33.8%	6	7.7%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	13.3%	1	0.0%	0	12.1%	2	0.0%	0	0.0%	0
King Cross	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	5.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	20.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mytholmroyd	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	1	0.0%	0	0.0%	0	0.0%	0
Rochdale	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	3	0.0%	0
Sowerby Bridge	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	0	33.2%	1	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0
West Vale	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0
Burnley	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	3	0.0%	0
Hove Edge	0.5%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, The Retail Park, Railway Street, Dewsbury	4.4%	6	0.0%	0	33.8%	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	0.0%	0
Strike Ten Bowl, Sandbrook Park, Edinburgh Way, Rochdale	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	3	0.0%	0
Wyke	0.6%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		139		12		18		4		7		10		14		36		6		3		17		11		0
Sample:		88		7		7		10		4		10		13		12		7		5		7		6		0

Q37 Which town, village or out-of-town location does your household go to most frequently to visit theatres / concerts / live music?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Alhambra Theatre, Bradford	13.2%	89	10.8%	6	22.8%	18	5.6%	2	3.5%	2	4.1%	2	4.8%	2	31.7%	30	3.7%	1	12.7%	6	16.8%	17	4.5%	3	0.0%	0
Halifax Playhouse, King Cross Street, Halifax	2.1%	14	5.5%	3	2.8%	2	1.0%	0	1.3%	1	0.0%	0	2.5%	1	0.0%	0	1.0%	0	6.1%	3	2.7%	3	0.7%	0	0.9%	0
Manchester Arena, New Bridge Street, Manchester	6.0%	41	2.0%	1	1.2%	1	1.4%	0	23.6%	12	8.8%	4	2.9%	1	0.0%	0	2.8%	1	6.3%	3	9.0%	9	7.0%	4	13.1%	3
Square Chapel Centre for the Arts, Square Road, Halifax	1.6%	11	4.9%	3	0.0%	0	3.3%	1	3.0%	2	0.9%	0	0.0%	0	0.0%	0	2.2%	1	2.8%	1	2.2%	2	1.6%	1	0.0%	0
The Victoria Theatre, Fountain Street, Halifax	17.5%	119	26.6%	15	8.1%	7	31.4%	9	29.3%	15	23.4%	11	11.2%	6	2.1%	2	32.6%	12	17.5%	8	30.4%	30	2.6%	1	7.2%	2
Viaduct Theatre, Dean Clough Office Park, Halifax	1.4%	10	10.8%	6	0.9%	1	0.0%	0	0.9%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.0%	1
Bradford	5.9%	40	9.7%	6	1.2%	1	1.4%	0	0.0%	0	7.5%	4	12.9%	6	19.0%	18	0.0%	0	1.2%	1	3.3%	3	0.9%	1	1.3%	0
Brighouse	0.5%	3	0.0%	0	1.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	7.8%	53	5.5%	3	3.9%	3	6.1%	2	1.9%	1	21.6%	10	34.3%	17	0.0%	0	17.5%	7	11.9%	5	3.4%	3	0.7%	0	3.7%	1
Hebden Bridge	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	6.6%	3	2.0%	2	1.3%	1	16.9%	4
Huddersfield	0.6%	4	0.0%	0	0.0%	0	1.0%	0	1.9%	1	0.0%	0	1.1%	1	0.0%	0	2.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Leeds	18.4%	125	4.0%	2	50.6%	41	21.4%	6	3.1%	2	9.8%	5	5.5%	3	28.0%	27	11.6%	4	22.4%	10	22.0%	22	0.0%	0	12.0%	3
Manchester	14.6%	99	12.3%	7	1.2%	1	22.3%	7	20.9%	11	16.4%	8	9.5%	5	3.7%	4	22.1%	8	7.7%	3	6.2%	6	55.4%	32	30.7%	8
Todmorden	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	6	3.0%	1
Abroad	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Birmingham	0.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	3.6%	24	2.1%	1	4.0%	3	2.9%	1	4.9%	3	3.5%	2	9.5%	5	8.9%	9	1.0%	0	1.6%	1	0.0%	0	0.9%	1	0.0%	0
First Direct Arena, Arena Way, Leeds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	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
Flamborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Theatre, New Briggate, Leeds	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebden Bridge Little Theatre, Holme Street, Hebden Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Hippodrome Theatre, Halifax Road, Todmorden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Lawrence Batley Theatre, Queen Street, Huddersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester Academy, Moss Lane East, Manchester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0
O2 Apollo, Stockport Road, Manchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Oldham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Pendle Hippodrome, New Market Street, Colne	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Royal Exchange Theatre, St Ann's Square, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Royal Hall, Ripon Road, Harrogate	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Liverpool Philharmonic, Hope Street, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Salford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Scotiabank Centre, Argyle Street, Halifax	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.5%	3	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Georges Hall, Bridge Street, Bradford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lowry, Pier 8, Salford Quays	0.5%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	5.0%	1
Theatre Royal, Catherine Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
West Yorkshire Playhouse, Playhouse Square, Quarry Hill, Leeds	0.2%	1	1.0%	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	0.0%	0	0.0%	0	0.0%	0
Weighted base:		678		57		81		30		52		48		50		96		38		44		100		57		26
Sample:		628		41		52		53		54		57		53		51		51		53		53		61		49

Q38 Which town, village or out-of-town location does your household go to most frequently to visit museums and art galleries?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Bankfield Museum, Boothtown Road, Halifax	5.6%	21	10.7%	4	1.9%	1	11.8%	2	2.4%	1	15.0%	4	2.0%	0	1.7%	1	8.6%	1	4.7%	1	12.4%	5	0.0%	0	1.7%	0
Shibden Hall, Godley Lane, Halifax	1.5%	5	1.4%	1	1.9%	1	0.0%	0	7.9%	3	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	10.4%	39	26.1%	11	8.4%	3	2.3%	0	0.0%	0	14.0%	4	4.7%	1	19.7%	10	6.2%	1	2.0%	1	14.4%	6	3.8%	1	4.8%	1
Brighouse	2.7%	10	0.0%	0	23.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4	0.0%	0	0.0%	0
Halifax	8.8%	33	17.3%	7	2.6%	1	4.9%	1	4.5%	2	22.2%	6	32.2%	7	0.0%	0	6.8%	1	8.2%	2	8.1%	3	1.0%	0	13.7%	3
Hebden Bridge	0.7%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	4.8%	1
Huddersfield	0.5%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	19.2%	71	5.5%	2	36.2%	14	35.8%	5	15.8%	6	12.3%	3	7.8%	2	21.7%	11	15.2%	2	32.3%	8	26.0%	11	3.8%	1	25.5%	5
Manchester	17.3%	64	14.5%	6	7.3%	3	8.1%	1	24.4%	10	11.0%	3	19.2%	4	3.8%	2	0.0%	0	10.5%	3	3.0%	1	64.6%	25	34.0%	7
Mytholmroyd	0.1%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Abroad	4.8%	18	1.4%	1	4.4%	2	6.3%	1	7.4%	3	3.6%	1	0.0%	0	0.0%	0	14.8%	2	14.8%	4	6.9%	3	4.8%	2	0.0%	0
Barnsley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Beamish Museum, Beamish	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Bradfield	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford Industrial Museum, Moorside Mills, Bradford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	14.0%	52	20.2%	8	8.4%	3	21.4%	3	23.6%	9	10.4%	3	27.3%	6	7.2%	4	20.4%	3	16.4%	4	9.0%	4	7.9%	3	11.1%	2
Crossley Gallery, Dean Clough, Halifax	0.8%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Elsecar Heritage Centre, Barnsley	0.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eureka! The National Children's Museum, Discovery Road, Halifax	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollins Hall Marriott Hotel & Country Club, Hollins Hill, Baildon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hull	0.5%	2	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Kings Lynn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirklees	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	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.9%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	0	2.7%	1	0.0%	0	3.7%	1	0.0%	0
Manchester Museum, Oxford Road, Manchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Salts Mill, Victoria Road, Shipley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Scarborough	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Royal Armouries Museum, Armouries Drive, Leeds	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Towneley Hall Art Gallery and Museum, Towneley Park, Burnley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Wakefield	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Yorkshire Playhouse, Playhouse Square, Quarry Hill, Leeds	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	2.7%	10	1.4%	1	0.0%	0	7.2%	1	1.2%	0	2.3%	1	2.0%	0	6.2%	3	3.9%	1	0.0%	0	4.7%	2	3.8%	1	0.0%	0
Yorkshire Sculpture Park, West Bretton, Wakefield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		369		41		39		14		40		26		21		49		14		26		42		39		20
Sample:		347		27		27		23		37		31		22		28		23		28		24		41		36

Q39 Which town, village or out-of-town location does your household go to most frequently for health and fitness activities?
Excl. Nulls & SFTs

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
24/7 Fitness, Halifax	3.9%	18	17.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	4	0.0%	0	0.0%	0	0.0%	0	13.1%	9	0.0%	0	0.0%	0
Brighouse Swimming Pool and Fitness Centre, Woodvale Road, Brighouse	4.0%	18	0.0%	0	18.8%	10	9.6%	2	2.9%	1	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW Sports Fitness, Charlestown Road, Halifax	3.8%	17	12.1%	3	10.9%	6	1.7%	0	1.4%	1	5.9%	2	5.3%	2	0.0%	0	0.0%	0	9.0%	2	1.3%	1	0.0%	0	0.0%	0
Elland Swimming Pool, Town Hall Street, Elland	0.7%	3	0.0%	0	0.0%	0	14.7%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Dean Clough Mills, Halifax	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	5.5%	1
Halifax Swimming Pool, Skircoat Road, Halifax	6.9%	31	8.0%	2	0.0%	0	21.9%	4	10.3%	5	11.5%	4	10.1%	3	0.0%	0	1.6%	0	7.3%	2	15.7%	11	0.0%	0	3.0%	1
North Bridge Leisure Centre, North Bridge	2.8%	12	8.2%	2	0.0%	0	1.7%	0	5.2%	2	1.4%	0	4.8%	2	0.0%	0	1.6%	0	0.0%	0	6.8%	5	0.0%	0	1.9%	0
Pure Gym, Broad Street Plaza, Akroyd Place, Halifax	5.6%	25	25.3%	7	0.0%	0	0.0%	0	4.6%	2	18.2%	6	12.0%	4	1.7%	1	0.0%	0	0.0%	0	6.6%	5	0.0%	0	3.0%	1
Sowerby Bridge Swimming Pool and Fitness Centre, Station Road, Sowerby Bridge	7.0%	32	0.0%	0	0.0%	0	0.0%	0	35.8%	16	5.3%	2	3.5%	1	0.0%	0	28.9%	7	20.6%	5	0.0%	0	0.0%	0	3.3%	1
The MBi Shay Stadium, Shaw Hill	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden Sports Centre, Ewood Lane, Todmorden	3.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	28.2%	10	28.1%	5
Waterside Gym, Valley Road, Hebden Bridge	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	4
Bradford	7.0%	32	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.8%	26	0.0%	0	19.4%	4	0.0%	0	0.0%	0	0.0%	0
Brighouse	6.9%	31	0.0%	0	46.1%	26	2.4%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	1.7%	8	2.0%	1	5.1%	3	10.6%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Halifax	16.0%	72	24.2%	7	1.8%	1	25.2%	5	11.8%	5	54.5%	17	26.9%	9	1.7%	1	6.3%	2	18.1%	4	29.0%	20	3.9%	1	1.9%	0
Hebden Bridge	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	4.3%	1	8.8%	2
Huddersfield	3.9%	17	0.0%	0	10.9%	6	6.2%	1	2.3%	1	0.0%	0	0.0%	0	11.9%	9	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.4%	0
King Cross	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Leeds	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Manchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Mytholmroyd	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Ripponden	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sowerby Bridge	5.5%	25	0.0%	0	0.0%	0	0.0%	0	12.0%	5	1.9%	1	10.3%	3	0.0%	0	58.5%	14	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Todmorden	4.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.7%	18	4.2%	1
Charlestown Road Retail Park, Halifax	0.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Bradley Hall Golf Club, Holywell Green, Halifax	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleckheaton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CrossFit HX5, Copperas Works, Dewsbury Road, Elland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crow Wood Leisure, Royle Lane, Burnley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Fitness 4 Ladies, Warehouse, Sowerby Bridge	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness Finesse, Mercon House, Beacon Road, Bradford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym4all, The Leisure Exchange, Vicar Lane, Bradford	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Golf Club, Union Lane, Halifax	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Highgate Methodist Church, Halifax	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holmfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Huddersfield Leisure Centre, Spring Grove Street, Huddersfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingham's Better Bodies, Sowerby Bridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Littleborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
PJ's Health & Fitness, Cartwright St, Cleckheaton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Tulip Street Retail Park, Tulip Street, Leeds	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Richard Dunn Sports Centre, Rooley Avenue, Bradford	0.1%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spenborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health Club, Coal Pit Lane, Brighouse	0.7%	3	0.0%	0	4.6%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swim Stars, Cragg Vale, hebden bridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Swimrite Leisure, Lee Lane, Halifax	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
The Treadmill Fitness Lounge, Holdsworth Road, Halifax	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Threeways Centre, Nursery Lane, Halifax	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Todmorden Lawn Tennis Club, Hallroyd Road, Todmorden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Total Fitness, Tandem Industrial Estate, Wakefield Road, Huddersfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
VH Fitness, Charles Street, Halifax	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0
West Bowling	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wetherby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Willow Valley Golf & Country Club, Highmoor Lane, Brighouse	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Wyke	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		452		29		55		18		46		31		34		72		24		23		69		35		17
Sample:		366		20		31		27		42		33		27		27		29		23		33		37		37

Q40 Which of these town centres do you visit MOST frequently for shopping or leisure activities, including markets? [PR]

Brighouse	18.9%	227	0.0%	0	77.5%	110	19.3%	10	7.5%	7	8.0%	6	1.6%	1	40.6%	75	3.2%	2	1.3%	1	9.0%	15	0.0%	0	0.0%	0
Elland	3.2%	38	1.4%	2	2.7%	4	25.2%	13	19.1%	17	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	50.0%	600	92.6%	116	11.5%	16	42.9%	23	52.4%	47	77.0%	58	86.9%	76	20.4%	37	51.1%	36	39.9%	33	84.1%	140	15.0%	12	13.1%	6
Hebden Bridge	8.4%	101	2.1%	3	6.4%	9	2.0%	1	7.1%	6	2.1%	2	1.4%	1	3.6%	7	2.9%	2	37.4%	31	2.1%	3	5.8%	5	71.2%	32
Sowerby Bridge	5.3%	63	0.0%	0	0.0%	0	2.9%	2	9.1%	8	1.2%	1	5.7%	5	5.5%	10	38.8%	27	9.8%	8	1.5%	3	0.0%	0	0.0%	0
Todmorden	6.0%	72	0.5%	1	0.0%	0	0.6%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	1.3%	1	2.3%	2	0.0%	0	76.8%	62	9.5%	4
Don't visit any of these centres for shopping or leisure	8.2%	99	3.4%	4	2.0%	3	7.2%	4	3.7%	3	9.1%	7	4.5%	4	29.2%	54	2.7%	2	9.4%	8	3.4%	6	2.4%	2	6.1%	3
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

Q41 What do you like about (TOWN CENTRE MENTIONED AT Q40) as a place to visit for shopping and leisure? [MR]
Those who visit a centre at Q40

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Attractive environment / nice place	12.9%	142	9.7%	12	11.8%	16	10.7%	5	5.7%	5	13.4%	9	5.4%	5	20.7%	27	8.7%	6	20.7%	15	10.2%	16	25.1%	20	13.6%	6
Close to where live / work	41.7%	460	56.8%	69	34.5%	48	35.6%	18	49.1%	43	40.5%	28	46.6%	39	18.1%	24	49.0%	33	36.7%	27	47.4%	76	46.7%	37	45.0%	19
Convenient / easy to get to from home	20.1%	221	27.4%	33	14.6%	20	11.8%	6	21.7%	19	9.8%	7	9.0%	8	21.4%	28	32.8%	22	24.3%	18	27.3%	44	4.0%	3	32.3%	14
Easy to park the car	4.6%	51	1.1%	1	4.7%	7	3.5%	2	10.2%	9	2.0%	1	3.3%	3	12.3%	16	2.5%	2	5.7%	4	3.4%	5	0.5%	0	1.7%	1
Free parking	0.8%	9	0.0%	0	2.0%	3	0.0%	0	3.4%	3	0.8%	1	0.0%	0	1.8%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Good cafes and restaurants / eating out	3.1%	34	1.1%	1	2.7%	4	3.1%	2	4.0%	4	1.8%	1	0.0%	0	4.9%	6	10.7%	7	4.4%	3	1.4%	2	2.0%	2	5.2%	2
Good food shops	6.6%	73	0.5%	1	6.1%	8	21.6%	11	10.8%	9	3.5%	2	4.0%	3	11.0%	14	3.1%	2	4.0%	3	5.1%	8	4.0%	3	17.8%	7
Good non-food shops	15.4%	170	3.5%	4	30.8%	43	34.2%	17	13.0%	11	7.8%	5	11.0%	9	27.3%	35	6.8%	5	9.6%	7	10.5%	17	8.5%	7	22.2%	9
Good range of other / personal services	1.6%	18	1.5%	2	2.0%	3	0.0%	0	5.5%	5	2.4%	2	0.0%	0	0.9%	1	0.8%	1	1.4%	1	0.0%	0	1.5%	1	7.1%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	1.7%	19	0.5%	1	5.2%	7	1.4%	1	3.7%	3	0.6%	0	0.0%	0	0.9%	1	0.6%	0	0.7%	1	2.6%	4	0.5%	0	0.0%	0
Character / nice architecture / different	2.2%	24	1.5%	2	1.1%	2	4.5%	2	2.7%	2	5.2%	4	4.1%	3	0.0%	0	2.4%	2	5.3%	4	1.7%	3	0.0%	0	2.8%	1
Compact shopping area	7.2%	79	12.4%	15	3.1%	4	4.2%	2	5.1%	4	8.3%	6	8.5%	7	15.2%	20	2.5%	2	9.0%	7	6.6%	11	1.0%	1	2.3%	1
Easy access	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Easy to get to by public transport	0.3%	3	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar with it / know where everything is	1.6%	17	4.1%	5	0.5%	1	2.6%	1	0.0%	0	1.2%	1	0.0%	0	5.6%	7	0.0%	0	0.7%	1	1.1%	2	0.0%	0	0.0%	0
Feel safe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Flat	0.8%	9	0.0%	0	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Friendly / nice atmosphere	2.0%	22	2.4%	3	1.2%	2	2.1%	1	0.8%	1	0.0%	0	1.9%	2	3.3%	4	0.0%	0	2.3%	2	2.9%	5	3.3%	3	2.5%	1
Good art galleries	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Good charity shops	0.2%	2	0.7%	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	0.0%	0	0.0%	0	0.0%	0
Good for antiques	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for financial / professional services	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	1.4%	16	0.5%	1	4.4%	6	1.3%	1	1.8%	2	0.6%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	1	3.3%	3	2.8%	1
Good pubs	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Good range of independent shops	4.3%	47	0.5%	1	14.9%	21	6.8%	3	1.2%	1	0.8%	1	1.1%	1	0.9%	1	1.2%	1	12.8%	9	1.4%	2	0.7%	1	14.1%	6
Harveys store	0.1%	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	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Low prices	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	0
Marks & Spencer store	0.1%	2	0.5%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	0.6%	7	4.1%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Nothing / very little	9.9%	109	10.5%	13	2.2%	3	10.7%	5	8.5%	7	19.9%	14	13.3%	11	8.1%	11	11.3%	8	10.1%	8	12.3%	20	13.0%	10	1.1%	0
(Don't know)	1.6%	17	1.4%	2	2.0%	3	2.5%	1	0.0%	0	0.0%	0	6.4%	5	1.4%	2	1.1%	1	0.0%	0	0.6%	1	3.3%	3	0.0%	0
Weighted base:		1101		121		139		49		87		69		84		130		68		74		161		78		42
Sample:		1099		94		97		91		95		88		95		68		98		88		96		97		92

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12

Q42 What do you dislike about (TOWN CENTRE MENTIONED AT Q40) as a place to visit for shopping and leisure? [MR]
Those who visit a centre at Q40

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Difficult to park near shops	8.7%	96	3.9%	5	9.5%	13	12.0%	6	13.2%	11	2.9%	2	6.1%	5	10.2%	13	4.0%	3	14.5%	11	11.8%	19	4.6%	4	9.9%	4
Inconvenient / hard to get to from home	0.5%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	2.6%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor public transport accessibility	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.6%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0
Poor quality food shops / supermarkets	1.2%	13	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.5%	0	0.0%	0	8.9%	6	1.7%	1	0.0%	0	0.7%	1	4.1%	2
Poor quality non-food shops	5.9%	65	4.9%	6	3.0%	4	10.5%	5	1.1%	1	10.9%	7	18.0%	15	0.9%	1	11.1%	8	1.7%	1	6.7%	11	5.2%	4	3.4%	1
Poor range / choice of shops	18.0%	198	28.5%	34	13.6%	19	27.3%	13	12.8%	11	15.8%	11	29.1%	24	6.5%	9	17.6%	12	13.0%	10	25.9%	42	14.5%	11	4.7%	2
Streets badly maintained	1.6%	18	3.0%	4	1.1%	2	0.0%	0	6.7%	6	0.0%	0	1.9%	2	1.6%	2	0.0%	0	1.7%	1	0.8%	1	0.7%	1	0.6%	0
Streets dirty	2.0%	22	4.9%	6	1.1%	2	2.1%	1	1.2%	1	0.6%	0	1.6%	1	0.9%	1	6.1%	4	2.1%	2	2.0%	3	0.0%	0	0.6%	0
Too busy / crowded	1.5%	17	0.0%	0	1.1%	2	0.0%	0	0.8%	1	0.0%	0	0.5%	0	3.5%	5	3.0%	2	5.6%	4	1.2%	2	0.7%	1	1.8%	1
Traffic congestion	2.7%	29	1.9%	2	1.9%	3	1.4%	1	3.7%	3	0.0%	0	0.0%	0	5.6%	7	6.0%	4	2.7%	2	2.0%	3	2.5%	2	3.8%	2
Unattractive environment / not a very nice place	1.8%	20	0.0%	0	0.5%	1	0.6%	0	4.6%	4	2.4%	2	0.5%	0	1.8%	2	1.1%	1	1.0%	1	3.5%	6	3.8%	3	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
20mph speed limit is too slow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Antisocial behaviour / don't feel safe	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	0	1.0%	1	3.0%	5	0.0%	0	0.0%	0
Boring / nothing to do	0.4%	4	0.5%	1	0.5%	1	2.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Building work	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Buses use the same lanes as the cars	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Business rates are too high	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Doesn't have a market on a Saturday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have a Primark store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Doesn't have a swimming pool	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have an Aldi store	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Don't like the people there	1.5%	16	0.7%	1	0.5%	1	1.5%	1	7.4%	6	0.6%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.2%	4	4.1%	3	0.0%	0
Don't like Wellington Arcade	0.6%	6	0.0%	0	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	3.4%	38	0.0%	0	5.1%	7	6.2%	3	10.7%	9	6.0%	4	0.0%	0	0.0%	0	3.7%	3	0.0%	0	7.0%	11	0.7%	1	0.0%	0
Expensive shops	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.5%	1	4.3%	2
Lighting is poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Market is poor	0.4%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Needs updating / revamp	1.1%	12	0.0%	0	4.4%	6	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	4.9%	2
Not enough big / high street stores	0.7%	8	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.1%	3	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough cafes / restaurants	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Not enough clothes shops	0.5%	5	1.5%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	1	0.7%	1	0.0%	0
Not enough independent	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
shops																										
Not enough public toliets	0.2%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough seating	0.1%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Not enough undercover shopping	0.7%	7	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not flat enough / quite hilly	1.7%	19	1.9%	2	0.5%	1	0.6%	0	0.6%	0	1.8%	1	1.7%	1	5.6%	7	0.6%	0	0.0%	0	1.9%	3	0.5%	0	1.9%	1
Old fashioned	0.6%	6	0.0%	0	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavements need repairing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	0
Piece Hall is ruined	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout / shops too spread out	0.3%	3	0.5%	1	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0
Poor range / choice of pubs	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor road surfaces	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roadworks	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small	1.9%	21	6.0%	7	0.0%	0	0.6%	0	0.0%	0	0.0%	0	4.1%	3	5.6%	7	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
The 20mph speed limit is not adhered 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	0.0%	0	0.0%	0	0.0%	0	0.6%	0
The one way system	0.5%	5	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
They're moving the library	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Too many bookmakers	0.5%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many changes are happening	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	2.1%	23	2.5%	3	6.9%	10	0.0%	0	2.1%	2	3.5%	2	3.1%	3	0.0%	0	2.5%	2	1.0%	1	0.6%	1	0.0%	0	0.0%	0
Too many coffee shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Too many empty shops	1.5%	17	1.0%	1	1.1%	2	2.9%	1	1.8%	2	5.0%	3	1.1%	1	0.9%	1	4.1%	3	0.0%	0	1.1%	2	0.7%	1	1.4%	1
Too many floods / poor flood defences	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.0%	1
Too many hairdressers / nail shops	0.1%	1	0.5%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many night clubs	0.2%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many takeways	0.2%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many tourists	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Too many wild dogs roaming about	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing / very little	44.0%	485	35.9%	43	43.3%	60	40.2%	20	34.1%	30	37.9%	26	39.7%	33	60.2%	78	44.4%	30	43.3%	32	41.1%	66	53.2%	42	57.8%	24
(Don't know)	3.8%	42	2.9%	4	4.9%	7	2.0%	1	0.8%	1	15.3%	11	7.0%	6	0.9%	1	3.2%	2	6.3%	5	0.8%	1	4.5%	4	2.3%	1
Weighted base:		1101		121		139		49		87		69		84		130		68		74		161		78		42
Sample:		1099		94		97		91		95		88		95		68		98		88		96		97		92

Q43 What improvements, if any would make you shop or visit leisure attractions at (TOWN CENTRE MENTIONED AT Q40) more often? [MR]
Those who visit a centre at Q40

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Better disabled access	0.4%	4	0.0%	0	0.0%	0	0.9%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.2%	2	0.5%	0	0.0%	0
Better pedestrian access	0.3%	4	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	1.6%	18	0.5%	1	0.5%	1	0.6%	0	6.2%	5	4.6%	3	1.2%	1	0.0%	0	0.0%	0	3.9%	3	2.0%	3	0.7%	1	0.0%	0
Bigger / improved covered shopping centre	2.2%	24	1.9%	2	1.2%	2	4.7%	2	1.3%	1	0.6%	0	4.7%	4	0.0%	0	3.2%	2	2.7%	2	2.8%	5	4.1%	3	0.0%	0
Cleaner streets	3.3%	36	10.6%	13	0.7%	1	1.9%	1	3.9%	3	3.0%	2	3.6%	3	0.0%	0	3.6%	2	3.6%	3	3.0%	5	3.6%	3	1.1%	0
More / better cafes and restaurants / eating out	1.4%	15	0.0%	0	5.1%	7	0.0%	0	2.7%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.5%	2	0.0%	0
More / better car parking	13.6%	150	9.3%	11	17.6%	24	10.9%	5	17.1%	15	10.2%	7	7.2%	6	21.2%	28	10.4%	7	23.6%	17	9.9%	16	7.7%	6	15.3%	6
More / better cinemas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
More / better leisure, entertainment or cultural facilities	2.7%	30	6.0%	7	1.0%	1	1.5%	1	1.2%	1	2.4%	2	3.8%	3	0.0%	0	0.8%	1	0.0%	0	7.1%	11	3.5%	3	0.8%	0
More / better market	1.0%	11	0.0%	0	0.5%	1	0.0%	0	5.2%	5	0.0%	0	0.5%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	1	5.0%	4	0.6%	0
More / better pubs and bars / nightlife	0.6%	7	0.5%	1	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats or floral displays	0.4%	5	1.5%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
More / better shops	26.8%	295	43.7%	53	27.0%	38	33.0%	16	24.7%	21	28.1%	19	49.9%	42	15.2%	20	21.5%	15	17.3%	13	29.0%	46	10.3%	8	9.4%	4
More traffic free pedestrian streets	1.3%	15	3.3%	4	3.2%	5	0.0%	0	2.5%	2	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	1.3%	1	0.0%	0
Other	1.1%	12	2.4%	3	2.2%	3	1.3%	1	0.0%	0	0.0%	0	0.5%	0	0.9%	1	0.8%	1	1.0%	1	0.0%	0	1.7%	1	2.8%	1
A bypass	0.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	0.3%	3	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Aldi store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	0
Better flood protection	0.9%	10	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.3%	1	0.0%	0	0.0%	0	1.2%	1	6.1%	4	0.0%	0	0.0%	0	5.1%	2
Better maintained	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Better road access	0.4%	5	0.0%	0	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Better toilets	0.3%	3	0.7%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better traffic system	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Better wheelchair access	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger / better supermarket	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.6%	3	4.3%	2
Cheaper business rents	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.5%	16	0.5%	1	0.0%	0	0.0%	0	2.9%	3	2.8%	2	4.0%	3	0.0%	0	1.7%	1	1.5%	1	2.1%	3	1.3%	1	2.3%	1
Debenhams store	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.9%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't close the Post Office	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Don't move the library	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	0
Don't move the market	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Finish rebuilding Elland Bridge	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finish the building work	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finish the transformation of Piece Hall	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.6%	0	0.0%	0	0.9%	1	3.0%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Flatten it out	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Improve the pavements	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Improve the roads / less potholes	0.5%	6	0.5%	1	1.8%	3	0.6%	0	0.6%	0	0.6%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Improve the train station	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved safety / more police on the streets	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.7%	3	4.5%	7	5.1%	4	0.0%	0
Inforce the law that dogs should be on their leads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Install a tram	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Leave everything as it is	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.6%	7	0.5%	1	1.2%	2	0.0%	0	0.8%	1	2.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Less empty shops	0.6%	6	0.7%	1	0.0%	0	1.4%	1	1.2%	1	1.2%	1	0.0%	0	0.9%	1	0.6%	0	0.7%	1	0.0%	0	0.7%	1	0.8%	0
Less pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less roadworks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Less takeways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less tourists	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.4%	4	0.0%	0	1.2%	2	0.6%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.3%	1
Less traffic lights	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices in the shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Make it more interesting	0.6%	6	0.0%	0	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make sure no more supermarkets are built	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.8%	8	0.0%	0	6.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More big / high street stores	1.5%	17	2.6%	3	0.5%	1	5.6%	3	1.8%	2	1.3%	1	4.5%	4	0.0%	0	0.6%	0	1.0%	1	1.4%	2	0.9%	1	0.0%	0
More clothes shops	1.0%	11	1.5%	2	0.7%	1	1.4%	1	0.0%	0	2.4%	2	1.3%	1	0.9%	1	2.1%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0
More compact	0.6%	7	2.0%	2	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
More cycle stands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
More enforcement of the speed limit around the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
More for teenagers to do	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
More fresh food shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	1.3%	15	5.6%	7	0.7%	1	0.0%	0	1.1%	1	0.8%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.8%	1	1.0%	1	3.8%	2
More investment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic lights	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Move the bus station nearer the shops	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New roof for the market	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Next store	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / more friendly	0.4%	5	1.1%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Offer free car parking	2.2%	24	0.7%	1	3.4%	5	7.6%	4	4.5%	4	2.4%	2	0.7%	1	2.6%	3	2.0%	1	0.7%	1	1.4%	2	0.7%	1	2.3%	1
Open the bridge	0.2%	2	0.0%	0	0.0%	0	0.6%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride scheme	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark store	0.7%	8	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Rebuild the arcade	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce the rates on the	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
market stalls																										
Revamp / update it	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.2%	4	0.7%	1	0.0%	0
Use the derelict station	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Waitrose store	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Nothing	30.4%	335	17.9%	22	20.2%	28	24.2%	12	19.7%	17	29.9%	21	27.5%	23	56.8%	74	34.0%	23	27.5%	20	32.2%	52	32.4%	25	43.2%	18
(Don't know)	5.8%	64	4.1%	5	11.2%	16	3.4%	2	5.7%	5	6.6%	5	7.8%	7	0.9%	1	3.2%	2	7.4%	6	4.3%	7	11.3%	9	3.1%	1
Weighted base:		1101		121		139		49		87		69		84		130		68		74		161		78		42
Sample:		1099		94		97		91		95		88		95		68		98		88		96		97		92

Q44 What is it about (TOWN CENTRE MENTIONED AT Q40) that makes you visit (TOWN CENTRE MENTIONED AT Q40) more than elsewhere? [MR]
Those who visit a centre at Q40

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Nearer to home	71.1%	783	67.3%	81	80.4%	112	62.6%	31	54.0%	47	75.4%	52	81.5%	68	57.9%	75	88.6%	60	62.5%	46	77.5%	124	66.7%	52	80.5%	34
Nearer to work	4.8%	52	0.5%	1	0.0%	0	6.7%	3	9.4%	8	2.7%	2	5.9%	5	4.4%	6	6.9%	5	7.2%	5	7.9%	13	4.8%	4	3.9%	2
Good accessibility	2.0%	23	1.1%	1	1.5%	2	2.7%	1	3.4%	3	3.4%	2	0.5%	0	0.7%	1	10.1%	7	0.0%	0	0.8%	1	2.0%	2	3.6%	1
Choice of goods available	5.0%	56	2.4%	3	4.2%	6	11.9%	6	9.7%	8	3.4%	2	0.5%	0	7.5%	10	6.9%	5	9.4%	7	1.6%	3	5.0%	4	4.8%	2
Choice of shops selling clothing or household goods	2.2%	24	0.0%	0	5.1%	7	2.4%	1	2.9%	3	3.0%	2	0.0%	0	2.5%	3	0.8%	1	3.6%	3	0.8%	1	0.5%	0	7.3%	3
Quality of clothing or household goods available	1.2%	13	0.0%	0	5.6%	8	0.0%	0	2.2%	2	0.8%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Provision of services such as banks / financial services	0.7%	8	0.0%	0	0.0%	0	0.9%	0	0.6%	0	2.2%	2	0.9%	1	2.6%	3	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0
Provision of leisure services	1.1%	12	0.0%	0	2.7%	4	0.0%	0	3.6%	3	0.6%	0	0.5%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Shopping environment	3.4%	38	2.4%	3	5.9%	8	4.7%	2	2.7%	2	1.5%	1	2.0%	2	0.9%	1	3.8%	3	5.9%	4	2.1%	3	5.5%	4	8.5%	4
Cleanliness	0.2%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.5%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Car parking provision	1.5%	17	0.0%	0	1.2%	2	1.3%	1	1.2%	1	0.0%	0	2.9%	2	2.2%	3	6.1%	4	1.4%	1	1.2%	2	1.0%	1	0.6%	0
Car parking prices	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.3%	1	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Accessibility by public transport	1.3%	14	1.0%	1	1.0%	1	0.6%	0	1.9%	2	0.6%	0	2.6%	2	1.3%	2	3.5%	2	0.0%	0	1.4%	2	0.5%	0	0.0%	0
Public information, signposts, public facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Entertainment / events	0.8%	9	0.0%	0	0.0%	0	1.3%	1	3.9%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0
Safety (during the day)	0.6%	7	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	0.5%	6	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Convenient	6.5%	72	7.2%	9	8.0%	11	3.1%	2	11.2%	10	2.6%	2	9.5%	8	4.2%	5	5.3%	4	5.8%	4	8.3%	13	1.0%	1	7.6%	3
Other	0.7%	8	1.1%	1	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	2.6%	3	0.8%	1	0.7%	1	0.0%	0	0.5%	0	0.0%	0
Close to family / friends	0.9%	9	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	3.7%	3	1.1%	2	0.5%	0	0.6%	0
Compact shopping area	1.2%	13	5.1%	6	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.8%	1	3.0%	2	0.0%	0	1.1%	1	0.0%	0
Familiar with it / know where everything is	1.1%	12	0.0%	0	0.5%	1	0.6%	0	0.8%	1	1.8%	1	1.1%	1	1.6%	2	1.7%	1	0.0%	0	2.5%	4	0.5%	0	1.8%	1
Flat	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / nice atmosphere	1.3%	14	1.7%	2	2.2%	3	1.4%	1	0.8%	1	0.6%	0	0.0%	0	1.8%	2	0.0%	0	1.0%	1	0.0%	0	4.6%	4	0.6%	0
Good for food shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.4%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1
Good range of cafes / restaurants	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	1.6%	18	0.5%	1	7.8%	11	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.4%	3	0.0%	0	0.7%	1	5.7%	2
Good range of pubs / bars	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Has character / nice old buildings	0.9%	9	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.2%	2	0.0%	0	0.0%	0
I like to support local shops	0.6%	7	0.5%	1	0.7%	1	0.0%	0	0.0%	0	1.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	3.5%	1
Lidl 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	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Marks & Spencer store	0.2%	2	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
My doctor's there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Not busy	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No reason in particular	6.2%	69	12.0%	15	1.0%	1	4.7%	2	3.6%	3	4.8%	3	1.5%	1	17.4%	23	0.6%	0	6.2%	5	3.0%	5	10.7%	8	3.9%	2
(Don't know)	0.9%	10	3.5%	4	0.5%	1	0.0%	0	0.6%	0	2.4%	2	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.6%	1	0.5%	0	0.0%	0
Weighted base:		1101		121		139		49		87		69		84		130		68		74		161		78		42
Sample:		1099		94		97		91		95		88		95		68		98		88		96		97		92

Q45 Which of these markets do you visit MOST frequently? [PR]
Those who visit a centre at Q40

Elland open market	0.4%	4	0.0%	0	0.0%	0	6.1%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Borough market	38.9%	429	69.3%	84	20.4%	28	27.8%	14	42.3%	37	60.2%	41	65.1%	54	18.1%	24	38.5%	26	33.7%	25	56.1%	90	2.1%	2	9.6%	4
Hebden Bridge open market	5.1%	56	5.1%	6	0.5%	1	1.3%	1	3.3%	3	1.7%	1	0.0%	0	2.6%	3	0.8%	1	22.2%	16	0.6%	1	0.0%	0	56.1%	24
Sowerby Bridge open market	1.6%	17	0.5%	1	0.0%	0	1.4%	1	2.4%	2	0.0%	0	1.9%	2	0.0%	0	13.5%	9	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Todmorden market hall	2.3%	26	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.7%	1	0.0%	0	23.3%	18	9.8%	4
Todmorden open market	5.2%	58	2.4%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.6%	1	2.7%	4	0.0%	0	3.3%	2	0.6%	1	51.5%	40	13.3%	6
Don't visit any of these markets	46.5%	512	22.8%	28	78.5%	109	63.4%	31	50.3%	44	38.1%	26	31.4%	26	76.5%	100	45.5%	31	34.9%	26	42.8%	69	23.2%	18	11.2%	5
Weighted base:		1101		121		139		49		87		69		84		130		68		74		161		78		42
Sample:		1099		94		97		91		95		88		95		68		98		88		96		97		92

Q46 What, if anything, would make you visit the (MARKET MENTIONED AT Q45) more often? [MR]
Those who visit a market at Q45

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Better access into/around the market	0.4%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.0%	1	0.0%	0	0.0%	0
Better choice of stalls	14.6%	86	12.3%	11	8.1%	2	10.8%	2	14.7%	6	22.5%	10	5.8%	3	10.1%	3	17.0%	6	10.6%	5	16.3%	15	23.9%	14	19.5%	7
Better links to town centre shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	0
Better maintenance / cleanliness	0.7%	4	0.6%	1	0.0%	0	0.0%	0	5.5%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport links	0.4%	2	0.6%	1	0.0%	0	0.0%	0	2.4%	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
Better quality goods	3.1%	18	5.9%	6	0.0%	0	0.0%	0	1.1%	0	2.2%	1	2.8%	2	0.0%	0	6.6%	2	3.8%	2	1.0%	1	7.0%	4	1.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper goods	0.4%	2	0.0%	0	0.0%	0	1.7%	0	1.5%	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
More events in the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More restaurants / cafés	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More stalls selling food	3.5%	21	3.1%	3	0.0%	0	16.4%	3	1.1%	0	7.4%	3	3.2%	2	0.0%	0	7.7%	3	9.1%	4	1.0%	1	0.0%	0	2.9%	1
More stalls selling non-food goods	2.1%	12	0.6%	1	0.0%	0	2.4%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	8.9%	3	2.3%	1	3.5%	3	2.2%	1	0.0%	0
Wider opening hours	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	2.7%	3	2.7%	2	0.0%	0
Cheaper car parking	1.0%	6	1.4%	1	0.0%	0	0.0%	0	4.4%	2	1.0%	0	1.0%	1	3.9%	1	1.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Cheaper rates for stall holders	0.1%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Free car parking	2.2%	13	0.0%	0	0.0%	0	6.7%	1	5.1%	2	1.0%	0	0.0%	0	0.0%	0	3.7%	1	3.8%	2	1.4%	1	8.2%	5	0.0%	0
More / better car parking facilities	2.7%	16	3.7%	3	2.4%	1	0.0%	0	4.7%	2	1.0%	0	0.7%	0	0.0%	0	1.0%	0	2.1%	1	7.3%	7	0.6%	0	0.6%	0
More awareness / better advertisement of what is there	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.6%	0
Refurbishment / more attractive environment	1.9%	11	1.3%	1	2.4%	1	0.0%	0	1.5%	1	4.9%	2	3.5%	2	0.0%	0	0.0%	0	6.5%	3	0.0%	0	2.6%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A farmers market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
A mid-week farmers market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
A Victorian Christmas market	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better facilities	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	8	0.0%	0	0.0%	0
Closer to home	1.0%	6	4.3%	4	0.0%	0	0.0%	0	1.1%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.6%	0
Closer to work	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flatter site	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If I had more free time	0.2%	1	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Less cooked food stalls	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better toilets	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More locally sourced stalls	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.6%	0
More people serving on the stalls	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
More traditonal stores	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Move it to Lees Yard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Move it to the town centre 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	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Nicer / friendlier atmosphere	0.5%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offer free coffee	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
On a Saturday	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
On a Sunday	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
On more often	1.2%	7	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	1	1.8%	1
On over the weekend	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Piece Hall re-opening	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	57.1%	337	57.3%	54	89.5%	27	61.2%	11	47.8%	21	41.9%	18	71.4%	41	78.2%	24	54.2%	20	46.0%	22	53.9%	50	45.1%	27	61.7%	23
(Don't know)	7.5%	44	3.9%	4	0.0%	0	5.2%	1	9.5%	4	20.4%	9	9.0%	5	11.7%	4	4.6%	2	14.4%	7	3.0%	3	8.7%	5	4.8%	2
Weighted base:		589		93		30		18		43		43		57		31		37		48		92		60		37
Sample:		646		74		19		39		53		57		65		17		53		53		58		77		81
GEN Gender of respondent.																										
Male	34.3%	411	31.7%	40	34.9%	49	25.6%	14	33.7%	30	43.8%	33	28.4%	25	31.1%	57	33.6%	24	37.9%	31	36.1%	60	35.7%	29	44.5%	20
Female	65.7%	789	68.3%	85	65.1%	92	74.4%	40	66.3%	60	56.2%	42	71.6%	63	68.9%	127	66.4%	47	62.1%	51	63.9%	106	64.3%	52	55.5%	25
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100
AGE Could I ask how old you are ?																										
18 to 24	7.9%	95	7.9%	10	12.8%	18	4.9%	3	4.5%	4	9.5%	7	15.8%	14	8.0%	15	0.0%	0	5.4%	4	4.7%	8	15.9%	13	0.0%	0
25 to 34	13.3%	160	23.8%	30	17.1%	24	9.9%	5	9.0%	8	0.0%	0	15.8%	14	19.9%	37	14.1%	10	0.0%	0	9.3%	16	15.9%	13	9.1%	4
35 to 44	17.6%	211	20.2%	25	13.9%	20	18.3%	10	23.0%	21	22.0%	17	14.7%	13	18.5%	34	13.1%	9	12.4%	10	17.3%	29	12.9%	10	31.8%	14
45 to 54	19.0%	228	7.1%	9	21.5%	31	17.7%	9	21.3%	19	17.7%	13	16.7%	15	23.9%	44	13.0%	9	22.7%	19	21.2%	35	21.3%	17	18.6%	8
55 to 64	17.8%	214	12.2%	15	11.0%	16	17.8%	9	20.9%	19	22.0%	17	15.3%	13	13.3%	25	33.8%	24	26.2%	21	22.8%	38	13.3%	11	15.3%	7
65 +	21.4%	257	25.2%	32	21.7%	31	30.3%	16	20.3%	18	23.5%	18	18.2%	16	14.6%	27	25.0%	17	28.5%	23	21.5%	36	15.5%	12	23.2%	10
(Refused)	2.9%	34	3.6%	4	1.9%	3	1.1%	1	1.0%	1	5.4%	4	3.6%	3	1.8%	3	1.1%	1	4.8%	4	3.2%	5	5.4%	4	2.1%	1
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
QUOTA Zone																										
Zone 1	10.4%	125	100.0%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	11.8%	142	0.0%	0	100.0%	142	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	4.4%	53	0.0%	0	0.0%	0	100.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	7.5%	90	0.0%	0	0.0%	0	0.0%	0	100.0%	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
Zone 5	6.3%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	7.3%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	15.3%	184	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	184	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	5.8%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	6.8%	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	100.0%	82	0.0%	0	0.0%	0	0.0%	0
Zone 10	13.8%	166	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	166	0.0%	0	0.0%	0
Zone 11	6.7%	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	0.0%	0	100.0%	80	0.0%	0
Zone 12	3.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	45
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

PC Postcode Sector	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
BD120	4.9%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.2%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD127	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD128	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD129	3.5%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD196	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD6 2	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HD6 1	0.7%	8	0.0%	0	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HD6 2	2.7%	32	0.0%	0	22.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HD6 3	6.9%	83	0.0%	0	58.4%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HD6 4	1.5%	18	0.0%	0	12.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 2	3.1%	37	29.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 3	3.1%	38	30.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 4	2.7%	32	25.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX1 5	1.3%	16	12.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX2 0	4.7%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	65.0%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX2 6	2.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.3%	25	0.0%	0	0.0%	0	0.0%	0
HX2 7	2.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.8%	27	0.0%	0	0.0%	0	0.0%	0
HX2 8	3.3%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	40	0.0%	0	0.0%	0
HX2 9	3.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	46	0.0%	0	0.0%	0
HX3 0	3.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX3 5	2.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX3 6	2.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	33	0.0%	0	0.0%	0
HX3 7	3.9%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	47	0.0%	0	0.0%	0
HX3 8	2.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX3 9	3.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX4 0	0.9%	11	0.0%	0	0.0%	0	0.0%	0	12.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX4 8	2.7%	33	0.0%	0	0.0%	0	0.0%	0	36.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX4 9	1.5%	18	0.0%	0	0.0%	0	0.0%	0	20.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX5 0	2.2%	26	0.0%	0	0.0%	0	49.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX5 9	2.2%	27	0.0%	0	0.0%	0	50.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX6 1	2.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX6 2	2.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX6 3	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX6 4	2.3%	28	0.0%	0	0.0%	0	0.0%	0	31.0%	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
HX7 5	2.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.9%	30	0.0%	0	0.0%	0	0.0%	0
HX7 6	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	11
HX7 7	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.4%	14
HX7 8	1.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.3%	20
OL145	2.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.2%	30	0.0%	0
OL146	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	13	0.0%	0
OL147	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	13	0.0%	0
OL148	2.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.1%	24	0.0%	0
Weighted base:		1200		125		142		53		90		76		87		184		70		82		166		80		45
Sample:		1200		100		100		100		100		100		100		100		100		100		100		100		100

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12

Appendix 5:

Data Tabulations

By Q41 – Q44 by Q40

(Weighted)

	Total		Brighouse		Elland		Halifax		Hebden Bridge		Sowerby Bridge		Todmorden	

Q41 What do you like about (TOWN CENTRE MENTIONED AT Q40) as a place to visit for shopping and leisure? [MR]
Those who visit a centre at Q40

Attractive environment / nice place	12.9%	142	17.6%	40	3.6%	1	5.7%	34	34.0%	34	23.9%	15	23.8%	17
Close to where live / work	41.7%	460	31.4%	71	44.1%	17	48.2%	289	26.0%	26	32.8%	21	48.8%	35
Convenient / easy to get to from home	20.1%	221	18.0%	41	26.4%	10	22.6%	136	12.0%	12	25.7%	16	8.6%	6
Easy to park the car	4.6%	51	7.6%	17	8.6%	3	4.3%	26	1.0%	1	4.9%	3	0.7%	0
Free parking	0.8%	9	2.7%	6	5.0%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Good cafes and restaurants / eating out	3.1%	34	3.4%	8	0.0%	0	0.3%	2	11.5%	12	18.4%	12	2.2%	2
Good food shops	6.6%	73	11.6%	26	4.2%	2	4.8%	29	9.1%	9	2.7%	2	7.0%	5
Good non-food shops	15.4%	170	28.1%	64	2.9%	1	12.8%	77	20.5%	21	3.9%	2	7.0%	5
Good range of other / personal services	1.6%	18	1.8%	4	4.7%	2	1.1%	6	4.4%	4	0.8%	1	1.3%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need there	1.7%	19	3.5%	8	0.0%	0	1.7%	10	0.0%	0	0.6%	0	0.5%	0
Character / nice architecture / different	2.2%	24	0.7%	2	1.1%	0	2.1%	13	8.5%	9	1.3%	1	0.4%	0
Compact shopping area	7.2%	79	10.8%	25	4.5%	2	7.9%	48	2.5%	3	4.3%	3	0.0%	0
Easy access	0.2%	3	0.0%	0	5.0%	2	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Easy to get to by public transport	0.3%	3	0.0%	0	0.0%	0	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Familiar with it / know where everything is	1.6%	17	0.8%	2	0.0%	0	2.5%	15	0.5%	1	0.5%	0	0.0%	0
Feel safe	0.2%	2	0.5%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Flat	0.8%	9	3.0%	7	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Friendly / nice atmosphere	2.0%	22	3.2%	7	1.9%	1	1.4%	8	2.3%	2	1.0%	1	4.3%	3
Good art galleries	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Good charity shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.4%	1	0.0%	0
Good for antiques	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Good for financial / professional services	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	1.4%	16	2.7%	6	0.0%	0	0.9%	5	1.2%	1	1.3%	1	3.6%	3
Good pubs	0.2%	2	0.0%	0	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	4.3%	47	7.5%	17	0.0%	0	0.5%	3	25.9%	26	1.4%	1	0.0%	0
Harveys store	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Low prices	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.3%	0
Marks & Spencer store	0.1%	2	0.0%	0	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Not too busy	0.6%	7	0.2%	1	0.0%	0	1.0%	6	0.0%	0	0.0%	0	0.3%	0
Nothing / very little	9.9%	109	4.6%	10	10.3%	4	13.5%	81	2.2%	2	6.4%	4	10.8%	8
(Don't know)	1.6%	17	0.8%	2	13.5%	5	1.0%	6	0.4%	0	2.0%	1	3.6%	3
Weighted base:		1101		227		38		600		101		63		72
Sample:		1099		178		49		562		140		71		99

Q42 What do you dislike about (TOWN CENTRE MENTIONED AT Q40) as a place to visit for shopping and leisure? [MR]
Those who visit a centre at Q40

	Total		Brighouse		Elland		Halifax		Hebden Bridge		Sowerby Bridge		Todmorden	
Difficult to park near shops	8.7%	96	12.0%	27	6.2%	2	6.8%	41	19.6%	20	0.8%	1	6.7%	5
Inconvenient / hard to get to from home	0.5%	6	0.8%	2	0.0%	0	0.1%	0	3.4%	3	0.0%	0	0.0%	0
Poor public transport accessibility	0.3%	3	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.7%	1
Poor quality food shops / supermarkets	1.2%	13	0.0%	0	0.0%	0	1.5%	9	1.5%	1	3.0%	2	1.1%	1
Poor quality non-food shops	5.9%	65	2.0%	5	9.0%	3	8.1%	48	0.2%	0	3.9%	2	8.2%	6
Poor range / choice of shops	18.0%	198	12.5%	28	25.6%	10	24.1%	145	1.5%	1	4.5%	3	15.1%	11
Streets badly maintained	1.6%	18	0.7%	2	0.0%	0	2.6%	16	0.2%	0	0.0%	0	0.7%	1
Streets dirty	2.0%	22	0.7%	2	0.0%	0	3.1%	19	0.2%	0	1.9%	1	0.0%	0
Too busy / crowded	1.5%	17	1.5%	3	0.0%	0	0.6%	4	5.8%	6	6.0%	4	0.0%	0
Traffic congestion	2.7%	29	4.7%	11	1.3%	0	0.7%	4	3.1%	3	16.0%	10	0.7%	1
Unattractive environment / not a very nice place	1.8%	20	0.3%	1	1.7%	1	2.3%	14	0.0%	0	1.9%	1	4.1%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
20mph speed limit is too slow	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Antisocial behaviour / don't feel safe	0.6%	7	0.0%	0	0.0%	0	1.1%	7	0.0%	0	0.6%	0	0.0%	0
Boring / nothing to do	0.4%	4	0.3%	1	6.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Building work	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Buses use the same lanes as the cars	0.4%	4	0.0%	0	10.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Business rates are too high	0.0%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Doesn’t have a market on a Saturday	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have a Primark store	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Doesn't have a swimming pool	0.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have an Aldi store	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Don't like the people there	1.5%	16	0.3%	1	0.0%	0	1.9%	11	0.8%	1	0.0%	0	4.9%	3
Don't like Wellington Arcade	0.6%	6	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive parking	3.4%	38	4.4%	10	0.0%	0	4.1%	25	1.9%	2	0.8%	1	0.7%	1
Expensive shops	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0
Lighting is poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Market is poor	0.4%	4	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.8%	1	2.6%	2
Needs updating / revamp	1.1%	12	0.0%	0	1.7%	1	1.9%	11	0.0%	0	0.8%	0	0.0%	0
Not enough big / high street stores	0.7%	8	0.0%	0	0.0%	0	1.3%	8	0.0%	0	0.0%	0	0.0%	0
Not enough cafes / restaurants	0.1%	1	0.0%	0	1.1%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Not enough clothes shops	0.5%	5	0.6%	1	0.0%	0	0.6%	4	0.0%	0	0.0%	0	0.7%	1
Not enough independent shops	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Not enough public toliets	0.2%	3	0.7%	2	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Not enough seating	0.1%	2	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Not enough undercover shopping	0.7%	7	0.0%	0	0.0%	0	1.2%	7	0.0%	0	0.0%	0	0.0%	0
Not flat enough / quite hilly	1.7%	19	0.0%	0	0.0%	0	3.0%	18	0.3%	0	0.0%	0	0.0%	0
Old fashioned	0.6%	6	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavements need repairing	0.1%	1	0.0%	0	0.0%	0	0.1%	0	0.2%	0	0.0%	0	0.0%	0
Piece Hall is ruined	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout / shops too spread out	0.3%	3	0.0%	0	0.0%	0	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Poor range / choice of pubs	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor road surfaces	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roadworks	0.7%	7	3.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small	1.9%	21	3.6%	8	0.8%	0	2.0%	12	0.0%	0	0.0%	0	0.0%	0
The 20mph speed limit is not adhered to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
The one way system	0.5%	5	0.0%	0	0.0%	0	0.8%	5	0.0%	0	0.0%	0	0.0%	0
They're moving the library	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Too many bookmakers	0.5%	5	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many changes are happening	0.2%	2	0.0%	0	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	2.1%	23	4.9%	11	3.0%	1	1.6%	10	0.7%	1	0.0%	0	0.0%	0
Too many coffee shops	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Too many empty shops	1.5%	17	1.6%	4	1.8%	1	1.7%	10	0.6%	1	2.0%	1	0.7%	1
Too many floods / poor flood defences	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.2%	1	0.0%	0

Column %ges.

	Total		Brighouse		Elland		Halifax		Hebden Bridge		Sowerby Bridge		Todmorden	
Too many hairdressers / nail shops	0.1%	1	0.0%	0	1.1%	0	0.1%	1	0.0%	0	0.6%	0	0.0%	0
Too many night clubs	0.2%	3	0.0%	0	0.0%	0	0.3%	2	0.0%	0	1.3%	1	0.0%	0
Too many takeways	0.2%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Too many tourists	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Too many wild dogs roaming about	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Nothing / very little	44.0%	485	52.0%	118	32.9%	12	38.0%	228	45.8%	46	61.7%	39	57.2%	41
(Don't know)	3.8%	42	0.8%	2	3.8%	1	4.8%	29	9.3%	9	0.6%	0	0.5%	0
Weighted base:		1101		227		38		600		101		63		72
Sample:		1099		178		49		562		140		71		99

Q43 What improvements, if any would make you shop or visit leisure attractions at (TOWN CENTRE MENTIONED AT Q40) more often? [MR]
Those who visit a centre at Q40

	Total		Brighouse		Elland		Halifax		Hebden Bridge		Sowerby Bridge		Todmorden	
Better disabled access	0.4%	4	0.0%	0	1.1%	0	0.5%	3	0.5%	0	0.0%	0	0.5%	0
Better pedestrian access	0.3%	4	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	1.6%	18	0.7%	2	12.4%	5	1.4%	9	2.2%	2	0.0%	0	0.7%	1
Bigger / improved covered shopping centre	2.2%	24	0.7%	2	1.1%	0	3.0%	18	0.0%	0	0.0%	0	5.2%	4
Cleaner streets	3.3%	36	0.0%	0	0.0%	0	5.1%	30	1.0%	1	3.4%	2	4.0%	3
More / better cafes and restaurants / eating out	1.4%	15	0.9%	2	1.5%	1	1.7%	10	0.0%	0	0.0%	0	2.8%	2
More / better car parking	13.6%	150	13.3%	30	12.4%	5	12.2%	73	35.5%	36	1.9%	1	6.1%	4
More / better cinemas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
More / better leisure, entertainment or cultural facilities	2.7%	30	0.6%	1	0.8%	0	4.1%	25	0.3%	0	0.8%	1	3.8%	3
More / better market	1.0%	11	0.3%	1	0.0%	0	1.0%	6	0.2%	0	0.6%	0	5.4%	4
More / better pubs and bars / nightlife	0.6%	7	0.0%	0	1.5%	1	1.0%	6	0.0%	0	0.0%	0	0.0%	0
More / better seats or floral displays	0.4%	5	0.7%	2	0.0%	0	0.3%	2	0.0%	0	1.4%	1	0.5%	0
More / better shops	26.8%	295	23.8%	54	26.7%	10	35.2%	211	4.8%	5	10.4%	7	10.7%	8
More traffic free pedestrian streets	1.3%	15	2.0%	5	0.0%	0	1.1%	6	0.0%	0	4.4%	3	1.4%	1
Other	1.1%	12	1.9%	4	0.8%	0	0.7%	4	1.9%	2	0.8%	1	0.7%	1
A bypass	0.3%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
A swimming pool	0.3%	3	0.0%	0	3.2%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Aldi store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.7%	1
Better flood protection	0.9%	10	0.5%	1	0.0%	0	0.0%	0	7.2%	7	2.8%	2	0.0%	0
Better maintained	0.3%	3	0.0%	0	0.0%	0	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Better road access	0.4%	5	0.4%	1	0.0%	0	0.3%	2	0.5%	1	1.9%	1	0.0%	0
Better toilets	0.3%	3	0.9%	2	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Better traffic system	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Better wheelchair access	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Bigger / better supermarket	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	3.5%	3
Cheaper business rents	0.3%	4	0.0%	0	0.0%	0	0.6%	4	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.5%	16	0.4%	1	0.0%	0	2.1%	12	0.9%	1	1.2%	1	1.4%	1
Debenhams store	0.4%	4	0.0%	0	0.0%	0	0.6%	4	0.0%	0	0.0%	0	0.0%	0
Don't close the Post Office	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Don't move the library	0.2%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Don't move the market	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Finish rebuilding Elland Bridge	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finish the building work	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Finish the transformation of Piece Hall	0.6%	7	0.0%	0	0.0%	0	1.2%	7	0.0%	0	0.0%	0	0.0%	0
Flatten it out	0.1%	2	0.0%	0	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Improve the pavements	0.2%	2	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0	1.7%	1
Improve the roads / less potholes	0.5%	6	1.1%	3	0.0%	0	0.5%	3	0.0%	0	0.0%	0	0.5%	0
Improve the train station	0.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved safety / more police on the streets	1.3%	14	0.0%	0	0.0%	0	1.7%	10	0.0%	0	0.0%	0	5.6%	4
Inforce the law that dogs should be on their leads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Install a tram	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Leave everything as it is	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.6%	7	1.4%	3	0.0%	0	0.6%	4	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.6%	6	0.8%	2	0.0%	0	0.5%	3	0.8%	1	0.6%	0	0.7%	1
Less pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Less roadworks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Less takeways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Less tourists	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Less traffic congestion	0.4%	4	0.6%	1	0.0%	0	0.1%	1	2.1%	2	0.0%	0	0.0%	0
Less traffic lights	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices in the shops	0.1%	1	0.0%	0	0.0%	0	0.1%	0	0.4%	0	0.0%	0	0.0%	0
Make it more interesting	0.6%	6	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make sure no more supermarkets are built	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.8%	8	3.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More big / high street stores	1.5%	17	0.9%	2	0.0%	0	2.5%	15	0.0%	0	0.0%	0	0.0%	0
More clothes shops	1.0%	11	1.0%	2	0.0%	0	1.5%	9	0.0%	0	0.0%	0	0.0%	0
More compact	0.6%	7	0.0%	0	0.0%	0	1.1%	7	0.0%	0	0.0%	0	0.0%	0
More cycle stands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0

Column %ges.

	Total		Brighouse		Elland		Halifax		Hebden Bridge		Sowerby Bridge		Todmorden	
More enforcement of the speed limit around the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
More for teenagers to do	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
More fresh food shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
More independent shops	1.3%	15	0.0%	0	2.5%	1	1.6%	10	1.9%	2	0.6%	0	2.5%	2
More investment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
More traffic lights	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Move the bus station nearer the shops	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0
New roof for the market	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Next store	0.3%	3	0.0%	0	0.0%	0	0.6%	3	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / more friendly	0.4%	5	0.7%	2	0.0%	0	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Offer free car parking	2.2%	24	3.7%	9	0.0%	0	2.3%	14	0.0%	0	2.7%	2	0.7%	1
Open the bridge	0.2%	2	0.8%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride scheme	0.2%	2	0.0%	0	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Primark store	0.7%	8	0.0%	0	0.0%	0	1.3%	8	0.0%	0	0.0%	0	0.0%	0
Rebuild the arcade	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce the rates on the market stalls	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Revamp / update it	0.7%	7	0.0%	0	0.0%	0	0.9%	6	0.0%	0	1.9%	1	0.7%	1
Use the derelict station	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Waitrose store	0.2%	2	0.0%	0	0.0%	0	0.3%	2	0.7%	1	0.0%	0	0.0%	0
Nothing	30.4%	335	37.6%	85	18.3%	7	24.9%	149	34.0%	34	54.9%	35	33.7%	24
(Don't know)	5.8%	64	5.3%	12	18.3%	7	5.7%	34	2.2%	2	2.4%	2	10.1%	7
Weighted base:		1101		227		38		600		101		63		72
Sample:		1099		178		49		562		140		71		99

	Total		Brighouse		Elland		Halifax		Hebden Bridge		Sowerby Bridge		Todmorden	

Q44 What is it about (TOWN CENTRE MENTIONED AT Q40) that makes you visit (TOWN CENTRE MENTIONED AT Q40) more than elsewhere? [MR]

Those who visit a centre at Q40

Nearer to home	71.1%	783	74.1%	168	60.6%	23	74.6%	447	56.5%	57	61.1%	39	67.5%	48
Nearer to work	4.8%	52	1.4%	3	15.9%	6	5.7%	34	4.4%	4	4.2%	3	2.9%	2
Good accessibility	2.0%	23	2.3%	5	5.0%	2	2.0%	12	2.2%	2	0.0%	0	1.7%	1
Choice of goods available	5.0%	56	9.0%	20	0.0%	0	3.8%	23	9.1%	9	2.5%	2	2.4%	2
Choice of shops selling clothing or household goods	2.2%	24	1.5%	3	0.0%	0	2.6%	15	3.1%	3	2.0%	1	1.0%	1
Quality of clothing or household goods available	1.2%	13	3.7%	8	0.0%	0	0.3%	2	3.1%	3	0.0%	0	0.0%	0
Provision of services such as banks / financial services	0.7%	8	2.4%	5	1.3%	0	0.2%	1	0.0%	0	1.2%	1	0.0%	0
Provision of leisure services	1.1%	12	0.4%	1	10.4%	4	0.1%	0	4.2%	4	2.4%	2	1.4%	1
Shopping environment	3.4%	38	4.5%	10	0.0%	0	1.1%	6	17.4%	18	3.2%	2	2.6%	2
Cleanliness	0.2%	3	0.7%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Car parking provision	1.5%	17	3.5%	8	0.0%	0	0.8%	5	0.0%	0	5.1%	3	0.9%	1
Car parking prices	0.7%	7	1.2%	3	0.0%	0	0.5%	3	0.0%	0	1.3%	1	0.5%	0
Accessibility by public transport	1.3%	14	1.6%	4	0.0%	0	1.4%	8	1.0%	1	1.8%	1	0.0%	0
Public information, signposts, public facilities	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Entertainment / events	0.8%	9	0.9%	2	0.0%	0	0.5%	3	2.3%	2	0.0%	0	2.2%	2
Safety (during the day)	0.6%	7	0.0%	0	0.0%	0	1.0%	6	0.7%	1	0.0%	0	0.0%	0
Safety (during the night)	0.5%	6	0.0%	0	0.0%	0	0.8%	5	0.7%	1	0.0%	0	0.0%	0
Convenient	6.5%	72	6.1%	14	5.8%	2	7.7%	46	4.4%	4	6.7%	4	1.0%	1
Other	0.7%	8	2.0%	4	0.0%	0	0.3%	2	0.5%	1	1.5%	1	0.5%	0
Close to family / friends	0.9%	9	1.2%	3	0.0%	0	0.4%	2	2.7%	3	1.9%	1	0.8%	1
Compact shopping area	1.2%	13	0.2%	0	0.0%	0	1.6%	9	2.2%	2	0.0%	0	1.8%	1
Familiar with it / know where everything is	1.1%	12	1.6%	4	0.0%	0	1.1%	6	0.5%	1	2.5%	2	0.0%	0
Flat	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / nice atmosphere	1.3%	14	1.2%	3	1.1%	0	0.1%	1	6.1%	6	0.0%	0	5.3%	4
Good for food shopping	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Good market	0.4%	4	0.4%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	2.9%	2
Good range of cafes / restaurants	0.1%	1	0.0%	0	0.0%	0	0.1%	0	1.0%	1	0.0%	0	0.0%	0
Good range of independent shops	1.6%	18	4.8%	11	1.1%	0	0.4%	3	4.2%	4	0.0%	0	0.0%	0
Good range of pubs / bars	0.3%	3	0.0%	0	0.0%	0	0.1%	1	0.0%	0	2.0%	1	1.5%	1
Has character / nice old buildings	0.9%	9	0.0%	0	0.0%	0	1.5%	9	0.7%	1	0.0%	0	0.0%	0
I like to support local shops	0.6%	7	1.3%	3	0.0%	0	0.3%	2	1.5%	1	0.0%	0	0.0%	0
Lidl store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Low prices	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Marks & Spencer store	0.2%	2	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
My doctor's there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Not busy	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
No reason in particular	6.2%	69	2.8%	6	1.3%	0	6.9%	41	2.1%	2	15.1%	10	12.1%	9
(Don't know)	0.9%	10	0.3%	1	2.9%	1	1.2%	7	1.3%	1	0.0%	0	0.0%	0
Weighted base:		1101		227		38		600		101		63		72
Sample:		1099		178		49		562		140		71		99

Q40 Which of these town centres do you visit MOST frequently for shopping or leisure activities, including markets? [PR]

Brighouse	18.9%	227	100.0%	227	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elland	3.2%	38	0.0%	0	100.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax	50.0%	600	0.0%	0	0.0%	0	100.0%	600	0.0%	0	0.0%	0	0.0%	0
Hebden Bridge	8.4%	101	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0
Sowerby Bridge	5.3%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	63	0.0%	0
Todmorden	6.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	72
Don't visit any of these centres for shopping or leisure	8.2%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1200		227		38		600		101		63		72
Sample:		1200		178		49		562		140		71		99

Appendix 6:

Data Tabulations

By Q46 by Q45

(Weighted)

Q46 What, if anything, would make you visit the (MARKET MENTIONED AT Q45) more often? [MR]
Those who visit a market at Q45

	Total		Elland open market		Halifax Borough market		Hebden Bridge open market		Sowerby Bridge open market		Todmorden market hall		Todmorden open market	
Better access into/around the market	0.4%	2	0.0%	0	0.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Better choice of stalls	14.6%	86	10.7%	0	12.3%	53	15.6%	9	46.1%	8	20.9%	5	19.4%	11
Better links to town centre shops	0.1%	1	0.0%	0	0.0%	0	0.4%	0	3.0%	1	0.0%	0	0.0%	0
Better maintenance / cleanliness	0.7%	4	0.0%	0	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport links	0.4%	2	0.0%	0	0.2%	1	0.0%	0	0.0%	0	2.0%	1	1.0%	1
Better quality goods	3.1%	18	0.0%	0	2.1%	9	4.1%	2	12.2%	2	8.8%	2	4.9%	3
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper goods	0.4%	2	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events in the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More restaurants / cafés	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
More stalls selling food	3.5%	21	31.2%	1	2.5%	11	9.3%	5	15.9%	3	0.9%	0	0.8%	0
More stalls selling non-food goods	2.1%	12	0.0%	0	2.6%	11	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Wider opening hours	1.1%	6	0.0%	0	1.1%	5	0.0%	0	0.0%	0	3.2%	1	1.4%	1
Cheaper car parking	1.0%	6	0.0%	0	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Cheaper rates for stall holders	0.1%	1	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Free car parking	2.2%	13	0.0%	0	1.5%	6	2.0%	1	4.9%	1	0.0%	0	8.6%	5
More / better car parking facilities	2.7%	16	0.0%	0	3.1%	13	3.9%	2	0.0%	0	0.0%	0	0.7%	0
More awareness / better advertisement of what is there	0.3%	2	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Refurbishment / more attractive environment	1.9%	11	0.0%	0	2.3%	10	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A farmers market	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
A mid-week farmers market	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
A Victorian Christmas market	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better facilities	1.3%	8	0.0%	0	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer to home	1.0%	6	12.0%	0	1.1%	5	0.4%	0	0.0%	0	0.0%	0	1.2%	1
Closer to work	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flatter site	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0
If I had more free time	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cooked food stalls	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better toilets	0.4%	2	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More locally sourced stalls	0.1%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	2.0%	1	0.0%	0
More people serving on the stalls	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
More traditonal stores	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Move it to Lees Yard	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Move it to the town centre square	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Nicer / friendlier atmosphere	0.5%	3	0.0%	0	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offer free coffee	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
On a Saturday	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
On a Sunday	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On more often	1.2%	7	0.0%	0	0.0%	0	10.9%	6	0.0%	0	0.0%	0	1.2%	1
On over the weekend	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Piece Hall re-opening	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	57.1%	337	30.5%	1	61.4%	263	43.7%	25	20.1%	3	66.9%	17	46.5%	27
(Don't know)	7.5%	44	15.6%	1	7.3%	31	5.9%	3	5.0%	1	3.5%	1	13.0%	7
Weighted base:		589		4		429		56		17		26		58
Sample:		646		11		411		83		28		42		71

Column %ges.

	Total		Elland open market		Halifax Borough market		Hebden Bridge open market		Sowerby Bridge open market		Todmorden market hall		Todmorden open market	
Q45 Which of these markets do you visit MOST frequently? [PR] *Those who visit a centre at Q40*														
Elland open market	0.4%	4	100.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Borough market	38.9%	429	0.0%	0	100.0%	429	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebden Bridge open market	5.1%	56	0.0%	0	0.0%	0	100.0%	56	0.0%	0	0.0%	0	0.0%	0
Sowerby Bridge open market	1.6%	17	0.0%	0	0.0%	0	0.0%	0	100.0%	17	0.0%	0	0.0%	0
Todmorden market hall	2.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	26	0.0%	0
Todmorden open market	5.2%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	58
Don't visit any of these markets	46.5%	512	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1101		4		429		56		17		26		58
Sample:		1099		11		411		83		28		42		71

Appendix 7:

Composite Analysis (Excl. SFT)

040716 Calderdale excl. nulls & SFT
Results Summary

Percentage of Spend by Zone

		Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Composite food														
1	Zone 1	34.8%	84.6%	1.6%	10.3%	24.1%	66.9%	74.0%	7.8%	31.2%	53.9%	45.9%	3.5%	21.6%
2	Zone 2	9.7%	0.0%	64.8%	6.7%	9.9%	2.3%	0.8%	24.0%	1.5%	0.0%	0.4%	0.0%	0.3%
3	Zone 3	11.7%	3.7%	15.2%	71.5%	28.4%	10.7%	0.5%	1.1%	2.5%	0.5%	1.9%	0.0%	0.0%
4	Zone 4	1.1%	0.6%	0.0%	0.0%	11.4%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
5	Zone 5	0.7%	1.3%	0.0%	0.0%	0.3%	6.5%	0.0%	0.3%	0.3%	0.4%	0.3%	0.0%	0.0%
6	Zone 6	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
7	Zone 7	2.6%	0.3%	1.2%	0.3%	0.0%	1.5%	0.0%	22.0%	0.0%	0.0%	6.0%	0.0%	0.0%
8	Zone 8	8.5%	2.5%	0.5%	0.3%	17.8%	1.3%	3.6%	0.3%	60.5%	17.2%	0.0%	0.3%	2.7%
9	Zone 9	1.7%	1.3%	0.0%	0.5%	0.5%	4.6%	0.6%	0.0%	1.9%	8.3%	0.9%	0.5%	1.2%
10	Zone 10	5.6%	3.7%	1.3%	1.1%	0.3%	1.6%	15.6%	3.1%	0.8%	3.6%	35.2%	0.0%	1.0%
11	Zone 11	9.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.6%	0.0%	5.1%	2.1%	77.5%	23.1%
12	Zone 12	5.0%	0.3%	0.0%	0.0%	0.5%	0.4%	0.0%	0.0%	0.4%	9.2%	0.0%	0.7%	46.9%
0	Outside catchment area	9.3%	1.8%	15.4%	9.3%	6.2%	4.2%	3.2%	40.9%	0.4%	1.8%	7.3%	17.4%	3.2%
X	SFT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Composite Non-food														
1	Zone 1	39.8%	57.4%	14.8%	31.7%	41.0%	60.4%	61.3%	7.7%	54.5%	45.1%	53.4%	11.3%	37.0%
2	Zone 2	2.6%	0.3%	19.9%	1.9%	1.0%	1.1%	0.0%	4.2%	0.4%	0.2%	0.7%	0.0%	0.2%
3	Zone 3	1.9%	0.6%	0.8%	15.2%	3.6%	0.7%	0.2%	0.8%	0.2%	0.3%	0.1%	0.0%	0.0%
4	Zone 4	0.4%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
5	Zone 5	0.1%	0.1%	0.0%	0.0%	0.0%	0.6%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
6	Zone 6	4.6%	5.8%	2.0%	4.6%	5.2%	6.0%	5.0%	1.7%	4.9%	6.0%	7.3%	1.8%	5.0%
7	Zone 7	0.6%	0.0%	0.9%	0.2%	0.0%	0.2%	0.1%	5.0%	0.0%	0.0%	0.8%	0.0%	0.0%
8	Zone 8	1.9%	5.0%	0.0%	0.0%	3.2%	0.9%	1.7%	0.2%	8.3%	4.1%	0.2%	0.3%	0.0%
9	Zone 9	0.7%	0.3%	0.0%	0.2%	0.3%	0.2%	0.0%	0.0%	1.0%	4.7%	0.0%	0.1%	1.5%
10	Zone 10	5.3%	8.2%	2.4%	3.4%	8.1%	5.0%	7.5%	1.1%	5.5%	6.1%	10.3%	1.5%	2.9%
11	Zone 11	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.8%	0.0%	18.5%	2.8%
12	Zone 12	2.7%	0.0%	0.2%	0.0%	0.3%	0.3%	0.0%	0.0%	0.0%	5.1%	0.1%	1.4%	26.5%
0	Outside catchment area	37.6%	22.4%	59.0%	42.9%	34.0%	24.8%	23.7%	79.0%	24.1%	27.6%	27.1%	65.0%	24.2%
X	SFT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Appendix 8:

Sample Questionnaire

Job No. 040716

Calderdale Household Survey

Good morning / afternoon / evening, I am …… from NEMS market research and we are conducting a short survey in your area about shopping, on behalf of Calderdale Council. Do you have time to answer some questions please? It will take about five minutes.

QA **Are you the main shopper, or joint main shopper in your household?**

1	Yes	GO TO Q01
2	No	**GO TO CLOSE**

FIRSTLY, I WOULD LIKE TO ASK YOU SOME QUESTIONS ABOUT YOUR MAIN FOOD AND GROCERY SHOPPING

Q01 **Where do you do most of your household's shopping for food and groceries - what some people call a main food shop?**
DO NOT PROMPT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK THEM TO NAME THE ONE THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY. IF THEY STILL SAY VARIES ASK THEM TO NAME ONE OF THE PLACES THEY USE THE MOST OFTEN AS THEY CAN SAY ANOTHER PLACE AT Q03

#Food	Food List	GO TO Q03
	Others:	
	Other (PLEASE WRITE IN)	GO TO Q03
	Internet	**GO TO Q02**
	(Don't know / varies)	GO TO Q03
	(Don't do main food shopping)	**GO TO CLOSE**

Q02 **Which on-line store do you buy your groceries from?**
DO NOT PROMPT. ONE ANSWER ONLY.

#OnlineFood	Online Food List	GO TO Q03

Q03 **Where else do you go to undertake a main food shop?**
DO NOT PROMPT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK THEM TO NAME THE ONE THEY USE NEXT MOST OFTEN. IF THEY STILL SAY VARIES ASK THEM TO NAME ONE OF THE OTHER PLACES THEY USE THE MOST.

#Food	Food List	GO TO Q04
	Others:	
	Other (PLEASE WRITE IN)	GO TO Q04
	Internet	GO TO Q04
	(Don't know / varies)	GO TO Q04
	(Nowhere else)	GO TO Q04

Excluding those who do their main food shopping via the Internet at Q01:

Q04 **How do you normally travel to (LOCATION MENTIONED AT Q01)?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Car / van (as driver)
2	Car / van (as passenger)
3	Bus, mini-bus or coach
4	Motorcycle, scooter or moped
5	Walk
6	Taxi
7	Train
8	Bicycle
9	Disability vehicle (scooter, wheelchair etc.)
A	Other (PLEASE WRITE IN)
B	(Don't know / cant remember / varies)

Q05 **How often do you normally do a main food and grocery shop?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily
2	More than once a week
3	Once a week
4	Once a fortnight
5	Once every 3 weeks
6	Once a month
7	Less often
8	(Varies)

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Q06 **What is the MAIN reason you choose to do your main food and grocery shopping at (LOCATION MENTIONED AT Q01)?**
DO NOT READ OUT. ONE ANSWER ONLY.

001	No reason in particular	
002	Better value for money	
003	Convenient to home	
004	Convenient to work	
005	Easy to get to	
006	Delivery service	
007	Good bus services	
008	Good service / friendly staff	
009	Good / cheap parking	
010	Habit	
011	Has petrol station	
012	Layout	
013	Lower prices	
014	Loyalty scheme	
015	Nice atmosphere	
016	Not too big	
017	Internet shopping is convenient / quick / easy	
018	Other shops / services nearby / convenient	
019	Preference of retailer	
020	Quality of goods	
021	Range of goods available	
022	Staff discount / work there	
023	Supporting local business	
024	Other (PLEASE WRITE IN)	
025	(Don't know / varies)	

Q07 **Roughly, what proportion / percentage of your household's total expenditure on food and groceries (including milk, newspapers, cigarettes etc.) is spent at (LOCATION MENTIONED AT Q01)?**
DO NOT READ OUT. PLEASE WRITE IN TO THE NEAREST WHOLE %

X	% (PLEASE WRITE IN)	
Y	(Dont know)	
Z	(Refused)	

Q08 **When you go shopping for main food goods, do you normally link this trip with another activity?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Yes	GO TO Q09
2	No	**GO TO Q10**

Those who link their main food shopping trip with another activity at Q08:

Q09 **Which activities do you normally link this trip with?**
DO NOT PROMPT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

1	Financial / professional services (e.g. banks, building societies, estate agents etc.)	
2	Get petrol	
3	Leisure activities (e.g. cinemas, pubs, sports etc.)	
4	Meet family / friends	
5	Other food shopping	
6	Non-food shopping	
7	Other services (e.g. libraries, hairdressers, doctors etc.)	
8	Restaurants / cafés	
9	School run	
A	Work	
B	Other (PLEASE WRITE IN)	
C	(Don't know / can't remember)	

I WOULD NOW LIKE TO ASK YOU SOME QUESTIONS ABOUT YOUR 'TOP-UP' SHOPPING

Q10 **Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods (including newspapers, bread, milk and tobacco products)?**
DO NOT PROMPT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK THEM TO NAME THE ONE THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY.

#Food	Food List	GO TO Q11
	Others:	
	Internet	**GO TO Q12**
	Other (PLEASE WRITE IN)	GO TO Q11
	(Don't know / varies)	GO TO Q11
	(Don't do top-up shopping)	**GO TO Q12**

Those who do top-up shopping at Q10 (excluding those who said Internet):

Q11 **How do you normally travel to (LOCATION MENTIONED AT Q10)?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Car / van (as driver)
2	Car / van (as passenger)
3	Bus, mini-bus or coach
4	Motorcycle, scooter or moped
5	Walk
6	Taxi
7	Train
8	Bicycle
9	Disability vehicle (scooter, wheelchair etc.)
A	Other (PLEASE WRITE IN)
B	(Don't know / cant remember / varies)

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Q12 **Does your household also regularly visit small shops in town centres or villages to buy food or grocery shopping?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Yes	GO TO Q13
2	No	**GO TO Q15**

Those who regularly visit small shops in town centres or villages to buy food or grocery shopping at Q12:

Q13 **Thinking of these small shops, which town / district centre or village are they located in?**
DO NOT PROMPT, ONE ANSWER ONLY

#Towns Towns List

Those who regularly visit small shops in town centres or villages to buy food or grocery shopping at Q12:

Q14 **How do you normally travel to (LOCATION MENTIONED AT Q13)?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Car / van (as driver)
2	Car / van (as passenger)
3	Bus, mini-bus or coach
4	Motorcycle, scooter or moped
5	Walk
6	Taxi
7	Train
8	Bicycle
9	Disability vehicle (scooter, wheelchair etc.)
A	Other (PLEASE WRITE IN)
B	(Don't know / cant remember / varies)

WE NOW HAVE A FEW QUESTIONS ABOUT WHERE YOU GO FOR NON-FOOD SHOPPING. IN ANSWERING THESE QUESTIONS THE LOCATION MAY BE A TOWN CENTRE, A RETAIL PARK, A FREESTANDING STORE, OR THE INTERNET:

Q15 **Where do you do most of your household's shopping for clothing and footwear?**
DO NOT PROMPT. ONE ANSWER ONLY.
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION. IF THEY SAY VARIES ASK THEM TO NAME THE ONE THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY. IF THEY STILL SAY VARIES ASK THEM TO NAME ONE OF THE PLACES THEY USE THE MOST OFTEN AS THEY CAN SAY AN OTHER PLACE AT THE NEXT QUESTION.

#NonFood	Non-Food List (Don't buy these products)	GO TO Q16 **GO TO Q17**

Those who shop for clothing and footwear at Q15:

Q16 **Where else do you go for clothing and footwear?**
DO NOT PROMPT. ONE ANSWER ONLY.
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION. IF THEY SAY VARIES ASK THEM TO NAME THE ONE THEY USE NEXT MOST OFTEN. IF THEY STILL SAY VARIES ASK THEM TO NAME ONE OF THE OTHER PLACES THEY USE THE MOST.

#NonFood Non-Food List
(Nowhere else)

Q17 **Where do you do most of your household's shopping for furniture, floor coverings and household textiles?**

DO NOT PROMPT. ONE ANSWER ONLY.
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION. IF THEY SAY VARIES ASK THEM TO NAME THE ONE THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY. IF THEY STILL SAY VARIES ASK THEM TO NAME ONE OF THE PLACES THEY USE THE MOST OFTEN AS THEY CAN SAY AN OTHER PLACE AT THE NEXT QUESTION.

#NonFood	Non-Food List (Don't buy these products)	GO TO Q18 **GO TO Q19**

Those who buy furniture, floor coverings and household textiles at Q17:

Q18 **Where else do you go for furniture, floor coverings and household textiles?**
DO NOT PROMPT. ONE ANSWER ONLY.
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION. IF THEY SAY VARIES ASK THEM TO NAME THE ONE THEY USE NEXT MOST OFTEN. IF THEY STILL SAY VARIES ASK THEM TO NAME ONE OF THE OTHER PLACES THEY USE THE MOST.

#NonFood Non-Food List
(Nowhere else)

Q19 **Where do you do most of your household's shopping for DIY goods and decorating supplies?**
DO NOT PROMPT. ONE ANSWER ONLY.
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION. IF THEY SAY VARIES ASK THEM TO NAME THE ONE THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY. IF THEY STILL SAY VARIES ASK THEM TO NAME ONE OF THE PLACES THEY USE THE MOST OFTEN AS THEY CAN SAY AN OTHER PLACE AT THE NEXT QUESTION.

#NonFood	Non-Food List (Don't buy these products)	GO TO Q20 **GO TO Q21**

Those who buy DIY goods and decorating supplies at Q19:

Q20 **Where else do you go for DIY goods and decorating supplies?**
DO NOT PROMPT. ONE ANSWER ONLY.
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION. IF THEY SAY VARIES ASK THEM TO NAME THE ONE THEY USE NEXT MOST OFTEN. IF THEY STILL SAY VARIES ASK THEM TO NAME ONE OF THE OTHER PLACES THEY USE THE MOST.

#NonFood Non-Food List
(Nowhere else)

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Q21 **Where do you do most of your household's shopping for electrical domestic appliances such as fridges, washing machines, TV's, computers and phones?**
DO NOT PROMPT. ONE ANSWER ONLY.
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION. IF THEY SAY VARIES ASK THEM TO NAME THE ONE THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY. IF THEY STILL SAY VARIES ASK THEM TO NAME ONE OF THE PLACES THEY USE THE MOST OFTEN AS THEY CAN SAY AN OTHER PLACE AT THE NEXT QUESTION.

#NonFood	Non-Food List (Don't buy these products)	GO TO Q22 **GO TO Q23**

Those who buy electrical domestic appliances at Q21:

Q22 **Where else do you go for electrical domestic appliances such as fridges, washing machines, TV's, computers and phones?**
DO NOT PROMPT. ONE ANSWER ONLY.
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION. IF THEY SAY VARIES ASK THEM TO NAME THE ONE THEY USE NEXT MOST OFTEN. IF THEY STILL SAY VARIES ASK THEM TO NAME ONE OF THE OTHER PLACES THEY USE THE MOST.

#NonFood	Non-Food List (Nowhere else)

Q23 **Where do you do most of your household's shopping for chemists goods?**
DO NOT PROMPT. ONE ANSWER ONLY.
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION. IF THEY SAY VARIES ASK THEM TO NAME THE ONE THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY. IF THEY STILL SAY VARIES ASK THEM TO NAME ONE OF THE PLACES THEY USE THE MOST OFTEN AS THEY CAN SAY AN OTHER PLACE AT THE NEXT QUESTION.

#NonFood	Non-Food List (Don't buy these products)	GO TO Q24 **GO TO Q25**

Those who buy chemist goods at Q23:

Q24 **Where else do you go for chemists goods?**
DO NOT PROMPT. ONE ANSWER ONLY.
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION. IF THEY SAY VARIES ASK THEM TO NAME THE ONE THEY USE NEXT MOST OFTEN. IF THEY STILL SAY VARIES ASK THEM TO NAME ONE OF THE OTHER PLACES THEY USE THE MOST.

#NonFood	Non-Food List (Nowhere else)

Q25 **Where do you do most of your household's shopping for recreational and other goods, such as sports equipment?**
DO NOT PROMPT. ONE ANSWER ONLY.
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION. IF THEY SAY VARIES ASK THEM TO NAME THE ONE THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY. IF THEY STILL SAY VARIES ASK THEM TO NAME ONE OF THE PLACES THEY USE THE MOST OFTEN AS THEY CAN SAY AN OTHER PLACE AT THE NEXT QUESTION.

#NonFood	Non-Food List (Don't buy these products)	GO TO Q26 **GO TO Q27**

Those who buy recreational goods at Q25:

Q26 **Where else do you go for recreational and other goods, such as sports equipment?**
DO NOT PROMPT. ONE ANSWER ONLY.
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION. IF THEY SAY VARIES ASK THEM TO NAME THE ONE THEY USE NEXT MOST OFTEN. IF THEY STILL SAY VARIES ASK THEM TO NAME ONE OF THE OTHER PLACES THEY USE THE MOST.

#NonFood	Non-Food List (Nowhere else)

Q27 **How do you usually travel to do your non-food shopping for items that can be carried home e.g. clothing?**

DO NOT PROMPT. ONE ANSWER ONLY.

1	Car / van (as driver)
2	Car / van (as passenger)
3	Bus, mini-bus or coach
4	Motorcycle, scooter or moped
5	Walk
6	Taxi
7	Train
8	Bicycle
9	Disability vehicle (scooter, wheelchair etc.)
A	Other (PLEASE WRITE IN)
B	(Don’t know / cant remember / varies)
C	(Don’t travel / goods delivered)

Q28 **How do you usually travel to do your non-food shopping for items that cannot be carried home e.g. large electical goods and furniture?**
DO NOT PROMPT. ONE ANSWER ONLY.

1	Car / van (as driver)
2	Car / van (as passenger)
3	Bus, mini-bus or coach
4	Motorcycle, scooter or moped
5	Walk
6	Taxi
7	Train
8	Bicycle
9	Disability vehicle (scooter, wheelchair etc.)
A	Other (PLEASE WRITE IN)
B	(Don’t know / cant remember / varies)
C	(Don’t travel / goods delivered)

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Q29 **Of all the places you visit for NON-FOOD shopping which is the one you visit most often?**
DO NOT PROMPT. ONE ANSWER ONLY.

#NonFood Non-Food List

Q30 **Do you normally carry out any other activities when you go non-food shopping?**
DO NOT PROMPT. ONE ANSWER ONLY.

1	Yes	GO TO Q31
2	No	**GO TO Q32**

Those who carry out other activities while non-food shopping at Q30:

Q31 **Which activities do you carry out?**
DO NOT PROMPT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

1	Financial / professional services (e.g. banks, building societies, estate agents etc.)
2	Get petrol
3	Leisure activities (e.g. cinemas, pubs, sports etc.)
4	Meet family / friends
5	Food shopping
6	Other non-food shopping
7	Other services (e.g. libraries, hairdressers, doctors etc.)
8	Restaurants / cafés
9	School run
A	Work
B	Other (PLEASE WRITE IN)
C	(Don't know / can't remember)

I AM NOW GOING TO ASK A FEW QUESTIONS ON DESTINATIONS FOR LEISURE AND CULTURAL ACTIVITIES

Q32 **Which town, village, or out-of-town location does your household go to most frequently to restaurants?**

DO NOT PROMPT. ONE ANSWER ONLY.

#Activities Activities List

Q33 **Which town, village, or out-of-town location does your household go to most frequently to pubs / bars / nightclubs?**
DO NOT PROMPT. ONE ANSWER ONLY.

#Activities Activities List

Q34 **Which town, village or out-of-town location does your household go to most frequently to the cinema?**

DO NOT PROMPT. ONE ANSWER ONLY.

#Activities Activities List

Q35 **Which town, village or out-of-town location does your household go to most frequently to a family entertainment centre (i.e. ten-pin bowling / skating rink)**
DO NOT PROMPT. ONE ANSWER ONLY.

#Activities Activities List

Q36 **Which town, village or out-of-town location does your household go to most frequently to bingo / casino?**

DO NOT PROMPT. ONE ANSWER ONLY.

#Activities Activities List

Q37 **Which town, village or out-of-town location does your household go to most frequently to the theatre / concerts / live music?**
DO NOT PROMPT. ONE ANSWER ONLY.

#Activities Activities List

Q38 **Which town, village or out-of-town location does your household go to most frequently to visit museums and art galleries?**
DO NOT PROMPT. ONE ANSWER ONLY.

#Activities Activities List

Q39 **Which town, village or out-of-town location does your household go to most frequently for health and fitness activities?**
DO NOT PROMPT. ONE ANSWER ONLY.

Q40 **Which of these town centres do you visit most frequently for shopping or leisure activities?**
READ OUT. ONE ANSWER ONLY.

1	Brighouse	GO TO Q41
2	Elland	GO TO Q41
3	Halifax	GO TO Q41
4	Hebden Bridge	GO TO Q41
5	Sowerby Bridge	GO TO Q41
6	Todmorden	GO TO Q41
7	Don't visit any of these centres for shopping or leisure	**GO TO GEN**

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Not those who said 'Don't visit any of these centres for shopping or leisure' at Q40

Q41 **What do you like about (TOWN CENTRE MENTIONED AT Q40) as a place to visit for shopping and leisure?**

DO NOT PROMPT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

001 Nothing / very little
002 Attractive environment / nice place
003 Close to where live / work
004 Convenient / easy to get to from home
005 Don't know / varies
006 Easy to park the car
007 Free parking
008 Good cafes and restaurants / eating out
009 Good food shops
010 Good non-food shops
011 Good range of other / personal services
012 Other (PLEASE WRITE IN)
013 (Don't know)

Not those who said 'Don't visit any of these centres for shopping or leisure' at Q40

Q42 **What do you dislike about (TOWN CENTRE MENTIONED AT Q40) as a place to visit for shopping and leisure?**

DO NOT PROMPT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

001 Nothing / very little
002 Difficult to park near shops
003 Inconvenient / hard to get to from home
004 Poor public transport accessibility
005 Poor quality food shops / supermarkets
006 Poor quality non-food shops
007 Poor range / choice of shops
008 Streets badly maintained
009 Streets dirty
010 Too busy / crowded
011 Traffic congestion
012 Unattractive environment / not a very nice place
013 Other (PLEASE WRITE IN)
014 (Don't know)

Not those who said 'Don't visit any of these centres for shopping or leisure' at Q40

Q43 **What improvements, if any would make you shop or visit leisure attractions at (TOWN CENTRE MENTIONED AT Q40) more often?**
DO NOT PROMPT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

001 Nothing
002 Better disabled access
003 Better pedestrian access
004 Better public transport
005 Bigger / improved covered shopping centre
006 Cleaner streets
007 More / better cafes and restaurants / eating out
008 More / better car parking
009 More / better cinemas
010 More / better leisure, entertainment or cultural facilities
011 More / better market
012 More / better pubs and bars / nightlife
013 More / better seats or floral displays
014 More / better shops
015 More traffic free pedestrian streets
016 Other (PLEASE WRITE IN)
017 (Don't know)

Not those who said 'Don't visit any of these centres for shopping or leisure' at Q40

Q44 **What is it about (TOWN CENTRE MENTIONED AT Q40) that makes you visit (TOWN CENTRE MENTIONED AT Q40) more than elsewhere?**
DO NOT PROMPT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

001 No reason in particular
002 Nearer to home
003 Nearer to work
004 Good accessibility
005 Choice of goods available
006 Choice of shops selling clothing or household goods
007 Quality of clothing or household goods available
008 Provision of services such as banks / financial services
009 Provision of leisure services
010 Shopping environment
011 Cleanliness
012 Car parking provision
013 Car parking prices
014 Accessibility by public transport
015 Public information, signposts, public facilities
016 Entertainment / events
017 Safety (during the day)
018 Safety (during the night)
019 Convenient
020 Other (PLEASE WRITE IN)
021 (Don't know)

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Q45 **Which of these markets do you visit most frequently?**
READ OUT. ONE ANSWER ONLY.

1	Elland open market	GO TO Q46
2	Halifax Borough market	GO TO Q46
3	Hebden Bridge open market	GO TO Q46
4	Sowerby Bridge open market	GO TO Q46
5	Todmorden market hall	GO TO Q46
6	Todmorden open market	GO TO Q46
7	Don't visit any of these markets	**GO TO GEN**

Not those who said 'Don't visit any of these markets' at Q45

Q46 **What, if anything, would make you visit the (MARKET MENTIONED AT Q45) more often?**
DO NOT PROMPT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

001	Nothing
002	Better access into/around the market
003	Better choice of stalls
004	Better links to town centre shops
005	Better maintenance / cleanliness
006	Better public transport links
007	Better quality goods
008	Better security
009	Cheaper goods
010	More events in the market
011	More restaurants / cafés
012	More stalls selling food
013	More stalls selling non-food goods
014	Wider opening hours
015	Cheaper car parking
016	Cheaper rates for stall holders
017	Free car parking
018	More / better car parking facilities
019	More awareness / better advertisement of what is there
020	Refurbishment / more attractive environment
021	Other
022	(Don't know)

GEN **Gender of respondent.**
CODE FROM OBSERVATION

1	Male
2	Female

AGE **Could I ask how old you are ?**
DO NOT PROMPT. ONE ANSWER ONLY

1	18 to 24
2	25 to 34
3	35 to 44
4	45 to 54
5	55 to 64
6	65 +
7	(Refused)

OCC **What is the occupation of the chief wage earner in your household ?**
IF RETIRED OR UNEMPLOYED THEN ASK FOR PREVIOUS OCCUPATION

1	Occupation (PLEASE WRITE IN)
2	Retired - State Pension ONLY
3	(Refused)

Thank & close

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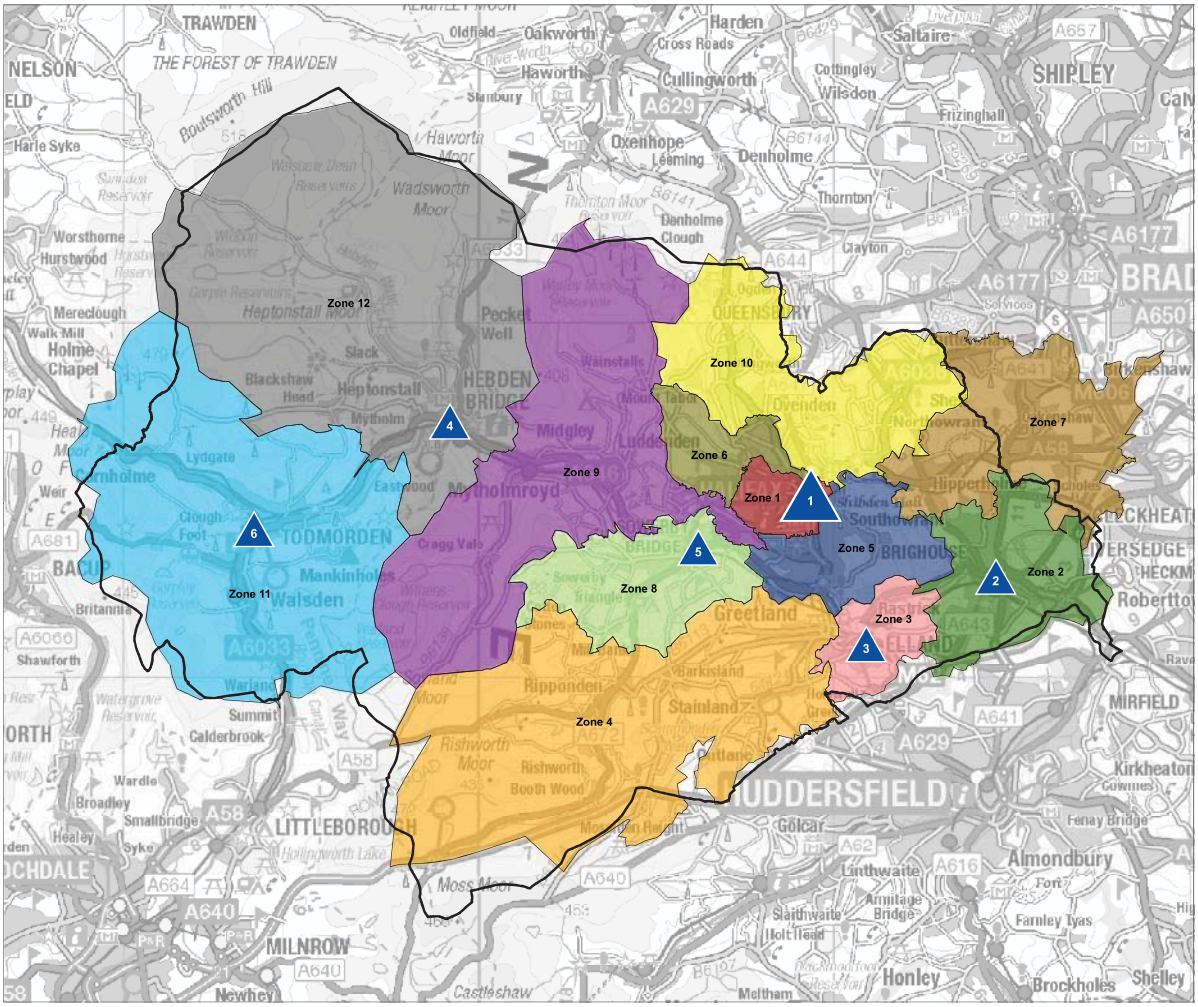
Appendix 9:

Map



Key

Calderdale Local Authority Boundary

Survey Zones

- Zone 1
- Zone 2
- Zone 3
- Zone 4
- Zone 5
- Zone 6
- Zone 7
- Zone 8
- Zone 9
- Zone 10
- Zone 11
- Zone 12

Existing Centres

1. Halifax Strategic Town Centre

Town Centre

2 Brighouse
3 Elland
4 Hebden Bridge
5 Sowerby Bridge
6 Todmorden

Nathaniel Lichfield & Partners
Planning Design Economics

Project: Calderdale Retail Study

Title: Survey Zones

Client: Calderdale Council

Date: 28.04.2016

Scale: 1 : 100,000 @ A3

Drawn by: MAR

Drg. No: GIS\5062\01-01

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