

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q01 Where did you last go to undertake your main food and grocery shopping?</b>																				
<i>Excl nulls &amp; SFT</i>																				
<b>Zone 1</b>																				
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	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
Co-operative Food, Cockerton District Centre, West Auckland Road, Darlington	0.3%	3	0.8%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Fulthorpe Avenue, Mowden Local Centre, Darlington	0.1%	1	0.8%	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
Heron Foods, Cockerton District Centre, Cockerton Green, Darlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Sainsbury's Local, Duke Street, Darlington	0.2%	2	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>																				
Aldi, Yarm Road Local Centre, Darlington	3.7%	36	5.2%	4	14.8%	13	10.1%	7	3.7%	3	10.3%	6	0.0%	0	1.3%	3	0.0%	0	1.4%	1
Asda (former Netto), Neasham Road Local Centre, Darlington	0.5%	5	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Yarm Road Local Centre, Darlington	0.3%	3	1.0%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Yarm Road Local Centre, Darlington	0.6%	6	2.5%	2	1.6%	1	0.0%	0	1.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northgate, Darlington	1.2%	11	5.8%	4	2.5%	2	2.0%	1	0.0%	0	0.8%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Morton Park, Darlington	9.0%	89	7.8%	5	30.0%	26	21.3%	15	2.3%	2	42.9%	23	1.0%	2	5.3%	12	0.0%	0	3.6%	3
Sainsbury's, Victoria Road, Darlington	7.7%	76	31.0%	21	21.4%	19	5.8%	4	9.5%	8	11.6%	6	0.0%	0	7.1%	17	0.0%	0	2.0%	1
Tesco Express, Cornmill Shopping Centre, Darlington	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
Local Shops, Darlington Town Centre	0.5%	5	4.0%	3	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cornmill Shopping Centre, Darlington	0.1%	1	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
Darlington Saturday Open Market, Tubwell Row/Blackwellgate,	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

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Darlington										
Darlington Victorian Covered Market, Market Square, Darlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>										
Asda (former Netto), Haughton Road, Darlington	0.6%	6	0.0%	0	0.7%	1	6.0%	4	1.7%	1
Asda, Whinfield Local Centre, Whinbush Way, Darlington	4.0%	40	3.2%	2	6.9%	6	28.9%	21	5.0%	4
Morrisons, North Road District Centre, Darlington	10.5%	104	31.2%	21	8.7%	8	20.0%	14	61.1%	49
<b>Zone 4</b>										
Iceland, Queen Street, Darlington	0.2%	2	0.8%	1	0.0%	0	0.0%	0	1.4%	1
Sainsbury's Local, Corporation Road, Darlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>										
Local shops, Stillington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, The Green, Hurworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>										
Spar, Church View, Heighington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Greenwell Road, Newton Aycliffe	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Market Place, Ferryhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Church Street, Shildon	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Greenwell Road, Newton Aycliffe	6.9%	68	0.0%	0	0.0%	0	1.5%	1	1.7%	1
Local Shops, Ferryhill Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thames Shopping Centre, Newton Aycliffe	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>										
Campbells, Commercial Square, Leyburn	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Hawes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Richmond Road, Catterick Garrison	2.2%	21	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-operative Food, Horsemarket, Barnard Castle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Market	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Place, Leyburn										
Co-operative Food, Queens Road, Richmond	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Catterick Road, Catterick Garrison	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Galgate, Barnard Castle	3.0%	29	0.0%	0	0.0%	0	0.0%	0	12.6%	29
Tesco Superstore, Richmond Road, Catterick Garrison	7.5%	73	0.0%	0	0.0%	0	0.7%	1	31.1%	73
Local Shops, Barnard Castle Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Local Shops, Catterick Garrison Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	7
<b>Zone 8</b>										
Local shops, Evenwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Watling Road, Bishop Auckland	1.1%	11	0.0%	0	0.0%	0	1.7%	1	6.3%	8
Asda, South Church Road, Bishop Auckland	6.6%	65	0.0%	0	0.0%	0	0.0%	0	1.9%	5
Lidl, St Helens Auckland, Bishop Auckland	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Marks & Spencer Simply Food, Tindale Crescent, Bishop Auckland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Morrisons, Newgate Park Centre, Bishop Auckland	5.7%	56	0.0%	0	0.0%	0	0.0%	0	29.8%	39
Sainsbury's, St Helen Auckland, Bishop Auckland	2.4%	23	0.0%	0	0.0%	0	0.0%	0	6.8%	9
Tesco Extra, St Helens Auckland, Bishop Auckland	3.1%	30	0.0%	0	0.0%	0	0.0%	0	16.1%	21
Local Shops, Bishop Auckland Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
<b>Zone 9</b>										
Local shops, Eaglescliffe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi (former Somerfield), Healaugh Park, Yarm	1.4%	14	0.0%	0	0.0%	0	0.0%	0	20.0%	14
Sainsbury's, High Street, Yarm	0.7%	7	0.0%	0	0.0%	0	0.0%	0	9.4%	7
Tesco Superstore, Urray Nook Road, Eaglescliffe	1.4%	14	1.0%	1	0.0%	0	0.0%	0	18.6%	13
<b>Outside Study Area, County Durham</b>										
Aldi, Cambridge Street, Spennymoor	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Andrews Road,	3.0%	29	0.0%	0	0.0%	0	0.0%	0	2.4%	3

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Spennymoor										
Sainsbury's, Arnison Retail Centre, Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Salters Lane, Sedgefield	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Eden</b>										
Co-operative Food, Market Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Gateshead</b>										
MetroCentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hambleton</b>										
Local shops, Stokesley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (former Netto), Brompton Road, Northallerton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Morrisons, High Street, Northallerton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Sainsbury's, High Street, Northallerton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	5
Tesco Superstore, East Road, Northallerton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	6
Local Shops, Northallerton Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	4
<b>Outside Study Area, Harrogate</b>										
Local Shops, Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hartlepool</b>										
Asda, Marina Way, Hartlepool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Leeds</b>										
Local Shops, Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Manchester</b>										
Local Shops, Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Middlesbrough</b>										
Aldi, Marton Road, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Newport Road, Middlesbrough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wilson Street, Middlesbrough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	2.1%
Tesco Extra, Parkway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.6%

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Shopping Centre, Coulby Newham <b>Outside Study Area, Newcastle City Council</b>										
Asda, Newcastle Shopping Park, Byker <b>Outside Study Area, Newcastle-upon-Tyne</b>	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Newcastle City Centre <b>Outside Study Area, Redcar &amp; Cleveland</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Trunk Road, South Bank <b>Outside Study Area, South Lakeland</b>	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Dodgson Croft, Kirkby Lonsdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Queen Katherines Avenue, Kendal <b>Outside Study Area, South Tyneside</b>	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields <b>Outside Study Area, Stockton-on-Tees</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ingleby Barwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Darlington Lane, Norton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yarm Lane, Stockton-on-Tees	0.8%	8	1.9%	1	1.7%	2	1.4%	1	4.7%	4
Asda (former Netto), Bath Lane, Stockton-on-Tees	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Portrack Lane, Stockton-on-Tees	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Allensway, Thornaby	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Causeway, Billingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Stockton-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Teesside Retail Park, Thornaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Teesside Retail Park, Stockton-on-Tees	1.0%	10	0.0%	0	0.0%	0	0.0%	0	2.3%	1

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Sainsbury's, Whitehouse Farm, Bishopston Road, Stockton-on-Tees	0.2%	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	2.3%	2
Tesco Extra, Durham Road, Stockton-on-Tees	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0	0.6%	1	0.0%	0	3.4%	2
Tesco Superstore, Myton Way, Ingleby Barwick	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	6
Local Shops, Stockton-on-Tees Town Centre	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
Teesside Shopping Park, Stockton-on-Tees	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	0.6%	0
<b>Outside Study Area, Sunderland</b>																				
Local Shops, Sunderland City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, York</b>																				
Local Shops, York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>																				
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	984	69	87	72	80	55	188	234	130	70										
Sample:	991	98	96	99	101	97	129	166	104	101										

## Q02 Which retailer do you purchase your main food internet / home delivery shopping from?

*Those who shop online at Q01*

Asda	29.9%	10	26.3%	1	40.1%	2	100.1%	0	0.0%	0	38.7%	1	25.8%	1	29.2%	4	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Sainsbury's	20.3%	6	0.0%	0	43.1%	2	0.0%	0	0.0%	0	43.9%	1	25.1%	1	14.2%	2	0.0%	0	33.9%	1
Tesco	46.4%	15	73.7%	3	16.8%	1	0.0%	0	0.0%	0	17.4%	0	49.1%	2	49.3%	7	0.0%	0	66.1%	1
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0
Weighted base:	32	4	4	0	0	2	5	15	0	2										
Sample:	25	4	3	1	0	3	3	9	0	2										

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<b>Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?</b>																				
Accessibility by public transport	0.2%	3	1.5%	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
Car parking prices	0.8%	9	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	1.4%	2	1.2%	1
Car parking provision	1.8%	18	4.4%	3	1.5%	1	3.5%	3	0.7%	1	1.5%	1	0.5%	1	2.2%	5	0.0%	0	5.0%	4
Choice of food goods available	4.3%	44	3.3%	2	5.0%	5	8.1%	6	1.1%	1	5.3%	3	6.1%	12	4.4%	11	2.8%	4	1.4%	1
Choice of shops nearby selling non-food goods	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.4%	4	0.8%	1	0.0%	0
Choice of shops selling food goods	0.3%	3	0.8%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.7%	1
Cleanliness	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
Delivery service	0.8%	8	0.0%	0	1.8%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.2%	5	0.0%	0	0.0%	0
Easy to get to by car	2.6%	26	4.0%	3	4.6%	4	0.0%	0	0.9%	1	2.2%	1	1.8%	4	1.9%	5	3.8%	5	5.2%	4
Entertainment / events	0.0%	0	0.0%	0	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 internal layout	1.2%	12	3.3%	2	0.0%	0	2.1%	1	0.7%	1	2.2%	1	0.6%	1	0.5%	1	2.5%	3	0.6%	0
Good service / friendly staff	0.5%	5	0.0%	0	1.0%	1	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.3%	1	0.5%	1	2.2%	2
Habit / always use it / preference for retailer	7.6%	77	6.0%	4	11.7%	11	2.2%	2	9.5%	8	5.7%	3	8.7%	17	6.3%	16	11.6%	15	3.3%	2
Internet shopping is convenient	1.3%	13	4.3%	3	0.7%	1	0.6%	0	0.0%	0	2.6%	1	1.2%	2	1.7%	4	0.0%	0	0.8%	1
Lower prices	11.5%	117	11.4%	8	11.2%	10	10.2%	7	12.7%	10	11.6%	7	13.0%	25	11.8%	29	8.9%	11	11.4%	8
Loyalty card / points scheme	1.6%	16	1.6%	1	1.6%	1	0.7%	0	0.0%	0	2.5%	1	3.7%	7	0.4%	1	1.7%	2	1.5%	1
Near to home	43.7%	445	37.9%	28	42.0%	38	50.1%	36	56.4%	45	44.2%	25	43.0%	84	43.7%	109	38.2%	49	42.9%	31
Near to work	3.3%	34	1.6%	1	0.7%	1	3.2%	2	1.7%	1	6.6%	4	2.8%	5	1.7%	4	7.7%	10	6.6%	5
Nice shopping environment	0.7%	8	0.8%	1	0.0%	0	2.2%	2	0.7%	1	1.5%	1	0.0%	0	0.7%	2	1.4%	2	0.6%	0
Only one in the area / no other choice	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	3.7%	9	0.0%	0	0.6%	0
Preference for retailer	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.4%	3	1.2%	2	3.9%	10	0.8%	1	1.4%	1
Provision of leisure facilities nearby	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.4%	1	0.0%	0	1.2%	1
Provision of services nearby, such as banks and other financial services	0.2%	2	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
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	3.5%	35	6.2%	4	3.9%	4	2.2%	2	1.8%	1	2.9%	2	3.6%	7	4.5%	11	1.2%	2	4.3%	3
Quality of shops selling food goods	0.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Safety (during the day)	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
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	1.8%	19	1.0%	1	1.0%	1	4.8%	4	0.0%	0	0.0%	0	1.7%	3	1.9%	5	3.9%	5	0.6%	0
Value for money	3.6%	37	4.5%	3	3.0%	3	3.3%	2	8.2%	7	1.8%	1	1.7%	3	1.6%	4	7.7%	10	5.5%	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

# Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
(Don't know / no reason in particular)	4.5%	45	4.2%	3	7.2%	7	3.6%	3	4.6%	4	1.7%	1	7.2%	14	2.3%	6	5.2%	7	3.1%	2
Weighted base:	1017	73	90	72	80	57	194	249	130	72										
Sample:	1017	102	99	100	101	100	133	175	104	103										

**Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED AT Q01) ?**

Nothing	70.4%	716	72.1%	52	76.8%	69	66.0%	48	75.3%	60	75.4%	43	60.4%	117	65.4%	163	81.3%	105	79.8%	58
Change layout too often	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.6%	1	1.8%	3	0.0%	0	0.8%	1	0.7%	1
Difficult / expensive parking	1.7%	17	2.3%	2	0.9%	1	3.3%	2	0.0%	0	0.0%	0	2.1%	4	2.5%	6	1.5%	2	0.0%	0
Difficult to get to	0.5%	5	0.0%	0	0.7%	1	1.6%	1	2.4%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Expensive	7.1%	72	6.6%	5	6.2%	6	6.5%	5	6.0%	5	1.4%	1	11.5%	22	9.3%	23	2.5%	3	3.4%	2
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.5%	15	1.0%	1	4.2%	4	0.0%	0	0.0%	0	2.6%	1	1.8%	4	1.4%	3	0.6%	1	1.4%	1
Lack of public transport	0.3%	3	0.0%	0	1.0%	1	1.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	5.1%	52	0.0%	0	4.6%	4	11.7%	8	5.0%	4	4.6%	3	3.8%	7	6.9%	17	2.6%	3	6.3%	5
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	1.0%	11	1.6%	1	1.0%	1	1.3%	1	3.3%	3	0.7%	0	0.0%	0	1.1%	3	0.0%	0	2.6%	2
Poor quality	1.4%	14	0.8%	1	0.7%	1	0.0%	0	0.9%	1	2.3%	1	1.2%	2	1.6%	4	2.7%	3	1.4%	1
Staff rude / unhelpful	1.1%	11	1.5%	1	0.0%	0	1.5%	1	0.9%	1	0.0%	0	0.5%	1	1.7%	4	2.2%	3	0.0%	0
Too busy	1.7%	17	1.6%	1	1.6%	1	1.5%	1	1.6%	1	2.2%	1	2.7%	5	1.4%	3	1.3%	2	0.7%	1
Too far away	0.4%	4	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Too small	2.3%	23	2.7%	2	0.0%	0	1.5%	1	0.7%	1	1.6%	1	0.9%	2	5.6%	14	0.8%	1	2.3%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet issues (Delivery time / can't choose items / substitutions)	0.6%	6	4.3%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Too big	0.4%	4	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Not enough staff	0.2%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.7%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Not a nice shopping environment	0.5%	5	0.0%	0	0.8%	1	0.6%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.8%	1
Operates as a monopoly (Don't know)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.8%	2	0.0%	0	0.0%	0
Weighted base:	1017	73	90	72	80	57	194	249	130	72										
Sample:	1017	102	99	100	101	100	133	175	104	103										



# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Mean score: [£]</b>										
<b>Q05 How much on average does your household normally spend on main food shopping in a week?</b>										
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.3%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	1
£11 - £15	0.7%	7	0.7%	1	4.0%	4	2.1%	2	0.7%	0
£16 - £20	1.6%	16	2.3%	2	0.8%	1	2.8%	2	2.2%	2
£21 - £25	2.1%	21	3.2%	2	3.1%	3	3.7%	3	4.2%	3
£26 - £30	4.6%	46	9.3%	7	7.5%	7	7.4%	5	7.6%	6
£31 - £35	1.5%	15	3.0%	2	3.7%	3	4.8%	3	0.7%	1
£36 - £40	4.8%	49	5.8%	4	3.9%	4	6.2%	5	5.3%	4
£41 - £45	2.7%	28	1.5%	1	8.6%	8	0.0%	0	3.1%	2
£46 - £50	10.6%	107	4.0%	3	12.8%	12	16.2%	12	9.5%	8
£51 - £55	2.7%	28	2.2%	2	3.2%	3	2.9%	2	1.5%	1
£56 - £60	8.7%	89	11.8%	9	6.5%	6	6.0%	4	11.7%	9
£61 - £65	2.2%	23	0.7%	0	0.0%	0	3.7%	3	2.4%	2
£66 - £70	8.8%	90	4.3%	3	3.0%	3	9.8%	7	4.0%	3
£71 - £75	2.2%	22	1.5%	1	2.7%	2	1.5%	1	1.6%	1
£76 - £80	7.5%	76	8.2%	6	11.8%	11	9.2%	7	8.8%	7
£81 - £85	1.2%	12	0.0%	0	0.9%	1	0.0%	0	0.0%	0
£86 - £90	3.6%	37	0.0%	0	3.8%	3	0.0%	0	5.0%	4
£91 - £95	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	11.0%	112	11.2%	8	11.8%	11	6.2%	4	7.2%	6
£101 - £120	5.1%	52	5.2%	4	2.4%	2	1.3%	1	1.6%	1
£121 - £140	2.9%	30	3.7%	3	0.0%	0	0.0%	0	5.2%	4
£141 - £160	2.9%	30	2.3%	2	2.2%	2	0.8%	1	3.5%	3
£161 - £180	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1
£181 - £200	1.6%	16	0.9%	1	0.0%	0	0.0%	0	2.4%	1
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1
(Don't know / varies)	8.0%	82	14.1%	10	5.6%	5	10.0%	7	10.3%	8
(Refused)	1.9%	20	1.7%	1	1.7%	2	5.5%	4	3.2%	3
<i>Mean:</i>	74.9	68.4	63.0	56.9	69.1	82.0	83.4	76.8	80.7	73.0
Weighted base:	1017	73	90	72	80	57	194	249	130	72
Sample:	1017	102	99	100	101	100	133	175	104	103

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Less often = 0.063, Only visited once = 0.01]

## Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)?

Daily	0.9%	9	1.5%	1	0.8%	1	3.6%	3	0.0%	0	1.8%	1	0.0%	0	0.7%	2	1.4%	2	0.0%	0
At least two times a week	10.3%	105	20.0%	15	10.2%	9	6.5%	5	15.2%	12	6.7%	4	12.8%	25	7.4%	18	8.5%	11	9.1%	7
At least once a week	70.0%	712	57.2%	42	68.4%	62	73.5%	53	73.1%	58	81.5%	46	70.5%	137	65.3%	163	79.4%	103	66.5%	48
At least once a fortnight	9.9%	101	12.1%	9	8.3%	8	4.0%	3	7.9%	6	2.9%	2	9.9%	19	14.5%	36	6.3%	8	14.8%	11
At least once a month	4.4%	44	3.9%	3	6.6%	6	4.3%	3	1.4%	1	3.1%	2	3.3%	6	7.1%	18	2.8%	4	2.8%	2
At least every two months	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.5%	1	0.9%	2	0.0%	0	0.0%	0
Less often	0.3%	3	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Have only visited once	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
(Don't know / varies)	3.7%	38	5.3%	4	5.7%	5	6.7%	5	1.5%	1	3.2%	2	2.9%	6	3.8%	9	1.7%	2	5.4%	4
Mean:		1.07		1.22		1.07		1.23		1.10		1.13		1.05		0.98		1.12		0.99
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103

## Q07 How do you normally travel to (STORE MENTIONED AT Q01)?

*Not those who shop online at Q01*

Car / van (as driver)	73.2%	721	61.1%	42	54.2%	47	65.7%	47	64.3%	51	82.2%	45	76.1%	144	83.0%	194	75.7%	98	74.1%	52
Car / van (as passenger)	14.4%	142	16.0%	11	24.5%	21	14.2%	10	20.3%	16	11.3%	6	14.9%	28	11.6%	27	10.0%	13	12.1%	9
Bus, minibus or coach	3.7%	36	8.6%	6	6.5%	6	8.9%	6	2.5%	2	2.2%	1	3.2%	6	1.8%	4	3.8%	5	0.0%	0
Motorecycle, 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
Walk	5.7%	56	6.6%	5	13.3%	11	7.6%	5	10.6%	8	0.7%	0	2.7%	5	0.8%	2	8.9%	11	10.1%	7
Taxi	1.0%	10	2.3%	2	0.8%	1	0.7%	0	0.7%	1	2.6%	1	2.2%	4	0.0%	0	0.8%	1	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.4%	1	0.0%	0	1.4%	1
Mobility scooter / disability vehicle	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
(Don't know / varies)	1.6%	16	4.7%	3	0.8%	1	1.3%	1	1.6%	1	0.0%	0	0.9%	2	2.3%	5	0.8%	1	2.3%	2
Weighted base:		985		69		87		72		80		55		190		234		130		70
Sample:		992		98		96		99		101		97		130		166		104		101

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Mean score: [Number of minutes]</b>																				
<b>Q08 How long did your last journey to (STORE MENTIONED AT Q01) take?</b>																				
<i>Not those who shop online at Q01</i>																				
1 - 5 minutes	38.2%	376	41.5%	28	49.5%	43	41.6%	30	33.9%	27	14.6%	8	40.1%	76	27.8%	65	52.8%	68	42.9%	30
6 - 10 minutes	33.2%	328	33.5%	23	35.3%	31	39.9%	29	43.2%	35	51.5%	28	35.7%	68	23.7%	55	30.4%	39	28.6%	20
11 - 20 minutes	20.6%	203	14.4%	10	9.0%	8	13.4%	10	15.2%	12	30.8%	17	20.6%	39	32.0%	75	11.2%	14	25.6%	18
21 - 30 minutes	4.3%	42	4.2%	3	1.8%	2	3.7%	3	4.2%	3	1.6%	1	2.1%	4	10.1%	24	2.2%	3	0.6%	0
31 - 40 minutes	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	3.5%	8	0.0%	0	0.0%	0
41 - 50 minutes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
51 - 60 minutes	0.8%	8	3.3%	2	2.0%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.4%	1	2.3%	3	0.0%	0
61+ minutes	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
(Don't know / can't remember)	1.3%	13	2.2%	2	2.4%	2	1.3%	1	2.6%	2	0.7%	0	0.5%	1	0.6%	1	1.2%	2	2.3%	2
(Refused)	0.2%	2	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
<i>Mean:</i>		<i>10.8</i>		<i>11.6</i>		<i>8.9</i>		<i>8.9</i>		<i>10.2</i>		<i>11.9</i>		<i>9.3</i>		<i>14.5</i>		<i>9.3</i>		<i>9.1</i>
Weighted base:		985		69		87		72		80		55		190		234		130		70
Sample:		992		98		96		99		101		97		130		166		104		101

**Q09 When do you do your main food shopping?**

Weekdays during the day	43.0%	437	54.8%	40	46.0%	42	50.1%	36	49.5%	39	58.6%	33	31.5%	61	41.5%	103	39.6%	51	43.2%	31
Weekdays during the evening	14.8%	151	7.2%	5	10.5%	9	10.1%	7	12.7%	10	11.0%	6	23.7%	46	15.9%	40	14.3%	19	11.6%	8
Saturday	13.1%	134	13.7%	10	9.3%	8	18.0%	13	17.2%	14	13.4%	8	15.6%	30	11.6%	29	9.9%	13	12.6%	9
Sunday	4.8%	49	1.9%	1	6.1%	6	4.8%	3	6.7%	5	2.5%	1	7.1%	14	2.8%	7	5.1%	7	6.5%	5
(Don't know / varies)	24.2%	246	22.5%	16	28.2%	26	17.0%	12	13.9%	11	14.5%	8	22.2%	43	28.3%	70	31.1%	40	26.1%	19
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q10 When you go main food shopping is your trip linked with any other activity?</b>																				
<i>Not those who shop online at Q01</i>																				
Yes – non-food shopping	6.7%	66	6.0%	4	2.4%	2	2.8%	2	6.6%	5	7.4%	4	6.5%	12	12.5%	29	0.7%	1	8.5%	6
Yes – other-food shopping	5.4%	53	1.9%	1	2.6%	2	5.8%	4	5.3%	4	9.0%	5	3.0%	6	7.6%	18	4.7%	6	9.6%	7
Yes – visiting services such as banks and other financial institutions	1.8%	18	2.5%	2	2.4%	2	0.0%	0	0.7%	1	0.8%	0	1.2%	2	3.0%	7	1.1%	1	3.6%	3
Yes – leisure activity	4.2%	41	8.8%	6	6.9%	6	0.7%	0	0.9%	1	5.1%	3	1.3%	2	4.8%	11	7.1%	9	3.5%	2
Yes – travelling to/from work	5.9%	58	1.8%	1	1.8%	2	8.4%	6	9.7%	8	6.5%	4	3.0%	6	8.5%	20	5.9%	8	6.8%	5
Yes – travelling to/from school/college/university	0.5%	5	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.3%	2	1.7%	1
Yes – getting petrol	1.7%	16	1.7%	1	3.3%	3	0.0%	0	1.7%	1	1.5%	1	0.6%	1	3.8%	9	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	2.7%	27	2.7%	2	3.0%	3	5.6%	4	3.3%	3	2.7%	1	3.0%	6	2.6%	6	2.0%	3	0.0%	0
Yes – visiting family/friends	2.3%	23	0.8%	1	4.3%	4	4.5%	3	3.7%	3	0.9%	0	1.3%	2	3.1%	7	1.0%	1	0.6%	0
Yes – visiting health service such as doctor, dentist, hospital	1.5%	15	2.5%	2	1.1%	1	2.0%	1	4.1%	3	0.0%	0	1.2%	2	1.3%	3	2.1%	3	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.5%	1	1.0%	2	0.0%	0	3.3%	2
Yes – getting petrol	1.0%	9	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.8%	0	1.1%	2	1.6%	4	0.0%	0	2.2%	2
Yes – visiting family / friends	1.2%	12	0.0%	0	1.6%	1	1.6%	1	1.1%	1	0.0%	0	2.2%	4	1.7%	4	0.0%	0	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No activity	62.4%	615	67.9%	47	68.2%	59	61.2%	44	63.0%	50	64.0%	35	70.4%	134	47.7%	112	71.4%	93	60.1%	42
(Don't know / varies)	2.1%	21	1.9%	1	2.4%	2	5.2%	4	0.0%	0	0.7%	0	4.2%	8	0.7%	2	2.8%	4	0.0%	0
Weighted base:		985		69		87		72		80		55		190		234		130		70
Sample:		992		98		96		99		101		97		130		166		104		101

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q11 Where do you do this linked trip?</b>										
<i>Those who said yes to 'Non-food', 'Other food shopping' or 'Services' at Q10 AND Excl nulls &amp; SFT</i>										
<b>Zone 1</b>										
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	0.4%	1	7.3%	1	0.0%	0	0.0%	0	0.0%	0
Mowden Local Centre	0.5%	1	0.0%	0	9.8%	1	0.0%	0	0.0%	0
<b>Zone 2</b>										
Burts Carpets, Eastmount Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Yarm Road Local Centre, Darlington	1.2%	2	0.0%	0	0.0%	0	17.6%	1	6.2%	1
Marks & Spencer, Northgate, Darlington	0.7%	1	8.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Victoria Road, Darlington	0.3%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0
Darlington Town Centre	25.7%	35	76.5%	5	53.2%	3	39.4%	2	46.1%	4
Yarm Road Local Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morton Park, Darlington	3.0%	4	0.0%	0	0.0%	0	0.0%	0	20.5%	2
B&Q, Morton Park, Darlington	3.7%	5	0.0%	0	22.1%	1	0.0%	0	19.9%	2
<b>Zone 3</b>										
Asda (former Netto), Haughton Road, Darlington	0.4%	0	0.0%	0	0.0%	0	7.8%	0	0.0%	0
Asda, Whinfield Local Centre, Whinbush Way, Darlington	1.2%	2	0.0%	0	0.0%	0	27.4%	2	0.0%	0
North Road District Centre	2.8%	4	0.0%	0	0.0%	0	7.8%	0	13.2%	1
<b>Zone 4</b>										
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Whessoe Road, Darlington	0.9%	1	8.1%	1	0.0%	0	0.0%	0	7.3%	1
<b>Zone 5</b>										
Hurworth-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>										
Aldi, Greenwell Road, Newton Aycliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Market Place, Ferryhill	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Greenwell Road, Newton Aycliffe	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Aycliffe Town	6.0%	8	0.0%	0	0.0%	0	0.0%	0	7.3%	1

# Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Centre										
<b>Zone 7</b>										
Brompton-on-Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn	1.9%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Aldi, Richmond Road, Catterick Garrison	3.1%	4	0.0%	0	0.0%	0	0.0%	0	7.9%	4
Lidl, Catterick Road, Catterick Garrison	1.6%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Barnard Castle Town Centre	4.9%	7	0.0%	0	0.0%	0	0.0%	0	12.3%	7
Catterick Garrison Town Centre	8.1%	11	0.0%	0	0.0%	0	0.0%	0	20.3%	11
Richmond Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
<b>Zone 8</b>										
Bishop Auckland Shopping Park, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, South Church Road, Bishop Auckland	1.1%	2	0.0%	0	0.0%	0	0.0%	0	18.2%	2
Lidl, St Helens Auckland, Bishop Auckland	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Tesco Extra, St Helens Auckland, Bishop Auckland	2.9%	4	0.0%	0	0.0%	0	0.0%	0	47.2%	4
Bishop Auckland Town Centre	4.6%	6	0.0%	0	0.0%	0	0.0%	0	4.4%	2
<b>Zone 9</b>										
Eaglescliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Town Centre	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Brighton and Hove</b>										
Brighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Carlisle</b>										
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, County Durham</b>										
Aldi, Cambridge Street, Spennymoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Andrews Road, Spennymoor	0.8%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	1
Spennymoor Town Centre	1.3%	2	0.0%	0	0.0%	0	0.0%	0	8.6%	2
<b>Outside Study Area, Doncaster</b>										
Doncaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Eden</b>										
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Edinburgh</b>										
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area,</b>										

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Gateshead</b>										
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MetroCentre, Gateshead	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Gloucester</b>										
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Great Yarmouth</b>										
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hambleton</b>										
Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre	4.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Harrogate</b>										
Knaresborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hartlepool</b>										
Morrisons, Clarence Road, Hartlepool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hull</b>										
Hull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Leeds</b>										
Farsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Liverpool</b>										
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Manchester</b>										
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Middlesbrough</b>										
Cannon Park, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Newcastle-upon-Tyne</b>										
Newcastle City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Oxford</b>										
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Pendle</b>										
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Redcar &amp; Cleveland</b>										
Asda, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Scarborough</b>										
Whitby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Outside Study Area, South Lakeland</b>										
Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, South Tyneside</b>										
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Stockton-on-Tees</b>										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yarm Lane, Stockton-on-Tees	0.7%	1	0.0%	0	14.9%	1	0.0%	0	0.0%	0
Asda Supercentre, Portrack Lane, Stockton-on-Tees	1.2%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Marks & Spencer, Teesside Retail Park, Thornaby	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Teesside Retail Park, Stockton-on-Tees	0.9%	1	0.0%	0	0.0%	0	0.0%	0	9.4%	1
Sainsbury's, Glebe Estate, Norton	0.7%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Stockton-on-Tees Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Shopping Park, Stockton-on-Tees	3.6%	5	0.0%	0	0.0%	0	0.0%	0	4.2%	0
<b>Outside Study Area, Sunderland</b>										
Houghton-le-Spring	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Various</b>										
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Warrington</b>										
Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, York</b>										
Clifton Moor Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	137	7	6	6	10	9	21	54	8	15
Sample:	136	10	9	9	12	16	13	40	7	20

**Q12 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?**

Yes	78.0%	794	72.1%	52	69.8%	63	78.3%	57	67.4%	54	64.7%	37	79.1%	154	84.6%	211	86.9%	113	74.7%	54
No	22.0%	224	27.9%	20	30.2%	27	21.7%	16	32.6%	26	35.3%	20	20.9%	41	15.4%	38	13.1%	17	25.3%	18
Weighted base:	1017	73	90	72	80	57	194	249	130	72										
Sample:	1017	102	99	100	101	100	133	175	104	103										



# Darlington Household Survey for WYG

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December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q13 Where did you last go to undertake this 'top-up' shopping?</b>																				
<i>Those who do top-up shopping at Q12 AND Excl nulls &amp; SFT</i>																				
<b>Zone 1</b>																				
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.3%	2	0.0%	0	0.0%	0	1.0%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Cockerton District Centre, West Auckland Road, Darlington	1.3%	10	3.7%	2	0.0%	0	0.0%	0	11.0%	6	1.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Fulthorpe Avenue, Mowden Local Centre, Darlington	0.6%	4	3.6%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Heron Foods, Cockerton District Centre, Cockerton Green, Darlington	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
Sainsbury's Local, Duke Street, Darlington	0.3%	2	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
Local Shops, Cockerton District Centre	1.5%	11	16.8%	8	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Mowden Local Centre	0.4%	3	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
<b>Zone 2</b>																				
Aldi, Yarm Road Local Centre, Darlington	2.1%	16	1.5%	1	15.6%	10	3.6%	2	3.3%	2	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (former Netto), Neasham Road Local Centre, Darlington	1.7%	13	0.0%	0	16.2%	10	0.0%	0	1.1%	1	7.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Neasham Road Local Centre, Darlington	1.1%	8	2.3%	1	9.3%	6	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Yarm Road Local Centre, Darlington	0.2%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Yarm Road Local Centre, Darlington	0.6%	5	2.3%	1	5.4%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northgate, Darlington	2.0%	16	3.5%	2	3.5%	2	4.3%	2	7.6%	4	1.1%	0	0.8%	1	1.8%	4	0.0%	0	0.0%	0
Morrisons, Morton Park, Darlington	2.0%	15	0.8%	0	3.5%	2	0.9%	0	3.9%	2	12.4%	5	0.0%	0	2.1%	4	0.0%	0	2.3%	1
Sainsbury's Local, Clifton Road, Darlington	0.4%	3	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Victoria Road, Darlington	3.2%	25	14.5%	7	6.2%	4	1.0%	1	10.1%	5	10.1%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Tesco Express, Cormmill Shopping Centre,	0.8%	6	2.2%	1	3.5%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Darlington																				
Local Shops, Darlington Town Centre	4.0%	31	16.0%	8	11.1%	7	13.3%	7	15.2%	8	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Yarm Road Local Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cornmill Shopping Centre, Darlington	0.4%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Darlington Saturday Open Market, Tubwell Row/Blackwellgate, Darlington	0.1%	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
Darlington Victorian Covered Market, Market Square, Darlington	0.8%	6	1.1%	1	7.4%	5	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>																				
Asda (former Netto), Haughton Road, Darlington	1.0%	8	1.2%	1	4.1%	3	8.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whinfield Local Centre, Whinbush Way, Darlington	4.1%	32	1.2%	1	2.6%	2	44.0%	25	1.1%	1	5.0%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Co-operative Food, North Road, Darlington	0.2%	1	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
Morrisons, North Road District Centre, Darlington	2.5%	19	7.7%	4	2.0%	1	5.3%	3	14.7%	8	0.0%	0	1.4%	2	0.0%	0	1.3%	1	0.0%	0
Local Shops, North Road District Centre	0.5%	4	0.0%	0	0.0%	0	4.8%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>																				
Iceland, Queen Street, Darlington	0.3%	3	0.0%	0	0.0%	0	0.8%	0	3.2%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Corporation Road, Darlington	0.6%	5	2.4%	1	0.0%	0	0.0%	0	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>																				
Local shops, Stillington	0.1%	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
Spar, The Green, Hurworth	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, West Park Local Centre, Tillage Green, Darlington	0.8%	6	2.6%	1	0.0%	0	0.0%	0	8.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Middleton St George Local Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>																				
Spar, Church View, Heighington	0.3%	2	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
Aldi, Greenwell Road, Newton Aycliffe	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	13	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Market	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Place, Ferryhill										
Co-operative Food, Neville Parade, Newton Aycliffe	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Church Street, Shildon	2.5%	19	0.0%	0	0.0%	0	0.0%	0	10.6%	16
Sainsbury's Local, Brancepeth Road, Ferryhill	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Sainsbury's Local, Cobblers Hall, Newton Aycliffe	0.9%	7	0.0%	0	0.0%	0	0.0%	0	4.8%	7
Sainsbury's Local, Durham Road, Chilton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4
Tesco Extra, Greenwell Road, Newton Aycliffe	3.4%	26	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Local Shops, Chilton Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Local Shops, Ferryhill Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	3.8%	6
Local Shops, Newton Aycliffe Town Centre	0.9%	7	0.0%	0	0.0%	0	0.8%	0	4.5%	7
Local Shops, Shildon Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Thames Shopping Centre, Newton Aycliffe	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	4
<b>Zone 7</b>										
Campbells, Commercial Square, Leyburn	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Eppleby Village Shop, Stapleton House, Eppleby	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Local shops, Brompton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Local shops, East Rounton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Local shops, Hawes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Local shops, Leyburn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Local shops, West Burton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Local shops, West Witton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
One Stop, Market Place, Leyburn	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3
Spar, Main Street, Hawes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Aldi, Richmond Road, Catterick Garrison	2.0%	15	0.0%	0	0.0%	0	0.0%	0	7.4%	15
Co-operative Food (former Somerfield), Market Avenue, Richmond	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	4
Co-operative Food, Broadway, Catterick Garrison	1.1%	9	0.0%	0	0.0%	0	0.0%	0	4.2%	9
Co-operative Food, Chapel	1.1%	8	0.0%	0	0.0%	0	0.0%	0	4.0%	8

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Row, Middleton-in-Teesdale										
Co-operative Food, Horsemarket, Barnard Castle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Market Place, Leyburn	1.0%	7	0.0%	0	0.0%	0	0.0%	0	3.6%	7
Co-operative Food, Queens Road, Richmond	1.6%	12	0.0%	0	0.0%	0	0.0%	0	5.8%	12
Lidl, Catterick Road, Catterick Garrison	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	4
Morrisons, Galgate, Barnard Castle	3.5%	27	0.0%	0	0.0%	0	0.0%	0	13.1%	27
Tesco Superstore, Richmond Road, Catterick Garrison	4.1%	32	0.0%	0	0.0%	0	0.0%	0	15.4%	32
Local Shops, Barnard Castle Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.3%	5
Local Shops, Catterick Garrison Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	4
Local Shops, Richmond Town Centre	1.6%	12	0.0%	0	0.0%	0	0.0%	0	6.1%	12
<b>Zone 8</b>										
Local shops, Evenwood	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Local shops, West Auckland	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Aldi, Watling Road, Bishop Auckland	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Asda, South Church Road, Bishop Auckland	4.0%	30	0.0%	0	0.0%	0	0.0%	0	6.2%	9
Iceland, Watling Road, Bishop Auckland	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Helens Auckland, Bishop Auckland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer Simply Food, Tindale Crescent, Bishop Auckland	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Morrisons, Newgate Park Centre, Bishop Auckland	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Collingwood Street, Coundon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Sainsbury's, St Helen Auckland, Bishop Auckland	2.7%	20	0.0%	0	0.0%	0	0.0%	0	4.0%	6
Tesco Extra, St Helens Auckland, Bishop Auckland	2.8%	21	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Local Shops, Bishop	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Auckland Town Centre</b>																				
<b>Zone 9</b>																				
Local shops, Eaglescliffe	0.1%	1	0.0%	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
Aldi (former Somerfield), Healaugh Park, Yarm	1.6%	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	24.4%	13
Co-operative Food, Sunningdale Drive, Eaglescliffe	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	5.8%	3
Sainsbury's Local, Durham Lane, Eaglescliffe	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	4.8%	2
Sainsbury's, High Street, Yarm	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	15.1%	8
Tesco Superstore, Uralay Nook Road, Eaglescliffe	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	9
Local Shops, Yarm Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
<b>Outside Study Area, County Durham</b>																				
Aldi, Cambridge Street, Spennymoor	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0	0.0%	0
Asda, St Andrews Road, Spennymoor	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0	1.3%	1	0.0%	0
Co-operative Food, Front Street, Sedgfield	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, New Road, Crook	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
Co-operative Food, Prospect Square, Cockfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Marks & Spencer, Silver Street, Durham	0.3%	2	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
Sainsbury's, Salters Lane, Sedgfield	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
Local Shops, Sedgfield Town Centre	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
Local Shops, Spennymoor Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Eden</b>																				
Co-operative Food, Market Street, Kirkby Stephen	0.0%	0	0.0%	0	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>Outside Study Area, Gateshead</b>																				
MetroCentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hambleton</b>																				
Local shops, Stokesley	0.1%	1	0.0%	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
Asda (former Netto), Brompton Road, Northallerton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Marks & Spencer Simply Food, High Street, Northallerton	0.4%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Morrisons, High Street, Northallerton	0.4%	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
Sainsbury's, High Street, Northallerton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.9%	4	0.0%	0	0.0%	0
Local Shops, Northallerton Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.9%	0
<b>Outside Study Area, Harrogate</b>																				
Local Shops, Harrogate Town Centre	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
<b>Outside Study Area, Hartlepool</b>																				
Asda, Marina Way, Hartlepool	0.0%	0	0.0%	0	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>Outside Study Area, Leeds</b>																				
Local Shops, Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Manchester</b>																				
Local Shops, Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Middlesbrough</b>																				
Aldi, Marton Road, Middlesbrough	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
Aldi, Newport Road, Middlesbrough	0.2%	2	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
<b>Outside Study Area, Newcastle City Council</b>																				
Asda, Newcastle Shopping Park, Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Newcastle-upon-Tyne</b>																				
Local Shops, Newcastle City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Redcar &amp; Cleveland</b>																				
Asda, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	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>Outside Study Area, South Lakeland</b>																				
Booths, Dodgson Croft, Kirkby Lonsdale	0.3%	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
<b>Outside Study Area, South Tyneside</b>																				

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Stockton-on-Tees</b>										
Local shops, Ingleby Barwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yarm Lane, Stockton-on-Tees	0.2%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	1
Asda (former Netto), Bath Lane, Stockton-on-Tees	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	2.3%
Asda, Allensway, Thornaby	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	6.8%
Co-operative Food (former Sommerfield), Harpers Parade, Hartburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Farmfoods, Bath Lane, Stockton-on-Tees	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.8%
Marks & Spencer, High Street, Stockton-on-Tees	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0.0%
Marks & Spencer, Teesside Retail Park, Thornaby	0.4%	3	1.3%	1	0.0%	0	2.2%	1	0.0%	0.9%
Sainsbury's, Whitehouse Farm, Bishopston Road, Stockton-on-Tees	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.8%
Tesco Extra, Durham Road, Stockton-on-Tees	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Tesco Superstore, Myton Way, Ingleby Barwick	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	9.0%
Local Shops, Stockton-on-Tees Town Centre	0.1%	1	1.1%	1	0.0%	0	0.0%	0	1.3%	0
Teesside Shopping Park, Stockton-on-Tees	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
<b>Outside Study Area, Sunderland</b>										
Local Shops, Sunderland City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, York</b>										
Local Shops, York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>										
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	767	49	61	56	53	37	148	205	106	52
Sample:	739	67	68	75	66	65	101	139	84	74

# Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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**Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Less often = 0.063; Only visited once = 0.01]**

**Q14 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?**

*Those who do top-up shopping at Q12*

Daily	7.7%	61	6.5%	3	6.4%	4	12.0%	7	3.5%	2	9.9%	4	9.7%	15	8.1%	17	6.0%	7	4.4%	2
At least two times a week	44.4%	352	49.2%	26	54.6%	34	38.5%	22	50.2%	27	35.9%	13	40.9%	63	41.7%	88	47.5%	53	47.8%	26
At least once a week	34.6%	275	26.1%	14	20.9%	13	39.7%	22	33.5%	18	36.7%	14	35.2%	54	37.7%	80	34.6%	39	39.6%	21
At least once a fortnight	5.0%	40	7.0%	4	6.4%	4	4.1%	2	3.3%	2	8.1%	3	8.1%	12	3.4%	7	3.4%	4	3.4%	2
At least once a month	1.8%	15	4.0%	2	2.3%	1	1.1%	1	0.0%	0	2.5%	1	0.0%	0	3.7%	8	1.5%	2	0.0%	0
At least every two months	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
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	6.4%	51	7.2%	4	9.4%	6	4.7%	3	9.6%	5	5.8%	2	6.1%	9	5.4%	11	7.0%	8	4.9%	3
<i>Mean:</i>		<i>1.93</i>		<i>1.88</i>		<i>1.97</i>		<i>2.13</i>		<i>1.77</i>		<i>1.94</i>		<i>2.01</i>		<i>1.91</i>		<i>1.87</i>		<i>1.76</i>
Weighted base:		794		52		63		57		54		37		154		211		113		54
Sample:		762		72		70		76		67		65		104		143		88		77



# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Mean score: [£]</b>																				
<b>Q15 How much on average does your household normally spend on top-up shopping in a week?</b>																				
<i>Those who do top-up shopping at Q12</i>																				
£1 - £5	12.4%	98	18.7%	10	14.5%	9	11.9%	7	11.4%	6	12.6%	5	13.4%	21	9.2%	19	12.5%	14	14.2%	8
£6 - £10	21.5%	171	22.3%	12	15.8%	10	30.4%	17	27.1%	15	21.4%	8	22.9%	35	17.1%	36	24.2%	27	20.8%	11
£11 - £15	10.1%	80	2.6%	1	8.3%	5	7.4%	4	12.0%	6	9.7%	4	11.0%	17	12.7%	27	10.6%	12	7.5%	4
£16 - £20	17.8%	141	20.7%	11	19.1%	12	10.1%	6	14.2%	8	21.0%	8	17.0%	26	20.4%	43	13.7%	15	23.1%	12
£21 - £25	4.7%	38	2.1%	1	8.6%	5	0.9%	0	3.7%	2	6.4%	2	4.7%	7	5.4%	11	4.0%	4	5.9%	3
£26 - £30	7.9%	63	9.6%	5	5.8%	4	6.0%	3	9.6%	5	7.3%	3	5.9%	9	6.8%	14	12.8%	14	9.6%	5
£31 - £35	1.2%	10	1.1%	1	0.0%	0	0.9%	0	1.3%	1	1.1%	0	1.4%	2	2.5%	5	0.0%	0	0.0%	0
£36 - £40	3.4%	27	1.4%	1	2.4%	2	4.1%	2	4.8%	3	6.1%	2	2.1%	3	3.2%	7	6.6%	7	0.8%	0
£41 - £45	0.6%	5	1.1%	1	2.3%	1	0.0%	0	0.0%	0	1.0%	0	0.8%	1	0.0%	0	0.0%	0	1.9%	1
£46 - £50	3.5%	28	0.0%	0	1.0%	1	0.0%	0	3.8%	2	5.6%	2	6.6%	10	3.8%	8	3.0%	3	2.8%	2
£51 - £55	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
£56 - £60	1.0%	8	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	4	2.0%	2	1.6%	1
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.4%	3	0.9%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
£101+	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
(Don't know / varies)	13.8%	109	17.0%	9	19.8%	12	22.6%	13	9.8%	5	7.7%	3	12.0%	18	15.1%	32	9.8%	11	10.7%	6
(Refused)	1.3%	11	2.4%	1	2.4%	2	3.0%	2	2.4%	1	0.0%	0	1.5%	2	0.5%	1	0.9%	1	1.0%	1
<b>Mean:</b>	<b>19.2</b>		<b>16.2</b>		<b>17.2</b>		<b>17.1</b>		<b>17.9</b>		<b>19.4</b>		<b>18.5</b>		<b>22.0</b>		<b>19.3</b>		<b>18.3</b>	
Weighted base:	794		52		63		57		54		37		154		211		113		54	
Sample:	762		72		70		76		67		65		104		143		88		77	

# Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q16 Excluding Christmas shopping, where did you last go to buy clothing or footwear goods?</b>										
<i>Excl nulls &amp; SFT</i>										
<b>Zone 1</b>										
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>										
Burts Carpets, Eastmount Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Neasham Road, Darlington	0.5%	4	0.0%	0	0.9%	1	0.0%	0	3.8%	3
Marks & Spencer, Northgate, Darlington	2.2%	19	5.3%	3	4.4%	3	4.3%	3	7.9%	5
Sainsbury's, Victoria Road, Darlington	0.5%	4	1.2%	1	1.1%	1	0.0%	0	0.0%	0
Darlington Town Centre	34.6%	294	50.7%	32	53.9%	38	45.6%	28	50.2%	33
Neasham Road Local Centre	0.7%	6	0.0%	0	3.3%	2	1.7%	1	1.1%	1
Cornmill Shopping Centre, Darlington	6.5%	55	5.2%	3	6.7%	5	4.3%	3	15.0%	10
Darlington Retail Park, Yarm Road, Darlington	1.2%	10	0.9%	1	4.7%	3	0.0%	0	1.1%	1
Morton Park, Darlington	0.1%	1	0.8%	1	0.9%	1	0.0%	0	0.0%	0
<b>Zone 3</b>										
Asda (former Netto), Haughton Road, Darlington	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Asda, Whinfield Local Centre, Whinbush Way, Darlington	0.6%	5	0.0%	0	0.0%	0	8.3%	5	0.0%	0
<b>Zone 4</b>										
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>										
Hurworth-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton St George Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
<b>Zone 6</b>										
Aldi, Greenwell Road, Newton Aycliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Greenwell Road, Newton Aycliffe	1.2%	10	0.0%	0	0.0%	0	0.0%	0	6.3%	10
Newton Aycliffe Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sildon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
<b>Zone 7</b>										

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Brompton-on-Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Richmond Road, Catterick Garrison	1.0%	9	0.0%	0	0.0%	0	0.0%	0	4.0%	9
Barnard Castle Town Centre	0.3%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Catterick Garrison Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Richmond Town Centre	1.0%	8	0.0%	0	0.0%	0	0.8%	0	3.5%	7
<b>Zone 8</b>										
Bishop Auckland Shopping Park, Bishop Auckland	0.8%	7	0.0%	0	0.0%	0	0.0%	0	6.3%	7
West Auckland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Asda, South Church Road, Bishop Auckland	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Sainsbury's, St Helen Auckland, Bishop Auckland	1.2%	11	1.9%	1	0.0%	0	0.0%	0	1.4%	2
Tesco Extra, St Helens Auckland, Bishop Auckland	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Bishop Auckland Town Centre	4.4%	38	0.0%	0	0.0%	0	0.0%	0	8.1%	13
Newgate Shopping Centre, Bishop Auckland	0.8%	7	2.1%	1	0.0%	0	0.0%	0	4.7%	5
<b>Zone 9</b>										
Eaglescliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	2
<b>Outside Study Area, Brighton and Hove</b>										
Brighton	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
<b>Outside Study Area, Carlisle</b>										
Carlisle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
<b>Outside Study Area, County Durham</b>										
Aldi, Cambridge Street, Spennymoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Andrews Road, Spennymoor	0.9%	7	0.0%	0	0.0%	0	0.0%	0	3.6%	6
Marks & Spencer, Silver Street, Durham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Durham City Centre	1.7%	14	0.8%	1	1.1%	1	1.9%	1	4.3%	7
Amison Shopping Park, Abbey Road, Durham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Dragonville Retail Park, Dragon Lane, Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Prince Bishops Centre, Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Dalton Park, Murton	1.2%	11	2.8%	2	0.0%	0	0.0%	0	1.1%	1
<b>Outside Study Area,</b>										

# Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Doncaster</b>																				
Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
<b>Outside Study Area, Eden</b>																				
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Edinburgh</b>																				
Edinburgh	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Gateshead</b>																				
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MetroCentre, Gateshead	6.2%	53	0.9%	1	3.4%	2	5.3%	3	2.1%	1	8.5%	4	10.6%	17	4.4%	9	12.0%	13	1.5%	1
<b>Outside Study Area, Gloucester</b>																				
Gloucester	0.0%	0	0.0%	0	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>Outside Study Area, Great Yarmouth</b>																				
Great Yarmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
<b>Outside Study Area, Hambleton</b>																				
Bedale	0.2%	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
Stokesley	0.1%	0	0.0%	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
Thirsk	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Northallerton Town Centre	2.3%	20	4.9%	3	2.0%	1	1.0%	1	0.0%	0	4.2%	2	0.0%	0	5.3%	11	0.0%	0	2.5%	1
<b>Outside Study Area, Harrogate</b>																				
Knaresborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon	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
Harrogate Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.5%	5	0.0%	0	0.9%	1
<b>Outside Study Area, Hartlepool</b>																				
Morrisons, Clarence Road, Hartlepool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartlepool Town Centre	0.2%	2	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
Teesbay Retail Park, Hartlepool	0.1%	1	0.0%	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
<b>Outside Study Area, Hull</b>																				
Hull	0.0%	0	0.0%	0	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>Outside Study Area, Leeds</b>																				
Farsley	0.1%	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 City Centre	0.5%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
<b>Outside Study Area, Liverpool</b>																				
Liverpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
<b>Outside Study Area, Manchester</b>																				
Manchester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
<b>Outside Study Area, Middlesbrough</b>																				
Cannon Park, Middlesbrough	0.0%	0	0.0%	0	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, Linthorpe	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	1.0%	1

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Road, Middlesbrough																				
Middlesbrough Town Centre	5.2%	44	4.4%	3	6.3%	4	9.7%	6	3.1%	2	7.6%	4	1.1%	2	5.4%	11	1.7%	2	17.6%	10
Cleveland Shopping Centre, Middlesbrough	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
Hill Street Shopping Centre, Middlesbrough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Newcastle-upon-Tyne</b>																				
Newcastle City Centre	3.0%	26	2.7%	2	2.3%	2	2.7%	2	4.9%	3	5.1%	2	1.8%	3	3.9%	8	2.9%	3	0.8%	0
<b>Outside Study Area, Oxford</b>																				
Oxford	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
<b>Outside Study Area, Pendle</b>																				
Boundary Mill, Vivary Way, 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
<b>Outside Study Area, Redcar &amp; Cleveland</b>																				
Asda, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redcar Town Centre	0.2%	2	2.1%	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
Cleveland Retail Park, Middlesbrough	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
<b>Outside Study Area, Scarborough</b>																				
Whitby	0.1%	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
<b>Outside Study Area, South Lakeland</b>																				
Kendal	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	3	0.0%	0	0.0%	0
<b>Outside Study Area, South Tyneside</b>																				
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Stockton-on-Tees</b>																				
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0%	0	0.0%	0	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, Yarm Lane, Stockton-on-Tees	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
Asda Supercentre, Portrack Lane, Stockton-on-Tees	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
Asda, Allensway, Thornaby	0.1%	1	0.0%	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
Marks & Spencer, Teesside Retail Park, Thornaby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Tesco Extra, Durham Road, Stockton-on-Tees	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Stockton-on-Tees Town Centre	0.5%	4	0.0%	0	0.0%	0	1.5%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Thornaby Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Castlegate Shopping Centre, Stockton-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Shopping Park, Stockton-on-Tees	10.4%	88	2.9%	2	5.0%	4	9.8%	6	3.1%	2
Stockton Garden Centre, Yarm Road, Stockton-on-Tees	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Sunderland</b>										
Houghton-le-Spring	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Various</b>										
London	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Warrington</b>										
Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, York</b>										
Clifton Moor Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York Designer Outlet, St. Nicholas Avenue, Fulford, York	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
York City Centre	1.1%	9	5.1%	3	0.0%	0	0.0%	0	1.1%	1
<b>Other</b>										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	852	62	71	61	66	48	163	211	112	57
Sample:	842	88	77	83	82	85	111	147	88	81

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Every 3 months = 0.063, Every 6 months = 0.031, Less often = 0.02, Only visited once = 0.01]

## Q16A How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q16)?

*Those who specified a location at Q16*

Daily	0.3%	3	2.0%	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
At least two times a week	0.8%	7	1.9%	1	0.9%	1	0.8%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	3	0.0%	0	1.7%	1
At least once a week	7.0%	60	5.5%	3	5.3%	4	17.7%	11	4.6%	3	16.5%	8	7.2%	12	2.4%	5	7.3%	8	10.0%	6
At least once a fortnight	6.8%	58	7.1%	4	5.5%	4	7.5%	5	11.9%	8	10.0%	5	7.1%	12	5.5%	12	4.0%	4	8.3%	5
At least once a month	24.6%	210	14.8%	9	26.2%	18	13.9%	8	20.1%	13	24.3%	12	27.2%	45	25.3%	53	30.7%	34	28.6%	16
At least every two months	12.3%	105	5.1%	3	8.0%	6	8.8%	5	13.9%	9	21.7%	10	13.7%	22	13.9%	29	12.5%	14	9.7%	6
At least every 3 months	15.7%	134	19.4%	12	13.3%	9	21.6%	13	10.0%	7	6.3%	3	20.8%	34	16.7%	35	10.3%	12	14.5%	8
At least every 6 months	13.3%	113	14.9%	9	11.7%	8	14.6%	9	14.1%	9	6.2%	3	8.7%	14	16.1%	34	15.0%	17	16.3%	9
Less often than once every 6 months	8.0%	68	13.9%	9	10.2%	7	4.7%	3	8.8%	6	6.4%	3	5.9%	10	10.3%	22	5.2%	6	6.6%	4
Have only visited once (Don't know / varies)	1.3%	11	1.2%	1	2.7%	2	0.0%	0	1.1%	1	0.9%	0	0.7%	1	1.4%	3	2.5%	3	0.0%	0
<i>Mean:</i>	9.9%	84	14.2%	9	16.2%	11	10.5%	6	14.3%	9	7.7%	4	8.7%	14	6.5%	14	12.4%	14	4.3%	2
		<i>0.27</i>		<i>0.39</i>		<i>0.24</i>		<i>0.34</i>		<i>0.25</i>		<i>0.34</i>		<i>0.25</i>		<i>0.24</i>		<i>0.24</i>		<i>0.30</i>
Weighted base:		852		62		71		61		66		48		163		211		112		57
Sample:		842		88		77		83		82		85		111		147		88		81

## Q17 How do you normally travel to (LOCATION MENTIONED AT Q16)?

*Those who specified a location at Q16*

Car / van (as driver)	65.7%	559	48.8%	31	39.1%	28	49.9%	31	37.6%	25	76.0%	36	74.0%	121	78.8%	167	71.3%	80	74.4%	42
Car / van (as passenger)	11.2%	95	7.2%	5	10.8%	8	9.0%	6	5.5%	4	9.1%	4	14.0%	23	11.1%	23	12.7%	14	15.4%	9
Bus, minibus or coach	13.5%	115	20.8%	13	32.7%	23	29.4%	18	34.2%	23	10.0%	5	8.0%	13	4.3%	9	8.4%	9	3.2%	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
Walk	5.7%	49	15.3%	10	10.0%	7	9.2%	6	19.0%	13	0.0%	0	1.9%	3	0.8%	2	5.4%	6	5.3%	3
Taxi	0.6%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0
Train	1.9%	16	1.2%	1	4.3%	3	1.7%	1	2.8%	2	2.0%	1	0.0%	0	3.6%	8	0.0%	0	1.7%	1
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Mobility scooter / disability vehicle	0.1%	1	0.8%	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
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
Aeroplane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	12	4.2%	3	3.1%	2	0.8%	0	0.0%	0	2.0%	1	0.0%	0	1.4%	3	2.2%	2	0.0%	0
Weighted base:		852		62		71		61		66		48		163		211		112		57
Sample:		842		88		77		83		82		85		111		147		88		81

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q18 When you go shopping for clothing or footwear, do you link this trip with another activity?</b>																				
<i>Those who specified a location at Q16</i>																				
Yes – food shopping	6.1%	52	5.6%	4	2.0%	1	11.2%	7	2.7%	2	2.9%	1	5.6%	9	9.3%	20	3.7%	4	7.4%	4
Yes – non-food shopping	6.1%	52	4.0%	2	2.9%	2	5.3%	3	8.9%	6	3.3%	2	4.3%	7	9.8%	21	1.0%	1	14.1%	8
Yes – visiting services such as banks and other financial institutions	2.4%	21	3.7%	2	1.0%	1	4.7%	3	0.0%	0	2.8%	1	3.0%	5	2.2%	5	1.9%	2	3.4%	2
Yes – leisure activity	4.7%	40	4.6%	3	2.0%	1	0.0%	0	5.9%	4	6.9%	3	4.8%	8	7.1%	15	3.8%	4	3.1%	2
Yes – travelling to/from work	2.6%	22	2.8%	2	4.1%	3	1.0%	1	6.9%	5	3.7%	2	1.9%	3	1.2%	3	3.8%	4	1.0%	1
Yes – travelling to/from school/college/university	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
Yes – getting petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	17.6%	150	10.0%	6	22.6%	16	27.2%	17	25.3%	17	21.4%	10	16.0%	26	14.2%	30	21.6%	24	6.6%	4
Yes – visiting family/friends	3.6%	31	7.7%	5	3.2%	2	0.8%	0	4.8%	3	3.3%	2	3.8%	6	3.9%	8	1.7%	2	3.4%	2
Yes – visiting health service such as doctor, dentist, hospital	0.8%	7	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.3%	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	1.5%	1
Yes – getting petrol	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Yes – visiting family / friends	2.1%	18	2.0%	1	5.4%	4	0.0%	0	0.8%	1	1.6%	1	2.2%	4	2.7%	6	1.7%	2	0.8%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	52.4%	446	58.6%	37	55.8%	39	43.5%	27	41.1%	27	52.4%	25	57.8%	94	45.5%	96	60.9%	68	57.8%	33
(Don't know / varies)	0.9%	8	0.0%	0	0.0%	0	5.4%	3	0.8%	1	1.6%	1	0.0%	0	1.1%	2	0.0%	0	0.9%	1
Weighted base:		852		62		71		61		66		48		163		211		112		57
Sample:		842		88		77		83		82		85		111		147		88		81



# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q19 Excluding Christmas shopping, where did you last go to buy Books, CDs, DVDs?</b>																				
<i>Excl nulls &amp; SFT</i>																				
<b>Zone 1</b>																				
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	0.6%	2	0.0%	0	0.0%	0	1.7%	1	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>																				
Burts Carpets, Eastmount Road, Darlington	0.0%	0	0.0%	0	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 (former Netto), Neasham Road Local Centre, Darlington	0.5%	2	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northgate, Darlington	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
Morrisons, Morton Park, Darlington	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	1.4%	1	0.9%	1	0.0%	0	0.0%	0
Sainsbury's, Victoria Road, Darlington	1.6%	6	7.4%	2	0.0%	0	0.0%	0	1.8%	1	8.6%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Darlington Town Centre	39.0%	158	57.2%	19	80.0%	34	60.1%	21	60.7%	24	48.6%	11	17.5%	12	26.7%	24	17.0%	9	19.4%	4
Neasham Road Local Centre	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Road Local Centre	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
Cornmill Shopping Centre, Darlington	8.2%	33	19.1%	6	6.8%	3	11.0%	4	20.0%	8	6.6%	2	1.4%	1	9.8%	9	2.1%	1	0.0%	0
Darlington Victorian Covered Market, Market Square, Darlington	0.4%	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
<b>Zone 3</b>																				
Asda (former Netto), Haughton Road, Darlington	0.9%	4	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Asda, Whinfield Local Centre, Whinbush Way, Darlington	0.9%	4	0.0%	0	0.0%	0	10.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, North Road District Centre, Darlington	1.6%	6	3.4%	1	1.9%	1	4.4%	2	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>																				
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	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>Zone 5</b>																				
Hurworth-on-Tees	0.0%	0	0.0%	0	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>Zone 6</b>																				
Aldi, Greenwell Road, Newton Aycliffe	0.0%	0	0.0%	0	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, Church Street,	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Schildon</b>																				
Tesco Extra, Greenwell Road, Newton Aycliffe	4.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.9%	20	0.0%	0	0.0%	0	0.0%	0
Schildon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Thames Shopping Centre, Newton Aycliffe	0.2%	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
<b>Zone 7</b>																				
Brompton-on-Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eppleby	0.5%	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
Leyburn	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Morrisons, Galgate, Barnard Castle	0.8%	3	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
Tesco Superstore, Richmond Road, Catterick Garrison	2.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	11	0.0%	0	0.0%	0
Barnard Castle Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Catterick Garrison Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Richmond Town Centre	2.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	10	1.6%	1	0.0%	0
<b>Zone 8</b>																				
Bishop Auckland Shopping Park, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, South Church Road, Bishop Auckland	4.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	2.5%	2	24.9%	13	0.0%	0
Morrisons, Newgate Park Centre, Bishop Auckland	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0
Sainsbury's, St Helen Auckland, Bishop Auckland	2.3%	9	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	8.4%	4	0.0%	0
Tesco Extra, St Helens Auckland, Bishop Auckland	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	8	0.0%	0
Bishop Auckland Town Centre	2.2%	9	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	3.1%	2	2.7%	2	7.2%	4	0.0%	0
<b>Zone 9</b>																				
Eaglescliffe	0.0%	0	0.0%	0	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, Uray Nook Road, Eaglescliffe	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	3.6%	1
Yarm Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
<b>Outside Study Area,</b>																				
<b>Brighton and Hove</b>																				
Brighton	0.0%	0	0.0%	0	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>Outside Study Area, Carlisle</b>																				
Carlisle	0.0%	0	0.0%	0	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>Outside Study Area, County Durham</b>																				
Aldi, Cambridge Street, Spennymoor	0.0%	0	0.0%	0	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, St Andrews Road,	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	8	0.0%	0	2.5%	1	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Spennymoor										
Sainsbury's, Salters Lane, Sedgefield	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Doncaster</b>										
Doncaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Eden</b>										
Penrith	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Edinburgh</b>										
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Gateshead</b>										
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MetroCentre, Gateshead	3.0%	12	0.0%	0	0.0%	0	0.0%	0	1.7%	0
<b>Outside Study Area, Gloucester</b>										
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Great Yarmouth</b>										
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hambleton</b>										
Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre	2.5%	10	2.0%	1	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Harrogate</b>										
Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hartlepool</b>										
Morrisons, Clarence Road, Hartlepool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hull</b>										
Hull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Leeds</b>										
Farsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Liverpool</b>										
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Manchester</b>										
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Middlesbrough</b>										
Cannon Park, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre	1.1%	4	0.0%	0	1.5%	1	4.7%	2	0.0%	0
<b>Outside Study Area, Newcastle-upon-Tyne</b>										
Newcastle-upon-Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Newcastle City Centre <b>Outside Study Area, Oxford</b>	0.7%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.1%	1	3.7%	1
Oxford <b>Outside Study Area, Pendle</b>	0.0%	0	0.0%	0	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 <b>Outside Study Area, Redcar &amp; Cleveland</b>	0.0%	0	0.0%	0	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, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleveland Retail Park, Middlesbrough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Eston <b>Outside Study Area, Scarborough</b>	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby <b>Outside Study Area, South Lakeland</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal <b>Outside Study Area, South Tyneside</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields <b>Outside Study Area, Stockton-on-Tees</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0%	0	0.0%	0	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, Yarm Lane, Stockton-on-Tees	0.3%	1	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
Asda Supercentre, Portrack Lane, Stockton-on-Tees	0.1%	0	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
Asda, Allensway, Thornaby	0.1%	1	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
Morrisons, Teesside Retail Park, Stockton-on-Tees	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	5.8%	1
Sainsbury's, Whitehouse Farm, Bishopton Road, Stockton-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Tesco Extra, Durham Road, Stockton-on-Tees	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Tesco Superstore, Myton Way, Ingleby Barwick	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	4.8%	1
Stockton-on-Tees Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	16.3%	3
Teesside Shopping Park, Stockton-on-Tees <b>Outside Study Area, Sunderland</b>	3.5%	14	0.0%	0	0.0%	0	0.0%	0	1.8%	1	9.4%	2	3.2%	2	7.0%	6	0.0%	0	15.8%	3
Houghton-le-Spring	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Outside Study Area, Various</b>										
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Warrington</b>										
Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, York</b>										
Clifton Moor Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	1.6%	6	5.6%	2	0.0%	0	0.0%	0	7.1%	4
<b>Other</b>										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	404	33	43	35	39	23	70	90	53	18
Sample:	412	45	43	47	50	42	48	64	44	29

Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Every 3 months = 0.063, Every 6 months = 0.031, Less often = 0.02, Only visited once = 0.01]

## Q19A How often do you make shopping trips for Books, CDs or DVDs to (DESTINATION MENTIONED AT Q19)?

*Those who specified a location at Q19*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.1%	4	0.0%	0	0.0%	0	1.4%	0	1.4%	1	0.0%	0	3.3%	2	1.2%	1	0.0%	0
At least once a week	8.7%	35	9.3%	3	11.7%	5	8.0%	3	7.8%	3	7.3%	2	3.6%	3	8.8%	8	16.1%	9
At least once a fortnight	4.0%	16	5.5%	2	5.1%	2	7.3%	3	10.2%	4	3.4%	1	4.1%	3	0.0%	0	3.1%	2
At least once a month	15.6%	63	13.5%	4	21.2%	9	12.7%	4	10.0%	4	14.1%	3	14.9%	10	18.5%	17	15.3%	8
At least every two months	9.9%	40	17.3%	6	9.9%	4	20.8%	7	6.4%	3	4.5%	1	11.1%	8	8.1%	7	3.3%	2
At least every 3 months	11.3%	45	5.3%	2	7.1%	3	5.8%	2	15.1%	6	5.6%	1	9.6%	7	20.8%	19	9.2%	5
At least every 6 months	13.7%	55	9.2%	3	13.7%	6	13.8%	5	17.6%	7	19.3%	4	13.9%	10	11.8%	11	12.6%	7
Less often than once every 6 months	14.5%	59	22.3%	7	14.3%	6	4.5%	2	12.9%	5	13.3%	3	12.3%	9	16.5%	15	13.8%	7
Have only visited once	1.9%	7	2.0%	1	3.8%	2	1.7%	1	1.8%	1	3.7%	1	3.3%	2	0.9%	1	0.0%	0
(Don't know / varies)	19.5%	79	15.5%	5	13.1%	6	24.0%	8	17.0%	7	28.9%	7	24.0%	17	13.4%	12	26.5%	14
Mean:	0.24		0.22		0.26		0.27		0.25		0.20		0.25		0.23		0.32	
Weighted base:	404	33	43	35	39	23	70	90	53	18								
Sample:	412	45	43	47	50	42	48	64	44	29								

# Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q20 Excluding Christmas shopping, where did you last go to buy small household goods such as home furnishings, glass and china items?</b>																				
<i>Excl nulls &amp; SFT</i>																				
<b>Zone 1</b>																				
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.0%	0	0.0%	0	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>Zone 2</b>																				
Burts Carpets, Eastmount Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Neasham Road, Darlington	0.6%	3	0.0%	0	2.2%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Aldi, Yarm Road Local Centre, Darlington	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
Lidl, Yarm Road Local Centre, Darlington	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
Marks & Spencer, Northgate, Darlington	0.5%	3	0.0%	0	0.0%	0	1.9%	1	1.8%	1	1.2%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Morrisons, Morton Park, Darlington	0.9%	5	5.1%	2	1.7%	1	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Victoria Road, Darlington	1.8%	9	8.8%	3	2.0%	1	0.0%	0	1.8%	1	3.0%	1	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Darlington Town Centre	25.2%	128	48.0%	18	41.7%	15	51.5%	16	36.7%	14	31.7%	10	13.3%	13	26.8%	35	6.2%	5	6.5%	2
Neasham Road Local Centre	1.3%	7	3.0%	1	8.6%	3	0.0%	0	3.6%	1	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Yarm Road Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Cornmill Shopping Centre, Darlington	3.1%	16	3.9%	1	0.0%	0	1.5%	0	10.6%	4	0.0%	0	4.6%	4	3.3%	4	1.1%	1	0.0%	0
Darlington Retail Park, Yarm Road, Darlington	3.4%	18	0.0%	0	12.6%	5	1.6%	0	6.2%	2	1.5%	0	6.2%	6	2.1%	3	1.3%	1	0.0%	0
Darlington Farmers & Craft Fair Market, Northgate, Darlington	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
B&Q, Morton Park, Darlington	0.5%	2	1.4%	1	2.2%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Darlington Retail Park, Yarm Road, Darlington	0.8%	4	3.1%	1	6.1%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>																				
Asda (former Netto), Haughton Road, Darlington	0.0%	0	0.0%	0	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, Whinfield Local Centre, Whinbush Way, Darlington	1.0%	5	1.6%	1	0.0%	0	11.1%	3	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, North Road District Centre, Darlington	0.6%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
North Road District Centre <b>Zone 4</b>	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
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	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, Whessoe Road, Darlington <b>Zone 5</b>	0.1%	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
Hurworth-on-Tees <b>Zone 6</b>	0.0%	0	0.0%	0	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, Greenwell Road, Newton Aycliffe	0.0%	0	0.0%	0	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, Church Street, Shildon	0.4%	2	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
Tesco Extra, Greenwell Road, Newton Aycliffe	2.4%	12	0.0%	0	2.2%	1	0.0%	0	3.6%	1	0.0%	0	9.7%	9	0.0%	0	0.8%	1	0.0%	0
Ferryhill Town Centre	0.5%	2	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
Newton Aycliffe Town Centre	2.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	12	0.0%	0	0.0%	0	0.0%	0
Shildon Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.8%	1	0.0%	0
Thames Shopping Centre, Newton Aycliffe <b>Zone 7</b>	0.2%	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
Brompton-on-Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallowfields Trading Estate, Richmond	0.4%	2	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
Leyburn	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Tesco Superstore, Richmond Road, Catterick Garrison	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Barnard Castle Town Centre	1.6%	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
Catterick Garrison Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Richmond Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	7	0.0%	0	0.0%	0
B&Q, Yafforth Road, Northallerton <b>Zone 8</b>	0.2%	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
Bishop Auckland Shopping Park, Bishop Auckland	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Asda, South Church Road, Bishop Auckland	2.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.7%	2	9.1%	7	0.0%	0
Sainsbury's, St Helen Auckland, Bishop Auckland	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	9.7%	7	0.0%	0
Tesco Extra, St Helens Auckland, Bishop Auckland	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	3.9%	3	0.0%	0
Bishop Auckland Town Centre	6.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	8	0.0%	0	35.2%	26	0.0%	0

# Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Newgate Shopping Centre, Bishop Auckland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Newgate Park, Bishop Auckland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Watling Road, Bishop Auckland	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 9</b>										
Eaglescliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	6.3%
<b>Outside Study Area, Brighton and Hove</b>										
Brighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Carlisle</b>										
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, County Durham</b>										
Aldi, Cambridge Street, Spennymoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Andrews Road, Spennymoor	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgefield Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amison Shopping Park, Abbey Road, Durham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dragonville Retail Park, Dragon Lane, Durham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Retail Park, McIntyre Way, Durham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Doncaster</b>										
Doncaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Eden</b>										
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Edinburgh</b>										
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Gateshead</b>										
Gateshead	0.4%	2	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Ikea, Metro Park West, Gateshead	2.4%	12	6.5%	2	3.9%	1	3.5%	1	3.7%	1
MetroCentre, Gateshead	3.2%	16	3.5%	1	0.0%	0	1.9%	1	0.0%	0
<b>Outside Study Area, Gloucester</b>										
Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Great Yarmouth</b>										
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area,</b>										



# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Hambleton</b>										
Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre	5.2%	26	8.3%	3	1.7%	1	0.0%	0	4.8%	2
<b>Outside Study Area, Harrogate</b>										
Knarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hartlepool</b>										
Morrisons, Clarence Road, Hartlepool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hull</b>										
Hull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Leeds</b>										
Farsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Liverpool</b>										
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Manchester</b>										
Manchester City Centre	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
<b>Outside Study Area, Middlesbrough</b>										
Cannon Park, Middlesbrough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre	1.3%	6	1.6%	1	0.0%	0	6.7%	2	0.0%	0
<b>Outside Study Area, Newcastle-upon-Tyne</b>										
Newcastle City Centre	2.2%	11	5.4%	2	4.1%	2	0.0%	0	0.0%	0
<b>Outside Study Area, Oxford</b>										
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Pendle</b>										
Boundary Mill, Vivary Way, Colne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Redcar &amp; Cleveland</b>										
Asda, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redcar Town Centre	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
<b>Outside Study Area, Scarborough</b>										
Whitby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, South Lakeland</b>										
Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, South Tyneside</b>										
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Outside Study Area, Stockton-on-Tees</b>										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Stockton-on-Tees	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Teesside Retail Park, Thornaby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Teesside Retail Park, Stockton-on-Tees	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Durham Road, Stockton-on-Tees	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portrack Shopping Park, Stockton-on-Tees	6.7%	34	0.0%	0	0.0%	0	6.6%	2	4.8%	2
Teesside Shopping Park, Stockton-on-Tees	5.2%	26	0.0%	0	4.1%	2	5.5%	2	5.2%	2
Stockton-on-Tees Outdoor Market, High Street, Stockton-on-Tees	0.2%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0
B&Q, Cheltenham Road, Stockton-on-Tees	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Sunderland</b>										
Houghton-le-Spring	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Various</b>										
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Warrington</b>										
Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, York</b>										
Clifton Moor Centre, York	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monks Cross Shopping Park, York	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York Designer Outlet, St. Nicholas Avenue, Fulford, York	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	508	37	37	31	39	33	96	130	74	31
Sample:	493	51	39	39	47	56	65	89	59	48

# Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Every 3 months = 0.063, Every 6 months = 0.031, Less often = 0.02, Only visited once = 0.01]

**Q20A How often do you make shopping trips for small household goods to (DESTINATION MENTIONED AT Q20)?**

*Those who specified a location at Q20*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.6%	3	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	1.0%	1	0.8%	1	0.0%	0	0.0%	0
At least once a week	3.0%	15	1.7%	1	2.0%	1	11.1%	3	2.1%	1	0.0%	0	6.4%	6	1.7%	2	0.0%	0	4.5%	1
At least once a fortnight	4.1%	21	5.8%	2	0.0%	0	0.0%	0	3.4%	1	3.8%	1	4.4%	4	5.2%	7	7.2%	5	0.0%	0
At least once a month	9.6%	49	2.8%	1	19.2%	7	5.1%	2	6.4%	3	8.3%	3	16.7%	16	10.3%	13	2.3%	2	9.6%	3
At least every two months	7.0%	36	5.2%	2	7.5%	3	2.0%	1	0.0%	0	12.5%	4	9.0%	9	4.4%	6	11.2%	8	11.2%	4
At least every 3 months	11.8%	60	16.3%	6	11.0%	4	17.8%	6	11.7%	5	15.4%	5	12.0%	11	10.0%	13	6.8%	5	16.2%	5
At least every 6 months	17.9%	91	24.1%	9	9.7%	4	25.1%	8	13.2%	5	8.3%	3	10.4%	10	20.0%	26	27.3%	20	20.1%	6
Less often than once every 6 months	20.5%	104	17.6%	7	7.9%	3	6.0%	2	32.3%	13	30.2%	10	7.4%	7	33.5%	44	16.8%	12	22.4%	7
Have only visited once (Don't know / varies)	2.0%	10	0.0%	0	8.5%	3	1.5%	0	1.8%	1	4.3%	1	1.8%	2	1.4%	2	1.3%	1	0.0%	0
	23.4%	119	26.7%	10	34.3%	13	28.1%	9	29.0%	11	17.2%	6	30.7%	29	12.6%	16	27.1%	20	15.9%	5
<i>Mean:</i>		<i>0.15</i>		<i>0.10</i>		<i>0.15</i>		<i>0.30</i>		<i>0.10</i>		<i>0.09</i>		<i>0.26</i>		<i>0.12</i>		<i>0.08</i>		<i>0.12</i>
Weighted base:		508		37		37		31		39		33		96		130		74		31
Sample:		493		51		39		39		47		56		65		89		59		48

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q21 Excluding Christmas shopping, where did you last go to buy goods such as toys, games, bicycles and recreations goods?</b>										
<i>Excl nulls &amp; SFT</i>										
<b>Zone 1</b>										
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	0.5%	2	8.4%	2	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>										
Burts Carpets, Eastmount Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yarm Road Local Centre, Darlington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Darlington Town Centre	23.0%	77	46.1%	10	77.9%	20	23.6%	5	48.8%	9
Cornmill Shopping Centre, Darlington	4.0%	13	18.7%	4	3.0%	1	0.0%	0	11.7%	2
Darlington Retail Park, Yarm Road, Darlington	0.6%	2	0.0%	0	5.4%	1	2.8%	1	0.0%	0
<b>Zone 3</b>										
Asda (former Netto), Haughton Road, Darlington	0.1%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Asda, Whinfield Local Centre, Whinbush Way, Darlington	0.7%	2	0.0%	0	0.0%	0	10.2%	2	0.0%	0
North Road District Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	7.2%	1
<b>Zone 4</b>										
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>										
Hurworth-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>										
Aldi, Greenwell Road, Newton Aycliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Greenwell Road, Newton Aycliffe	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferryhill Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Newton Aycliffe Town Centre	2.9%	10	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Thames Shopping Centre, Newton Aycliffe	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>										
Brompton-on-Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallowfields Trading Estate, Richmond	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Tesco Superstore, Richmond Road, Catterick Garrison	0.5%	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
Barnard Castle Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Richmond Town Centre	0.5%	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
<b>Zone 8</b>																				
Bishop Auckland Shopping Park, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, South Church Road, Bishop Auckland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's, St Helen Auckland, Bishop Auckland	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, St Helens Auckland, Bishop Auckland	2.5%	8	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	9.0%	5	0.0%	0
Bishop Auckland Town Centre	7.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	41.6%	22	0.0%	0
Newgate Shopping Centre, Bishop Auckland	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
<b>Zone 9</b>																				
Eaglescliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
<b>Outside Study Area, Brighton and Hove</b>																				
Brighton	0.0%	0	0.0%	0	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>Outside Study Area, Carlisle</b>																				
Carlisle	0.0%	0	0.0%	0	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>Outside Study Area, County Durham</b>																				
Aldi, Cambridge Street, Spennymoor	0.0%	0	0.0%	0	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, St Andrews Road, Spennymoor	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	6.4%	3	0.0%	0
Spennymoor Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Arnison Shopping Park, Abbey Road, Durham	3.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	7	0.0%	0	11.5%	6	0.0%	0
Dragonville Retail Park, Dragon Lane, Durham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Durham Market Hall, Market Place, Durham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Dalton Park, Murton	0.4%	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
<b>Outside Study Area, Doncaster</b>																				
Doncaster	0.2%	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
<b>Outside Study Area, Eden</b>																				
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area,</b>																				

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Edinburgh</b>										
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Gateshead</b>										
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley, Gateshead	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2
MetroCentre, Gateshead	3.7%	12	3.0%	1	0.0%	0	0.0%	0	1.8%	0
<b>Outside Study Area, Gloucester</b>										
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Great Yarmouth</b>										
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hambleton</b>										
Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre	2.5%	8	2.7%	1	0.0%	0	0.0%	0	10.2%	8
<b>Outside Study Area, Harrogate</b>										
Knaresborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hartlepool</b>										
Morrisons, Clarence Road, Hartlepool	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
<b>Outside Study Area, Hull</b>										
Hull	0.3%	1	5.1%	1	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Leeds</b>										
Farsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1
<b>Outside Study Area, Liverpool</b>										
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Manchester</b>										
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Middlesbrough</b>										
Cannon Park, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre	1.4%	5	0.0%	0	2.4%	1	2.1%	0	1.6%	1
<b>Outside Study Area, Newcastle-upon-Tyne</b>										
Newcastle City Centre	1.7%	6	0.0%	0	0.0%	0	0.0%	0	4.7%	3
<b>Outside Study Area, Oxford</b>										
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Pendle</b>										
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Redcar &amp; Cleveland</b>										

# Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Asda, North Street, South Bank, Middlesbrough <b>Outside Study Area, Scarborough</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby <b>Outside Study Area, South Lakeland</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal <b>Outside Study Area, South Tyneside</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields <b>Outside Study Area, Stockton-on-Tees</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (former Netto), Bath Lane, Stockton-on-Tees	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Tesco Extra, Durham Road, Stockton-on-Tees	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Billingham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	1.9%	6	0.0%	0	0.0%	0	8.2%	2	0.0%	0
Portrack Shopping Park, Stockton-on-Tees	3.5%	12	0.0%	0	3.0%	1	6.0%	1	11.0%	2
Teesside Shopping Park, Stockton-on-Tees <b>Outside Study Area, Sunderland</b>	23.7%	79	5.2%	1	5.8%	2	42.9%	9	21.4%	4
Houghton-le-Spring <b>Outside Study Area, Various</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London <b>Outside Study Area, Warrington</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington <b>Outside Study Area, York</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton Moor Centre, York <b>Other</b>	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
Weighted base:	334		22		26		22		19	
Sample:	303		29		24		28		21	
									68	
									76	
									53	
									28	
									39	
									36	

# Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Every 3 months = 0.063, Every 6 months = 0.031, Less often = 0.02, Only visited once = 0.01]

**Q21A How often do you make shopping trips for toys, games, bicycles and recreational goods to (DESTINATION MENTIONED AT Q21)?**

*Those who specified a location at Q21*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.5%	2	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
At least once a week	1.6%	5	7.8%	2	2.4%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0
At least once a fortnight	1.9%	6	3.4%	1	0.0%	0	0.0%	0	10.2%	2	0.0%	0	1.3%	1	1.9%	1	2.7%	1	0.0%	0
At least once a month	11.4%	38	0.0%	0	5.8%	2	7.7%	2	0.0%	0	8.3%	2	18.8%	13	18.8%	14	4.2%	2	13.9%	4
At least every two months	8.1%	27	11.1%	2	10.9%	3	5.1%	1	0.0%	0	12.0%	3	10.4%	7	0.0%	0	15.9%	8	9.9%	3
At least every 3 months	17.4%	58	25.6%	6	15.4%	4	17.8%	4	10.7%	2	15.1%	3	23.1%	16	17.9%	14	11.7%	6	14.8%	4
At least every 6 months	18.3%	61	13.2%	3	21.2%	6	22.9%	5	46.8%	9	11.0%	2	9.6%	6	25.9%	20	15.3%	8	9.0%	3
Less often than once every 6 months	23.3%	78	27.1%	6	16.9%	4	13.5%	3	11.4%	2	41.8%	9	17.9%	12	22.1%	17	37.1%	20	17.9%	5
Have only visited once (Don't know / varies)	3.2%	11	0.0%	0	2.4%	1	5.1%	1	11.5%	2	0.0%	0	3.4%	2	3.3%	2	1.8%	1	3.7%	1
	14.4%	48	11.8%	3	25.1%	7	28.0%	6	9.3%	2	8.2%	2	15.7%	11	5.2%	4	11.4%	6	30.9%	9
<i>Mean:</i>		<i>0.11</i>		<i>0.15</i>		<i>0.09</i>		<i>0.06</i>		<i>0.07</i>		<i>0.10</i>		<i>0.11</i>		<i>0.17</i>		<i>0.06</i>		<i>0.10</i>
Weighted base:		334		22		26		22		19		21		68		76		53		28
Sample:		303		29		24		28		21		33		44		49		39		36



# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q22 Excluding Christmas shopping, where did you last go to buy chemist goods (including health and beauty products)?</b>																				
<i>Excl nulls &amp; SFT</i>																				
<b>Zone 1</b>																				
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	1.1%	9	9.9%	7	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>																				
Burts Carpets, Eastmount Road, Darlington	0.0%	0	0.0%	0	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, Yarm Road Local Centre, Darlington	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Morton Park, Darlington	1.5%	13	0.0%	0	4.8%	4	0.7%	0	1.9%	1	10.6%	6	0.5%	1	0.0%	0	0.0%	0	1.6%	1
Sainsbury's, Victoria Road, Darlington	3.0%	27	10.1%	7	9.8%	8	1.9%	1	3.2%	2	5.8%	3	0.0%	0	3.0%	7	0.0%	0	0.0%	0
Tesco Express, Cornmill Shopping Centre, Darlington	0.3%	2	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
Darlington Town Centre	25.3%	226	66.4%	44	63.3%	49	61.8%	38	60.3%	39	32.4%	17	6.0%	10	9.6%	21	4.3%	5	3.9%	3
Neasham Road Local Centre	0.6%	5	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Road Local Centre	0.9%	8	0.0%	0	8.6%	7	0.0%	0	1.1%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Cornmill Shopping Centre, Darlington	2.4%	22	7.9%	5	1.0%	1	0.0%	0	13.5%	9	0.9%	0	0.6%	1	2.5%	6	0.0%	0	0.0%	0
Darlington Retail Park, Yarm Road, Darlington	0.1%	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
Morton Park, Darlington	0.4%	4	0.0%	0	2.1%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
<b>Zone 3</b>																				
Asda (former Netto), Haughton Road, Darlington	0.3%	2	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
Asda, Whinfield Local Centre, Whinbush Way, Darlington	1.1%	10	0.0%	0	0.0%	0	15.0%	9	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, North Road District Centre, Darlington	0.8%	7	2.1%	1	0.0%	0	2.1%	1	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Road District Centre	0.4%	3	0.0%	0	0.0%	0	3.3%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whinfield Local Centre	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
<b>Zone 4</b>																				
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	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>Zone 5</b>																				
Hurworth-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton St George Local Centre	0.8%	7	0.0%	0	0.0%	0	1.9%	1	0.0%	0	11.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
West Park Local Centre <b>Zone 6</b>	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
Aldi, Greenwell Road, Newton Aycliffe	0.0%	0	0.0%	0	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, Greenwell Road, Newton Aycliffe	2.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	20	0.0%	0	1.4%	2	0.0%	0
Chilton Town Centre	0.2%	2	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
Ferryhill Town Centre	2.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	22	0.0%	0	0.0%	0	0.0%	0
Newton Aycliffe Town Centre	3.0%	26	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	15.7%	26	0.0%	0	0.0%	0	0.0%	0
Sildon Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	7	0.0%	0	0.0%	0	0.0%	0
Thames Shopping Centre, Newton Aycliffe	2.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	22	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>																				
Brompton-on-Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colburn	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Hawes	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Leyburn	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	16	0.0%	0	0.0%	0
Middleton-in-Teesdale	0.2%	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
Aldi, Richmond Road, Catterick Garrison	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Co-operative Food, Market Place, Leyburn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Morrisons, Galgate, Barnard Castle	0.4%	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
Tesco Superstore, Richmond Road, Catterick Garrison	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	7.2%	16	0.0%	0	0.0%	0
Barnard Castle Town Centre	4.5%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	39	0.9%	1	0.0%	0
Catterick Garrison Town Centre	3.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	31	0.0%	0	0.0%	0
Richmond Town Centre	3.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	30	0.0%	0	0.0%	0
<b>Zone 8</b>																				
Bishop Auckland Shopping Park, Bishop Auckland	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	0
West Auckland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Asda, South Church Road, Bishop Auckland	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	1.0%	2	11.7%	14	0.0%	0
Morrisons, Newgate Park Centre, Bishop Auckland	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	4.8%	6	0.0%	0
Sainsbury's, St Helen Auckland, Bishop Auckland	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	1.6%	4	1.8%	2	0.0%	0
Tesco Extra, St Helens Auckland, Bishop Auckland	2.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	8	0.0%	0	8.2%	10	0.0%	0
Bishop Auckland Town Centre	8.7%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	12	1.4%	3	52.8%	62	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Newgate Shopping Centre, Bishop Auckland <b>Zone 9</b>	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eaglescliffe	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Urlay Nook Road, Eaglescliffe	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Town Centre <b>Outside Study Area,</b>	3.1%	28	1.0%	1	0.0%	0	0.0%	0	0.0%	0
<b>Brighton and Hove</b>										
Brighton <b>Outside Study Area, Carlisle</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle <b>Outside Study Area, County</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Durham</b>										
Aldi, Cambridge Street, Spennymoor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Andrews Road, Spennymoor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spennymoor Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dragonville Retail Park, Dragon Lane, Durham <b>Outside Study Area,</b>	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Doncaster</b>										
Doncaster <b>Outside Study Area, Eden</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith <b>Outside Study Area,</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Edinburgh</b>										
Edinburgh <b>Outside Study Area,</b>	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
<b>Gateshead</b>										
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MetroCentre, Gateshead <b>Outside Study Area,</b>	0.8%	8	0.0%	0	2.1%	2	0.0%	0	0.0%	0
<b>Gloucester</b>										
Gloucester <b>Outside Study Area, Great</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Yarmouth</b>										
Great Yarmouth <b>Outside Study Area,</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Hambleton</b>										
Bedale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Stokesley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, East Road, Northallerton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Northallerton Town Centre <b>Outside Study Area,</b>	2.6%	23	0.0%	0	0.0%	0	1.0%	1	0.0%	0
<b>Harrogate</b>										

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Knaresborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hartlepool</b>										
Morrisons, Clarence Road, Hartlepool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hull</b>										
Hull	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
<b>Outside Study Area, Leeds</b>										
Farsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Liverpool</b>										
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Manchester</b>										
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Middlesbrough</b>										
Cannon Park, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Captain Cook Square, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleveland Shopping Centre, Middlesbrough	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Newcastle-upon-Tyne</b>										
Newcastle City Centre	0.7%	6	0.9%	1	0.0%	0	0.0%	0	1.7%	1
<b>Outside Study Area, Oxford</b>										
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Pendle</b>										
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Redcar &amp; Cleveland</b>										
Asda, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleveland Retail Park, Middlesbrough	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Eston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
<b>Outside Study Area, Scarborough</b>										
Whitby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, South Lakeland</b>										
Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, South Tyneside</b>										
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Outside Study Area, Stockton-on-Tees</b>										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda (former Netto), Bath Lane, Stockton-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Asda Supercentre, Portrack Lane, Stockton-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Asda, Allensway, Thornaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Teesside Retail Park, Stockton-on-Tees	0.3%	2	0.0%	0	0.0%	0	0.0%	1	0.0%	1
Sainsbury's, Whitehouse Farm, Bishopston Road, Stockton-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Tesco Extra, Durham Road, Stockton-on-Tees	0.5%	5	0.0%	0	0.0%	0	0.0%	3	1.0%	2
Tesco Superstore, Myton Way, Ingleby Barwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Billingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Stockton-on-Tees Town Centre	1.1%	10	0.0%	0	0.0%	0	0.0%	3	0.5%	1
Thornaby Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Teesside Shopping Park, Stockton-on-Tees	2.0%	18	0.0%	0	0.0%	0	4.5%	3	0.0%	13.5%
<b>Outside Study Area, Sunderland</b>										
Houghton-le-Spring	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Various</b>										
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Warrington</b>										
Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0
<b>Outside Study Area, York</b>										
Clifton Moor Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1
<b>Other</b>										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	892	66	78	62	64	53	166	220	117	65
Sample:	889	91	83	84	81	94	115	155	94	92

# Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Every 3 months = 0.063, Every 6 months = 0.031, Less often = 0.02, Only visited once = 0.01]

**Q22A How often do you make shopping trips for chemist goods (including health and beauty products) to (DESTINATION MENTIONED AT Q22)?**

*Those who specified a location at Q22*

Daily	0.2%	2	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
At least two times a week	1.1%	10	0.0%	0	2.2%	2	2.6%	2	0.9%	1	1.0%	1	0.6%	1	0.6%	1	2.8%	3	0.0%	0
At least once a week	16.1%	144	11.9%	8	17.4%	14	17.1%	11	10.4%	7	19.0%	10	20.2%	34	14.0%	31	20.6%	24	9.8%	6
At least once a fortnight	14.6%	130	11.5%	8	9.8%	8	15.9%	10	14.3%	9	13.7%	7	16.1%	27	15.2%	34	14.1%	17	17.9%	12
At least once a month	32.3%	288	33.5%	22	29.0%	23	36.9%	23	29.9%	19	32.0%	17	21.7%	36	40.0%	88	30.5%	36	37.6%	25
At least every two months	9.8%	88	14.7%	10	15.2%	12	5.1%	3	12.4%	8	8.9%	5	8.8%	15	10.1%	22	6.3%	7	9.2%	6
At least every 3 months	5.9%	52	11.3%	7	2.2%	2	7.9%	5	10.7%	7	6.8%	4	7.4%	12	3.1%	7	5.4%	6	3.7%	2
At least every 6 months	3.2%	29	3.9%	3	4.4%	3	4.4%	3	7.0%	5	2.5%	1	3.4%	6	2.2%	5	1.5%	2	3.0%	2
Less often than once every 6 months	2.0%	18	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.8%	2	0.8%	1	4.2%	9	1.3%	2	5.3%	3
Have only visited once (Don't know / varies)	0.5%	4	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.8%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
	14.2%	126	13.2%	9	15.9%	12	10.1%	6	13.3%	9	11.6%	6	19.2%	32	10.5%	23	17.5%	21	13.4%	9
<i>Mean:</i>		<i>0.45</i>		<i>0.35</i>		<i>0.44</i>		<i>0.48</i>		<i>0.35</i>		<i>0.44</i>		<i>0.57</i>		<i>0.40</i>		<i>0.53</i>		<i>0.36</i>
Weighted base:		892		66		78		62		64		53		166		220		117		65
Sample:		889		91		83		84		81		94		115		155		94		92

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q23 Excluding Christmas shopping, where did you last go to buy electrical items, such as televisions, washing machines and computers?</b>										
<i>Excl nulls &amp; SFT</i>										
<b>Zone 1</b>										
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
<b>Zone 2</b>										
Burts Carpets, Eastmount Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yarm Road Local Centre, Darlington	0.2%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Morton Park, Darlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's, Victoria Road, Darlington	0.4%	3	0.0%	0	1.2%	1	2.5%	1	0.0%	0
Darlington Town Centre	12.9%	83	38.1%	17	15.4%	9	33.1%	15	8.4%	4
Yarm Road Local Centre	4.4%	29	8.5%	4	4.6%	3	10.9%	5	5.5%	3
Cornmill Shopping Centre, Darlington	2.2%	14	5.6%	3	0.0%	0	1.1%	0	8.6%	5
Darlington Retail Park, Yarm Road, Darlington	21.1%	136	15.7%	7	55.1%	32	17.0%	7	48.1%	25
Morton Park, Darlington	5.4%	35	9.0%	4	9.3%	5	6.0%	3	7.4%	4
B&Q, Morton Park, Darlington	0.7%	5	1.1%	0	0.0%	0	0.0%	0	3.5%	2
Homebase, Darlington Retail Park, Yarm Road, Darlington	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
<b>Zone 3</b>										
Asda (former Netto), Haughton Road, Darlington	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Asda, Whinfield Local Centre, Whinbush Way, Darlington	0.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Morrisons, North Road District Centre, Darlington	0.4%	2	0.0%	0	0.0%	0	2.2%	1	2.7%	1
<b>Zone 4</b>										
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Whessoe Road, Darlington	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
<b>Zone 5</b>										
Hurworth-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>										

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Aldi, Greenwell Road, Newton Aycliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Greenwell Road, Newton Aycliffe	4.2%	27	0.0%	0	3.0%	2	6.3%	3	2.4%	1
Newton Aycliffe Town Centre	2.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>										
Brompton-on-Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Queens Road, Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Richmond Road, Catterick Garrison	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick Garrison Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 8</b>										
Bishop Auckland Shopping Park, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, South Church Road, Bishop Auckland	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, St Helen Auckland, Bishop Auckland	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, St Helens Auckland, Bishop Auckland	3.5%	23	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Town Centre	7.4%	47	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Newgate Shopping Centre, Bishop Auckland	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Newgate Park, Bishop Auckland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Watling Road, Bishop Auckland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 9</b>										
Eaglescliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Uray Nook Road, Eaglescliffe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Town Centre	0.9%	6	0.0%	0	0.0%	0	1.1%	0	0.0%	0
<b>Outside Study Area, Brighton and Hove</b>										
Brighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Carlisle</b>										
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Outside Study Area, County Durham</b>										
Aldi, Cambridge Street, Spennymoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Spennymoor Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dragonville Retail Park, Dragon Lane, Durham	1.9%	12	0.0%	0	0.0%	0	0.0%	0	9.5%	10
Durham City Retail Park, McIntyre Way, Durham	0.8%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	3
<b>Outside Study Area, Doncaster</b>										
Doncaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Eden</b>										
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Edinburgh</b>										
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Gateshead</b>										
Gateshead	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
MetroCentre, Gateshead	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1
<b>Outside Study Area, Gloucester</b>										
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Great Yarmouth</b>										
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hambleton</b>										
Bedale	1.2%	7	0.0%	0	0.0%	0	0.0%	0	4.5%	7
Co-operative Food, Ainderby Road, Romanby, Northallerton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Superstore, East Road, Northallerton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Northallerton Town Centre	1.6%	10	3.6%	2	0.0%	0	0.0%	0	4.5%	7
<b>Outside Study Area, Harrogate</b>										
Knaresborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hartlepool</b>										
Morrisons, Clarence Road, Hartlepool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hull</b>										
Hull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Leeds</b>										

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Farsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Liverpool</b>										
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Manchester</b>										
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Middlesbrough</b>										
Cannon Park, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Parkway Shopping Centre, Coulby Newham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Middlesbrough Town Centre	0.6%	4	2.7%	1	0.0%	0	0.0%	0	0.0%	2
Cleveland Shopping Centre, Middlesbrough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Hill Street Shopping Centre, Middlesbrough	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
<b>Outside Study Area, Newcastle-upon-Tyne</b>										
Newcastle City Centre	1.5%	10	3.8%	2	0.0%	0	0.0%	0	3.9%	2
<b>Outside Study Area, Oxford</b>										
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Pendle</b>										
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Redcar &amp; Cleveland</b>										
Asda, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Scarborough</b>										
Whitby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, South Lakeland</b>										
Kendal	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
<b>Outside Study Area, South Tyneside</b>										
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Stockton-on-Tees</b>										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Asda Supercentre, Portrack Lane, Stockton-on-Tees	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Asda, Allensway, Thornaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	2.1%

## Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Sainsbury's Local, Westbury Street, Thornaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Durham Road, Stockton-on-Tees	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.9%	1	0.0%	0	3.0%	1
Tesco Superstore, Leeholme Road, Billingham	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
Billingham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	7.6%	4
Portrack Shopping Park, Stockton-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Teesside Shopping Park, Stockton-on-Tees	14.5%	93	6.8%	3	5.2%	3	13.8%	6	2.7%	1	21.2%	8	11.4%	12	17.6%	29	2.8%	3	60.9%	28
<b>Outside Study Area, Sunderland</b>																				
Houghton-le-Spring	0.0%	0	0.0%	0	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>Outside Study Area, Various</b>																				
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
<b>Outside Study Area, Warrington</b>																				
Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, York</b>																				
Clifton Moor Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>																				
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
Weighted base:	644		46		58		44		53		38		106		166		89		46	
Sample:	647		64		62		58		63		68		76		115		71		70	

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Every 3 months = 0.063, Every 6 months = 0.031, Less often = 0.02, Only visited once = 0.01]

**Q23A How often do you make shopping trips for electrical items, such as televisions, washing machines and computers to (DESTINATION MENTIONED AT Q23)?**

*Those who specified a location at Q23*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.1%	2	2.4%	2	0.0%	0
At least once a fortnight	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
At least once a month	1.3%	8	4.0%	2	0.0%	0	2.4%	1	0.0%	0	1.0%	0	0.0%	0	1.8%	3	1.7%	2	0.9%	0
At least every two months	2.3%	15	4.0%	2	2.4%	1	2.5%	1	0.0%	0	1.0%	0	2.0%	2	3.9%	7	0.9%	1	1.2%	1
At least every 3 months	5.5%	36	3.0%	1	3.8%	2	8.1%	4	2.4%	1	0.0%	0	7.3%	8	6.7%	11	5.6%	5	7.4%	3
At least every 6 months	9.8%	63	13.1%	6	6.6%	4	5.3%	2	11.3%	6	12.3%	5	13.7%	15	9.4%	16	6.7%	6	9.1%	4
Less often than once every 6 months	44.1%	284	47.5%	22	26.6%	16	35.3%	15	48.5%	26	44.7%	17	45.1%	48	55.8%	92	32.8%	29	42.5%	20
Have only visited once (Don't know / varies)	7.3%	47	5.5%	2	19.8%	12	7.0%	3	21.5%	11	14.4%	5	1.7%	2	2.3%	4	4.1%	4	8.5%	4
	29.0%	187	22.9%	10	40.8%	24	39.4%	17	16.3%	9	25.2%	9	30.1%	32	18.5%	31	45.7%	41	30.4%	14
<i>Mean:</i>		<i>0.03</i>		<i>0.03</i>		<i>0.01</i>		<i>0.03</i>		<i>0.00</i>		<i>0.02</i>		<i>0.01</i>		<i>0.04</i>		<i>0.07</i>		<i>0.02</i>
Weighted base:		644		46		58		44		53		38		106		166		89		46
Sample:		647		64		62		58		63		68		76		115		71		70

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q24 Excluding Christmas shopping, where did you last go to buy DIY or gardening goods?</b>																				
<i>Excl nulls &amp; SFT</i>																				
<b>Zone 1</b>																				
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	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
Elm Ridge Garden Centre, Coniscliffe Road, Darlington	0.5%	4	2.0%	1	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0
<b>Zone 2</b>																				
Burts Carpets, Eastmount Road, Darlington	0.0%	0	0.0%	0	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, Yarm Road Local Centre, Darlington	0.3%	2	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Morton Park, Darlington	0.2%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Town Centre	6.2%	48	21.6%	13	7.6%	5	27.1%	14	4.7%	3	1.8%	1	1.5%	2	5.2%	11	0.0%	0	1.9%	1
Neasham Road Local Centre	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
Yarm Road Local Centre	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	1.0%	1
Cornmill Shopping Centre, Darlington	0.7%	6	1.2%	1	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Darlington Retail Park, Yarm Road, Darlington	1.0%	8	1.0%	1	0.0%	0	0.0%	0	3.6%	2	0.0%	0	1.6%	2	1.6%	3	0.0%	0	0.0%	0
Morton Park, Darlington	1.5%	12	1.2%	1	0.0%	0	6.3%	3	2.3%	1	1.0%	0	4.4%	6	0.0%	0	0.0%	0	0.0%	0
Darlington Monday Open Market, Prospect Place/Northgate, Darlington	0.2%	1	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
Darlington Victorian Covered Market, Market Square, Darlington	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
B&Q, Morton Park, Darlington	27.9%	215	36.0%	21	50.4%	30	29.6%	15	36.8%	21	68.8%	30	20.4%	29	31.5%	63	2.4%	3	6.4%	4
Homebase, Darlington Retail Park, Yarm Road, Darlington	3.7%	28	3.1%	2	14.8%	9	6.3%	3	4.5%	3	0.9%	0	0.0%	0	3.8%	8	1.8%	2	3.6%	2
<b>Zone 3</b>																				
Asda (former Netto), Haughton Road, Darlington	0.2%	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
Asda, Whinfield Local Centre, Whinbush Way, Darlington	0.1%	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
Morrisons, North Road	0.3%	2	0.0%	0	1.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
District Centre, Darlington																				
North Road District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Haughton Road, Darlington	0.5%	4	0.0%	0	2.3%	1	3.3%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>																				
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	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, Whessoe Road, Darlington	7.8%	60	25.3%	15	9.4%	6	17.1%	9	33.6%	19	3.1%	1	3.9%	6	2.4%	5	0.0%	0	0.0%	0
<b>Zone 5</b>																				
Hurworth-on-Tees	0.0%	0	0.0%	0	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>Zone 6</b>																				
Aldi, Greenwell Road, Newton Aycliffe	0.0%	0	0.0%	0	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, Greenwell Road, Newton Aycliffe	0.3%	2	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
Ferryhill Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0
Newton Aycliffe Town Centre	0.9%	7	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
Thames Shopping Centre, Newton Aycliffe	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>																				
Brompton-on-Swale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Hawes	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Leyburn	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	12	0.0%	0	0.0%	0
Middleton-in-Teesdale	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Piercebridge	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.2%	6	1.7%	2	0.0%	0
Ravensworth	0.4%	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
Strikes, Darlington Road, Northallerton	1.3%	10	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.7%	1	3.9%	8	0.0%	0	0.0%	0
West Rounton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Aldi, Richmond Road, Catterick Garrison	0.2%	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
Barnard Castle Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	8	0.8%	1	0.0%	0
Richmond Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
B&Q, Yafforth Road, Northallerton	2.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	18	0.0%	0	0.8%	0
<b>Zone 8</b>																				
Bishop Auckland Shopping Park, Bishop Auckland	0.3%	2	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
West Auckland	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.7%	1	0.0%	0
Bishop Auckland Town Centre	3.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	2.5%	5	11.5%	12	0.0%	0
B&Q, Newgate Park, Bishop Auckland	13.4%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	39	1.7%	3	58.0%	61	1.2%	1
Homebase, Watling Road, Bishop Auckland	3.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	22.5%	24	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Zone 9</b>																				
Eaglescliffe	0.2%	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	1.8%	1
Aldi (former Somerfield), Healough Park, Yarm	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
Yarm Town Centre	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	8.0%	4
<b>Outside Study Area, Brighton and Hove</b>																				
Brighton	0.0%	0	0.0%	0	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>Outside Study Area, Carlisle</b>																				
Carlisle	0.0%	0	0.0%	0	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>Outside Study Area, County Durham</b>																				
Aldi, Cambridge Street, Spennymoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Dragonville Retail Park, Dragon Lane, Durham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
B&Q, Durham City Retail Park, Rennys Lane, Durham	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	9	1.9%	4	0.0%	0	0.0%	0
Homebase, Arnison Shopping Park, Abbey Road, Durham	0.2%	2	1.0%	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
<b>Outside Study Area, Doncaster</b>																				
Doncaster	0.0%	0	0.0%	0	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>Outside Study Area, Eden</b>																				
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Edinburgh</b>																				
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Gateshead</b>																				
Gateshead	0.0%	0	0.0%	0	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>Outside Study Area, Gloucester</b>																				
Gloucester	0.0%	0	0.0%	0	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>Outside Study Area, Great Yarmouth</b>																				
Great Yarmouth	0.0%	0	0.0%	0	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>Outside Study Area, Hambleton</b>																				
Bedale	0.3%	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
Stokesley	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	2.7%	2
Northallerton Town Centre	3.0%	23	2.7%	2	2.4%	1	0.0%	0	0.0%	0	4.9%	2	0.0%	0	7.9%	16	0.0%	0	3.9%	2
Homebase, Willowbeck Road, Northallerton	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
<b>Outside Study Area, Harrogate</b>																				

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Knaresborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hartlepool</b>										
Morrisons, Clarence Road, Hartlepool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hull</b>										
Hull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Leeds</b>										
Farsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Liverpool</b>										
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Manchester</b>										
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Middlesbrough</b>										
Cannon Park, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Cleveland Retail Park, Middlesbrough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	2.0%
<b>Outside Study Area, Newcastle-upon-Tyne</b>										
Newcastle City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Oxford</b>										
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Pendle</b>										
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Redcar &amp; Cleveland</b>										
Asda, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Scarborough</b>										
Whitby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, South Lakeland</b>										
Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, South Tyneside</b>										
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Stockton-on-Tees</b>										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Darlington Lane,	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0



# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Norton																				
Stockton-on-Tees Town Centre	0.9%	7	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	9.3%	5
Portrack Shopping Park, Stockton-on-Tees	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.6%	4	0.0%	0	0.0%	0	7.6%	4
Teesside Shopping Park, Stockton-on-Tees	0.2%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Outdoor Market, High Street, Stockton-on-Tees	0.1%	0	0.0%	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
B&Q, Cheltenham Road, Stockton-on-Tees	4.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	4	0.9%	1	2.7%	5	0.0%	0	39.1%	22
Stockton Garden Centre, Yarm Road, Stockton-on-Tees	1.0%	8	0.9%	1	1.1%	1	1.0%	0	0.0%	0	1.7%	1	1.4%	2	0.0%	0	0.0%	0	6.4%	4
Wickes, Portrack Lane, Stockton-on-Tees	0.1%	0	0.0%	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
<b>Outside Study Area, Sunderland</b>																				
Houghton-le-Spring	0.1%	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
Washington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Various</b>																				
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
<b>Outside Study Area, Warrington</b>																				
Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, York</b>																				
Clifton Moor Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>																				
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
Weighted base:	771		59		59		50		57		44		141		200		104		56	
Sample:	736		78		61		67		68		75		92		137		80		78	

# Darlington Household Survey for WYG

Weighted:

**Total      Zone 1      Zone 2      Zone 3      Zone 4      Zone 5      Zone 6      Zone 7      Zone 8      Zone 9**

**Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Every 3 months = 0.063, Every 6 months = 0.031, Less often = 0.02, Only visited once = 0.01]**

**Q24A How often do you make shopping trips for DIY or gardening goods to (DESTINATION MENTIONED AT Q24)?**

*Those who specified a location at Q24*

Daily	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.0%	4	0.0%	0	0.0%	0
At least two times a week	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.7%	2	2.4%	5	0.0%	0	0.0%	0
At least once a week	2.7%	21	3.2%	2	4.0%	2	3.1%	2	4.4%	3	9.3%	4	2.1%	3	0.5%	1	4.1%	4	0.0%	0
At least once a fortnight	2.1%	16	7.0%	4	3.7%	2	1.2%	1	2.5%	1	1.1%	0	0.9%	1	1.6%	3	0.0%	0	4.3%	2
At least once a month	11.9%	92	15.3%	9	3.4%	2	17.4%	9	6.5%	4	22.4%	10	8.7%	12	15.0%	30	9.6%	10	11.2%	6
At least every two months	8.6%	66	8.5%	5	6.3%	4	5.4%	3	5.9%	3	9.1%	4	9.8%	14	7.2%	14	13.0%	14	9.7%	5
At least every 3 months	14.4%	111	8.4%	5	17.8%	11	12.3%	6	15.9%	9	8.6%	4	19.2%	27	16.7%	33	10.1%	11	9.7%	5
At least every 6 months	17.0%	131	21.9%	13	7.4%	4	9.4%	5	18.5%	11	18.4%	8	14.0%	20	20.4%	41	18.6%	19	18.8%	11
Less often than once every 6 months	18.8%	145	18.1%	11	12.0%	7	27.5%	14	27.1%	15	10.9%	5	17.7%	25	16.8%	34	19.9%	21	24.7%	14
Have only visited once (Don't know / varies)	0.8%	6	2.1%	1	3.8%	2	1.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
	22.2%	171	15.5%	9	41.5%	25	22.8%	11	17.2%	10	20.2%	9	24.8%	35	17.4%	35	24.7%	26	20.6%	11
<i>Mean:</i>		<i>0.21</i>		<i>0.15</i>		<i>0.16</i>		<i>0.14</i>		<i>0.14</i>		<i>0.23</i>		<i>0.21</i>		<i>0.33</i>		<i>0.12</i>		<i>0.09</i>
Weighted base:		771		59		59		50		57		44		141		200		104		56
Sample:		736		78		61		67		68		75		92		137		80		78

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q25 Excluding Christmas shopping, where did you last go to buy furniture, carpets and floor coverings?</b>										
<i>Excl nulls &amp; SFT</i>										
<b>Zone 1</b>										
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	0.6%	4	5.6%	2	0.0%	0	0.0%	0	3.1%	1
Mowden Local Centre	0.7%	4	1.2%	1	3.3%	2	1.5%	1	2.8%	1
<b>Zone 2</b>										
Burts Carpets, Eastmount Road, Darlington	0.4%	2	0.0%	0	0.0%	0	4.2%	2	1.3%	1
Lidl, Yarm Road Local Centre, Darlington	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Darlington Town Centre	26.1%	158	42.2%	18	59.5%	29	49.4%	20	39.7%	18
Neasham Road Local Centre	0.2%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Yarm Road Local Centre	1.4%	8	1.1%	0	0.0%	0	2.3%	1	2.4%	1
Cornmill Shopping Centre, Darlington	3.8%	23	8.1%	4	0.0%	0	0.0%	0	9.7%	4
Darlington Retail Park, Yarm Road, Darlington	11.0%	66	9.3%	4	16.7%	8	16.0%	6	25.1%	11
Morton Park, Darlington	2.2%	13	3.4%	1	0.0%	0	3.9%	2	2.9%	1
B&Q, Morton Park, Darlington	1.8%	11	4.5%	2	2.9%	1	3.7%	2	0.0%	0
Homebase, Darlington Retail Park, Yarm Road, Darlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>										
Asda (former Netto), Haughton Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Road District Centre	1.8%	11	2.8%	1	4.5%	2	6.6%	3	7.2%	3
Wickes, Haughton Road, Darlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>										
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>										
Hurworth-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>										
Aldi, Greenwell Road, Newton Aycliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilton Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferryhill Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Newton Aycliffe Town Centre	0.9%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Schildon Town Centre <b>Zone 7</b>	1.5%	9	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	7.7%	6	0.0%	0
Brompton-on-Swale	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Gallowfields Trading Estate, Richmond	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
Leyburn	2.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	13	0.0%	0	0.0%	0
Barnard Castle Town Centre	1.7%	10	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	9	1.4%	1	0.0%	0
Catterick Garrison Town Centre	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
Richmond Town Centre <b>Zone 8</b>	4.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	24	0.0%	0	0.0%	0
Bishop Auckland Shopping Park, Bishop Auckland	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	7	2.6%	4	0.0%	0	0.0%	0
West Auckland	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	1.0%	1	0.0%	0
Bishop Auckland Town Centre	9.2%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	11	3.6%	6	52.0%	39	0.0%	0
Newgate Shopping Centre, Bishop Auckland	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	2	0.0%	0
B&Q, Newgate Park, Bishop Auckland	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	3.0%	2	0.0%	0
Homebase, Watling Road, Bishop Auckland	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	0.0%	0
<b>Zone 9</b>																				
Eaglescliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Town Centre	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	5.7%	2
<b>Outside Study Area,</b> <b>Brighton and Hove</b>																				
Brighton	0.0%	0	0.0%	0	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>Outside Study Area, Carlisle</b>																				
Carlisle	0.0%	0	0.0%	0	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>Outside Study Area, County Durham</b>																				
Aldi, Cambridge Street, Spennymoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.3%	2	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
Spennymoor Town Centre	2.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	12	0.8%	1	0.0%	0	0.0%	0
Amison Shopping Park, Abbey Road, Durham	0.2%	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
Dragonville Retail Park, Dragon Lane, Durham	0.4%	3	0.0%	0	1.6%	1	2.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishburn	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area,</b> <b>Doncaster</b>																				
Doncaster	0.0%	0	0.0%	0	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>Outside Study Area, Eden</b>																				
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area,</b> <b>Edinburgh</b>																				

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Edinburgh <b>Outside Study Area, Gateshead</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Ikea, Metro Park West, Gateshead	1.4%	9	5.4%	2	4.7%	2	3.2%	1	0.0%	0
MetroCentre, Gateshead <b>Outside Study Area, Gloucester</b>	1.7%	10	2.6%	1	0.0%	0	1.4%	1	3.1%	1
Gloucester <b>Outside Study Area, Great Yarmouth</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth <b>Outside Study Area, Hambleton</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Northallerton Town Centre <b>Outside Study Area, Harrogate</b>	6.3%	38	3.7%	2	1.5%	1	0.0%	0	12.0%	4
Knarborough <b>Outside Study Area, Hartlepool</b>	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Morrisons, Clarence Road, Hartlepool <b>Outside Study Area, Hull</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hull <b>Outside Study Area, Leeds</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farsley <b>Outside Study Area, Liverpool</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool <b>Outside Study Area, Manchester</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre <b>Outside Study Area, Middlesbrough</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannon Park, Middlesbrough	0.8%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Middlesbrough Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Cleveland Shopping Centre, Middlesbrough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Middlesbrough Leisure Park, North Ormesby Road, Middlesbrough <b>Outside Study Area, Newcastle-upon-Tyne</b>	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre <b>Outside Study Area, Oxford</b>	0.9%	5	1.7%	1	0.0%	0	0.0%	0	4.9%	2

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Pendle</b>										
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Redcar &amp; Cleveland</b>										
Asda, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Scarborough</b>										
Whitby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, South Lakeland</b>										
Kendal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
<b>Outside Study Area, South Tyneside</b>										
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Stockton-on-Tees</b>										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portrack Shopping Park, Stockton-on-Tees	6.0%	36	1.7%	1	1.3%	1	3.8%	2	0.0%	0
Teesside Shopping Park, Stockton-on-Tees	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Cheltenham Road, Stockton-on-Tees	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Sunderland</b>										
Houghton-le-Spring	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
<b>Outside Study Area, Various</b>										
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Warrington</b>										
Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, York</b>										
Clifton Moor Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	604	43	49	41	45	36	110	161	76	43
Sample:	583	61	51	53	52	60	75	111	58	62

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Every 3 months = 0.063, Every 6 months = 0.031, Less often = 0.02, Only visited once = 0.01]

## Q25A How often do you make shopping trips for furniture, carpets and floor coverings to (DESTINATION MENTIONED AT Q25)?

Those who specified a location at Q25

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1
At least once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	2
At least every two months	0.5%	3	0.0%	0	4.7%	2	0.0%	0	0.0%	0
At least every 3 months	1.1%	7	4.4%	2	0.0%	0	0.0%	1	1.1%	1
At least every 6 months	5.6%	34	4.4%	2	2.9%	1	0.0%	0	4.1%	2
Less often than once every 6 months	56.9%	344	57.0%	25	34.9%	17	53.6%	22	55.8%	25
Have only visited once (Don't know / varies)	8.7%	53	8.0%	3	16.8%	8	7.5%	3	22.7%	10
Mean:	26.3%	159	26.3%	11	40.8%	20	38.9%	16	17.4%	8
Weighted base:	0.01	0.01	0.01	0.00	0.00	0.01	0.03	0.01	0.00	0.00
Sample:	604	43	49	41	45	36	110	161	76	43
	583	61	51	53	52	60	75	111	58	62

## Q27 Do you ever visit any of the following centres? [MR/PR]

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Darlington town centre	88.1%	896	97.8%	71	95.4%	86	92.6%	67	94.1%	75
Cockerton district centre	23.1%	235	73.3%	53	22.0%	20	34.2%	25	73.4%	59
North Road district centre	25.5%	259	47.3%	34	31.4%	28	52.5%	38	56.7%	45
Middleton St George local centre	6.5%	66	5.8%	4	8.5%	8	8.7%	6	3.0%	2
Mowden local centre	10.3%	105	44.5%	32	9.3%	8	10.0%	7	15.3%	12
Neasham Road local centre	22.7%	231	28.7%	21	66.5%	60	34.2%	25	39.2%	31
West Park local centre	9.0%	91	16.3%	12	3.5%	3	12.9%	9	24.1%	19
Whinfield local centre	15.0%	152	14.7%	11	30.6%	28	79.1%	57	32.0%	25
Yarm Road local centre	35.6%	362	48.3%	35	66.5%	60	47.8%	35	54.0%	43
Don't visit any of these centres	8.1%	83	0.7%	1	0.8%	1	0.0%	0	3.0%	2
Weighted base:	1017	73	90	72	80	57	194	249	130	72
Sample:	1017	102	99	100	101	100	133	175	104	103

## Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q28 Which centre do you visit the most? [PR]</b>																				
<i>Those who use one of the destinations at Q27</i>																				
Darlington town centre	70.9%	663	54.3%	39	43.3%	39	45.4%	33	43.7%	34	68.2%	37	85.9%	158	85.0%	191	91.4%	105	59.8%	27
Cockerton district centre	4.3%	41	22.1%	16	0.0%	0	2.9%	2	17.4%	13	0.7%	0	1.9%	3	1.2%	3	1.2%	1	2.3%	1
North Road district centre	3.0%	28	3.0%	2	2.3%	2	8.5%	6	13.1%	10	0.0%	0	1.1%	2	0.3%	1	3.2%	4	2.2%	1
Middleton St George local centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Mowden local centre	1.5%	14	8.9%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.1%	3	1.3%	2	3.2%	1
Neasham Road local centre	4.5%	42	3.2%	2	24.1%	22	1.5%	1	3.4%	3	6.5%	4	1.8%	3	3.2%	7	0.7%	1	0.0%	0
West Park local centre	0.8%	8	0.0%	0	0.7%	1	0.7%	0	6.8%	5	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Whinfield local centre	3.8%	36	3.1%	2	6.6%	6	33.2%	24	4.0%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Road local centre	10.4%	97	5.5%	4	22.3%	20	7.7%	6	11.6%	9	14.6%	8	8.1%	15	9.2%	21	2.2%	3	27.4%	12
Weighted base:		934		72		90		72		77		54		184		225		115		45
Sample:		924		101		98		100		98		94		124		158		91		60

**Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Every 3 months = 0.063, Every 6 months = 0.031, Less often = 0.02, Only visited once = 0.01]**

**Q29 How often do you visit (CENTRE MENTIONED AT Q28)?**

*Those who use one of the destinations at Q27*

Daily	5.1%	48	10.8%	8	11.9%	11	12.8%	9	14.0%	11	3.2%	2	1.9%	3	0.7%	1	2.1%	2	0.0%	0
At least two times a week	15.5%	145	38.8%	28	28.8%	26	31.4%	23	37.7%	29	25.3%	14	5.8%	11	3.9%	9	4.0%	5	2.7%	1
At least once a week	18.6%	173	27.2%	20	29.4%	26	34.7%	25	34.9%	27	35.8%	19	10.2%	19	12.0%	27	5.2%	6	9.5%	4
At least once a fortnight	11.2%	104	6.0%	4	7.7%	7	3.2%	2	4.3%	3	12.6%	7	16.1%	30	12.5%	28	15.3%	18	11.8%	5
At least once a month	17.2%	160	6.5%	5	4.8%	4	7.1%	5	3.0%	2	14.3%	8	20.6%	38	29.1%	65	21.2%	24	19.0%	9
At least every two months	10.5%	98	3.3%	2	6.1%	5	3.0%	2	0.9%	1	1.7%	1	16.8%	31	12.5%	28	20.8%	24	8.7%	4
At least every 3 months	7.6%	71	3.2%	2	3.5%	3	2.1%	2	0.9%	1	2.5%	1	10.5%	19	11.5%	26	11.3%	13	8.7%	4
At least every 6 months	6.8%	64	1.5%	1	0.0%	0	1.3%	1	0.0%	0	1.6%	1	12.9%	24	8.6%	19	9.2%	11	16.2%	7
Less often than once every 6 months	4.3%	41	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	7	6.8%	15	8.5%	10	13.3%	6
Have only visited once (Don't know / varies)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	3.1%	1
	3.0%	28	2.6%	2	4.8%	4	4.3%	3	4.3%	3	3.1%	2	1.7%	3	2.1%	5	2.5%	3	6.9%	3
<i>Mean:</i>		<i>1.01</i>		<i>1.91</i>		<i>1.85</i>		<i>2.00</i>		<i>2.21</i>		<i>1.24</i>		<i>0.53</i>		<i>0.43</i>		<i>0.46</i>		<i>0.30</i>
Weighted base:		934		72		90		72		77		54		184		225		115		45
Sample:		924		101		98		100		98		94		124		158		91		60



# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q30 How do you usually travel to (CENTRE MENTIONED AT Q28) (main part of journey)?</b>																				
<i>Those who use one of the destinations at Q27</i>																				
Car / van (as driver)	65.6%	613	34.9%	25	36.9%	33	42.8%	31	51.5%	40	79.9%	43	75.7%	139	80.7%	182	72.2%	83	81.4%	37
Car / van (as passenger)	10.3%	96	7.3%	5	9.3%	8	8.7%	6	5.5%	4	3.0%	2	10.9%	20	12.3%	28	12.9%	15	18.6%	8
Bus, minibus or coach	11.6%	108	12.6%	9	26.4%	24	22.0%	16	14.5%	11	10.3%	6	12.1%	22	4.7%	11	8.8%	10	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.0%	84	32.5%	23	23.5%	21	21.9%	16	25.2%	20	4.3%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Taxi	0.6%	6	3.7%	3	0.7%	1	0.0%	0	0.8%	1	0.8%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Train	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.5%	1	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.8%	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
(Don't know / varies)	2.2%	20	8.4%	6	3.3%	3	3.0%	2	1.7%	1	0.0%	0	0.0%	0	1.8%	4	3.0%	3	0.0%	0
Weighted base:		934		72		90		72		77		54		184		225		115		45
Sample:		924		101		98		100		98		94		124		158		91		60

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q31 What is the main reason for visiting (CENTRE MENTIONED AT Q28)?</b>																				
<i>Those who use one of the destinations at Q27</i>																				
Choice and range of shops	54.1%	506	45.7%	33	35.0%	31	25.8%	19	40.9%	32	47.8%	26	60.6%	111	68.8%	155	69.2%	79	43.7%	20
New supermarket	1.7%	16	0.0%	0	4.4%	4	5.1%	4	0.9%	1	2.6%	1	1.3%	2	1.2%	3	1.0%	1	1.2%	1
Choice of leisure facilities (restaurants, pubs etc)	4.6%	43	4.0%	3	2.5%	2	7.0%	5	2.4%	2	4.1%	2	6.2%	11	5.7%	13	2.1%	2	4.4%	2
Choice of services (hairdressers, banks etc)	4.3%	40	6.5%	5	6.3%	6	3.5%	3	8.9%	7	8.6%	5	4.2%	8	2.4%	5	1.5%	2	2.2%	1
Livestock market	0.4%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	1.1%	10	1.4%	1	2.2%	2	0.0%	0	0.7%	1	0.0%	0	1.0%	2	0.8%	2	0.0%	0	6.4%	3
Close to home	15.7%	146	25.1%	18	28.0%	25	36.6%	26	26.6%	21	20.2%	11	8.0%	15	9.1%	20	6.4%	7	5.8%	3
Close to work	4.2%	39	4.5%	3	2.6%	2	2.3%	2	2.7%	2	5.2%	3	5.1%	9	0.7%	1	10.4%	12	9.5%	4
Easily accessible by public transport	1.2%	11	2.5%	2	0.0%	0	1.4%	1	2.2%	2	0.0%	0	2.2%	4	0.5%	1	1.0%	1	0.0%	0
Convenient car parking	0.8%	8	0.8%	1	0.7%	1	0.0%	0	1.6%	1	0.0%	0	0.5%	1	0.8%	2	0.0%	0	5.7%	3
Free car parking	0.2%	2	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
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
General shopping	3.3%	31	2.4%	2	3.4%	3	4.7%	3	6.3%	5	6.4%	3	6.2%	11	1.0%	2	0.0%	0	2.0%	1
Compact centre / shops close together	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.5%	1	1.0%	2	0.5%	1	1.0%	0
Close to friends / family	2.8%	26	0.7%	1	1.9%	2	3.9%	3	3.1%	2	4.3%	2	1.1%	2	2.9%	7	3.5%	4	8.0%	4
For a change of scenery	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.2%	1
Familiarity	0.3%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	4.4%	42	6.2%	5	12.4%	11	6.1%	4	1.9%	1	0.9%	0	0.5%	1	5.0%	11	3.6%	4	7.2%	3
Weighted base:		934		72		90		72		77		54		184		225		115		45
Sample:		924		101		98		100		98		94		124		158		91		60

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q32 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q28) more often?</b>																				
<i>Those who use one of the destinations at Q27</i>																				
<b>1st Mention</b>																				
Increased choice and range of shops	6.7%	62	7.3%	5	8.0%	7	11.6%	8	8.9%	7	4.1%	2	5.8%	11	4.1%	9	7.6%	9	8.2%	4
Discount foodstores within the town centre	0.4%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.6%	6	2.3%	2	0.9%	1	1.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.3%	1
Improved leisure facilities	0.6%	5	0.0%	0	0.7%	1	0.7%	0	0.0%	0	1.6%	1	1.2%	2	0.5%	1	0.0%	0	0.0%	0
Improved quality of shops	0.9%	8	2.6%	2	0.0%	0	2.3%	2	1.5%	1	1.6%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0
More parking	7.1%	66	5.2%	4	0.5%	0	4.8%	3	5.1%	4	12.6%	7	11.9%	22	6.4%	14	7.0%	8	8.0%	4
Cheaper parking	9.0%	84	8.3%	6	7.8%	7	10.9%	8	2.6%	2	9.5%	5	10.4%	19	7.6%	17	13.8%	16	8.9%	4
Improved street cleaning	0.5%	5	1.7%	1	1.6%	1	2.7%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	2.1%	19	3.3%	2	0.0%	0	5.6%	4	10.3%	8	2.3%	1	0.5%	1	0.3%	1	0.0%	0	4.2%	2
Cheaper public transport	0.2%	2	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
Better environment	1.7%	16	3.8%	3	0.7%	1	0.0%	0	3.3%	3	1.5%	1	0.0%	0	3.6%	8	0.7%	1	0.0%	0
Better security	0.3%	3	0.0%	0	0.0%	0	1.5%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	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
Presence of a Debenhams	0.5%	4	2.3%	2	1.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A market / a better market	0.4%	4	0.0%	0	1.7%	2	0.6%	0	1.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Better prices	0.4%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.0%	1	2.3%	1
Less traffic congestion	1.3%	13	3.5%	3	4.9%	4	0.0%	0	4.3%	3	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.4%	4	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Presence of a bank / more banks	0.3%	2	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
Presence of a department store / another department store	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
(Nothing / Nothing else)	64.3%	601	58.7%	42	66.8%	60	56.5%	41	53.7%	42	58.5%	32	63.7%	117	71.9%	162	66.4%	76	66.1%	30
(Don't know)	1.8%	17	0.0%	0	2.4%	2	0.6%	0	0.9%	1	0.0%	0	4.3%	8	1.5%	3	1.9%	2	0.0%	0
Weighted base:		934		72		90		72		77		54		184		225		115		45
Sample:		924		101		98		100		98		94		124		158		91		60

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>2nd Mention</b>																				
Increased choice and range of shops	2.3%	22	4.2%	3	4.3%	4	2.1%	2	3.4%	3	2.6%	1	2.0%	4	2.4%	5	0.0%	0	0.0%	0
Discount foodstores within the town centre	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
Improved non-food shops within the town centre	1.0%	9	0.8%	1	0.0%	0	0.8%	1	2.7%	2	0.8%	0	0.5%	1	1.6%	4	0.0%	0	2.2%	1
Improved leisure facilities	0.2%	2	1.0%	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
Improved quality of shops	0.7%	7	0.0%	0	1.6%	1	3.0%	2	0.7%	1	0.0%	0	0.5%	1	0.8%	2	0.0%	0	0.0%	0
More parking	2.0%	18	3.5%	2	2.5%	2	0.8%	1	0.0%	0	6.2%	3	2.9%	5	0.6%	1	1.4%	2	3.2%	1
Cheaper parking	3.3%	30	3.6%	3	0.6%	1	2.3%	2	0.0%	0	5.1%	3	5.6%	10	2.0%	5	6.0%	7	2.2%	1
Improved street cleaning	0.3%	3	0.8%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Increased public transport	0.7%	6	4.4%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.4%	3	0.0%	0	0.0%	0	0.8%	1	2.3%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Better environment	0.2%	2	0.0%	0	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Better security	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Longer opening hours	0.3%	3	0.0%	0	1.7%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of a Debenhams	0.0%	0	0.0%	0	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 market / a better 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	1.2%	1	0.0%	0
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.2%	2	0.0%	0	0.5%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of a bank / more banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of a department store / another department store	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
(Nothing / Nothing else)	88.0%	822	81.1%	59	88.2%	79	82.9%	60	86.8%	67	85.3%	46	86.6%	159	91.7%	206	91.3%	105	91.5%	41
(Don't know)	0.0%	0	0.0%	0	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:		934		72		90		72		77		54		184		225		115		45
Sample:		924		101		98		100		98		94		124		158		91		60

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>3rd Mention</b>																				
Increased choice and range of shops	0.5%	5	1.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0	1.0%	0
Discount foodstores within the town centre	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
Improved non-food shops within the town centre	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
Improved leisure facilities	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
Improved quality of shops	0.4%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	0	0.0%	0	0.9%	2	0.0%	0	1.2%	1
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.3%	3	0.0%	0	1.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Improved street cleaning	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	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
Better environment	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
Better security	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
Longer 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	2.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of a Debenhams	0.0%	0	0.0%	0	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 market / a better 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
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.0%	0	0.0%	0	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 public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of a bank / more banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of a department store / another department store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	98.1%	917	95.9%	69	97.8%	88	97.0%	70	96.6%	75	99.2%	54	100.0%	184	97.7%	220	100.0%	115	94.6%	42
(Don't know)	0.0%	0	0.0%	0	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:		934		72		90		72		77		54		184		225		115		45
Sample:		924		101		98		100		98		94		124		158		91		60

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Any mention</b>																				
Increased choice and range of shops	9.5%	89	13.2%	10	12.3%	11	13.7%	10	13.3%	10	6.8%	4	7.8%	14	7.6%	17	7.6%	9	9.2%	4
Discount foodstores within the town centre	0.5%	5	0.7%	1	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.7%	16	4.8%	3	0.9%	1	2.3%	2	2.7%	2	0.8%	0	1.1%	2	1.6%	4	0.0%	0	4.5%	2
Improved leisure facilities	0.8%	8	1.0%	1	1.3%	1	2.1%	2	0.0%	0	1.6%	1	1.2%	2	0.5%	1	0.0%	0	0.0%	0
Improved quality of shops	2.0%	19	2.6%	2	1.6%	1	6.1%	4	2.2%	2	2.4%	1	0.5%	1	2.8%	6	0.0%	0	1.2%	1
More parking	9.1%	85	8.7%	6	3.0%	3	5.6%	4	5.1%	4	18.8%	10	14.8%	27	7.0%	16	8.4%	10	11.2%	5
Cheaper parking	12.6%	117	11.9%	9	10.0%	9	14.8%	11	2.6%	2	14.6%	8	16.0%	29	9.6%	22	19.8%	23	12.1%	5
Improved street cleaning	0.9%	9	2.5%	2	1.6%	1	4.9%	4	0.0%	0	0.7%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Increased public transport	2.8%	26	7.7%	6	0.0%	0	5.6%	4	11.8%	9	2.3%	1	1.8%	3	0.3%	1	0.0%	0	4.2%	2
Cheaper public transport	0.7%	6	0.0%	0	0.0%	0	0.8%	1	3.0%	2	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Better environment	2.0%	18	4.6%	3	1.4%	1	1.3%	1	3.3%	3	1.5%	1	0.0%	0	3.6%	8	0.7%	1	1.0%	0
Better security	0.6%	5	0.0%	0	0.0%	0	1.5%	1	4.4%	3	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Longer opening hours	0.7%	6	0.0%	0	1.7%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	2.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of a Debenhams	0.5%	4	2.3%	2	1.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A market / a better market	0.5%	5	0.0%	0	1.7%	2	0.6%	0	1.0%	1	0.0%	0	0.5%	1	0.0%	0	1.2%	1	0.0%	0
Better prices	0.4%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.0%	1	2.3%	1
Less traffic congestion	1.5%	14	3.5%	3	5.5%	5	0.0%	0	5.9%	5	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.4%	4	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Presence of a bank / more banks	0.3%	2	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
Presence of a department store / another department store	0.4%	4	0.0%	0	0.0%	0	1.4%	1	0.9%	1	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Weighted base:	934	72	90	72	77	54	184	225	115	45										
Sample:	924	101	98	100	98	94	124	158	91	60										

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q33A Why don't you visit Darlington Town Centre? [MR]</b>																				
<i>Those who did not mention Darlington at Q27</i>																				
Lack of choice and range of shops	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	1	0.0%	0	3.5%	1	0.0%	0	1.3%	0
Lack of supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	5.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.4%	2	10.7%	2	0.0%	0	12.0%	2	1.2%	0
To far away from home or work	21.8%	26	35.9%	1	17.1%	1	9.0%	0	0.0%	0	9.5%	0	16.6%	3	37.5%	12	16.6%	3	19.8%	7
Not accessible by public transport	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	2	2.5%	1
Inconveniently located car parking	14.3%	17	0.0%	0	15.0%	1	61.9%	3	0.0%	0	35.6%	2	7.0%	1	9.0%	3	16.6%	3	13.7%	5
Expensive car parking	12.9%	16	0.0%	0	15.0%	1	42.6%	2	14.7%	1	37.0%	2	24.3%	4	7.1%	2	12.1%	2	4.4%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	43.0%	52	64.0%	1	32.1%	1	20.2%	1	41.1%	2	27.4%	1	40.0%	7	43.4%	13	32.5%	6	56.1%	19
Too busy	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	10.6%	2	0.0%	0
(Don't know)	6.1%	7	0.0%	0	35.9%	2	0.0%	0	44.2%	2	0.0%	0	8.4%	2	0.0%	0	3.0%	1	5.1%	2
Weighted base:		121		2		4		5		5		5		18		31		17		34
Sample:		132		3		5		6		6		9		14		22		15		52

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q33B Why don't you visit Cockerton District Centre? [MR]</b>																				
<i>Those who did not mention Cockerton at Q27</i>																				
Lack of choice and range of shops	7.9%	62	8.4%	2	4.2%	3	11.0%	5	2.6%	1	12.0%	5	11.5%	20	4.6%	10	11.2%	13	4.5%	3
Lack of supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To far away from home or work	15.9%	124	24.4%	5	43.2%	30	35.7%	17	29.8%	6	27.5%	12	9.6%	16	8.3%	18	9.0%	10	11.7%	8
Not accessible by public transport	2.4%	18	8.6%	2	4.9%	3	8.8%	4	2.8%	1	1.9%	1	2.9%	5	0.6%	1	0.5%	1	1.3%	1
Inconveniently located car parking	2.8%	22	0.0%	0	2.3%	2	2.6%	1	0.0%	0	2.9%	1	3.9%	7	1.9%	4	5.8%	7	0.0%	0
Expensive car parking	0.7%	6	0.0%	0	2.1%	2	2.6%	1	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.6%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	60.1%	469	46.5%	9	41.4%	29	46.5%	22	50.6%	11	44.3%	20	56.0%	97	64.9%	143	73.7%	86	77.1%	53
Unaware of Cockerton / don't know where it is	6.6%	51	0.0%	0	1.1%	1	0.0%	0	0.0%	0	9.6%	4	4.7%	8	14.6%	32	2.1%	2	5.0%	3
Too busy	0.2%	1	3.8%	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
(Don't know)	6.7%	52	8.3%	2	1.9%	1	1.0%	0	16.8%	4	1.7%	1	15.5%	27	7.5%	16	0.4%	1	1.3%	1
Weighted base:		782		19		71		48		21		44		172		221		117		69
Sample:		745		28		79		63		29		78		118		157		94		99



# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q33C Why don't you visit North Road District Centre? [MR]</b>																				
<i>Those who did not mention North Road at Q27</i>																				
Lack of choice and range of shops	7.1%	54	5.0%	2	3.6%	2	10.1%	3	3.3%	1	4.6%	2	10.7%	17	7.4%	15	8.4%	9	2.3%	2
Lack of supermarket	0.1%	1	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
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.4%	3	0.0%	0	0.0%	0	3.2%	1	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To far away from home or work	14.8%	112	38.4%	15	35.3%	22	14.0%	5	26.6%	9	24.6%	12	8.0%	13	9.9%	20	7.6%	8	12.5%	9
Not accessible by public transport	2.5%	19	1.5%	1	2.0%	1	18.9%	6	8.4%	3	3.6%	2	1.2%	2	0.0%	0	2.0%	2	3.4%	2
Inconveniently located car parking	1.5%	12	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.0%	0	1.9%	3	2.3%	5	1.7%	2	0.0%	0
Expensive car parking	0.6%	4	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.9%	3	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
Nothing, no reason to visit	62.2%	471	51.9%	20	50.0%	31	50.5%	17	47.5%	16	60.1%	29	59.3%	95	62.1%	128	76.7%	81	77.9%	54
Unaware of North Road / don't know where it is	5.0%	38	3.2%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	2	4.6%	7	11.5%	24	0.6%	1	3.5%	2
Too busy	0.6%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.7%	1	1.7%	2	0.0%	0
(Don't know)	6.8%	51	8.0%	3	5.3%	3	4.1%	1	11.8%	4	0.0%	0	13.7%	22	6.8%	14	2.2%	2	1.9%	1
Weighted base:		758		38		62		34		35		48		160		205		106		69
Sample:		736		53		68		48		42		85		110		145		85		100

**Q34 Do you make use of electronic home shopping (i.e. internet or TV shopping)? [MR]**

Yes, Internet	66.0%	671	59.3%	43	43.1%	39	59.5%	43	56.4%	45	62.4%	36	72.2%	140	73.5%	183	71.8%	93	68.7%	50
Yes, Portable internet shopping (through mobile phone)	2.6%	26	0.0%	0	0.0%	0	5.1%	4	0.0%	0	7.2%	4	3.5%	7	3.8%	9	1.6%	2	0.0%	0
Yes, TV Shopping	3.5%	36	0.0%	0	1.6%	1	3.8%	3	3.8%	3	0.7%	0	4.0%	8	6.2%	15	3.0%	4	2.0%	1
No	32.5%	331	40.7%	30	56.9%	51	40.5%	29	42.9%	34	32.1%	18	24.0%	47	25.3%	63	28.2%	37	29.9%	22
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q35 Which goods or services do you currently purchase via electronic (home/mobile) shopping? [MR]</b>																				
<i>Those who shop online at Q34</i>																				
Food	8.8%	60	14.1%	6	13.3%	5	10.5%	5	4.9%	2	8.6%	3	11.0%	16	8.1%	15	5.1%	5	5.5%	3
Clothes	42.2%	290	27.7%	12	59.1%	23	33.7%	14	31.6%	14	38.2%	15	43.2%	64	48.3%	90	39.9%	37	40.3%	20
Banking / finance	6.0%	41	8.2%	4	6.1%	2	15.3%	7	5.5%	3	8.3%	3	4.5%	7	4.7%	9	1.2%	1	13.1%	7
Books	40.0%	275	46.2%	20	31.2%	12	38.2%	16	39.4%	18	62.9%	24	28.0%	41	42.1%	78	39.3%	37	55.0%	28
CDs, DVDs, music	40.9%	281	36.2%	16	48.7%	19	36.3%	16	37.3%	17	49.9%	19	34.4%	51	42.9%	80	42.4%	39	48.3%	24
DIY goods	3.3%	23	5.6%	2	1.6%	1	1.1%	0	0.0%	0	2.4%	1	8.3%	12	1.6%	3	2.2%	2	2.0%	1
Furniture / Carpets	4.6%	31	12.6%	5	9.5%	4	1.1%	0	5.3%	2	8.3%	3	2.9%	4	5.7%	11	1.0%	1	1.1%	1
Garden items	3.1%	21	4.0%	2	0.0%	0	6.3%	3	0.0%	0	3.5%	1	2.1%	3	4.5%	8	0.0%	0	7.8%	4
Holiday and / or Travel Tickets	5.1%	35	4.3%	2	6.0%	2	21.0%	9	8.2%	4	12.9%	5	1.7%	2	2.7%	5	1.8%	2	7.9%	4
Jewellery	3.8%	26	2.9%	1	0.0%	0	5.4%	2	5.9%	3	2.4%	1	6.0%	9	2.2%	4	4.7%	4	2.8%	1
Major electrical items	14.9%	102	8.3%	4	9.1%	4	13.1%	6	16.7%	8	22.5%	9	20.5%	30	12.0%	22	15.7%	15	12.3%	6
Small electrical items	26.3%	180	25.3%	11	13.6%	5	27.8%	12	39.3%	18	16.9%	7	31.9%	47	26.1%	49	21.6%	20	23.3%	12
Small household goods	12.4%	85	8.6%	4	15.4%	6	7.6%	3	17.3%	8	16.6%	6	9.5%	14	15.8%	29	7.6%	7	14.9%	8
Sports goods	5.6%	39	8.7%	4	6.1%	2	5.3%	2	4.6%	2	8.5%	3	4.1%	6	8.5%	16	2.2%	2	2.0%	1
Toys	13.5%	92	20.1%	9	12.0%	5	16.6%	7	11.2%	5	23.0%	9	13.8%	20	10.9%	20	13.4%	12	9.5%	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
Gifts	2.4%	17	1.1%	0	5.8%	2	1.4%	1	4.2%	2	0.0%	0	1.6%	2	1.3%	2	4.8%	4	4.0%	2
Health & beauty items	2.4%	17	4.7%	2	3.9%	2	2.4%	1	3.1%	1	0.0%	0	0.6%	1	3.2%	6	2.7%	3	2.8%	1
Art & craft items	1.2%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	0	0.7%	1	1.7%	3	2.5%	2	2.0%	1
Pet products	1.3%	9	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.1%	3	1.6%	3	1.0%	1	0.0%	0
Motoring items	0.5%	4	1.5%	1	1.6%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
(Don't know / can't remember)	4.5%	31	1.7%	1	1.8%	1	2.5%	1	2.9%	1	3.7%	1	6.8%	10	5.4%	10	4.4%	4	2.4%	1
Weighted base:	687	43	39	43	46	39	148	186	93	50										
Sample:	607	52	36	49	51	63	97	123	69	67										

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q36 Which goods or services are you likely to purchase in the future via electronic (home/mobile) shopping? [MR]</b>																				
<i>Those who shop online at Q34</i>																				
Food	6.0%	41	3.0%	1	9.4%	4	7.8%	3	3.6%	2	5.8%	2	9.3%	14	5.4%	10	3.7%	3	4.1%	2
Clothes	30.1%	207	17.8%	8	40.8%	16	23.0%	10	31.9%	15	27.9%	11	34.2%	50	28.6%	53	30.2%	28	32.2%	16
Banking / finance	5.7%	39	5.3%	2	9.9%	4	12.3%	5	10.3%	5	5.9%	2	4.0%	6	4.4%	8	1.2%	1	11.4%	6
Books	26.6%	183	31.8%	14	28.8%	11	34.0%	15	21.8%	10	38.7%	15	21.9%	32	24.1%	45	17.7%	16	48.8%	25
CDs, DVD's, music	24.0%	165	21.0%	9	36.6%	14	30.1%	13	20.2%	9	25.4%	10	23.8%	35	18.6%	35	19.9%	19	42.3%	21
DIY goods	2.8%	19	1.7%	1	0.0%	0	5.0%	2	3.2%	1	5.9%	2	7.4%	11	0.4%	1	0.0%	0	2.0%	1
Furniture / Carpets	2.9%	20	0.0%	0	3.6%	1	3.6%	2	6.6%	3	5.9%	2	2.4%	4	3.5%	6	1.9%	2	0.0%	0
Garden items	1.7%	12	0.0%	0	0.0%	0	3.8%	2	0.0%	0	2.4%	1	3.8%	6	1.2%	2	0.0%	0	2.0%	1
Holiday and / or Travel Tickets	5.2%	36	3.7%	2	9.3%	4	13.3%	6	9.9%	4	7.9%	3	3.9%	6	3.8%	7	1.0%	1	7.0%	4
Jewellery	2.9%	20	1.3%	1	0.0%	0	5.4%	2	4.6%	2	2.4%	1	5.9%	9	1.5%	3	1.0%	1	2.8%	1
Major electrical items	9.8%	67	5.8%	2	6.5%	3	9.0%	4	9.9%	4	14.8%	6	17.5%	26	3.4%	6	12.6%	12	8.3%	4
Small electrical items	12.6%	86	11.3%	5	9.9%	4	20.3%	9	20.3%	9	13.7%	5	14.8%	22	6.3%	12	12.8%	12	17.8%	9
Small household goods	7.6%	52	4.1%	2	7.9%	3	3.8%	2	8.6%	4	9.3%	4	14.7%	22	5.7%	11	5.4%	5	2.0%	1
Sports goods	5.4%	37	7.1%	3	0.0%	0	10.5%	4	8.2%	4	4.9%	2	8.3%	12	3.5%	7	2.7%	3	4.7%	2
Toys	12.4%	85	13.0%	6	19.9%	8	14.7%	6	7.0%	3	12.1%	5	14.1%	21	9.6%	18	14.2%	13	10.5%	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
Gifts	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	1.9%	2	3.4%	2
Health & beauty items	1.4%	10	3.0%	1	3.9%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.9%	2	1.9%	2	5.6%	3
Insurance	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.6%	1	0.0%	0	1.1%	1
Art & craft items	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	2.5%	2	2.0%	1
Pet products	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.5%	1	0.0%	0	0.0%	0
(None)	14.8%	102	16.3%	7	11.0%	4	7.5%	3	17.3%	8	25.1%	10	4.3%	6	27.1%	50	7.7%	7	11.0%	6
(Don't know / not sure)	19.6%	134	18.3%	8	17.3%	7	21.2%	9	15.8%	7	13.1%	5	24.6%	36	17.6%	33	25.6%	24	10.6%	5
Weighted base:		687		43		39		43		46		39		148		186		93		50
Sample:		607		52		36		49		51		63		97		123		69		67

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q37 Which of these leisure activities do you participate in? [MR/PR]</b>																				
Health and Fitness	22.0%	224	20.7%	15	16.9%	15	18.4%	13	23.8%	19	18.4%	10	26.6%	52	21.3%	53	20.7%	27	26.3%	19
Leisure Centre Activities	20.5%	209	23.1%	17	10.6%	10	24.2%	17	11.1%	9	13.6%	8	26.2%	51	24.4%	61	20.4%	26	14.3%	10
Cinema	45.7%	465	40.7%	30	30.2%	27	26.6%	19	30.6%	24	52.4%	30	48.7%	95	56.5%	141	49.3%	64	48.7%	35
Restaurant	61.8%	629	62.0%	45	56.1%	51	66.4%	48	61.5%	49	65.2%	37	55.1%	107	63.7%	159	63.5%	82	70.7%	51
Pub /Bars	48.4%	492	39.8%	29	42.6%	39	50.1%	36	46.4%	37	44.5%	25	48.0%	93	58.4%	145	44.1%	57	42.0%	30
Nightclub	4.7%	48	2.2%	2	2.8%	3	5.1%	4	1.7%	1	0.0%	0	9.1%	18	3.1%	8	8.7%	11	3.0%	2
Social Club	10.3%	105	12.7%	9	17.0%	15	15.4%	11	9.2%	7	4.4%	3	14.8%	29	5.9%	15	10.2%	13	4.2%	3
Ten Pin Bowling	20.5%	208	12.3%	9	16.3%	15	13.4%	10	12.4%	10	21.8%	12	21.1%	41	19.8%	49	34.8%	45	23.6%	17
Bingo	5.1%	51	6.3%	5	7.9%	7	7.1%	5	4.0%	3	1.5%	1	2.7%	5	4.1%	10	9.3%	12	4.3%	3
Theatre / concert hall	50.4%	512	59.7%	43	41.9%	38	42.7%	31	56.6%	45	53.0%	30	43.5%	84	60.8%	151	40.9%	53	49.8%	36
Museum / Art Galleries	32.8%	334	30.8%	22	27.2%	25	32.8%	24	25.5%	20	24.8%	14	26.9%	52	46.5%	116	29.2%	38	31.2%	22
Running / Cycling / outdoor activities	30.0%	305	37.4%	27	24.6%	22	29.7%	21	26.9%	21	25.5%	15	31.8%	62	34.9%	87	22.3%	29	29.3%	21
(None of these)	13.8%	140	7.7%	6	15.5%	14	10.3%	7	16.1%	13	17.0%	10	20.1%	39	9.7%	24	17.0%	22	7.6%	5
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q38 Which centre/facility did you last visit for indoor sports or health and fitness activity?</b>																				
<i>Those who participate in health &amp; fitness or leisure center activities at Q37 AND Excl nulls &amp; SFT</i>																				
<b>Zone 1</b>																				
The Fitness Centre, Bondgate, Darlington	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
The Penthouse Gym, Skinnergate, Darlington	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
<b>Zone 2</b>																				
Darlington	3.8%	12	7.5%	2	30.4%	6	6.2%	2	2.8%	1	6.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Bannatyne's, Haughton Road, Darlington	5.0%	16	8.2%	2	11.2%	2	21.4%	5	10.2%	3	9.0%	1	0.0%	0	1.7%	1	0.0%	0	4.2%	1
Eastbourne Sports Complex, Bourne Avenue, Darlington	0.4%	1	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Fitness, Eastmount Road, Darlington	2.4%	7	12.5%	3	6.8%	1	0.0%	0	8.0%	2	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Dolphin Centre, Horsemarket, Darlington	17.7%	55	56.2%	14	18.1%	4	45.9%	11	54.4%	14	23.6%	4	7.4%	5	3.9%	3	4.8%	2	0.0%	0
<b>Zone 5</b>																				
Hurworth	0.9%	3	0.0%	0	8.2%	2	0.0%	0	0.0%	0	8.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton St George	0.3%	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
Crossfit, Darlington Arena, Neasham Road, Darlington	0.5%	2	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>																				
Newton Aycliffe	2.1%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	1.7%	1	1.5%	1	10.5%	4	0.0%	0
Redworth Hall Hotel, Redworth, Newton Aycliffe	3.8%	12	0.0%	0	0.0%	0	4.3%	1	2.8%	1	0.0%	0	11.7%	8	0.0%	0	5.5%	2	0.0%	0
Shildon	0.3%	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	0.0%	0
Ferryhill Leisure Centre, Ferryhill	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.7%	1	0.0%	0	0.0%	0
Lifestyle Fitness, Newton Aycliffe Leisure Centre, Newton Aycliffe	2.7%	9	4.9%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	9.6%	7	0.0%	0	0.0%	0	0.0%	0
Lifestyle Fitness, Shildon Sunnydale Leisure Centre, Shildon	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.2%	1	0.0%	0
Newton Aycliffe Leisure Centre, Newton Aycliffe	6.5%	20	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	27.6%	19	0.0%	0	0.0%	0	0.0%	0
Shildon Sunnydale Leisure Centre, Shildon	2.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	6	0.0%	0	2.2%	1	0.0%	0
<b>Zone 7</b>																				
Barnard Castle	0.9%	3	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Brompton-on-Swale	0.9%	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
Catterick Leisure Centre,	5.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	18	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Gough Road, Catterick Garrison</b>										
Grinton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hudswell	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	1.9%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Richmond Swimming Pool, Station Road, Richmond	3.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Fitness, Teesdale Leisure Centre, Barnard Castle	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesdale Leisure Centre, Barnard Castle	4.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 8</b>										
Bishop Auckland	3.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Auckland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodhouse Close Leisure Complex, Bishop Auckland	2.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 9</b>										
Eaglescliffe	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm	1.4%	4	0.0%	0	0.0%	0	0.0%	0	6.0%	1
<b>Outside Study Area, County Durham</b>										
Sedgefield	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spennymoor Leisure Centre, High Street, Spennymoor	3.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coxhoe	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirk Merrington	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hambleton</b>										
Northallerton	1.2%	4	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Stokesley Leisure Centre, Great Broughton Road, Stokesley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Middlesbrough</b>										
Middlesbrough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sporting Lodge, Low Lane, Stainton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Stockton-on-Tees</b>										
Activ8, Thornaby Pavilion, Thornaby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billingham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	0
David Lloyd, Tees Barrage Way, Thornaby	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton	2.2%	7	0.0%	0	0.0%	0	0.0%	0	3.2%	0

## Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9		
Thornaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Total Fitness, Middlesbrough Road, Stockton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Xercise4Less, Mandale Triangle, Stockton	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	2
Bannatyne's, Myton Road, Ingleby Barwick	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Fitness, North Shore Academy, Talbot Street, Stockton-on-Tees	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
<b>Other</b>												
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.9%	22	10.7%	3	3.2%	1	8.3%	2	8.1%	2	0.0%	0
Weighted base:	313	24	20	24	25	15	70	76	33	25		
Sample:	279	30	18	27	29	24	45	48	25	33		

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q39 Which centre/facility did you last visit to go the cinema?</b>																				
<i>Those who go to the cinema at Q37 AND Excl nulls &amp; SFT</i>																				
<b>Zone 2</b>																				
Odeon Cinema, Northgate, Darlington	13.8%	63	38.9%	11	28.7%	8	27.4%	5	37.2%	9	11.3%	3	11.3%	11	8.0%	11	8.6%	5	0.0%	0
<b>Zone 7</b>																				
Barnard Castle	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Station Cinema, Station Yard, Richmond	17.7%	81	10.2%	3	0.0%	0	0.0%	0	4.9%	1	7.3%	2	0.0%	0	54.4%	75	0.0%	0	0.0%	0
<b>Outside Study Area, County Durham</b>																				
Gala Theatre, Millennium Place, Durham	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Edinburgh</b>																				
Edinburgh	0.1%	1	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
<b>Outside Study Area, Gateshead</b>																				
Odeon Cinema, MetroCentre, Gateshead	7.1%	33	1.4%	0	2.9%	1	6.2%	1	0.0%	0	0.0%	0	20.8%	20	2.6%	4	9.2%	6	3.0%	1
<b>Outside Study Area, Hartlepool</b>																				
Vue Cinema, Marina Way, Hartlepool	2.3%	10	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	8.0%	8	0.0%	0	3.5%	2	0.0%	0
<b>Outside Study Area, Leeds</b>																				
Vue, The Light, Leeds	0.1%	1	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
<b>Outside Study Area, Liverpool</b>																				
Liverpool	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
<b>Outside Study Area, Manchester</b>																				
Manchester	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Middlesbrough</b>																				
Cineworld, Middlesbrough Leisure Park, Middlesbrough	10.7%	49	15.7%	4	15.6%	4	3.2%	1	5.4%	1	16.3%	5	11.1%	10	6.0%	8	4.4%	3	35.1%	12
<b>Outside Study Area, Newcastle</b>																				
Empire, The Gate, Newcastle	0.5%	2	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
<b>Outside Study Area, Stockton-on-Tees</b>																				
ARC - Stockton Arts Centre, Stockton-on-Tees	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
Showcase Cinema, Teesside Shopping Park, Stockton-on-Tees	45.9%	210	31.6%	9	50.6%	14	60.0%	11	49.5%	12	65.1%	19	45.5%	43	26.6%	37	70.9%	45	58.8%	21
<b>Other</b>																				
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



# Darlington Household Survey for WYG

Weighted:

December 2013

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Weighted base:	459	28	27	19	23	29	95	138	64	35
Sample:	401	35	25	21	27	43	61	95	47	47

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q40 Which centre/facility did you last visit to go to a restaurant?</b>										
<i>Those who go to restaurants at Q37 AND Excl nulls &amp; SFT</i>										
<b>Zone 1</b>										
Low Coniscliffe	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Cockerton District Centre	0.4%	2	4.8%	2	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>										
Darlington Town Centre	37.7%	221	76.4%	34	74.4%	35	70.5%	33	84.7%	39
Neasham Road Local Centre	0.8%	5	1.3%	1	3.2%	2	0.0%	0	2.5%	1
Yarm Road Local Centre	0.8%	4	2.5%	1	1.3%	1	0.0%	0	0.0%	0
Darlington Retail Park, Yarm Road, Darlington	0.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Morton Park, Darlington	0.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0
<b>Zone 3</b>										
Haughton-le-Skerne	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
North Road District Centre	0.4%	3	1.3%	1	0.0%	0	2.2%	1	0.0%	0
<b>Zone 4</b>										
Queen Street Shopping Centre, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>										
Bolam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurworth	0.7%	4	1.1%	0	0.0%	0	0.0%	0	1.2%	1
Middleton St George Local Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1
West Park Local Centre	0.3%	2	2.7%	1	0.0%	0	1.0%	0	0.0%	0
<b>Zone 6</b>										
Heighington Village	0.6%	4	1.3%	1	0.0%	0	2.0%	1	0.0%	0
Chilton Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferryhill Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Aycliffe Town Centre	2.0%	12	1.3%	1	0.0%	0	0.0%	0	1.0%	0
Schildon Town Centre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>										
Aldbrough St John	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Aysgarth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brompton-on-Swale	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gainford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilling West	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornby	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Leyburn	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton Tyas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton-in-Teesdale	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piercebridge	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Ravensworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	2.5%	15	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Catterick Garrison Town	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Centre										
Richmond Town Centre	7.0%	41	0.0%	0	1.3%	1	0.0%	0	0.0%	0
<b>Zone 8</b>										
West Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Town Centre	4.8%	28	0.0%	0	0.0%	0	1.0%	0	0.0%	0
<b>Zone 9</b>										
Eaglescliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirklevington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Town Centre	4.7%	27	1.5%	1	0.0%	0	3.9%	2	1.5%	1
<b>Outside Study Area, Blackpool</b>										
Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Cambridge</b>										
Cambridge	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
<b>Outside Study Area, Canterbury</b>										
Canterbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Carlisle</b>										
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, County Durham</b>										
Durham City Centre	5.7%	33	1.7%	1	1.7%	1	6.2%	3	0.0%	0
Sedgefield Town Centre	0.4%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0
<b>Outside Study Area, Crawley</b>										
Gatwick airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Doncaster</b>										
Doncaster	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Dumfries and Galloway</b>										
Stranraer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Durham</b>										
Bishop Middleham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Consett	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crook	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirk Merrington	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, East Riding of Yorkshire</b>										
Bridlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, East Staffordshire</b>										
Burton-on-Trent	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
<b>Outside Study Area, Edinburgh</b>										
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Outside Study Area, Fife</b>										
Fife	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
<b>Outside Study Area, Gateshead</b>										
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MetroCentre, Gateshead	2.4%	14	0.0%	0	1.7%	1	0.0%	0	0.0%	0
<b>Outside Study Area, Glasgow</b>										
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Gloucester</b>										
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Guildford</b>										
Guildford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hambleton</b>										
Bedale	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carthorpe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Broughton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre	1.6%	9	1.3%	1	1.7%	1	0.0%	0	0.0%	0
<b>Outside Study Area, Harrogate</b>										
Ripon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Hartlepool</b>										
Hartlepool Town Centre	0.6%	3	0.0%	0	1.5%	1	0.0%	0	1.5%	1
<b>Outside Study Area, Highland</b>										
Thurso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Lancaster</b>										
Carnforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Leeds</b>										
Wetherby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.4%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Liverpool</b>										
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Manchester</b>										
Manchester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Middlesbrough</b>										
Middlesbrough Town Centre	1.7%	10	0.0%	0	1.2%	1	2.0%	1	1.5%	1
<b>Outside Study Area, Newcastle-upon-Tyne</b>										
Newcastle City Centre	1.6%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	1

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Outside Study Area, Northumberland</b>										
Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Nottingham</b>										
Nottingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Oxford</b>										
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Redcar &amp; Cleveland</b>										
Redcar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton under Roseberry	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slapewath	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
<b>Outside Study Area, Ribble Valley</b>										
Clitheroe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Ryedale</b>										
Helmsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Scarborough</b>										
Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, South Lakeland</b>										
Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, South Tyneside</b>										
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Southampton</b>										
Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Stockton-on-Tees</b>										
Preston Park, Stockton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billingham Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	1.8%	11	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Teesside Shopping Park, Stockton-on-Tees	3.6%	21	0.0%	0	1.7%	1	0.0%	0	5.4%	2
<b>Outside Study Area, Sunderland</b>										
Sunderland City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Town Centre	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
<b>Outside Study Area, Various</b>										
London	1.0%	6	1.1%	0	0.0%	0	0.0%	0	3.1%	1
<b>Outside Study Area, Wolverhampton</b>										
Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, York</b>										
York City Centre	1.5%	9	0.0%	0	0.0%	0	2.2%	1	1.5%	1

## Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Other</b>										
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
Weighted base:	586	44	47	46	46	37	101	145	72	47
Sample:	581	61	49	63	56	58	69	97	58	70

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q41 Which centre/facility did you last visit to go to bars, pubs and nightclubs?</b>										
<i>Those who go to pubs / bars / nightclubs or social clubs at Q37 AND Excl nulls &amp; SFT</i>										
<b>Zone 1</b>										
Low Coniscliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	0.8%	4	1.6%	1	0.0%	0	0.0%	0	9.4%	4
Mowden Local Centre	0.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>										
Darlington Town Centre	28.6%	148	78.9%	26	81.9%	34	67.6%	26	76.5%	31
Neasham Road Local Centre	1.2%	6	0.0%	0	10.9%	5	0.0%	0	0.0%	0
<b>Zone 3</b>										
Haughton-le-Skerne	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0
North Road District Centre	0.6%	3	3.6%	1	1.9%	1	1.2%	0	1.7%	1
Whinfield Local Centre	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
<b>Zone 4</b>										
Queen Street Shopping Centre, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>										
Bolam	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croft	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
High Coniscliffe	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Hurworth	1.1%	6	0.0%	0	0.0%	0	1.2%	0	20.4%	5
Longnewton	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Manfield	0.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Redmarshall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Sadberge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Middleton St George Local Centre	1.1%	6	1.6%	1	0.0%	0	0.0%	0	12.9%	3
<b>Zone 6</b>										
Heighington Village	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferryhill Town Centre	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Aycliffe Town Centre	5.6%	29	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sildon Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>										
Aldbrough St John	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Aysgarth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellerby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brompton-on-Swale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Cowton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilling West	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardraw	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hutton Magna	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Fleetham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mickleton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Middleton-in-Teesdale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ovington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piercebridge	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redmire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeth	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romaldkirk	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scorton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Burton	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Rounton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Witton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	2.8%	15	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Catterick Garrison Town Centre	1.6%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Richmond Town Centre	7.8%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 8</b>										
West Auckland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Town Centre	6.5%	34	0.0%	0	0.0%	0	0.0%	0	4.7%	5
<b>Zone 9</b>										
Eaglescliffe	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirklevington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Town Centre	5.5%	29	2.0%	1	0.0%	0	3.2%	1	0.0%	0
<b>Outside Study Area, Blackpool</b>										
Blackpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Cambridge</b>										
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Canterbury</b>										
Canterbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Carlisle</b>										
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, County Durham</b>										
Durham City Centre	6.2%	32	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Sedgefield Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spennymoor Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1
<b>Outside Study Area, Crawley</b>										
Gatwick airport	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
<b>Outside Study Area, Doncaster</b>										
Doncaster	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Dumfries and Galloway</b>										
Stranraer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Outside Study Area, Durham</b>										
Bishop Middleham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crook	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Haswell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tow Law	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
<b>Outside Study Area, East Riding of Yorkshire</b>										
Bridlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, East Staffordshire</b>										
Burton-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Edinburgh</b>										
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Fife</b>										
Fife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Gateshead</b>										
Gateshead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
MetroCentre, Gateshead	0.5%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0
<b>Outside Study Area, Glasgow</b>										
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Gloucester</b>										
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Guildford</b>										
Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
<b>Outside Study Area, Hambleton</b>										
Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre	1.6%	8	0.0%	0	0.0%	0	0.0%	0	5.8%	8
<b>Outside Study Area, Harrogate</b>										
Ripon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.4%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0
<b>Outside Study Area, Hartlepool</b>										
Hartlepool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Highland</b>										
Thurso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Lancaster</b>										
Carnforth	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0
<b>Outside Study Area, Leeds</b>										
Wetherby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Outside Study Area, Liverpool</b>										
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Manchester</b>										
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Middlesbrough</b>										
Middlesbrough Town Centre	0.7%	3	3.1%	1	0.0%	0	2.7%	1	0.0%	0
<b>Outside Study Area, Newcastle-upon-Tyne</b>										
Newcastle City Centre	1.0%	5	3.6%	1	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Northumberland</b>										
Alnwick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Nottingham</b>										
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Oxford</b>										
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Redcar &amp; Cleveland</b>										
Redcar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slapewath	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
<b>Outside Study Area, Ribble Valley</b>										
Clitheroe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Ryedale</b>										
Helmsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Scarborough</b>										
Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, South Lakeland</b>										
Kendal	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, South Tyneside</b>										
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Southampton</b>										
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Stockton-on-Tees</b>										
Preston Park, Stockton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Shopping Park, Stockton-on-Tees	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area,</b>										

## Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Sunderland</b>										
Sunderland City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Various</b>										
London	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
<b>Outside Study Area, Wolverhampton</b>										
Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, York</b>										
York City Centre	0.2%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
<b>Other</b>										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.6%	24	0.0%	0	10.7%	4	4.7%	2	3.5%	1
Weighted base:	519	33	42	39	41	27	102	147	58	31
Sample:	472	42	42	47	48	43	67	96	44	43

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q42 Which centre/facility did you last visit to go ten-pin bowling?</b>																				
<i>Those who go ten-pin bowling at Q37 AND Excl nulls &amp; SFT</i>																				
<b>Zone 6</b>																				
Planet Leisure, Maple Way, Newton Aycliffe	33.1%	67	31.2%	2	10.2%	2	56.0%	5	19.6%	2	0.0%	0	55.3%	23	12.6%	6	61.8%	27	0.0%	0
<b>Zone 7</b>																				
Catterick Garrison	0.9%	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
<b>Outside Study Area, Eden</b>																				
Centre Parcs, Penrith	0.5%	1	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
<b>Outside Study Area, Gateshead</b>																				
Namco Funscape, MetroCentre, Gateshead	0.6%	1	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
<b>Outside Study Area, Hartlepool</b>																				
Superbowl, Teesbay Retail Park, Hartlepool	0.0%	0	0.0%	0	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>Outside Study Area, Newcastle-upon-Tyne</b>																				
MFA Bowl, Westgate Road, Newcastle-upon-Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Redcar &amp; Cleveland</b>																				
Redcar	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Sheffield</b>																				
Sheffield	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	6.4%	1
<b>Outside Study Area, South Tyneside</b>																				
East Boldon	0.5%	1	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
<b>Outside Study Area, Stockton-on-Tees</b>																				
Hollywood Bowl, Teesside Shopping Park, Stockton-on-Tees	63.1%	128	68.8%	5	89.8%	13	44.0%	4	74.4%	7	90.9%	11	42.1%	17	83.7%	39	33.6%	15	93.6%	15
<b>Outside Study Area, Sunderland</b>																				
Sunderland	0.5%	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
<b>Other</b>																				
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
Weighted base:		203		8		15		10		10		12		41		47		44		16
Sample:		155		8		11		9		11		17		24		27		29		19

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q43 Which centre/facility do you normally visit for bingo?</b>																				
<i>Those who play bingo at Q37 AND Excl nulls &amp; SFT</i>																				
<b>Zone 1</b>																				
Gala Bingo, Skinnergate, Darlington	32.1%	16	56.5%	2	91.3%	7	49.3%	3	36.1%	1	99.9%	0	0.0%	0	26.0%	3	0.0%	0	0.0%	0
<b>Zone 4</b>																				
Top Ten Bingo, Eldon Street, Darlington	2.2%	1	0.0%	0	8.7%	1	9.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>																				
Ferryhill	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	1	0.0%	0	0.0%	0	0.0%	0
Newton Aycliffe	2.1%	1	0.0%	0	0.0%	0	20.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>																				
Barnard Castle	2.6%	1	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
Catterick Garrison	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0	0.0%	0
Richmond	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	1	0.0%	0	0.0%	0
<b>Zone 8</b>																				
Bishop Auckland	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%	1	0.0%	0
Hippodrome Bingo, Bishop Auckland	15.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.2%	8	0.0%	0
<b>Zone 9</b>																				
Yarm	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	14.0%	0
<b>Outside Study Area, County Durham</b>																				
Top Ten Bingo, Cheapside, Spennymoor	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.3%	2	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Leeds</b>																				
Leeds	1.4%	1	0.0%	0	0.0%	0	0.0%	0	22.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Middlesbrough</b>																				
Middlesbrough	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	17.0%	1
<b>Outside Study Area, Stockton-on-Tees</b>																				
Mecca Bingo, Chandlers Wharf, Stockton-on-Tees	28.9%	14	43.5%	2	0.0%	0	21.5%	1	41.9%	1	0.0%	0	35.2%	2	41.2%	4	16.1%	2	69.0%	2
<b>Other</b>																				
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
Weighted base:		48		4		7		5		3		0		5		10		10		3
Sample:		47		5		7		8		4		1		4		6		7		5

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q44 Which centre/facility do you normally visit for art/culture activities (i.e. theatres / galleries / museums)?</b>										
<i>Those who visit a theatre / concert hall / museum / art gallery at Q37 AND Excl nulls &amp; SFT</i>										
<b>Zone 1</b>										
Low Coniscliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0
<b>Zone 2</b>										
Darlington Town Centre	54.9%	312	79.4%	35	62.1%	27	69.8%	27	73.5%	34
Yarm Road Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>										
Houghton-le-Skerne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Road District Centre	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
<b>Zone 4</b>										
Queen Street Shopping Centre, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>										
Bolam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>										
Heighington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sildon Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1
<b>Zone 7</b>										
Aldbrough St John	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	2.5%	14	0.0%	0	3.3%	1	2.4%	1	1.5%	1
Richmond Town Centre	3.1%	18	2.6%	1	0.0%	0	0.0%	0	1.2%	1
<b>Zone 8</b>										
West Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 9</b>										
Eaglescliffe	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Blackpool</b>										
Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Cambridge</b>										
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Canterbury</b>										
Canterbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
<b>Outside Study Area, Carlisle</b>										
Carlisle	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, County Durham</b>										
Durham City Centre	3.4%	19	1.2%	1	3.3%	1	7.1%	3	2.9%	1
<b>Outside Study Area, Crawley</b>										
Gatwick airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Doncaster</b>										

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Doncaster <b>Outside Study Area, Dumfries and Galloway</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stranraer <b>Outside Study Area, Durham</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Middleham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley <b>Outside Study Area, East Riding of Yorkshire</b>	0.7%	4	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Bridlington <b>Outside Study Area, East Staffordshire</b>	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Burton-on-Trent <b>Outside Study Area, Edinburgh</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh <b>Outside Study Area, Fife</b>	0.9%	5	0.0%	0	2.1%	1	1.5%	1	0.0%	0
Fife <b>Outside Study Area, Gateshead</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead MetroCentre, Gateshead	0.3%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0
<b>Outside Study Area, Glasgow</b>	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Glasgow <b>Outside Study Area, Gloucester</b>	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Gloucester <b>Outside Study Area, Guildford</b>	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Guildford <b>Outside Study Area, Hambleton</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre <b>Outside Study Area, Harrogate</b>	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Ripon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre <b>Outside Study Area, Hartlepool</b>	0.8%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	5
Hartlepool Town Centre <b>Outside Study Area, Highland</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurso <b>Outside Study Area, Lancaster</b>	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Carnforth <b>Outside Study Area, Leeds</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Wetherby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Liverpool</b>										
Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Manchester</b>										
Manchester City Centre	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
<b>Outside Study Area, Middlesbrough</b>										
Middlesbrough Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Newcastle-upon-Tyne</b>										
Newcastle City Centre	9.6%	54	7.4%	3	7.5%	3	8.1%	3	8.7%	4
<b>Outside Study Area, Northumberland</b>										
Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Nottingham</b>										
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Oxford</b>										
Oxford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Redcar &amp; Cleveland</b>										
Redcar Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
<b>Outside Study Area, Ribble Valley</b>										
Clitheroe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Ryedale</b>										
Helmsley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Scarborough</b>										
Scarborough	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, South Lakeland</b>										
Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, South Tyneside</b>										
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
<b>Outside Study Area, Southampton</b>										
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Stockton-on-Tees</b>										
Preston Park, Stockton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billingham Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Shopping Park,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0



# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Stockton-on-Tees <b>Outside Study Area, Sunderland</b>																				
Sunderland City Centre <b>Outside Study Area, Various</b>	2.9%	17	1.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	4.7%	4	1.5%	2	10.1%	6	3.7%	2
London <b>Outside Study Area, Wolverhampton</b>	5.3%	30	0.0%	0	5.4%	2	2.8%	1	4.0%	2	4.0%	1	2.8%	3	7.6%	13	5.2%	3	12.2%	5
Wolverhampton <b>Outside Study Area, York</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre <b>Other</b>	2.8%	16	0.0%	0	0.0%	0	0.0%	0	2.9%	1	8.5%	3	1.1%	1	5.3%	9	0.0%	0	4.7%	2
Abroad	0.8%	5	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.5%	0	0.0%	0	1.2%	2	0.0%	0	2.5%	1
(Don't know / can't remember)	3.2%	18	8.2%	4	6.4%	3	0.0%	0	1.2%	1	0.0%	0	2.4%	2	5.4%	9	0.0%	0	0.0%	0
Weighted base:	568	45	43	39	47	33	95	165	61	41										
Sample:	545	58	42	50	54	55	65	113	50	58										

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q45 Which centre/facility do you normally visit for running / cycling / outdoor activities?</b>										
<i>Those who do running / cycling / outdoor activities at Q37 AND Excl nulls &amp; SFT</i>										
<b>Zone 1</b>										
Low Coniscliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	1.1%	3	5.1%	1	0.0%	0	0.0%	0	8.8%	2
Mowden Local Centre	0.5%	1	5.1%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>										
Darlington Town Centre	25.5%	65	80.2%	18	82.5%	15	71.5%	13	45.2%	9
Yarm Road Local Centre	0.3%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Darlington Retail Park, Yarm Road, Darlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>										
Haughton-le-Skerne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Road District Centre	0.5%	1	2.2%	1	0.0%	0	0.0%	0	3.6%	1
Whinfield Local Centre	0.3%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0
<b>Zone 4</b>										
Queen Street Shopping Centre, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>										
Bolam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Coniscliffe	0.7%	2	0.0%	0	0.0%	0	0.0%	0	6.8%	1
Hurworth	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton St George Local Centre	1.1%	3	0.0%	0	0.0%	0	6.2%	1	3.0%	1
West Park Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1
<b>Zone 6</b>										
Heighington Village	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilton Town Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferryhill Town Centre	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Aycliffe Town Centre	6.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sildon Town Centre	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>										
Aldbrough St John	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Appleton Wiske	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eppleby	1.0%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Gainford	0.6%	2	0.0%	0	8.6%	2	0.0%	0	0.0%	0
Grinton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn	2.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lunedale	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton-in-Teesdale	3.0%	8	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Piercebridge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Swaledale	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wensleydale	0.2%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0
West Rounton	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	3.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Catterick Garrison Town Centre	4.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Town Centre	8.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 8</b>										
West Auckland	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Bishop Auckland Town Centre	5.3%	14	0.0%	0	0.0%	0	0.0%	0	55.9%	11
<b>Zone 9</b>										
Eaglescliffe	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	6.2%
Yarm Town Centre	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	43.4%
<b>Outside Study Area, Blackpool</b>										
Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Cambridge</b>										
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Canterbury</b>										
Canterbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Carlisle</b>										
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, County Durham</b>										
Durham City Centre	1.8%	5	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Sedgefield Town Centre	3.3%	9	0.0%	0	0.0%	0	7.1%	1	0.0%	0
<b>Outside Study Area, Crawley</b>										
Gatwick airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Doncaster</b>										
Doncaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Dumfries and Galloway</b>										
Stranraer	0.3%	1	0.0%	0	0.0%	0	0.0%	0	8.1%	1
<b>Outside Study Area, Durham</b>										
Bishop Middleham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamsterley Forest	3.7%	9	0.0%	0	0.0%	0	0.0%	0	4.5%	0
Tow Law	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, East Riding of Yorkshire</b>										
Bridlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, East Staffordshire</b>										
Burton-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Edinburgh</b>										
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Fife</b>										

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Fife <b>Outside Study Area, Gateshead</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead <b>Outside Study Area, Glasgow</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow <b>Outside Study Area, Gloucester</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester <b>Outside Study Area, Guildford</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford <b>Outside Study Area, Hambleton</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osmotherley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre <b>Outside Study Area, Harrogate</b>	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon <b>Outside Study Area, Hartlepool</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartlepool Town Centre <b>Outside Study Area, Highland</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurso <b>Outside Study Area, Lancaster</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carnforth <b>Outside Study Area, Leeds</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wetherby <b>Outside Study Area, Liverpool</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool <b>Outside Study Area, Manchester</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre <b>Outside Study Area, Middlesbrough</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre <b>Outside Study Area, Newcastle-upon-Tyne</b>	1.7%	4	0.0%	0	0.0%	0	9.2%	2	0.0%	0
Newcastle City Centre <b>Outside Study Area, Northumberland</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick <b>Outside Study Area, Nottingham</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Outside Study Area, Oxford</b>										
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Redcar &amp; Cleveland</b>										
Redcar Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Saltburn	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Ribble Valley</b>										
Clitheroe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Ryedale</b>										
Helmsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North York Moors	1.5%	4	2.1%	0	0.0%	0	5.9%	1	0.0%	0
<b>Outside Study Area, Scarborough</b>										
Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, South Lakeland</b>										
Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, South Tyneside</b>										
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Southampton</b>										
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Stockton-on-Tees</b>										
Preston Park, Stockton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wynyard	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Thornaby Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
<b>Outside Study Area, Sunderland</b>										
Sunderland City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Various</b>										
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, Wolverhampton</b>										
Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area, York</b>										
York City Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	255	23	18	18	20	11	51	79	20	17
Sample:	222	28	16	19	25	15	33	54	13	19

# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q46 How do you normally travel when visiting leisure destinations?</b>																				
Car / van (as driver)	59.1%	601	44.6%	32	36.1%	33	47.1%	34	50.0%	40	67.3%	38	61.2%	119	70.9%	176	62.2%	81	65.7%	47
Car / van (as passenger)	13.8%	140	18.2%	13	16.8%	15	9.3%	7	13.8%	11	7.4%	4	15.9%	31	11.3%	28	17.8%	23	10.8%	8
Bus, minibus or coach	5.5%	56	7.3%	5	15.6%	14	9.5%	7	9.9%	8	3.8%	2	4.4%	8	2.0%	5	3.2%	4	3.1%	2
Motorcycle, scooter or moped	0.4%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Walk	6.8%	69	12.8%	9	9.7%	9	5.3%	4	9.3%	7	2.1%	1	3.9%	8	8.1%	20	2.3%	3	10.9%	8
Taxi	3.1%	31	0.8%	1	5.9%	5	11.4%	8	2.1%	2	0.9%	0	1.0%	2	2.7%	7	4.4%	6	0.8%	1
Train	1.1%	11	1.6%	1	3.5%	3	0.8%	1	1.6%	1	1.8%	1	0.0%	0	1.1%	3	0.0%	0	1.3%	1
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.3%	13	0.0%	0	0.7%	1	3.7%	3	1.7%	1	0.8%	0	2.0%	4	1.1%	3	0.0%	0	1.3%	1
Mobility scooter / disability vehicle	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't do leisure activities	0.9%	9	0.0%	0	2.4%	2	0.6%	0	0.0%	0	7.8%	4	0.0%	0	0.0%	0	1.5%	2	0.0%	0
(Don't know / varies)	8.0%	82	13.9%	10	9.5%	9	10.9%	8	10.9%	9	8.1%	5	10.0%	19	2.8%	7	8.6%	11	6.0%	4
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103

# Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q47 Which leisure facilities would you like to see more of in the Darlington area? [MR]</b>																				
Bars / pubs	0.4%	4	0.7%	1	2.2%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better shopping facilities	0.8%	8	1.7%	1	2.8%	2	0.0%	0	3.3%	3	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Bowling alley	6.5%	66	5.1%	4	14.2%	13	11.9%	9	10.6%	8	6.2%	4	3.0%	6	5.1%	13	6.5%	8	2.9%	2
Cinema	13.5%	137	18.7%	14	16.5%	15	8.2%	6	17.7%	14	13.3%	8	19.2%	37	7.9%	20	17.3%	22	2.0%	1
Concert hall / venue	0.9%	9	2.4%	2	1.7%	2	0.7%	0	3.3%	3	0.0%	0	0.6%	1	0.7%	2	0.0%	0	0.0%	0
Cycle paths / area	0.7%	7	3.3%	2	0.0%	0	1.4%	1	1.9%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Dance facilities	0.3%	3	1.7%	1	0.8%	1	0.0%	0	0.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Extreme sports	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.2%	2	0.9%	2	0.6%	1	0.0%	0	0.0%	0
Health and fitness (Gym)	0.7%	7	3.5%	3	0.0%	0	0.0%	0	1.6%	1	1.6%	1	1.0%	2	0.0%	0	0.0%	0	0.6%	0
Hotels	0.2%	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
Ice rink	2.3%	24	2.6%	2	1.9%	2	1.5%	1	2.7%	2	3.4%	2	1.5%	3	3.5%	9	2.4%	3	0.0%	0
Karting	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
Leisure centre	0.7%	8	3.4%	2	0.0%	0	0.0%	0	1.4%	1	2.3%	1	0.5%	1	0.0%	0	0.0%	0	2.4%	2
More children facilities / activities	2.1%	22	5.5%	4	2.3%	2	4.0%	3	2.4%	2	2.3%	1	2.7%	5	0.0%	0	0.0%	0	6.1%	4
More sports facilities (football pitches, tennis courts)	1.1%	11	1.6%	1	0.0%	0	1.5%	1	3.9%	3	0.0%	0	0.0%	0	1.2%	3	1.2%	2	1.4%	1
Museum / art galleries	2.1%	21	6.8%	5	5.6%	5	0.0%	0	3.3%	3	0.7%	0	2.4%	5	0.8%	2	0.8%	1	0.6%	0
Outdoor play areas / park facilities	0.2%	2	1.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Paintballing	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
Restaurants	1.0%	10	3.3%	2	3.4%	3	0.6%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	1.6%	2	0.0%	0
Swimming pool	1.6%	16	3.5%	3	2.5%	2	0.0%	0	0.0%	0	3.9%	2	1.0%	2	1.4%	4	0.8%	1	3.7%	3
Theatre	1.4%	14	1.4%	1	1.6%	1	0.0%	0	1.4%	1	0.0%	0	2.1%	4	2.0%	5	0.0%	0	2.1%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	58.6%	596	62.2%	45	52.6%	48	67.9%	49	51.2%	41	57.3%	33	52.8%	103	65.5%	163	56.7%	74	57.8%	42
(Don't know)	14.8%	150	4.6%	3	8.8%	8	7.1%	5	11.4%	9	14.2%	8	17.6%	34	16.2%	40	18.1%	23	25.9%	19
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103

**GEN Gender of respondent.**

Male	29.7%	302	34.4%	25	23.0%	21	36.4%	26	26.7%	21	26.0%	15	36.1%	70	26.6%	66	24.6%	32	35.8%	26
Female	70.3%	715	65.6%	48	77.0%	70	63.6%	46	73.3%	58	74.0%	42	63.9%	124	73.4%	183	75.4%	98	64.2%	46
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103

# Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>AGE Could I ask, how old are you?</b>																				
18 – 24 years	0.7%	7	0.5%	0	1.7%	1	0.0%	0	0.6%	0	0.0%	0	1.7%	3	0.0%	0	0.4%	1	1.1%	1
25 – 34 years	6.1%	62	0.0%	0	3.8%	3	7.2%	5	1.9%	2	5.6%	3	12.2%	24	2.5%	6	10.1%	13	8.6%	6
35 – 44 years	20.2%	205	11.7%	9	17.1%	15	12.5%	9	13.5%	11	19.7%	11	21.9%	42	20.4%	51	31.0%	40	23.0%	17
45 – 54 years	25.3%	258	21.4%	16	12.5%	11	11.5%	8	22.1%	18	20.0%	11	29.6%	57	33.2%	83	31.6%	41	17.1%	12
55 – 64 years	23.6%	240	24.9%	18	24.2%	22	35.3%	26	24.4%	19	20.5%	12	20.0%	39	26.2%	65	17.3%	22	24.2%	17
65+ years	22.9%	233	41.5%	30	37.7%	34	31.4%	23	34.4%	27	34.2%	20	13.9%	27	16.7%	42	9.7%	13	25.1%	18
(Refused)	1.1%	11	0.0%	0	3.1%	3	2.0%	1	3.2%	3	0.0%	0	0.8%	2	1.0%	2	0.0%	0	0.9%	1
Weighted base:	1017		73		90		72		80		57		194		249		130		72	
Sample:	1017		102		99		100		101		100		133		175		104		103	

**EMP Is the chief wage earner in full-time or part-time employment?**

*Those who gave an occupation at OCC*

Full-time	68.8%	563	55.7%	30	63.9%	37	58.8%	34	61.3%	34	54.2%	24	73.8%	121	74.5%	158	76.0%	88	64.6%	36
Part-time	9.4%	77	12.7%	7	6.4%	4	14.5%	8	14.5%	8	8.0%	4	14.3%	24	7.8%	17	3.5%	4	4.3%	2
Retired - private company pension	18.8%	154	29.5%	16	24.4%	14	24.8%	14	18.4%	10	34.6%	16	9.2%	15	16.4%	35	16.0%	19	26.9%	15
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
Not employed	2.7%	22	2.1%	1	5.3%	3	0.0%	0	4.9%	3	3.1%	1	1.9%	3	1.3%	3	4.5%	5	4.2%	2
(Refused)	0.4%	3	0.0%	0	0.0%	0	1.9%	1	1.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	819		54		59		58		55		45		165		213		116		56	
Sample:	754		69		58		72		62		75		108		143		88		79	

**ADU How many adults, including yourself, live in your household (16 years and above)?**

One	21.4%	218	34.2%	25	30.5%	28	22.0%	16	30.6%	24	19.4%	11	14.5%	28	21.1%	53	16.0%	21	17.7%	13
Two	60.7%	617	45.0%	33	51.6%	47	60.9%	44	46.9%	37	64.7%	37	65.2%	127	61.2%	152	69.1%	90	70.8%	51
Three	11.8%	120	16.6%	12	9.6%	9	8.8%	6	16.0%	13	11.2%	6	12.2%	24	12.8%	32	9.3%	12	7.8%	6
Four or more	3.7%	38	3.4%	2	3.9%	4	2.2%	2	2.4%	2	1.7%	1	5.9%	11	3.0%	8	4.5%	6	3.7%	3
(Refused)	2.4%	24	0.8%	1	4.4%	4	6.1%	4	4.1%	3	3.1%	2	2.2%	4	1.8%	5	1.1%	1	0.0%	0
Weighted base:	1017		73		90		72		80		57		194		249		130		72	
Sample:	1017		102		99		100		101		100		133		175		104		103	

**CHI How many children aged under 16 years old are there living in your household?**

None	70.3%	715	80.4%	58	79.3%	72	79.1%	57	75.7%	60	71.6%	41	60.9%	118	73.9%	184	56.4%	73	71.2%	51
One	12.4%	126	7.5%	5	9.2%	8	7.8%	6	11.7%	9	6.5%	4	15.4%	30	14.0%	35	14.8%	19	13.9%	10
Two	12.3%	125	8.9%	6	4.2%	4	4.4%	3	6.9%	6	17.2%	10	21.5%	42	7.8%	19	21.7%	28	10.2%	7
Three	2.1%	21	1.7%	1	1.9%	2	0.8%	1	1.6%	1	1.6%	1	0.0%	0	2.5%	6	4.8%	6	4.7%	3
Four or more	0.3%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(Refused)	2.5%	26	1.5%	1	5.4%	5	6.1%	4	4.1%	3	3.1%	2	2.2%	4	1.8%	5	1.1%	1	0.0%	0
Weighted base:	1017		73		90		72		80		57		194		249		130		72	
Sample:	1017		102		99		100		101		100		133		175		104		103	



# Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>CAR How many cars does your household own or have the use of?</b>																				
None	10.9%	111	24.0%	17	27.4%	25	17.4%	13	20.0%	16	6.4%	4	6.6%	13	3.3%	8	9.7%	13	3.9%	3
One	44.1%	449	38.6%	28	46.9%	42	41.8%	30	49.0%	39	39.5%	23	49.5%	96	42.6%	106	40.4%	52	44.5%	32
Two	33.3%	338	25.1%	18	17.0%	15	31.6%	23	22.6%	18	38.3%	22	33.4%	65	40.0%	100	38.2%	49	38.9%	28
Three or more	9.2%	93	10.8%	8	3.3%	3	3.7%	3	4.3%	3	12.7%	7	8.3%	16	12.3%	31	10.5%	14	12.0%	9
(Refused)	2.5%	26	1.5%	1	5.4%	5	5.4%	4	4.1%	3	3.1%	2	2.2%	4	1.8%	5	1.1%	1	0.7%	1
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103
<b>HOM Do you own your own home?</b>																				
Yes	84.7%	862	80.9%	59	76.1%	69	80.7%	58	85.0%	68	95.1%	54	90.8%	176	82.1%	204	85.3%	111	86.9%	63
No	12.9%	131	15.8%	12	20.7%	19	16.5%	12	9.6%	8	3.1%	2	7.0%	14	16.1%	40	12.9%	17	12.4%	9
(Refused)	2.4%	24	3.2%	2	3.1%	3	2.8%	2	5.5%	4	1.8%	1	2.2%	4	1.8%	5	1.7%	2	0.7%	1
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103
<b>ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?</b>																				
White	97.3%	990	97.1%	71	97.9%	89	97.2%	70	95.2%	76	97.5%	56	97.8%	190	97.3%	242	96.9%	126	98.5%	71
Indian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed race	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.6%	27	2.9%	2	2.1%	2	2.8%	2	4.8%	4	2.5%	1	2.2%	4	2.7%	7	3.1%	4	0.7%	1
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103

# Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>PC Postcode sector:</b>										
DL1 1	2.0%	20	0.0%	0	22.4%	20	0.0%	0	0.0%	0
DL1 2	4.1%	42	0.0%	0	0.0%	0	58.0%	42	0.0%	0
DL1 3	3.0%	30	0.0%	0	0.0%	0	42.0%	30	0.0%	0
DL1 4	4.7%	47	0.0%	0	52.4%	47	0.0%	0	0.0%	0
DL1 5	2.2%	23	0.0%	0	25.2%	23	0.0%	0	0.0%	0
DL10 4	1.8%	18	0.0%	0	0.0%	0	0.0%	0	7.3%	18
DL10 5	1.1%	12	0.0%	0	0.0%	0	0.0%	0	4.6%	12
DL10 6	1.0%	10	0.0%	0	0.0%	0	0.0%	0	4.1%	10
DL10 7	2.2%	22	0.0%	0	0.0%	0	0.0%	0	9.0%	22
DL11 6	0.9%	9	0.0%	0	0.0%	0	0.0%	0	3.6%	9
DL11 7	1.0%	10	0.0%	0	0.0%	0	0.0%	0	4.2%	10
DL12 0	0.9%	9	0.0%	0	0.0%	0	0.0%	0	3.8%	9
DL12 8	2.1%	21	0.0%	0	0.0%	0	0.0%	0	8.5%	21
DL12 9	1.1%	11	0.0%	0	0.0%	0	0.0%	0	4.4%	11
DL14 0	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	17.1%
DL14 6	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	28.8%
DL14 7	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	13.5%
DL14 8	2.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	19.0%
DL14 9	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	21.6%
DL17 0	1.8%	18	0.0%	0	0.0%	0	0.0%	0	9.5%	18
DL17 8	3.1%	32	0.0%	0	0.0%	0	0.0%	0	16.3%	32
DL2 1	2.1%	22	0.0%	0	0.0%	0	0.0%	0	38.3%	22
DL2 2	2.3%	23	0.0%	0	0.0%	0	0.0%	0	40.2%	23
DL2 3	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	6.0%
DL3 0	4.8%	48	0.0%	0	0.0%	0	60.6%	48	0.0%	0
DL3 6	3.1%	31	0.0%	0	0.0%	0	39.4%	31	0.0%	0
DL3 7	1.3%	13	18.2%	13	0.0%	0	0.0%	0	0.0%	0
DL3 8	2.6%	26	35.7%	26	0.0%	0	0.0%	0	0.0%	0
DL3 9	3.3%	34	46.1%	34	0.0%	0	0.0%	0	0.0%	0
DL4 1	1.7%	17	0.0%	0	0.0%	0	0.0%	0	8.6%	17
DL4 2	2.0%	20	0.0%	0	0.0%	0	0.0%	0	10.4%	20
DL5 4	3.1%	31	0.0%	0	0.0%	0	0.0%	0	16.2%	31
DL5 5	2.1%	21	0.0%	0	0.0%	0	0.0%	0	10.8%	21
DL5 6	1.4%	14	0.0%	0	0.0%	0	0.0%	0	7.2%	14
DL5 7	3.2%	32	0.0%	0	0.0%	0	0.0%	0	16.5%	32
DL6 2	1.4%	15	0.0%	0	0.0%	0	0.0%	0	5.8%	15
DL7 0	1.0%	10	0.0%	0	0.0%	0	0.0%	0	4.0%	10
DL8 3	1.2%	12	0.0%	0	0.0%	0	0.0%	0	5.0%	12
DL8 4	1.2%	13	0.0%	0	0.0%	0	0.0%	0	5.0%	13
DL8 5	1.2%	12	0.0%	0	0.0%	0	0.0%	0	4.9%	12
DL9 3	2.1%	21	0.0%	0	0.0%	0	0.0%	0	8.4%	21
DL9 4	2.8%	28	0.0%	0	0.0%	0	0.0%	0	11.3%	28
TS15 9	3.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	50.3%
TS16 0	2.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	34.5%
TS16 9	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	15.2%

## Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
TS21 1	1.2% 12	0.0% 0	0.0% 0	0.0% 0	0.0% 0	21.5% 12	0.0% 0	0.0% 0	0.0% 0	0.0% 0
TS21 2	0.8% 9	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	4.4% 9	0.0% 0	0.0% 0	0.0% 0
Weighted base:	1017	73	90	72	80	57	194	249	130	72
Sample:	1017	102	99	100	101	100	133	175	104	103

ZON Zone:

Zone 1	7.2% 73	100.0% 73	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 2	8.9% 90	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
Zone 3	7.1% 72	0.0% 0	0.0% 0	100.0% 72	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 4	7.8% 80	0.0% 0	0.0% 0	0.0% 0	100.0% 80	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 5	5.6% 57	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 57	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 6	19.1% 194	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 194	0.0% 0	0.0% 0	0.0% 0
Zone 7	24.5% 249	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 249	0.0% 0	0.0% 0
Zone 8	12.7% 130	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 130	0.0% 0
Zone 9	7.1% 72	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% 72
Weighted base:	1017	73	90	72	80	57	194	249	130	72
Sample:	1017	102	99	100	101	100	133	175	104	103