



Stafford & Stone Town Centre Capacity Assessment

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Appendices





Appendix 1 – Planning Policy Context



APP1.0 PLANNING POLICY CONTEXT

Introduction

APP1.01 Given that this study seeks to provide important evidence that will assist in the future development of the Local Development Framework (LDF) process, it is important to review key policy advice and explore how current national planning policy may impact upon the development of policies locally.

Planning Policy Statement 4: Planning for Sustainable Economic Growth

APP1.02 On the 29th December 2009, the Government published the much anticipated PPS 4 - Planning for Sustainable Economic Growth, which provides essential guidance to assist in achieving the Government's over-arching objective of sustainable economic growth. The document seeks to support growth that can be sustained within environmental limits, but also enhances environmental and social welfare and avoids greater extremes in future economic cycles.

APP1.03 In order to achieve sustainable economic growth, the document sets out a number of key objectives for Planning which can be summarised as follows:

- To build prosperous communities by improving economic performance;
- To promote regeneration and tackle deprivation;
- To deliver more sustainable patterns of development and reduce the need to travel;
- To promote the vitality and viability of established towns and other centres; and
- To raise the quality of life and environment in rural areas.

APP1.04 As well as providing guidance on the need to gather evidence and to monitor and manage this evidence over time, the document is essentially sub-divided into two sections, with the first section focussing on plan making policies, and the second section on development management policies (or development control as we know it). In addition to PPS4 which is a much more simplified document compared to the various statements and guidance that it replaces, there is a lengthy good practice guide which focuses on key retail policy tests including need, impact and the

sequential approach. The good practice guide must be read in conjunction with the relevant sections of PPS4 that deal with Retail Planning matters and town centres.

APP1.05 In terms of planning for economic development, the new guidance seeks to ensure that the regional planning bodies and the Local Planning Authorities include the following within their development plan:

- A clear economic vision and strategy for their area;
- Support for existing business sectors, but with sufficient flexibility to respond to changes in economic circumstances;
- Planning for the location, promotion, and expansion of clusters or networks of high technology industries;
- Ensure the most efficient and effective use of land;
- Prioritising previously developed land;
- Identify, protect and promote key distribution networks;
- Co-locate developments which generate substantial transport movements where possible using rail and water transport;
- Plan for the delivery of sustainable transport and other infrastructure required to support planned economic growth;
- Disaggregate minimum job targets to each Local Authority;
- Safeguard land from other uses to meet the needs of future economic development;
- Encourage new uses for vacant and derelict buildings;
- Bring forward sufficient sites to meet the need required through the use of CPO powers, Area Action Plans, simplified planning zones, and local development orders; and
- Facilitate new working practices such as live/work.

APP1.06 In terms of planning for established centres, the statement reiterates much of the guidance set out in the previous PPS6, but introduces the requirement for flexible policies for established centres which are able to respond to changing economic circumstances. Furthermore, the statement requires Local Planning Authorities to consider setting floorspace thresholds for the scale of edge-of-centre and out-of-centre development which would be subject to an Impact Assessment as set out in Policy EC16.1 of the statement.

APP1.07 Furthermore, the guidance seeks to encourage Local Planning Authorities to pro-actively plan to promote competitive town centre environments and enhance consumer choice. The statement suggests that this could be achieved through:

- Supporting a diverse range of uses which appeal to a wide range of social groups;
- Plan for a strong retail mix which meets the requirements of the local catchment area;
- Support shops, services, and other important small scale economic uses in local centres and villages;
- Identify sites in the centre or failing that, edge-of-centre, capable of accommodating large format developments;
- Retain and enhance existing markets and, where appropriate, re-introduce or create new ones; and
- Take measures to conserve and, where appropriate, enhance the established character and diversity of centres.

APP1.08 As part of the plan making process, PPS4 confirms that Local Planning Authorities should assess the need for future economic development, including retail and town centre uses, and then identify an appropriate range of sites to accommodate the identified need. In identifying sites to accommodate future need, the guidance reiterates that the sequential approach to site selection should be applied. In applying this sequential approach, the first priority is for sites within existing centres, which are likely to become available within the plan period, followed by edge-of-centre locations with preference given to sites which are or will be well connected to the centre. Only then should out-of-centre sites be considered, again with preference given to those sites which are or will be well served by a choice of means of transport and are closest to the centre and have a higher likelihood of forming links. In addition, the guidance also confirms that sites which best serve the needs of deprived areas should be given preference when considered against alternatives with similar location characteristics.

APP1.09 Having identified the necessary sites to accommodate the need required, the impact of the development of these sites should then be assessed, particularly for developments over 2,500 sq m, or any locally set threshold.

APP1.10 PPS4 also provides guidance on plan making policies for rural areas ensuring that:

- Economic development in the open countryside is strictly controlled;
- Local service centres are identified as the priority for new development;
- Support the conversion and re-use of buildings in the countryside;
- Set out permissible scale of replacement buildings in circumstances where replacement buildings would not be acceptable;

- Seek to remedy any identified deficiency in local shopping;
- Set out criteria to be applied to planning applications for farm diversification;
- Where appropriate support equine enterprises;
- Support the provision and expansion of tourist and visitor facilities in appropriate locations;
- Wherever possible, locate tourist and visitor facilities in existing or replacement buildings;
- Support extensions to existing tourist accommodation where the scale is appropriate;
- Ensure that new or expanded holiday and touring caravan sites are not prominent in the landscape and visual intrusion is minimised; and
- Recognise that in areas designated for their natural or cultural heritage qualities, there will be some scope for tourist and leisure related developments.

APP1.11 In seeking to determine planning applications for economic developments, PPS4 states that Local Planning Authorities should adopt a positive and constructive approach towards planning applications, and that applications that secure sustainable economic growth should be treated favourably. In seeking to assess planning applications for economic development, PPS4 states that such applications should be assessed against the following impact considerations:

- Whether the proposal has been planned over the lifetime of the development to limit carbon dioxide emissions;
- The accessibility of the proposal by a choice of means of transport;
- Whether the proposal secures a high quality and inclusive design;
- The impact on economic and physical regeneration in the area; and
- The impact on local employment.

APP1.12 Where planning applications for economic development are not in accordance with an up to date development plan, PPS4 recommends that Local Planning Authorities should weigh market and other economic information alongside environmental and social information, take full account of any long-term benefits as well as the costs, and consider whether those proposals help meet the wider objectives of the development plan.

APP1.13 In dealing with applications for main town centre uses, the most significant change in respect of the previous guidance set out in PPS6, is the removal of the needs test. Whilst this could be seen as a significant shift in policy, it must be noted that the guidance still requires the production of an Impact Assessment which would include

an assessment of the impact on the trade/turnover on the centre and the wider area, and how this relates to future consumer expenditure capacity in the catchment area defined. Therefore, although on the one hand the guidance suggests that the well established test of need should be removed, there will still be a requirement to examine the turnover of the proposed development and how this would impact upon the trading performance of existing facilities within the defined catchment, which in some cases is a very similar exercise.

APP1.14 Although the need test has been removed, there is still a requirement for the applicant to satisfy the sequential approach as well as demonstrate that there will be no adverse impact created by the proposed development. Where no significant adverse impact has been identified, Local Planning Authorities when determining such applications should also take account of the positive and negative impacts of the proposal, as well as the likely cumulative effect of recent permissions, developments under construction, and completed developments. Here the guidance stresses that judgements about the extent and significance of any impact should be informed by the development plan.



Appendix 2 – Current and Emerging Retail Trends



APP2.0 CURRENT AND EMERGING RETAIL TRENDS

Introduction

APP2.01 The retail property landscape across the UK has evolved significantly over the past 50 years, from post-war redevelopment in town centres, through to the emergence of retail warehouse parks and out-of-town regional shopping malls.

APP2.02 During this time, the retail and leisure sectors have both experienced considerable growth. Spending on retail goods has increased significantly over the past decade, particularly spending on comparison (or non-food) goods. This expenditure growth is attributable to a number of factors, including greater disposable income, cheaper prices and new technology.

APP2.03 The retail market is continually changing as a result of shifts in demographics, increasingly restrictive planning policies and due to technological advancements, such as e-tailing. These changes have had a subsequent impact on the format of retail and leisure floorspace. Research undertaken by the British Council of Shopping Centres¹ indicates that retail development has increasingly been directed towards town centres in recent years, with the proportion of new retail space being developed in centres in England rising from 14% in 1994 to 35% in 2005. This increase exemplifies the 'town centre first' policy approach which has been pursued by recent Governments.

Current Retail Picture

APP2.04 Research undertaken by Colliers CRE² provides information on recent trends together with forecasts for the future of retailing in the UK. The research confirms that the retail sector has been directly and significantly affected by the economic climate, due to a combination of lack of operating capital, increased operating costs, commercial rate increases and weakening consumer demand. The impact of the 'credit crunch' on the UK retail market has been swift and consumer confidence, along with footfall across the country's high streets and shopping centres, has been hit.

¹ 'The Future of Retail Property: In Town or Out of Town', British Council of Shopping Centres, 2006

² 'Midsummer Retail Report 2009', Colliers CRE, 2009

- APP2.05 A number of retailers have fallen into administration and, with large scale closures and new development flooding the market, Zone A rental levels have generally fallen. The research undertaken by Colliers CRE states that, due to the challenging trading conditions, there are currently very few retailers currently looking to expand rapidly and those operators which continue to perform well tend to be focused towards younger customers.
- APP2.06 Given current spending patterns and the wider economic climate, it is unsurprising that Oxford Economics, which identifies the latest retail consumer expenditure in the UK, has recently significantly revised its forecast growth rates for comparison goods expenditure. Its forecast annual per capita comparison growth rate to 2014 has been reduced from +5.0%³ to +1.6%⁴, after assessing the implications of the 'credit crunch'. This represents a significant reduction in the forecast growth of comparison goods expenditure from that experienced in recent years.
- APP2.07 In line with the above expectations, it has been widely reported that a number of high street retailers suffered poor trading figures during the latter part of 2008 and through 2009, resulting in many operators selling heavily reduced goods. Despite heavy discounting over the 2008 festive period and the reduction in VAT from 17.5% to 15.0% until January 2010, a significant number of retailers fell into administration in 2008 and 2009, including Woolworths, Adams and Zavvi. Further losses to the high street are expected during 2010 and 2011.
- APP2.08 Despite the difficulties set out above and the general decline in the comparison goods sector, specific types of goods continue to perform well. The market for recreational goods (including DVDs, CDs, toys, computers and books) has, as a whole, performed well in recent years, with healthy growth attributed to supermarket sales together with the growing popularity of online shopping, which continues to see an increase in sales year-on-year.
- APP2.09 Convenience goods expenditure, although suffering a downturn and a slight negative per capita forecast growth rate, is not predicted to be the subject of as great a decrease in percentage points terms as comparison goods expenditure. Oxford

³ Average annual per capita comparison goods growth rate between 2005 and 2012 provided by Oxford Economics in MapInfo Information Brief 07/02, published September 2007

⁴ Average annual per capita comparison goods growth rate between 2008 and 2014 provided by Oxford Economics in MapInfo Information Brief 09/02, published September 2009

Economics' most recent forecast suggests an annual per capita convenience growth rate to 2014 of 0.5%⁵, compared to a previous forecast of +1.5%⁶.

APP2.10 Perhaps as a consequence of these conditions, Colliers' research indicates that discount convenience retailers (including Lidl, Aldi and Netto) are performing strongly and are seeking to acquire additional sites which conform to their trading model, i.e. edge-of-centre site which will provide for a single storey building in the order of 1,000 sq m and around 100 car parking spaces. Conversely, at the other end of the market, Marks & Spencer Simply Food has not performed as well, resulting in the closure of 28 of its stores throughout the UK following a two or three year period of rapid expansion.

Trends in Comparison Goods Shopping

APP2.11 Whilst it is anticipated that growth in retail spending over the next ten years will not mirror that of the last decade, there will continue to be some growth in comparison goods expenditure. Consequently, there is increasing impetus from retailers to achieve more efficient use of floorspace, particularly given the recent poor performance of many national multiples, many of which have been affected by the significant increase in e-tailing. As a consequence of their recent performance, retailers are more reluctant to commit to new development than they have been in previous decades. Instead, they are more selective and are holding out for accommodation that is appropriate both in terms of location and the type of premises provided. Indeed, retailers are seeking to occupy larger units in order to achieve more efficient use of floorspace and attract shoppers from a wider area. These larger floor-plates enable retailers to provide a greater range of goods.

APP2.12 International market conditions and price deflation in some key sectors means that many high street names are becoming increasingly vulnerable to takeovers. Similarly, due to increased competition there have been a number of high profile losses from the high street, including Littlewoods, Music Zone, Woolworths, MFI and The Pier.

APP2.13 There will continue to be demand for larger, modern retail units in the future, although increased sensitivity over future viability will mean a cautious approach to new investment for many key national retailers. Marginal locations within centres will

⁵ Average annual per capita convenience goods growth rate between 2009 and 2012 provided by Oxford Economics in its Revised Retail Spending Outlook, published March 2009

⁶ Average annual per capita convenience goods growth rate between 2008 and 2014 provided by Oxford Economics in MapInfo Information Brief 09/02, published September 2009

increasingly be rejected. Many national retailers, who would have previously considered smaller/lower order centres in order to increase their market share, are now assessing the performance and their future strategies given the ongoing downturn in the economy. Consequently, many investment decisions will be influenced by the scale of commitment from other retailers; developers will increasingly need to promote large town centre redevelopment schemes if they are to attract high quality retailers.

Trends in Food Retailing

APP2.14 In the aftermath of the growth in the number of edge and out-of-centre large format supermarkets during the 1990s, development of such facilities is now more limited due to stricter planning laws, following the publication of PPS6 (and now PPS4), and a lack of suitable sites. As a result, the national multiples in the food retailing sector are finding a range of other measures to improve their market share. These include:

- Offering a wider product range, such as financial and insurance products, petrol and non-food goods;
- Developing a wider range of outlets, for example small-format convenience stores in town centres (e.g. Sainsbury's Local, Tesco Express) when operators can not secure larger format superstores, smaller supermarkets mostly in town centres (e.g. Tesco Metro), superstores (e.g. Tesco) and hypermarkets (e.g. Tesco Extra, Asda Supercentres);
- Extended opening hours;
- Offering cheap products and no-frills service;
- Providing an attractive and powerful brand image; and
- Offering a home delivery service.

APP2.15 Verdict⁷ estimates that the food and grocery market was worth £124.1bn in 2008 and that, defying wider retail market gloom, such retailers increasing their combined sales by 5%.

APP2.16 The same Verdict research indicates that the 'credit crunch' and subsequent recession – allied with a bout of inflation – have had a profound impact on consumer behaviour and the wider dynamics of grocery retailing. Price, or specifically value, is now identified as the key issue for consumers and more and more shoppers are looking at value for money. Consequently, supermarket operators have responded with new

⁷ 'UK Grocery Retailers', Verdict, April 2009

products at lower prices. The focus has shifted towards lower price point products. This is exemplified by Tesco launching its discount range (Tesco Value).

- APP2.17 Given the recent success of the food and grocery market, Verdict indicates that, during 2008, retailers' total space increased by 1.3%, delivering an additional net 1.5m sq ft of new floorspace. The 'Big Four' (Asda, Morrison's, Tesco and Sainsbury's) have been highly active in both new store openings and extensions, particularly Morrison's and Sainsbury's. In addition, the Verdict report also identifies that Waitrose, Iceland and hard discounters, such as Aldi and Lidl, have been particularly busy in developing more retail floorspace. Hard discounters such as Aldi and Lidl appear to have benefitted from the recession, opening new stores and increasing their market share, and attracting a greater proportion of more affluent ABC1 shoppers.
- APP2.18 Verdict highlights that growth, for Tesco and Asda in particular, was focused on the non-food market. However, this sector has been hit hard during 2008. Despite this, the non-food sector remains crucial to the growth of leading supermarket operators. Verdict anticipates that new space, format development and multichannel growth will help supermarket operators continue to drive non-food sales – albeit at a slower pace than in the last couple of years.
- APP2.19 In terms of the trading performance of leading supermarket operators, Morrison's saw a significant improvement during 2008, as too did Asda. In contrast, although Verdict identifies that Tesco increased its market share by 0.5 percentage points, over the past couple of years it has seen a strong resurgence among its competitors and its non-food growth has been impeded by the economic downturn.

Out of Centre

- APP2.20 The research undertaken by Colliers CRE notes that demand for out-of-centre representation is limited, with those retailers seeking to acquire stores having a pick of vacant stock and able to take advantage of attractive terms. Notable retailers with out-of-centre requirements include Dunelm, Halfords, Home Bargains, Pets at Home, JD Sports, Mothercare, Next, New Look, M&S, Home Sense (TK Maxx) and Next Home.
- APP2.21 Looking forward, Colliers CRE indicates that out-of-town operators face an uncertain immediate future. There continues to be steady demand for open Class A1 retail and

foodstore units, which will enable the fashion park segment of the market to outperform retail parks as a whole. However, bulky goods stores in particular, such as carpet and furniture retailers, will continue to suffer from the lack of transactions in the residential sector. A further decline in demand for units from such occupiers will cause additional rental declines and lead to increases in the number of vacant units.

Shopping Centre Development

APP2.22 Colliers CRE research recognises that within town centres, as at retail parks, supply outstrips demand. This is particularly prevalent in terms of lettings within shopping centres. As a result, committed development schemes have been delayed and, in many cases, indefinitely postponed. Furthermore, Colliers CRE also reports a number of developments where work has ceased after construction has started. Retailers are able to 'cherry-pick' the best schemes to which they commit, and the largest anchor stores, including Debenhams, House of Fraser and Marks & Spencer, are able to negotiate very favourable letting terms.

APP2.23 Town centre shopping centre schemes that will be successful in the future are considered to be those which benefit from good design and good location. Car parking facilities are also a distinct advantage. It is this type of development that will be able to compete with out-of-centre shopping facilities, which whilst more convenient for many consumers are considered not to offer an attractive shopping experience.

Growth in E-tailing ('E-commerce')

APP2.24 Many consumers who previously shopped in town centres and at retail parks are now using the internet for some of their purchases. This trend is set to continue, although the exact impact that e-commerce will have on the high street has yet to be fully established. However, the rise in the UK in recent years of e-commerce has impacted upon retailers, developers and investors alike. As access to the internet/online shopping continues to grow through digital televisions and mobile phones, proportionally less money is anticipated to be spent in the high street or at retail parks.

APP2.25 The growth in use of the internet as a sales medium has been enabled by increasing access to the internet by households. The proportion of households with access to

the internet is expected to increase further over the coming years. This has supported the strong growth recorded, together with improved consumer confidence in the security of online payment, and heavy demand for expensive electrical products available online.

- APP2.26 Office for National Statistics (ONS) data⁸ indicates that the number of people using the internet to purchase goods continues to rise, with 64% of the UK population having purchased products over the internet by 2009, compared to 53% at 2007. Of these, 83% had made such a purchase within the last three months.
- APP2.27 Additional research conducted by the Interactive Media in Retail Group and analysts Capgemini⁹ indicates that internet shopping accounted for 15p of every £1 of retail spending during 2007. This equates to some £46.6 billion of expenditure and it is now likely to have increased further. However, it should be noted that the British Retail Consortium's estimation of such expenditure is somewhat different, with its sources identifying that online sales accounted for around 6% of retail spending during 2007¹⁰. Despite these differing results, it is commonly acknowledged that internet spend has increased significantly in recent years.
- APP2.28 With regard to supermarket operators, Verdict's research identifies that, with the exception of Morrison's (which does not trade online), major retailers have seen their online business grow over 2008 as online shopping penetration has increased, and as the likes of Asda and Sainsbury's have improved their geographical coverage and capacity. However, the growth in online convenience goods purchases identified by Verdict contrasts with Pitney Bowes Business Insight's¹¹ assertion that special forms of trading accounted for only 1.8% of food goods expenditure at 2007¹², with little sign of the sector being the subject of significant growth.
- APP2.29 Notwithstanding this relatively modest estimate, it is evident that internet shopping as a whole is having an impact upon traditional high streets, in light of increased competition and lower prices. Consequently, there is a possibility that online retailing will put some pressure on retail rental growth over the next five to ten years, but is unlikely to impact on capital values. Research by BCSC¹³ identifies that 'large' and

⁸ 'Statistical Bulletin: Internet Access Households and Individuals', Office for National Statistics, 2009

⁹ IMRG Capgemini e-retail Sales Index, January 2008

¹⁰ 'Larger Households Drive Growth in Internet Sales this Christmas' press release, British Retail Consortium, November 2007

¹¹ Formerly known as MapInfo

¹² 'Retail Expenditure Guide', Pitney Bowes Business Insight, September 2009

¹³ 'Future of Retail Property – Online Retailing: The Impact of Click on Brick', British Council of Shopping Centres, 2006

'very large' shopping centres (of over 40,000 sq m) are deemed almost immune from the impact of online shopping as they offer the complete 'day out'. However, as the size of the shopping centres decreases, it is more likely that there will be greater adverse effects. Within small shopping centres (sized between 5,000 sq m and 20,000 sq m) it is likely that the growth of online shopping could reduce turnover notwithstanding any growth in disposable income.

APP2.30 Despite all these different assumptions with regard to the future effect of online shopping, it is considered that e-tailing will not replace the shopping experience as shopping is a social activity. The BCSC research suggests that online shopping be considered a complementary tool to support retail sales from physical destinations. For successful retailers, online selling provides an additional route to the market. Online retailers benefit from demand generated through physical channels whilst high-street outlets can benefit from reaching a wider customer base through the internet. Clearly, those retailers who are likely to have a healthy future are those which combine a strong high street presence with an interesting and closely related e-tail offer.

Trends in Leisure

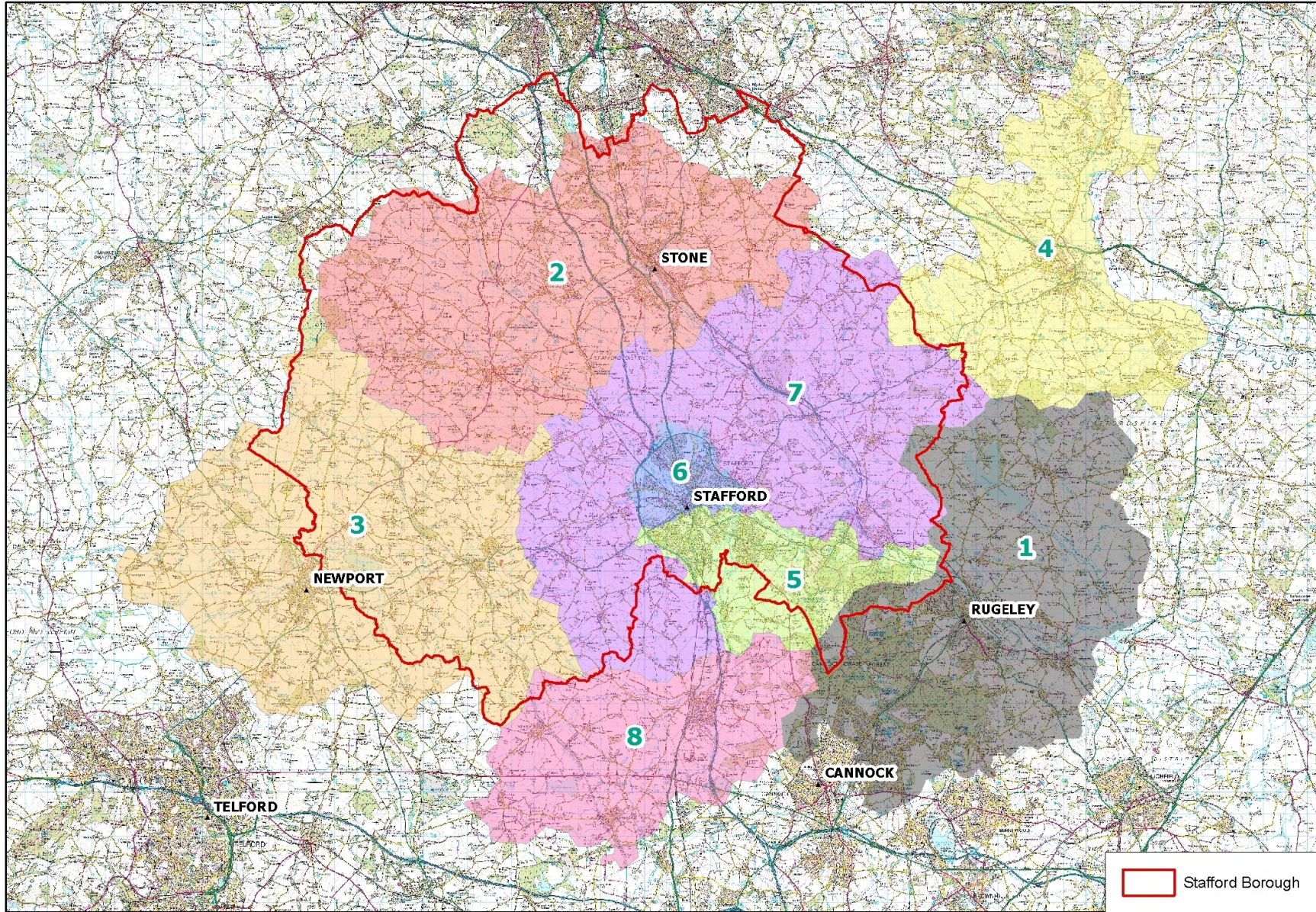
APP2.31 Due to the recession and higher prices due to increased overheads, spending on leisure activities reduced in 2009. During the past five years, cultural leisure has performed the best, which includes music and concert festivals, the theatre and museums and galleries. In fact, the music concerts and festivals sector grew by over 8% in 2009, whilst the theatre (4%) and museums and galleries (4%) have also grown recently. Eating out and drinking in pubs and bars accounts for over two-thirds of total leisure spend. Eating out has seen growth of 17% in the past five years, although since the recession began, the eating out industry has had to focus more on providing value to customers. Drinking in pubs and bars has reduced by 3% in the past five years. This is due to the smoking ban and supermarkets charging low prices for alcoholic drinks.

APP2.32 The economic downturn has witnessed people 'cutting back' on drinking in local pubs and bars, eating out, going to the cinema, betting and going to bingo. In the short term, it is anticipated that people will spend less on visiting theme parks and gym memberships. The family market has been particularly exposed to the economic downturn, with tenpin bowling (-3%), theme parks (-4%) and zoos/wildlife parks (-5%) having been hit the hardest in 2009.

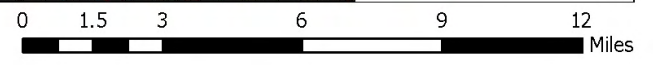


Appendix 3 – Study Area Plan





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Appendix 4 – NEMS Household Survey - Stafford



Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|----|-------|----|-------|----|-------|----|
| Q01 Where do you normally go for your main food and grocery shopping? | | | | | | | | | | | | | | | | | | |
| Aldi, Burns Road, Moxley | 0.0% | 0 | 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, Church Street, Lichfield | 0.0% | 0 | 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, Goldthorn Hill Road, Wolverhampton | 0.0% | 0 | 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, High Street, Brownhills | 0.0% | 0 | 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, Walsall Road, Rugeley | 0.6% | 5 | 1.8% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Aldi, Newcastle Road, Stoke-on-Trent | 0.3% | 2 | 0.0% | 0 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Norton Retail Park, Norton | 0.0% | 0 | 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, Stanley Matthews Way, Trentham | 0.0% | 0 | 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, Victoria Road, Fenton | 0.0% | 0 | 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, Walsall Road, Cannock | 0.3% | 2 | 0.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Wednesfield, Bentley Bridge | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Wellington Road, Telford | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 2.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Whittle Road, Meir | 0.0% | 0 | 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, Avon Road, Cannock | 4.8% | 40 | 11.7% | 30 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 16.9% | 9 |
| Asda, Crown Wharf Shopping Park, Walsall | 0.0% | 0 | 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, George Street, Walsall | 0.0% | 0 | 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, Molineux Way, Wolverhampton | 0.0% | 0 | 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, Queensway, Stafford | 15.1% | 127 | 0.9% | 2 | 9.9% | 10 | 8.6% | 7 | 1.3% | 1 | 33.3% | 43 | 38.4% | 38 | 27.3% | 16 | 19.1% | 11 |
| Asda, Scotia Road, Tunstall | 0.0% | 0 | 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 Georges Road, Donnington Wood | 1.9% | 16 | 0.0% | 0 | 0.0% | 0 | 18.5% | 15 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Asda, St Lawrence Way, Darlaston | 0.0% | 0 | 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, The Border, Telford | 1.1% | 10 | 0.0% | 0 | 0.0% | 0 | 8.6% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.5% | 3 |
| Asda, Wolstanton Retail Park, Wolstanton | 0.0% | 0 | 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, Woodhall Street, Bloxwich | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Bodmin Avenue, Weeping Cross | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Burton Square, Rising Brook, Stafford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Cannock Road, Stafford | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Co-op, High Street, Gnosall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Holmcroft Road, Stafford | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Market Street, Penkridge | 0.4% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.7% | 4 |
| Co-op, Silkmore Lane, Stafford | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Stafford Street, Eccleshall | 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 |
| Co-op, Stone Road, Stafford | 0.4% | 3 | 0.0% | 0 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Weston Road, Stafford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, Bloxwich Road, Bloxwich | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, Cannock Shopping Centre, Cannock | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, Crossways Shopping Centre, Heath Town | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, High Street, Brownhills | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, Princes Street, Stafford | 0.0% | 0 | 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, Bennett Precinct, Longton | 0.0% | 0 | 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, Boothen Park, Stoke-on-Trent | 0.0% | 0 | 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, Hunters Row, Stafford | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 2 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|---|
| Iceland, Market Place, Cannock | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Market Square, Rugeley | 0.2% | 2 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Iceland, Roebuck Centre, Newcastle-under-Lyme | 0.0% | 0 | 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, The Maltings, Uttoxeter | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blackhalve Lane, Wednesfield | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Church Street, Cannock | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Madford Retail Park, Stafford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, The Strand, Longton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Town Meadow Way, Uttoxeter | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer Simply Food, Unit 1 AB, Lichfield | 0.0% | 0 | 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, Dean Street, Telford | 0.0% | 0 | 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, Dudley Street, Wolverhampton | 0.0% | 0 | 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, Gaolgate Street, Stafford | 0.9% | 8 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 3.6% | 5 | 2.3% | 2 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Junction 10 Retail Park, Walsall | 0.0% | 0 | 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, Park Street, Walsall | 0.0% | 0 | 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, Upper Market Square, Stoke-on-Trent | 0.0% | 0 | 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, Beacon Street, Lichfield | 1.4% | 12 | 4.5% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Blydon Road, Penderford | 0.2% | 2 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Morrisons, Market Street, Rugeley | 7.6% | 64 | 23.0% | 59 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.0% | 5 | 0.0% | 0 |
| Morrisons, Mill Street, Cannock | 2.6% | 22 | 7.2% | 18 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 4.5% | 3 |
| Morrisons, Mill Street, Stone | 8.8% | 74 | 0.0% | 0 | 64.8% | 68 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 1.2% | 1 | 6.8% | 4 | 0.0% | 0 |
| Netto, Ashbourne Road, Cheshire | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Netto, Daisy Street, Coseley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Netto, Morris Square, Wolstanton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Netto, Scotia Road, Tunstall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Netto, Stafford Street, Market Drayton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Netto, Victoria Road, Fenton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Netto, Wolverhampton Road, Heath Town | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsburys, Anders Square, Perton | 0.2% | 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 |
| Sainsburys, Chell Road, Stafford | 9.9% | 83 | 0.0% | 0 | 4.4% | 5 | 6.2% | 5 | 0.0% | 0 | 18.9% | 24 | 31.4% | 31 | 23.9% | 14 | 9.0% | 5 |
| Sainsburys, London Road, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsburys, Rookery Street, Wolverhampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsburys, Voyager Drive, Cannock | 4.5% | 38 | 11.3% | 29 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 1.2% | 1 | 1.1% | 1 | 11.2% | 6 |
| Somerfield, High Street, Newport | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 6.2% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Somerfield, Wolverhampton Road, Penkridge | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.9% | 4 |
| Spar, Cape Avenue, Stafford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, Westways, Stafford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Amison Street, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Bilbrook Road, Wolverhampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Brookside Road, Uttoxeter | 6.3% | 53 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 80.5% | 51 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Tesco Express, Cannock | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Road, Burntwood | | | | | | | | | |
| Tesco Express, Cannock Road, Wolverhampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Tesco Express, Hartshill Road, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Tesco Express, Lichfield Road, Willenhall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Tesco Express, New Road, Uttoxeter | 0.5% | 4 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 2.6% |
| Tesco Express, Willenhall Road, Wolverhampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Tesco Express, Wolverhampton Road, Stafford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Tesco Express, Walsall Road, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Tesco Extra, Baths Road, Stoke-on-Trent | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% |
| Tesco Extra, Newport Road, Stafford | 12.1% | 102 | 0.9% | 2 | 4.4% | 5 | 7.4% | 6 | 0.0% |
| Tesco Metro, The Gallery, Wolverhampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Tesco, Heath Hayes District Centre, Cannock | 7.7% | 65 | 25.2% | 64 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Tesco, Lysander Road, Stoke-on-Trent | 0.3% | 2 | 0.0% | 0 | 2.2% | 2 | 0.0% | 0 | 0.0% |
| Tesco, Neptune Industrial Estate, Willenhall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Tesco, New Hall Street, Stoke-on-Trent | 0.1% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% |
| Tesco, Newcastle Road, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Tesco, Silver Street, Walsall | 0.1% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Waitrose, Audley Road, Newport | 2.8% | 24 | 0.0% | 0 | 0.0% | 0 | 28.4% | 23 | 0.0% |
| Waitrose, Darwin Park, Lichfield | 0.7% | 6 | 2.3% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Waitrose, Penn Road, Wolverhampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Local Shops, Stafford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Local Shops, Stone | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Local Shops, Eccleshall | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% |
| Market, Stafford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Market, Stone | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Other | 0.4% | 3 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 2.6% |
| Internet / Home Delivery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Varies | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Co-Op, High Street, Stone | 1.0% | 8 | 0.0% | 0 | 7.7% | 8 | 0.0% | 0 | 0.0% |
| Co-Op, High Street, Uttoxeter | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.6% |
| Iceland, Cheshire Street, Market Drayton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% |
| Morrisons, High Street, Burntwood | 1.4% | 12 | 4.5% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Morrisons, Wellington Road, Burton | 0.6% | 5 | 0.9% | 2 | 0.0% | 0 | 0.0% | 0 | 3.9% |
| Local Shops Brewood | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Local Shops Hednesford | 0.3% | 2 | 0.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Local Shops Lichfield | 0.3% | 2 | 0.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Local Shops Shrewsbury | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% |
| Local Shops Tamworth | 0.1% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Local Shops Telford | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 4.9% | 4 | 0.0% |
| (Don't do main food shopping) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Weighted base: | 844 | 255 | 105 | 81 | 63 | 128 | 99 | 57 | 56 |
| Sample: | 845 | 222 | 91 | 81 | 77 | 111 | 86 | 88 | 89 |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|-----|-------|-----|-------|----|-------|----|
| Q02 What is the main reason you choose (STORE / DESTINATION MENTIONED AT Q01) to do your main food and grocery shopping? | | | | | | | | | | | | | | | | | | |
| <i>Not answered by those who said Varies or Don't do main food shopping at Q01</i> | | | | | | | | | | | | | | | | | | |
| Accessibility by public transport | 0.9% | 8 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.6% | 3 | 2.2% | 2 | 0.0% | 0 | 1.1% | 1 |
| Car parking prices | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Car parking provision | 3.5% | 30 | 1.3% | 3 | 3.2% | 3 | 2.4% | 2 | 2.6% | 2 | 3.4% | 5 | 6.7% | 7 | 12.5% | 7 | 1.1% | 1 |
| Choice of food goods available | 7.3% | 63 | 8.4% | 22 | 8.6% | 9 | 7.1% | 6 | 11.8% | 7 | 5.2% | 7 | 6.7% | 7 | 3.4% | 2 | 5.6% | 3 |
| Choice of shops nearby selling non-food goods | 1.1% | 9 | 0.9% | 2 | 1.1% | 1 | 1.2% | 1 | 1.3% | 1 | 1.7% | 2 | 1.1% | 1 | 0.0% | 0 | 1.1% | 1 |
| Choice of shops selling food goods | 0.5% | 4 | 0.9% | 2 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleanliness | 0.4% | 3 | 0.9% | 2 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 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 |
| Habit / always use it / preference for retailer | 14.0% | 121 | 11.0% | 29 | 6.5% | 7 | 9.5% | 8 | 6.6% | 4 | 21.6% | 29 | 23.6% | 24 | 19.3% | 11 | 16.7% | 9 |
| Lower prices | 10.2% | 88 | 8.4% | 22 | 9.7% | 10 | 14.3% | 12 | 3.9% | 2 | 16.4% | 22 | 7.9% | 8 | 9.1% | 5 | 11.1% | 6 |
| Near to home | 39.5% | 342 | 43.6% | 114 | 51.6% | 55 | 31.0% | 26 | 61.8% | 38 | 25.0% | 33 | 33.7% | 34 | 31.8% | 18 | 38.9% | 22 |
| Near to work | 2.7% | 23 | 3.1% | 8 | 0.0% | 0 | 6.0% | 5 | 2.6% | 2 | 2.6% | 3 | 1.1% | 1 | 3.4% | 2 | 3.3% | 2 |
| Provision of leisure facilities nearby | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Provision of services nearby, such as banks and other financial services | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| 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 |
| Quality of food goods available | 5.6% | 48 | 5.3% | 14 | 4.3% | 5 | 6.0% | 5 | 0.0% | 0 | 10.3% | 14 | 6.7% | 7 | 5.7% | 3 | 1.1% | 1 |
| Quality of shops selling food goods | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.9% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Safety (during the day) | 0.0% | 0 | 0.0% | 0 | 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 |
| Shopping environment | 0.9% | 8 | 0.9% | 2 | 0.0% | 0 | 1.2% | 1 | 1.3% | 1 | 0.9% | 1 | 1.1% | 1 | 2.3% | 1 | 0.0% | 0 |
| Staff discount /work there | 1.3% | 11 | 2.2% | 6 | 0.0% | 0 | 1.2% | 1 | 2.6% | 2 | 1.7% | 2 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Value for money | 5.8% | 50 | 7.0% | 18 | 6.5% | 7 | 10.7% | 9 | 1.3% | 1 | 3.4% | 5 | 3.4% | 3 | 2.3% | 1 | 10.0% | 6 |
| Other | 2.2% | 19 | 2.2% | 6 | 4.3% | 5 | 0.0% | 0 | 2.6% | 2 | 0.0% | 0 | 3.4% | 3 | 2.3% | 1 | 3.3% | 2 |
| Size of store | 0.3% | 2 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 |
| Convenient | 0.7% | 6 | 0.9% | 2 | 2.2% | 2 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Clubcard points | 0.7% | 6 | 0.9% | 2 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Delivery | 0.9% | 7 | 0.9% | 2 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 2.3% | 1 | 1.1% | 1 |
| Easy to get to | 0.4% | 3 | 0.4% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Friendly | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 2.3% | 1 | 1.1% | 1 |
| (Don't know / no reason in particular) | 0.0% | 0 | 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: | | 864 | | 261 | | 107 | | 84 | | 62 | | 134 | | 102 | | 57 | | 56 |
| Sample: | | 863 | | 227 | | 93 | | 84 | | 76 | | 116 | | 89 | | 88 | | 90 |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|-----|-------|-----|-------|----|--------|----|
| Q03 What if anything is the one thing you most dislike about your main food shopping destination (STORE / DESTINATION MENTIONED AT Q01)? | | | | | | | | | | | | | | | | | | |
| <i>Not answered by those who said Varies or Don't do main food shopping at Q01</i> | | | | | | | | | | | | | | | | | | |
| Difficult / expensive parking | 1.6% | 14 | 0.4% | 1 | 1.1% | 1 | 2.4% | 2 | 0.0% | 0 | 3.4% | 5 | 2.2% | 2 | 3.3% | 2 | 1.1% | 1 |
| Difficult to get to | 1.5% | 13 | 0.9% | 2 | 2.2% | 2 | 2.4% | 2 | 0.0% | 0 | 2.6% | 3 | 2.2% | 2 | 1.1% | 1 | 0.0% | 0 |
| Expensive | 2.5% | 22 | 2.2% | 6 | 1.1% | 1 | 4.8% | 4 | 7.7% | 5 | 0.9% | 1 | 2.2% | 2 | 1.1% | 1 | 3.4% | 2 |
| Lack of cycle parking | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of parking | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 | 1.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of public transport | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Limited range of goods | 4.8% | 42 | 2.6% | 7 | 5.4% | 6 | 3.6% | 3 | 11.5% | 7 | 6.9% | 9 | 5.6% | 6 | 0.0% | 0 | 6.7% | 4 |
| No petrol station | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Poor internal layout | 1.6% | 14 | 2.2% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 2.2% | 2 | 5.5% | 3 | 0.0% | 0 |
| Poor quality | 2.0% | 18 | 2.6% | 7 | 4.3% | 5 | 1.2% | 1 | 1.3% | 1 | 1.7% | 2 | 0.0% | 0 | 1.1% | 1 | 2.2% | 1 |
| Preference for retailer | 0.3% | 2 | 0.4% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Staff rude / unhelpful | 0.7% | 6 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| Too far away | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 2.4% | 2 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Too small | 2.6% | 23 | 3.9% | 10 | 3.2% | 3 | 2.4% | 2 | 0.0% | 0 | 1.7% | 2 | 2.2% | 2 | 3.3% | 2 | 1.1% | 1 |
| Nothing | 71.6% | 623 | 74.6% | 196 | 76.3% | 82 | 69.0% | 58 | 67.9% | 43 | 66.4% | 89 | 67.8% | 70 | 71.4% | 42 | 76.4% | 43 |
| Other | 3.7% | 32 | 4.4% | 12 | 3.2% | 3 | 2.4% | 2 | 6.4% | 4 | 2.6% | 3 | 3.3% | 3 | 3.3% | 2 | 4.5% | 3 |
| Access in and out of the car park | 1.3% | 11 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 6 | 1.1% | 1 | 4.4% | 3 | 1.1% | 1 |
| Aisles too narrow | 0.8% | 7 | 2.6% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Long queues | 0.9% | 8 | 0.0% | 0 | 1.1% | 1 | 3.6% | 3 | 0.0% | 0 | 0.9% | 1 | 2.2% | 2 | 0.0% | 0 | 1.1% | 1 |
| Too big | 0.4% | 4 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 1.3% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Too busy | 1.3% | 11 | 0.9% | 2 | 1.1% | 1 | 1.2% | 1 | 2.6% | 2 | 0.9% | 1 | 2.2% | 2 | 3.3% | 2 | 0.0% | 0 |
| Not enough checkouts | 0.4% | 3 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Can't always get what you want | 0.4% | 3 | 0.4% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| Staff doing internet shopping in store | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| (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 |
| Weighted base: | | 870 | | 262 | | 107 | | 84 | | 64 | | 134 | | 103 | | 59 | | 56 |
| Sample: | | 869 | | 228 | | 93 | | 84 | | 78 | | 116 | | 90 | | 91 | | 89 |
| Q04 Which retailer do you normally purchase your main food internet / home delivery shopping from? | | | | | | | | | | | | | | | | | | |
| <i>Only answered by those who said Internet / Home Delivery at Q01</i> | | | | | | | | | | | | | | | | | | |
| Asda | 36.9% | 11 | 33.3% | 2 | 0.0% | 0 | 60.0% | 3 | 0.0% | 0 | 60.0% | 3 | 25.0% | 1 | 25.0% | 1 | 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 |
| 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 |
| Sainsburys | 0.0% | 0 | 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 | 63.1% | 18 | 66.7% | 5 | 100.0% | 2 | 40.0% | 2 | 100.0% | 1 | 40.0% | 2 | 75.0% | 3 | 75.0% | 2 | 100.0% | 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 |
| Varies | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't 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 |
| Weighted base: | | 29 | | 7 | | 2 | | 5 | | 1 | | 6 | | 5 | | 3 | | 1 |
| Sample: | | 28 | | 6 | | 2 | | 5 | | 1 | | 5 | | 4 | | 4 | | 1 |
| Q05 How frequently do you buy main food and grocery shopping trips from (STORE / DESTINATION MENTIONED AT Q01)? | | | | | | | | | | | | | | | | | | |
| <i>Not answered by those who said Varies or Don't do main food shopping at Q01</i> | | | | | | | | | | | | | | | | | | |
| Daily | 0.9% | 8 | 1.3% | 3 | 2.2% | 2 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| At Least two times a week | 10.7% | 93 | 13.6% | 36 | 10.9% | 12 | 4.7% | 4 | 6.5% | 4 | 9.5% | 13 | 14.4% | 15 | 9.8% | 6 | 7.8% | 4 |
| At least once a week | 73.6% | 641 | 72.4% | 190 | 73.9% | 79 | 73.3% | 63 | 85.7% | 54 | 78.4% | 105 | 73.3% | 76 | 70.7% | 42 | 57.8% | 33 |
| At least once a fortnight | 9.5% | 82 | 7.0% | 18 | 10.9% | 12 | 15.1% | 13 | 3.9% | 2 | 8.6% | 12 | 6.7% | 7 | 13.0% | 8 | 18.9% | 11 |
| At least once a month | 5.2% | 45 | 5.7% | 15 | 2.2% | 2 | 7.0% | 6 | 1.3% | 1 | 3.4% | 5 | 4.4% | 5 | 5.4% | 3 | 15.6% | 9 |
| At least every two months | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 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 |
| Have only visited once | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Varies | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't 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 |
| Weighted base: | | 871 | | 262 | | 106 | | 86 | | 63 | | 134 | | 103 | | 60 | | 56 |
| Sample: | | 871 | | 228 | | 92 | | 86 | | 77 | | 116 | | 90 | | 92 | | 90 |

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|-----|-------|----|-------|----|-------|----|
| Q06 How do you normally travel to (STORE / DESTINATION MENTIONED AT Q01)? | | | | | | | | | | | | | | | | | | |
| <i>Not answered by those who said Internet / Home Delivery or Varies or Don't do main food shopping at Q01</i> | | | | | | | | | | | | | | | | | | |
| Car / van (as driver) | 71.9% | 597 | 73.6% | 186 | 76.5% | 75 | 86.3% | 69 | 80.3% | 50 | 61.8% | 78 | 55.8% | 55 | 85.2% | 49 | 63.2% | 35 |
| Car / van (as passenger) | 17.3% | 144 | 17.3% | 44 | 9.4% | 9 | 8.8% | 7 | 15.8% | 10 | 23.6% | 30 | 22.1% | 22 | 12.5% | 7 | 27.6% | 15 |
| Bus, minibus or coach | 4.1% | 34 | 4.1% | 10 | 2.4% | 2 | 1.3% | 1 | 0.0% | 0 | 7.3% | 9 | 9.3% | 9 | 2.3% | 1 | 1.1% | 1 |
| Motorcycle, scooter or moped | 0.3% | 2 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Walk | 5.7% | 47 | 4.5% | 12 | 11.8% | 12 | 3.8% | 3 | 3.9% | 2 | 5.5% | 7 | 8.1% | 8 | 0.0% | 0 | 6.9% | 4 |
| Taxi | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 3.5% | 3 | 0.0% | 0 | 0.0% | 0 |
| Train | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Metro | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicycle | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Varies | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't 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 |
| Weighted base: | | 831 | | 253 | | 98 | | 80 | | 62 | | 127 | | 99 | | 57 | | 55 |
| Sample: | | 832 | | 220 | | 85 | | 80 | | 76 | | 110 | | 86 | | 88 | | 87 |

Q07 How long did your journey take to (STORE / DESTINATION MENTIONED AT Q01)?*Not answered by those who said Internet / Home Delivery or Varies or Don't do main food shopping at Q01*

| | | | | | | | | | | | | | | | | | | |
|-------------------------------|-------|------|-------|------|-------|------|-------|------|-------|-----|-------|------|-------|------|-------|------|-------|------|
| 0-5 minutes | 28.6% | 240 | 37.4% | 95 | 37.4% | 39 | 24.7% | 20 | 50.7% | 31 | 17.4% | 22 | 24.7% | 24 | 1.1% | 1 | 13.8% | 8 |
| 6-10 minutes | 34.6% | 290 | 34.7% | 89 | 34.1% | 36 | 24.7% | 20 | 33.3% | 20 | 45.9% | 58 | 44.7% | 44 | 25.0% | 14 | 17.2% | 9 |
| 11-15 minutes | 20.7% | 173 | 15.8% | 40 | 14.3% | 15 | 23.5% | 19 | 8.0% | 5 | 26.6% | 33 | 17.6% | 17 | 44.3% | 25 | 33.3% | 18 |
| 16-20 minutes | 11.8% | 99 | 9.0% | 23 | 9.9% | 10 | 14.8% | 12 | 8.0% | 5 | 9.2% | 12 | 9.4% | 9 | 23.9% | 14 | 26.4% | 14 |
| 21-30 minutes | 3.5% | 29 | 2.3% | 6 | 4.4% | 5 | 11.1% | 9 | 0.0% | 0 | 0.9% | 1 | 2.4% | 2 | 4.5% | 3 | 6.9% | 4 |
| 31-60 minutes | 0.7% | 6 | 0.9% | 2 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 2.3% | 1 |
| Over 60 minutes | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| (Don't know / can't remember) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mean: | | 11.9 | | 10.7 | | 10.7 | | 14.3 | | 8.7 | | 11.6 | | 11.6 | | 16.7 | | 16.1 |
| Weighted base: | | 838 | | 255 | | 105 | | 81 | | 61 | | 126 | | 97 | | 57 | | 55 |
| Sample: | | 838 | | 222 | | 91 | | 81 | | 75 | | 109 | | 85 | | 88 | | 87 |

Q08 When you go main food shopping is your shopping trip part of another journey?*Not answered by those who said Internet / Home Delivery or Varies or Don't do main food shopping at Q01*

| | | | | | | | | | | | | | | | | | | |
|---------------------------------------|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|-----|-------|----|-------|----|-------|----|
| Yes – travelling to work | 1.4% | 12 | 1.4% | 3 | 1.1% | 1 | 2.5% | 2 | 0.0% | 0 | 1.8% | 2 | 1.2% | 1 | 3.4% | 2 | 0.0% | 0 |
| Yes – travelling from work | 7.4% | 62 | 7.3% | 18 | 5.5% | 6 | 12.5% | 10 | 8.1% | 5 | 6.4% | 8 | 7.0% | 7 | 5.7% | 3 | 8.0% | 4 |
| Yes – travelling to school /college | 1.8% | 15 | 1.4% | 3 | 4.4% | 5 | 2.5% | 2 | 0.0% | 0 | 1.8% | 2 | 1.2% | 1 | 2.3% | 1 | 0.0% | 0 |
| Yes – travelling from school /college | 1.8% | 15 | 0.5% | 1 | 4.4% | 5 | 0.0% | 0 | 4.1% | 2 | 1.8% | 2 | 2.3% | 2 | 1.1% | 1 | 2.3% | 1 |
| Yes – Other | 1.2% | 10 | 1.4% | 3 | 1.1% | 1 | 0.0% | 0 | 1.4% | 1 | 2.7% | 3 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| No | 79.4% | 664 | 83.2% | 211 | 78.0% | 82 | 68.8% | 55 | 83.8% | 51 | 77.3% | 98 | 79.1% | 78 | 75.0% | 43 | 85.2% | 47 |
| Other shopping | 2.0% | 17 | 1.8% | 5 | 1.1% | 1 | 0.0% | 0 | 2.7% | 2 | 1.8% | 2 | 4.7% | 5 | 4.5% | 3 | 0.0% | 0 |
| Other non food shopping | 0.9% | 8 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 0 | 0.9% | 1 | 4.7% | 5 | 0.0% | 0 | 1.1% | 1 |
| Leisure activity | 1.1% | 9 | 0.5% | 1 | 1.1% | 1 | 3.8% | 3 | 0.0% | 0 | 2.7% | 3 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Visiting friends / family | 2.3% | 19 | 2.3% | 6 | 1.1% | 1 | 10.0% | 8 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 2.3% | 1 | 3.4% | 2 |
| Visit bank / post office | 0.4% | 4 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Giving someone a lift | 0.3% | 2 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (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 |
| Weighted base: | | 837 | | 253 | | 105 | | 80 | | 60 | | 127 | | 99 | | 57 | | 55 |
| Sample: | | 837 | | 220 | | 91 | | 80 | | 74 | | 110 | | 86 | | 88 | | 88 |

Q09 When do you do your main food shopping?*Not answered by those who said Don't do main food shopping at Q01*

| | | | | | | | | | | | | | | | | | | |
|-----------------------------|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|-----|-------|----|-------|----|-------|----|
| Weekdays during the day | 60.3% | 478 | 61.2% | 147 | 51.7% | 52 | 62.0% | 49 | 47.0% | 25 | 56.3% | 67 | 61.3% | 56 | 78.3% | 42 | 72.1% | 39 |
| Weekdays during the evening | 18.1% | 144 | 18.2% | 44 | 20.7% | 21 | 17.7% | 14 | 22.7% | 12 | 24.3% | 29 | 13.8% | 13 | 8.4% | 5 | 12.8% | 7 |
| Saturday | 16.5% | 131 | 17.2% | 41 | 17.2% | 17 | 15.2% | 12 | 22.7% | 12 | 14.6% | 17 | 20.0% | 18 | 8.4% | 5 | 14.0% | 8 |
| Sunday | 5.1% | 40 | 3.3% | 8 | 10.3% | 10 | 5.1% | 4 | 7.6% | 4 | 4.9% | 6 | 5.0% | 5 | 4.8% | 3 | 1.2% | 1 |
| Varies | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't 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 |
| Weighted base: | | 792 | | 240 | | 101 | | 79 | | 54 | | 119 | | 92 | | 54 | | 54 |
| Sample: | | 793 | | 209 | | 87 | | 79 | | 66 | | 103 | | 80 | | 83 | | 86 |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|-----|-------|-----|-------|----|-------|----|
| Q10 When you go main food shopping is your trip linked with any other activity? | | | | | | | | | | | | | | | | | | |
| <i>Not answered by those who said Internet / Home delivery or Don't do main food shopping at Q01</i> | | | | | | | | | | | | | | | | | | |
| Yes – non-food shopping | 16.2% | 147 | 14.8% | 40 | 11.1% | 13 | 11.1% | 10 | 20.2% | 14 | 20.8% | 29 | 20.5% | 21 | 16.5% | 10 | 18.1% | 11 |
| Yes – leisure activity | 6.5% | 58 | 7.6% | 21 | 7.1% | 8 | 4.4% | 4 | 7.1% | 5 | 5.8% | 8 | 2.3% | 2 | 8.8% | 5 | 8.5% | 5 |
| Yes – visiting services such as banks and other financial institutions | 7.5% | 68 | 9.3% | 25 | 10.1% | 12 | 4.4% | 4 | 0.0% | 0 | 10.8% | 15 | 5.7% | 6 | 8.8% | 5 | 2.1% | 1 |
| Yes – Other activity | 5.8% | 53 | 4.6% | 13 | 7.1% | 8 | 6.7% | 6 | 8.3% | 6 | 4.2% | 6 | 8.0% | 8 | 6.6% | 4 | 4.3% | 3 |
| Varies | 3.0% | 27 | 3.8% | 10 | 3.0% | 3 | 3.3% | 3 | 3.6% | 2 | 1.7% | 2 | 2.3% | 2 | 4.4% | 3 | 1.1% | 1 |
| No | 63.4% | 572 | 63.3% | 173 | 63.6% | 73 | 70.0% | 63 | 61.9% | 42 | 61.7% | 85 | 63.6% | 64 | 54.9% | 33 | 67.0% | 40 |
| (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 |
| Weighted base: | | 903 | | 273 | | 114 | | 90 | | 69 | | 138 | | 101 | | 59 | | 59 |
| Sample: | | 903 | | 237 | | 99 | | 90 | | 84 | | 120 | | 88 | | 91 | | 94 |

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Q11 Where do you do this linked trip? | | | | | | | | | |
| <i>Not answered by those who said Internet / Home delivery or Don't do main food shopping at Q01 and only answered by those who said they link their shopping at Q10</i> | | | | | | | | | |
| Birmingham City Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Burton-upon-Trent | 1.4% | 4 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% |
| Cannock | 11.6% | 35 | 35.1% | 31 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Eccleshall | 0.4% | 1 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 | 0.0% |
| Hanley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Lichfield | 3.4% | 10 | 11.7% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Merry Hill | 0.4% | 1 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 | 0.0% |
| Newcastle-under-Lyme | 0.4% | 1 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 | 0.0% |
| Newport | 2.6% | 8 | 0.0% | 0 | 0.0% | 0 | 33.3% | 8 | 0.0% |
| Rugeley | 9.6% | 29 | 32.5% | 29 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Stafford | 44.4% | 136 | 5.2% | 5 | 25.7% | 10 | 25.0% | 6 | 7.1% |
| Stoke-on-Trent | 0.4% | 1 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 | 0.0% |
| Stone | 8.3% | 26 | 0.0% | 0 | 57.1% | 23 | 0.0% | 0 | 0.0% |
| Telford | 1.8% | 6 | 0.0% | 0 | 0.0% | 0 | 20.8% | 5 | 0.0% |
| Walsall | 0.4% | 1 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Wolverhampton | 0.7% | 2 | 0.0% | 0 | 0.0% | 0 | 4.2% | 1 | 0.0% |
| Brewery Street Shopping Centre, Rugeley | 0.4% | 1 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Cannock Shopping Centre, Cannock | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Festival Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Guildhall Shopping Centre, Stafford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Hough Retail Park, Stafford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Linkway Retail Park, Cannock | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Longford Retail Park, Cannock | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Madford Retail Park, Stafford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Old Square Shopping Centre, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Orbital Retail Park, Cannock | 0.4% | 1 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Quasar Centre, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Queens Retail Park, Stafford | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.7% |
| Springfield Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| The Octagon Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Three Spires Shopping Centre, Lichfield | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Walsall Victorian Arcade, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Wolstanton Retail Park, Newcastle-under-Lyme | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Wulfrun Shopping Centre, Wolverhampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Other | 2.2% | 7 | 5.2% | 5 | 2.9% | 1 | 4.2% | 1 | 0.0% |
| Varies | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Fulford | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Uttoxeter | 6.4% | 20 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 78.6% |
| Walton-On-The-Hill | 0.4% | 1 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 | 0.0% |
| Local Shops Gnosall | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 4.2% | 1 | 0.0% |
| Local Shops Hednesford | 0.7% | 2 | 2.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Local Shops Penkridge | 1.4% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Local Shops Shrewsbury | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 4.2% | 1 | 0.0% |
| Local Shops Tamworth | 0.4% | 1 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Local Shops Telford | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 4.2% | 1 | 0.0% |
| Co-Op, High Street, Stone | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Co-Op, High Street, Uttoxeter | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Fulford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Iceland, Cheshire Street, Market Drayton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Local Shops, Barlaston | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Local Shops, Brewood | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Local Shops, Cannock | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Local Shops, Gnosall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Local Shops, Great Haywood | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Local Shops, Haughton | 0.0% | 0 | 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, Hednesford | 0.0% | 0 | 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, Hixon | 0.0% | 0 | 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, Lichfield | 0.0% | 0 | 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, Newport | 0.0% | 0 | 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, Penkridge | 0.0% | 0 | 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, Rugeley | 0.0% | 0 | 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, Uttoxeter | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local Shops, Walton-On-The-Hill | 0.0% | 0 | 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, Weston | 0.0% | 0 | 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, High Street, Burntwood | 0.0% | 0 | 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, Wellington Road, Burton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Somerfield, Eccleshall Road, Stone | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, Main Road, Great Haywood | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, School Road, Wheaton Aston | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Uttoxeter | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Walton-On-The-Hill | 0.0% | 0 | 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 Codsall | 0.0% | 0 | 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 Shrewsbury | 0.0% | 0 | 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 Tamworth | 0.0% | 0 | 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 Telford (Don't know / can't remember) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | 307 | 89 | 40 | 24 | 23 | 50 | 37 | 27 | 18 | | | | | | | | | |
| Sample: | 309 | 77 | 35 | 24 | 28 | 43 | 32 | 41 | 29 | | | | | | | | | |

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

| | | | | | | | | | | | | | | | | | | |
|----------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|----|-------|-----|-------|----|-------|----|-------|----|
| Yes | 76.6% | 766 | 76.6% | 222 | 82.7% | 99 | 75.5% | 77 | 81.0% | 66 | 71.6% | 111 | 77.8% | 96 | 66.0% | 43 | 82.0% | 51 |
| No | 23.4% | 234 | 23.4% | 68 | 17.3% | 21 | 24.5% | 25 | 19.0% | 16 | 28.4% | 44 | 22.2% | 27 | 34.0% | 22 | 18.0% | 11 |
| Weighted base: | 1000 | 290 | 120 | 102 | 82 | 154 | 124 | 65 | 63 | | | | | | | | | |
| Sample: | 1000 | 252 | 104 | 102 | 100 | 134 | 108 | 100 | 100 | | | | | | | | | |

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|----|-------|----|-------|---|-------|----|
| Q13 Where do you normally go for this 'top-up' shopping? | | | | | | | | | | | | | | | | | | |
| <i>Only answered by those who said they do top up shopping at Q12</i> | | | | | | | | | | | | | | | | | | |
| Aldi, Burns Road, Moxley | 0.0% | 0 | 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, Church Street, Lichfield | 0.0% | 0 | 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, Goldthorn Hill Road, Wolverhampton | 0.0% | 0 | 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, High Street, Brownhills | 0.0% | 0 | 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, Market Street, Rugeley | 0.6% | 4 | 1.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |
| Aldi, Newcastle Road, Stoke-on-Trent | 0.0% | 0 | 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, Norton Retail Park, Norton | 0.0% | 0 | 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, Stanley Matthews Way, Trentham | 0.0% | 0 | 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, Victoria Road, Fenton | 0.0% | 0 | 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, Walsall Road, Cannock | 0.5% | 3 | 1.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Wednesfield, Bentley Bridge | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Wellington Road, Telford | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Whittle Road, Meir | 0.0% | 0 | 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, Avon Road, Cannock | 1.4% | 9 | 3.8% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 2.6% | 1 |
| Asda, Crown Wharf Shopping Park, Walsall | 0.0% | 0 | 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, George Street, Walsall | 0.0% | 0 | 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, Molineux Way, Wolverhampton | 0.0% | 0 | 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, Queensway, Stafford | 5.6% | 37 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 3.0% | 2 | 6.2% | 6 | 25.3% | 22 | 14.0% | 5 | 2.6% | 1 |
| Asda, Scotia Road, Tunstall | 0.0% | 0 | 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 Georges Road, Donnington Wood | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, St Lawrence Way, Darlaston | 0.0% | 0 | 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, The Border, Telford | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Wolstanton Retail Park, Wolstanton | 0.0% | 0 | 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, Woodhall Street, Bloxwich | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Bodmin Avenue, Weeping Cross | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.7% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Burton Square, Rising Brook, Stafford | 2.3% | 15 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 14.8% | 14 | 0.0% | 0 | 3.5% | 1 | 0.0% | 0 |
| Co-op, Cannock Road, Stafford | 3.2% | 21 | 1.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 19.8% | 18 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, High Street, Gnosall | 0.8% | 5 | 0.0% | 0 | 0.0% | 0 | 7.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Holmcroft Road, Stafford | 0.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 2.7% | 2 | 1.8% | 1 | 0.0% | 0 |
| Co-op, Market Street, Penkridge | 2.3% | 15 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 1.8% | 1 | 27.3% | 13 |
| Co-op, Silkmore Lane, Stafford | 2.1% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 13.6% | 13 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Stafford Street, Eccleshall | 1.4% | 9 | 0.0% | 0 | 8.3% | 7 | 3.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Stone Road, Stafford | 1.2% | 8 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.0% | 7 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Weston Road, Stafford | 0.7% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 4.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, Bloxwich Road, Bloxwich | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, Cannock Shopping Centre, Cannock | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.6% | 1 |
| Farmfoods, Crossways Shopping Centre, Heath Town | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, High Street, Brownhills | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, Princes Street, Stafford | 0.0% | 0 | 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, Bennett Precinct, Longton | 0.0% | 0 | 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, Booth Park, Stoke-on-Trent | 0.0% | 0 | 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, Hunters Row, | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 2 | 0.0% | 0 | 0.0% | 0 |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|-------|----|-------|----|------|---|
| Stafford | | | | | | | | | | | | | | | | | | |
| Iceland, Market Place, Cannock | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Market Square, Rugeley | 1.9% | 12 | 6.3% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Roebuck Centre, Newcastle-under-Lyme | 0.0% | 0 | 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, The Maltings, Uttoxeter | 0.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blackhalve Lane, Wednesfield | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Church Street, Cannock | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Madford Retail Park, Stafford | 1.1% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 2 | 5.3% | 5 | 0.0% | 0 | 0.0% | 0 |
| Lidl, The Strand, Longton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Town Meadow Way, Uttoxeter | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer Simply Food, Unit 1 AB, Lichfield | 0.2% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Dean Street, Telford | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 1.3% | 1 | 0.0% | 0 |
| Marks & Spencer, Dudley Street, Wolverhampton | 0.0% | 0 | 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, Gaolgate Street, Stafford | 2.4% | 16 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.7% | 3 | 9.3% | 8 | 8.8% | 3 | 0.0% | 0 |
| Marks & Spencer, Junction 10 Retail Park, Walsall | 0.0% | 0 | 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, Park Street, Walsall | 0.0% | 0 | 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, Upper Market Square, Stoke-on-Trent | 0.0% | 0 | 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, Beacon Street, Lichfield | 0.9% | 6 | 3.1% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Blydon Road, Penderford | 0.2% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Market Street, Rugeley | 6.2% | 40 | 20.0% | 37 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.3% | 2 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Mill Street, Cannock | 1.0% | 6 | 3.1% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| Morrisons, Mill Street, Stone | 6.2% | 40 | 0.0% | 0 | 44.4% | 37 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 5.3% | 2 | 0.0% | 0 |
| Netto, Ashbourne Road, Cheadle | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Netto, Daisy Street, Coseley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Netto, Morris Square, Wolstanton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Netto, Scotia Road, Tunstall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Netto, Stafford Street, Market Drayton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Netto, Victoria Road, Fenton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Netto, Wolverhampton Road, Heath Town | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsburys, Anders Square, Perton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsburys, Chell Road, Stafford | 4.1% | 26 | 0.6% | 1 | 0.0% | 0 | 4.8% | 3 | 0.0% | 0 | 7.4% | 7 | 14.7% | 13 | 7.0% | 3 | 0.0% | 0 |
| Sainsburys, London Road, Stoke-on-Trent | 0.4% | 2 | 0.6% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsburys, Rookery Street, Wolverhampton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| Sainsburys, Voyager Drive, Cannock | 0.7% | 5 | 1.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Somerfield, High Street, Newport | 1.9% | 12 | 0.0% | 0 | 0.0% | 0 | 19.0% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Somerfield, Wolverhampton Road, Penkridge | 2.4% | 16 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 31.2% | 15 | 0.0% | 0 |
| Spar, Cape Avenue, Stafford | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, Westways, Stafford | 0.4% | 2 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Amison Street, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Bilbrook Road, Wolverhampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Brookside Road, Uttoxeter | 3.0% | 19 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 34.8% | 19 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |

Column %ges.

Stafford Household Survey For White Young Green

Weighted:

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| | Total | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | |
|---|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|------|--------|-------|---|
| Tesco Express, Cannock Road, Wolverhampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Hartshill Road, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Lichfield Road, Willenhall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, New Road, Uttoxeter | 1.3% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 15.2% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Willenhall Road, Wolverhampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Wolverhampton Road, Stafford | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Cannock Road, Burntwood | 0.2% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Walsall Road, Walsall | 0.0% | 0 | 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, Baths Road, Stoke-on-Trent | 0.0% | 0 | 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, Newport Road, Stafford | 3.5% | 23 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 13.6% | 13 | 6.7% | 6 | 7.0% | 3 | 1.3% | 1 |
| Tesco Metro, The Gallery, Wolverhampton | 0.0% | 0 | 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, Heath Hayes District Centre, Cannock | 5.6% | 36 | 19.4% | 36 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| Tesco, Lysander Road, Stoke-on-Trent | 0.4% | 2 | 0.0% | 0 | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Neptune Industrial Estate, Willenhall | 0.0% | 0 | 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, New Hall Street, Stoke-on-Trent | 0.0% | 0 | 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, Newcastle Road, Stoke-on-Trent | 0.2% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Silver Street, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Audley Road, Newport | 3.5% | 23 | 0.0% | 0 | 0.0% | 0 | 34.9% | 22 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |
| Waitrose, Darwin Park, Lichfield | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Penn Road, Wolverhampton | 0.0% | 0 | 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, Stafford | 3.9% | 25 | 2.5% | 5 | 0.0% | 0 | 3.2% | 2 | 0.0% | 0 | 3.7% | 3 | 14.7% | 13 | 7.0% | 3 | 0.0% | 0 |
| Local Shops, Stone | 1.1% | 7 | 0.0% | 0 | 8.3% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local Shops, Eccleshall | 0.5% | 3 | 0.0% | 0 | 4.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Market, Stafford | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Market, Stone | 0.0% | 0 | 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 | 3.0% | 19 | 6.9% | 13 | 0.0% | 0 | 4.8% | 3 | 4.5% | 2 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Internet / Home Delivery | 0.2% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Varies | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-Op, High Street, Stone | 2.0% | 13 | 0.0% | 0 | 15.3% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-Op, High Street, Uttoxeter | 1.3% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 15.2% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, High Street, Burntwood | 1.2% | 8 | 4.4% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Somerfield, Eccleshall Road, Stone | 0.4% | 2 | 0.0% | 0 | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, Main Road, Great Haywood | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.0% | 3 | 0.0% | 0 |
| Spar, School Road, Wheaton Aston | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.2% | 3 |
| Local Shops, Barlaston | 0.4% | 2 | 0.0% | 0 | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local Shops, Brewood | 0.9% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.7% | 6 |
| Local Shops, Cannock | 1.1% | 7 | 3.8% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local Shops, Codsall | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.2% | 3 |
| Local Shops, Gnosall | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 4.8% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local Shops, Great Haywood | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |
| Local Shops, Haughton | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.3% | 2 | 1.3% | 1 |
| Local Shops, Hednesford | 2.7% | 17 | 9.4% | 17 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local Shops, Hixon | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.8% | 3 | 0.0% | 0 |
| Local Shops, Lichfield | 0.4% | 2 | 1.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local Shops, Newport | 0.8% | 5 | 0.0% | 0 | 0.0% | 0 | 7.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local Shops, Penkridge | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.9% | 2 |
| Local Shops, Rugeley | 1.6% | 10 | 5.6% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local Shops, Telford | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local Shops, Uttoxeter | 1.4% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 15.2% | 8 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |

Column %ges.

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | |
|---------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|------|----|
| Local Shops, Walton-On-The-Hill | 0.2% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local Shops, Weston | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |
| (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 |
| Weighted base: | | 649 | | 184 | | 83 | | 63 | | 54 | | 93 | | 86 | | 37 | | 48 |
| Sample: | | 651 | | 160 | | 72 | | 63 | | 66 | | 81 | | 75 | | 57 | | 77 |

Q14 How often do you make 'top up' shopping trips to (STORE / DESTINATION MENTIONED AT Q13)*Only answered by those who said they do top up shopping at Q12*

| | | | | | | | | | | | | | | | | | | |
|---------------------------|-------|-----|-------|-----|-------|----|-------|----|-------|----|-------|-----|-------|----|-------|----|-------|----|
| Daily | 6.2% | 47 | 4.7% | 10 | 5.8% | 6 | 1.3% | 1 | 6.2% | 4 | 8.3% | 9 | 10.7% | 10 | 10.6% | 5 | 3.7% | 2 |
| Two or more times a week | 44.8% | 343 | 42.0% | 93 | 47.7% | 47 | 49.4% | 38 | 45.7% | 30 | 45.8% | 51 | 42.9% | 41 | 33.3% | 14 | 54.9% | 28 |
| At least once a week | 35.9% | 275 | 37.3% | 83 | 38.4% | 38 | 35.1% | 27 | 32.1% | 21 | 36.5% | 40 | 33.3% | 32 | 31.8% | 14 | 37.8% | 19 |
| At least once a fortnight | 5.6% | 43 | 8.8% | 20 | 2.3% | 2 | 3.9% | 3 | 3.7% | 2 | 3.1% | 3 | 6.0% | 6 | 13.6% | 6 | 1.2% | 1 |
| At least once a month | 1.9% | 15 | 3.1% | 7 | 0.0% | 0 | 2.6% | 2 | 2.5% | 2 | 1.0% | 1 | 1.2% | 1 | 3.0% | 1 | 1.2% | 1 |
| Less often | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Have only visited once | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Varies | 5.5% | 42 | 4.1% | 9 | 5.8% | 6 | 7.8% | 6 | 9.9% | 7 | 4.2% | 5 | 6.0% | 6 | 7.6% | 3 | 1.2% | 1 |
| (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 |
| Weighted base: | | 766 | | 222 | | 99 | | 77 | | 66 | | 111 | | 96 | | 43 | | 51 |
| Sample: | | 765 | | 193 | | 86 | | 77 | | 81 | | 96 | | 84 | | 66 | | 82 |

Q15 Which retailer do you normally purchase your top-up food internet / home delivery shopping from?*Only answered by those who said Internet / Home Delivery at Q13*

| | | | | | | | | | | | | | | | | | | |
|----------------|--------|---|------|---|--------|---|------|---|------|---|------|---|------|---|------|---|------|---|
| Asda | 0.0% | 0 | 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 |
| 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 |
| Sainsburys | 0.0% | 0 | 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 | 0.0% | 0 | 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 | 100.0% | 1 | 0.0% | 0 | 100.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Varies | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't 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 |
| Weighted base: | | 1 | | 0 | | 1 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| Sample: | | 1 | | 0 | | 1 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |

Q16 Of all the money you spend on food and household groceries what percentage share goes to your main food shop?*Not answered by those who said they don't do top up shopping at Q12*

| | | | | | | | | | | | | | | | | | | |
|----------------|-------|-----|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| 76% to 100% | 59.4% | 412 | 61.5% | 123 | 53.2% | 47 | 63.9% | 46 | 55.3% | 34 | 65.1% | 65 | 54.8% | 46 | 56.9% | 22 | 59.5% | 29 |
| 51% to 75% | 26.7% | 185 | 35.1% | 70 | 28.6% | 25 | 26.4% | 19 | 21.1% | 13 | 19.8% | 20 | 21.9% | 18 | 24.1% | 9 | 21.5% | 11 |
| 25% to 50% | 7.5% | 52 | 2.9% | 6 | 14.3% | 13 | 2.8% | 2 | 9.2% | 6 | 8.1% | 8 | 8.2% | 7 | 6.9% | 3 | 16.5% | 8 |
| 1% to 24% | 1.1% | 7 | 0.0% | 0 | 2.6% | 2 | 0.0% | 0 | 1.3% | 1 | 1.2% | 1 | 1.4% | 1 | 5.2% | 2 | 0.0% | 0 |
| None | 5.3% | 37 | 0.6% | 1 | 1.3% | 1 | 6.9% | 5 | 13.2% | 8 | 5.8% | 6 | 13.7% | 11 | 6.9% | 3 | 2.5% | 1 |
| (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 |
| Weighted base: | | 693 | | 200 | | 89 | | 72 | | 62 | | 99 | | 84 | | 38 | | 50 |
| Sample: | | 695 | | 174 | | 77 | | 72 | | 76 | | 86 | | 73 | | 58 | | 79 |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| Q17 Where did you last go to buy clothing or footwear goods? | | | | | | | | | | | | | | | | | | |
| Birmingham City Centre | 2.9% | 26 | 2.8% | 7 | 3.2% | 3 | 4.6% | 4 | 1.2% | 1 | 3.3% | 5 | 0.0% | 0 | 6.0% | 3 | 4.3% | 3 |
| Burton-upon-Trent | 3.1% | 27 | 3.7% | 9 | 0.0% | 0 | 0.0% | 0 | 22.0% | 15 | 0.8% | 1 | 0.0% | 0 | 3.6% | 2 | 0.0% | 0 |
| Cannock | 6.7% | 59 | 20.8% | 52 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 2.4% | 1 | 5.4% | 3 |
| Eccleshall | 0.4% | 3 | 0.5% | 1 | 1.1% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hanley | 3.3% | 29 | 0.0% | 0 | 14.7% | 16 | 0.0% | 0 | 6.1% | 4 | 0.8% | 1 | 6.4% | 7 | 1.2% | 1 | 0.0% | 0 |
| Lichfield | 2.0% | 17 | 6.9% | 17 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Merry Hill | 0.5% | 5 | 1.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newcastle-under-Lyme | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newport | 1.8% | 16 | 0.0% | 0 | 0.0% | 0 | 17.2% | 15 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Rugeley | 1.5% | 13 | 4.6% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.6% | 2 | 0.0% | 0 |
| Stafford | 40.5% | 353 | 25.5% | 63 | 42.1% | 46 | 28.7% | 25 | 8.5% | 6 | 56.2% | 78 | 77.7% | 84 | 51.8% | 28 | 38.7% | 23 |
| Stoke-on-Trent | 0.8% | 7 | 0.0% | 0 | 5.3% | 6 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stone | 0.5% | 5 | 0.0% | 0 | 4.2% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Telford | 8.4% | 73 | 2.8% | 7 | 1.1% | 1 | 39.1% | 34 | 0.0% | 0 | 7.4% | 10 | 4.3% | 5 | 7.2% | 4 | 21.5% | 13 |
| Walsall | 2.6% | 22 | 6.9% | 17 | 1.1% | 1 | 1.2% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 |
| Wolverhampton | 1.6% | 14 | 1.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 1.1% | 1 | 1.2% | 1 | 10.8% | 6 |
| Brewery Street Shopping Centre, Rugeley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cannock Shopping Centre, Cannock | 0.6% | 5 | 1.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Festival Retail Park, Stoke-on-Trent | 0.4% | 3 | 0.0% | 0 | 3.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Guildhall Shopping Centre, Stafford | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 |
| Hough Retail Park, Stafford | 0.4% | 3 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Linkway Retail Park, Cannock | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Longford Retail Park, Cannock | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Madford Retail Park, Stafford | 0.3% | 3 | 0.5% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 |
| Old Square Shopping Centre, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Orbital Retail Park, Cannock | 0.1% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Quasar Centre, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Queens Retail Park, Stafford | 5.7% | 50 | 5.1% | 13 | 3.2% | 3 | 1.2% | 1 | 1.2% | 1 | 13.2% | 18 | 5.3% | 6 | 9.6% | 5 | 4.3% | 3 |
| Springfield Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Octagon Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Three Spires Shopping Centre, Lichfield | 0.3% | 2 | 0.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Walsall Victorian Arcade, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wolstanton Retail Park, Newcastle-under-Lyme | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wulfrun Shopping Centre, Wolverhampton | 0.2% | 2 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Other | 6.0% | 52 | 4.6% | 12 | 11.6% | 13 | 2.3% | 2 | 12.2% | 8 | 7.4% | 10 | 1.1% | 1 | 7.2% | 4 | 4.3% | 3 |
| Internet / Home Delivery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Avon Road, Cannock | 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 |
| Asda, Queensway, Stafford | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 1.1% | 1 | 1.2% | 1 | 0.0% | 0 |
| Tesco, Newport Road, Stafford | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Trentham Garden Centre, Stone Road, Trentham | 0.4% | 3 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 | 0.0% | 0 | 0.0% | 0 |
| Ashbourne | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bradley | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burntwood | 0.1% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chester | 0.7% | 6 | 0.5% | 1 | 1.1% | 1 | 0.0% | 0 | 2.4% | 2 | 0.8% | 1 | 0.0% | 0 | 1.2% | 1 | 1.1% | 1 |
| Derby | 1.0% | 9 | 0.9% | 2 | 0.0% | 0 | 0.0% | 0 | 9.8% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hednesford | 0.1% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Longton | 0.7% | 6 | 0.0% | 0 | 3.2% | 3 | 0.0% | 0 | 3.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Penkridge | 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 |
| Shrewsbury | 0.6% | 5 | 0.9% | 2 | 0.0% | 0 | 2.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Solihull | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tamworth | 1.5% | 13 | 4.6% | 12 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 |
| Uttoxeter | 2.4% | 21 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 29.3% | 20 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (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 |
| (Don't do this kind of shopping) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | 872 | 249 | 110 | 87 | 67 | 139 | 108 | 54 | 58 | | | | | | | | | |

Column %ges.

Stafford Household Survey For White Young Green

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-----------|-----------|----------|----------|----------|----------|----------|----------|----------|
| Sample: | 871 | 216 | 95 | 87 | 82 | 121 | 94 | 83 | 93 |
| Q18 When you go shopping for clothing or footwear, do you link this trip with another activity? | | | | | | | | | |
| <i>Not answered by those who said Internet / Home delivery or Don't know or Dont do this kind of shopping</i> | | | | | | | | | |
| Yes – food shopping | 7.2% 59 | 8.2% 20 | 6.7% 7 | 7.6% 6 | 9.0% 6 | 3.6% 5 | 10.1% 10 | 3.8% 2 | 7.5% 4 |
| Yes – non-food shopping | 13.0% 108 | 8.7% 21 | 10.0% 10 | 13.9% 11 | 9.0% 6 | 18.2% 23 | 19.1% 19 | 15.0% 8 | 16.1% 9 |
| Yes – leisure activity | 7.7% 64 | 10.1% 24 | 7.8% 8 | 5.1% 4 | 5.1% 3 | 10.9% 14 | 1.1% 1 | 11.3% 6 | 5.4% 3 |
| Yes – visiting services such as banks and other financial institutions | 2.4% 20 | 3.4% 8 | 1.1% 1 | 0.0% 0 | 0.0% 0 | 2.7% 3 | 2.2% 2 | 2.5% 1 | 6.5% 4 |
| Yes – other activity | 6.8% 56 | 6.3% 15 | 13.3% 14 | 5.1% 4 | 10.3% 7 | 3.6% 5 | 3.4% 3 | 7.5% 4 | 7.5% 4 |
| Varies | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| No | 62.9% 519 | 63.5% 152 | 61.1% 64 | 68.4% 54 | 66.7% 42 | 60.9% 77 | 64.0% 65 | 60.0% 31 | 57.0% 33 |
| (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 |
| Weighted base: | 825 | 239 | 104 | 79 | 64 | 127 | 102 | 52 | 58 |
| Sample: | 827 | 208 | 90 | 79 | 78 | 110 | 89 | 80 | 93 |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | |
|---|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|----|
| Q19 Where did you last go to buy Books, CD's or DVD's? | | | | | | | | | | | | | | | | | | |
| Birmingham City Centre | 2.0% | 11 | 3.7% | 6 | 3.4% | 2 | 3.8% | 2 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burton-upon-Trent | 2.4% | 14 | 3.0% | 5 | 0.0% | 0 | 0.0% | 0 | 17.3% | 7 | 1.1% | 1 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |
| Cannock | 9.3% | 52 | 32.8% | 51 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 2.0% | 1 |
| Eccleshall | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hanley | 2.5% | 14 | 0.0% | 0 | 15.5% | 10 | 0.0% | 0 | 5.8% | 2 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lichfield | 2.6% | 14 | 8.2% | 13 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |
| Merry Hill | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 |
| Newcastle-under-Lyme | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newport | 1.8% | 10 | 0.0% | 0 | 0.0% | 0 | 18.9% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugeley | 3.7% | 21 | 12.7% | 20 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.6% | 1 | 0.0% | 0 |
| Stafford | 50.7% | 287 | 20.9% | 32 | 46.6% | 31 | 34.0% | 18 | 3.8% | 2 | 84.1% | 85 | 88.4% | 70 | 85.7% | 31 | 54.0% | 17 |
| Stoke-on-Trent | 0.4% | 2 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stone | 3.2% | 18 | 0.0% | 0 | 25.9% | 17 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |
| Telford | 5.9% | 34 | 3.7% | 6 | 0.0% | 0 | 37.7% | 20 | 0.0% | 0 | 4.5% | 5 | 0.0% | 0 | 0.0% | 0 | 10.0% | 3 |
| Walsall | 0.8% | 5 | 3.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wolverhampton | 1.0% | 6 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 14.0% | 4 |
| Brewery Street Shopping Centre, Rugeley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cannock Shopping Centre, Cannock | 0.2% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Festival Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Guildhall Shopping Centre, Stafford | 1.2% | 7 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.4% | 3 | 2.9% | 2 | 0.0% | 0 | 0.0% | 0 |
| Hough Retail Park, Stafford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Linkway Retail Park, Cannock | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Longford Retail Park, Cannock | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Madford Retail Park, Stafford | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Old Square Shopping Centre, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Orbital Retail Park, Cannock | 0.2% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Quasar Centre, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Queens Retail Park, Stafford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Springfield Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Octagon Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Three Spires Shopping Centre, Lichfield | 0.2% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Walsall Victorian Arcade, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wolstanton Retail Park, Newcastle-under-Lyme | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wulfrun Shopping Centre, Wolverhampton | 0.4% | 2 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 1 |
| Other | 2.0% | 11 | 2.2% | 3 | 5.2% | 3 | 1.9% | 1 | 1.9% | 1 | 2.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet / Home Delivery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Avon Road, Cannock | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 1 |
| Asda, Queensway, Stafford | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 2.9% | 2 | 0.0% | 0 | 0.0% | 0 |
| Ashbourne | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burntwood | 0.4% | 2 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Derby | 0.9% | 5 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 9.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Market Drayton | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Penkridge | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.0% | 3 |
| Sainsburys, Chell Road, Stafford | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tamworth | 0.8% | 5 | 3.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Newport Road, Stafford | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 1.8% | 1 | 2.0% | 1 |
| Tixall | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |
| Uttoxeter | 4.6% | 26 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 59.6% | 25 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |
| (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 |
| (Don't do this kind of shopping) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | | 565 | | 154 | | 67 | | 53 | | 42 | | 101 | | 79 | | 37 | | 31 |
| Sample: | | 560 | | 134 | | 58 | | 53 | | 52 | | 88 | | 69 | | 56 | | 50 |

Column %ges.

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|---|
| Q20 Where did you last go to buy small household goods such as home furnishings, glass and china items? | | | | | | | | | | | | | | | | | | |
| Birmingham City Centre | 3.0% | 17 | 2.7% | 5 | 6.5% | 5 | 8.0% | 4 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 3.8% | 1 | 3.6% | 1 |
| Burton-upon-Trent | 2.9% | 16 | 2.7% | 5 | 1.6% | 1 | 0.0% | 0 | 20.0% | 10 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Cannock | 10.5% | 59 | 29.3% | 51 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 3.3% | 2 | 3.8% | 1 | 9.1% | 3 |
| Eccleshall | 0.2% | 1 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hanley | 2.6% | 14 | 0.0% | 0 | 14.5% | 10 | 0.0% | 0 | 6.7% | 3 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Lichfield | 2.4% | 13 | 7.3% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Merry Hill | 0.2% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newcastle-under-Lyme | 0.4% | 2 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Newport | 0.7% | 4 | 0.0% | 0 | 0.0% | 0 | 8.0% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugeley | 2.9% | 16 | 8.7% | 15 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.8% | 1 | 0.0% | 0 |
| Stafford | 30.9% | 173 | 13.3% | 23 | 30.6% | 22 | 26.0% | 13 | 11.7% | 6 | 55.2% | 43 | 61.7% | 42 | 43.4% | 15 | 25.5% | 9 |
| Stoke-on-Trent | 2.0% | 11 | 0.0% | 0 | 6.5% | 5 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 1.7% | 1 | 7.5% | 3 | 5.5% | 2 |
| Stone | 0.6% | 3 | 0.0% | 0 | 4.8% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Telford | 5.6% | 31 | 2.7% | 5 | 0.0% | 0 | 42.0% | 21 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 7.5% | 3 | 5.5% | 2 |
| Walsall | 2.6% | 14 | 5.3% | 9 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 3.3% | 2 | 0.0% | 0 | 1.8% | 1 |
| Wolverhampton | 1.0% | 5 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 | 1.9% | 1 | 7.3% | 3 |
| Brewery Street Shopping Centre, Rugeley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cannock Shopping Centre, Cannock | 1.0% | 6 | 2.7% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.6% | 1 |
| Festival Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Guildhall Shopping Centre, Stafford | 0.2% | 1 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hough Retail Park, Stafford | 0.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 2 | 3.3% | 2 | 1.9% | 1 | 0.0% | 0 |
| Linkway Retail Park, Cannock | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Longford Retail Park, Cannock | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Madford Retail Park, Stafford | 0.4% | 2 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Old Square Shopping Centre, Walsall | 0.2% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Orbital Retail Park, Cannock | 1.7% | 9 | 4.0% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 3.6% | 1 |
| Quasar Centre, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Queens Retail Park, Stafford | 10.2% | 57 | 8.0% | 14 | 8.1% | 6 | 6.0% | 3 | 3.3% | 2 | 20.9% | 16 | 13.3% | 9 | 9.4% | 3 | 12.7% | 4 |
| Springfield Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Octagon Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Three Spires Shopping Centre, Lichfield | 0.2% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Walsall Victorian Arcade, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wolstanton Retail Park, Newcastle-under-Lyme | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wulfrun Shopping Centre, Wolverhampton | 0.0% | 0 | 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 | 4.8% | 27 | 2.7% | 5 | 11.3% | 8 | 0.0% | 0 | 16.7% | 8 | 3.0% | 2 | 0.0% | 0 | 3.8% | 1 | 7.3% | 3 |
| Internet / Home Delivery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Queensway, Stafford | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 5.5% | 2 |
| Ashbourne | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burntwood | 0.2% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chester | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-Op, Greengate Street, Stafford | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Derby | 0.7% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fenton | 0.2% | 1 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Greyfriars Business Park, Stafford | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Hednesford | 0.4% | 2 | 1.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ikea, Park Lane, Wednesbury | 1.8% | 10 | 0.7% | 1 | 3.2% | 2 | 0.0% | 0 | 0.0% | 0 | 3.0% | 2 | 1.7% | 1 | 3.8% | 1 | 5.5% | 2 |
| Longton | 0.4% | 2 | 0.0% | 0 | 3.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Market Drayton | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 4.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Penkridge | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 |
| Sainsburys, Chell Road, Stafford | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Shrewsbury | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 6.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Solihull | 0.8% | 5 | 2.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 1.8% | 1 |
| Tamworth | 0.2% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Newport Road, | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|---------|--------|--------|--------|----------|--------|--------|--------|--------|
| Stafford | | | | | | | | | |
| Trentham Garden Centre, Stone Road, Trentham | 0.2% 1 | 0.0% 0 | 1.6% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Uttoxeter | 2.6% 15 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 30.0% 15 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Wednesbury | 0.8% 5 | 2.0% 3 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 1.7% 1 | 0.0% 0 | 0.0% 0 |
| (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 |
| (Don't do this kind of shopping) | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Weighted base: | 558 | 173 | 72 | 50 | 49 | 77 | 69 | 35 | 35 |
| Sample: | 557 | 150 | 62 | 50 | 60 | 67 | 60 | 53 | 55 |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|---|
| Q21 Where did you last go to buy goods such as toys, games, bicycles and recreations goods? | | | | | | | | | | | | | | | | | | |
| Birmingham City Centre | 1.0% | 4 | 1.7% | 2 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 1 | 0.0% | 0 |
| Burton-upon-Trent | 1.7% | 7 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 16.2% | 5 | 0.0% | 0 | 0.0% | 0 | 3.2% | 1 | 0.0% | 0 |
| Cannock | 11.2% | 43 | 30.4% | 40 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 1 | 10.5% | 3 |
| Eccleshall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hanley | 3.8% | 15 | 0.0% | 0 | 27.8% | 12 | 0.0% | 0 | 2.7% | 1 | 1.8% | 1 | 2.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Lichfield | 3.0% | 12 | 8.7% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Merry Hill | 0.6% | 2 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.3% | 1 |
| Newcastle-under-Lyme | 0.3% | 1 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newport | 0.5% | 2 | 0.0% | 0 | 0.0% | 0 | 6.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugeley | 4.3% | 17 | 11.3% | 15 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.7% | 2 | 0.0% | 0 |
| Stafford | 35.1% | 137 | 15.7% | 21 | 33.3% | 14 | 25.0% | 8 | 5.4% | 2 | 58.2% | 37 | 72.5% | 33 | 64.5% | 13 | 39.5% | 9 |
| Stoke-on-Trent | 1.4% | 6 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 2.7% | 1 | 3.6% | 2 | 0.0% | 0 | 6.5% | 1 | 0.0% | 0 |
| Stone | 0.9% | 3 | 0.0% | 0 | 8.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Telford | 4.5% | 18 | 0.0% | 0 | 0.0% | 0 | 43.8% | 14 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 10.5% | 3 |
| Walsall | 3.1% | 12 | 7.0% | 9 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 2.6% | 1 |
| Wolverhampton | 0.9% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 1 | 0.0% | 0 | 10.5% | 3 |
| Brewery Street Shopping Centre, Rugeley | 0.3% | 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 |
| Cannock Shopping Centre, Cannock | 0.6% | 2 | 1.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Festival Retail Park, Stoke-on-Trent | 2.4% | 9 | 0.0% | 0 | 8.3% | 3 | 3.1% | 1 | 8.1% | 2 | 0.0% | 0 | 2.5% | 1 | 3.2% | 1 | 2.6% | 1 |
| Guildhall Shopping Centre, Stafford | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hough Retail Park, Stafford | 2.2% | 9 | 0.0% | 0 | 5.6% | 2 | 0.0% | 0 | 0.0% | 0 | 5.5% | 3 | 5.0% | 2 | 3.2% | 1 | 0.0% | 0 |
| Linkway Retail Park, Cannock | 1.0% | 4 | 2.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.6% | 1 |
| Longford Retail Park, Cannock | 0.3% | 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 |
| Madford Retail Park, Stafford | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Old Square Shopping Centre, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Orbital Retail Park, Cannock | 0.8% | 3 | 0.9% | 1 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.6% | 1 |
| Quasar Centre, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Queens Retail Park, Stafford | 4.8% | 19 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 18.2% | 12 | 7.5% | 3 | 3.2% | 1 | 5.3% | 1 |
| Springfield Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Octagon Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Three Spires Shopping Centre, Lichfield | 0.3% | 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 |
| Walsall Victorian Arcade, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wolstanton Retail Park, Newcastle-under-Lyme | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wulfrun Shopping Centre, Wolverhampton | 0.0% | 0 | 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 | 1.8% | 7 | 0.0% | 0 | 5.6% | 2 | 0.0% | 0 | 5.4% | 2 | 1.8% | 1 | 2.5% | 1 | 0.0% | 0 | 2.6% | 1 |
| Internet / Home Delivery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Queensway, Stafford | 0.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 1 | 0.0% | 0 | 2.6% | 1 |
| Ashbourne | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burntwood | 0.6% | 2 | 1.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Derby | 1.0% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 13.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fenton | 0.3% | 1 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hednesford | 0.3% | 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 |
| Longton | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shrewsbury | 1.2% | 5 | 0.0% | 0 | 0.0% | 0 | 9.4% | 3 | 0.0% | 0 | 0.0% | 0 | 2.5% | 1 | 0.0% | 0 | 2.6% | 1 |
| Solihull | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tamworth | 3.5% | 14 | 10.4% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Newport Road, Stafford | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Uttoxeter | 3.5% | 14 | 1.7% | 2 | 0.0% | 0 | 0.0% | 0 | 37.8% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (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 |
| (Don't do this kind of shopping) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | 389 | 132 | | 42 | | 32 | | 30 | | 63 | | 46 | | 20 | | 24 | | |
| Sample: | 384 | 115 | | 36 | | 32 | | 37 | | 55 | | 40 | | 31 | | 38 | | |

Column %ges.

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|-----|-------|-----|-------|----|-------|----|
| Q22 Where did you last go to buy chemist goods (including health and beauty products)? | | | | | | | | | | | | | | | | | | |
| Birmingham City Centre | 0.2% | 2 | 0.4% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burton-upon-Trent | 0.7% | 6 | 1.3% | 3 | 0.0% | 0 | 0.0% | 0 | 2.3% | 2 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cannock | 12.3% | 110 | 39.9% | 102 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 12.4% | 7 |
| Eccleshall | 0.8% | 7 | 0.4% | 1 | 4.1% | 5 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hanley | 0.3% | 2 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lichfield | 1.9% | 17 | 6.7% | 17 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Merry Hill | 0.2% | 2 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Newcastle-under-Lyme | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newport | 5.7% | 51 | 0.0% | 0 | 0.0% | 0 | 58.6% | 51 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugeley | 9.1% | 81 | 29.1% | 75 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.1% | 7 | 0.0% | 0 |
| Stafford | 37.6% | 337 | 7.6% | 20 | 19.4% | 22 | 21.8% | 19 | 3.4% | 2 | 82.4% | 119 | 91.7% | 101 | 62.2% | 37 | 32.6% | 18 |
| Stoke-on-Trent | 0.6% | 6 | 0.0% | 0 | 5.1% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stone | 8.2% | 73 | 0.0% | 0 | 61.2% | 69 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 3.3% | 2 | 1.1% | 1 |
| Telford | 1.6% | 15 | 0.4% | 1 | 0.0% | 0 | 12.6% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 3.4% | 2 |
| Walsall | 0.3% | 2 | 0.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wolverhampton | 0.5% | 4 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.6% | 3 |
| Brewery Street Shopping Centre, Rugeley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cannock Shopping Centre, Cannock | 0.4% | 4 | 0.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 |
| Festival Retail Park, Stoke-on-Trent | 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 |
| Guildhall Shopping Centre, Stafford | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Hough Retail Park, Stafford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Linkway Retail Park, Cannock | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Longford Retail Park, Cannock | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Madford Retail Park, Stafford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Old Square Shopping Centre, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Orbital Retail Park, Cannock | 0.6% | 6 | 2.2% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Quasar Centre, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Queens Retail Park, Stafford | 2.4% | 21 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 10.4% | 15 | 0.0% | 0 | 7.8% | 5 | 1.1% | 1 |
| Springfield Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Octagon Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Three Spires Shopping Centre, Lichfield | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Walsall Victorian Arcade, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wolstanton Retail Park, Newcastle-under-Lyme | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wulfrun Shopping Centre, Wolverhampton | 0.0% | 0 | 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 | 1.7% | 16 | 2.7% | 7 | 2.0% | 2 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 1.0% | 1 | 2.2% | 1 | 5.6% | 3 |
| Internet / Home Delivery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Avon Road, Cannock | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 |
| Asda, Queensway, Stafford | 1.0% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 5 | 3.1% | 3 | 1.1% | 1 | 1.1% | 1 |
| Barlaston | 0.3% | 2 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brewood | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.9% | 4 |
| Burntwood | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chester | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Codsall | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 |
| Derby | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gnosall | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Great Haywood | 0.4% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.7% | 4 | 0.0% | 0 |
| Hednesford | 1.5% | 14 | 5.4% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Longton | 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 |
| Market Drayton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Penkridge | 1.3% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 20.2% | 11 |
| Rising Brook | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Sainsburys, Chell Road, Stafford | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tamworth | 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 |
| Tesco, Newport Road, Stafford | 0.6% | 6 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.8% | 1 | 2.1% | 2 | 1.1% | 1 | 1.1% | 1 |
| Uttoxeter | 7.5% | 67 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 92.0% | 65 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Walton-On-The-Hill | 0.1% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | |
|----------------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|
| (Don't know) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't do this kind of shopping) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | 896 | 257 | 113 | 87 | 71 | 144 | 110 | 59 | 56 | |
| Sample: | 895 | 223 | 98 | 87 | 87 | 125 | 96 | 90 | 89 | |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|---|
| Q23 Where did you last go to buy electrical items, such as televisions, washing machines and computers? | | | | | | | | | | | | | | | | | | |
| Birmingham City Centre | 0.7% | 5 | 1.1% | 2 | 0.0% | 0 | 1.5% | 1 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Burton-upon-Trent | 1.8% | 13 | 3.3% | 7 | 0.0% | 0 | 0.0% | 0 | 11.1% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cannock | 10.6% | 74 | 31.3% | 66 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 1.4% | 1 | 14.1% | 6 |
| Eccleshall | 0.2% | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hanley | 1.4% | 10 | 0.6% | 1 | 6.6% | 6 | 0.0% | 0 | 4.8% | 2 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 |
| Lichfield | 1.3% | 9 | 4.4% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Merry Hill | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newcastle-under-Lyme | 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 |
| Newport | 2.5% | 17 | 0.0% | 0 | 0.0% | 0 | 25.8% | 17 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugeley | 4.5% | 31 | 12.6% | 26 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 6.9% | 3 | 0.0% | 0 |
| Stafford | 29.2% | 202 | 6.0% | 13 | 28.9% | 25 | 18.2% | 12 | 6.3% | 3 | 55.9% | 60 | 68.1% | 54 | 54.2% | 25 | 21.1% | 9 |
| Stoke-on-Trent | 0.7% | 5 | 0.0% | 0 | 2.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 1.4% | 1 | 1.4% | 1 |
| Stone | 4.0% | 27 | 0.0% | 0 | 30.3% | 27 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Telford | 4.6% | 32 | 0.6% | 1 | 0.0% | 0 | 37.9% | 25 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 11.3% | 5 |
| Walsall | 1.4% | 10 | 4.4% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Wolverhampton | 0.7% | 5 | 0.6% | 1 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 1.4% | 1 | 1.4% | 1 |
| Brewery Street Shopping Centre, Rugeley | 0.2% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cannock Shopping Centre, Cannock | 0.3% | 2 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Festival Retail Park, Stoke-on-Trent | 1.1% | 7 | 0.0% | 0 | 6.6% | 6 | 0.0% | 0 | 3.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Guildhall Shopping Centre, Stafford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hough Retail Park, Stafford | 5.1% | 35 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 18.3% | 20 | 10.1% | 8 | 11.1% | 5 | 5.6% | 3 |
| Linkway Retail Park, Cannock | 0.5% | 3 | 1.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Longford Retail Park, Cannock | 1.8% | 12 | 3.8% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.9% | 4 |
| Madford Retail Park, Stafford | 5.8% | 40 | 1.6% | 3 | 6.6% | 6 | 6.1% | 4 | 3.2% | 2 | 7.5% | 8 | 8.7% | 7 | 18.1% | 8 | 4.2% | 2 |
| Old Square Shopping Centre, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Orbital Retail Park, Cannock | 6.5% | 45 | 17.0% | 36 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 1.5% | 1 | 1.4% | 1 | 14.1% | 6 |
| Quasar Centre, Walsall | 0.2% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Queens Retail Park, Stafford | 4.3% | 30 | 1.6% | 3 | 7.9% | 7 | 4.5% | 3 | 0.0% | 0 | 9.7% | 10 | 5.8% | 5 | 0.0% | 0 | 2.8% | 1 |
| Springfield Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Octagon Retail Park, Stoke-on-Trent | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 |
| Three Spires Shopping Centre, Lichfield | 0.2% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Walsall Victorian Arcade, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wolstanton Retail Park, Newcastle-under-Lyme | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wulfrun Shopping Centre, Wolverhampton | 0.0% | 0 | 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 | 2.4% | 17 | 2.7% | 6 | 5.3% | 5 | 0.0% | 0 | 7.9% | 4 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 2.8% | 1 |
| Internet/ Home Delivery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Queensway, Stafford | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-Op, Greengate Street, Stafford | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Codsall | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Derby | 0.7% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.5% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Greyfriars Business Park, Stafford | 0.2% | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Market Drayton | 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 |
| Meir Park, Stoke | 0.2% | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newport | 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 |
| Penkridge | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 1 |
| Shrewsbury | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Solihull | 0.3% | 2 | 0.6% | 1 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tamworth | 0.5% | 3 | 1.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Newport Road, Stafford | 0.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 | 1.5% | 1 | 0.0% | 0 | 1.4% | 1 |
| Uttoxeter | 4.1% | 28 | 1.1% | 2 | 0.0% | 0 | 0.0% | 0 | 50.8% | 26 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wednesbury | 0.3% | 2 | 1.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (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 |
| (Don't do this kind of shopping) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | 692 | 209 | | 88 | | 66 | | 51 | | 107 | | 79 | | 47 | | 45 | | |

Column %ges.

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---------|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Sample: | 692 | 182 | 76 | 66 | 63 | 93 | 69 | 72 | 71 |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| Q24 Where did you last go to buy DIY goods? | | | | | | | | | | | | | | | | | | |
| B&Q Mini Warehouse, Festival Park, Hanley | 0.2% | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q Mini Warehouse, Lichfield Road, Stafford | 28.9% | 218 | 11.6% | 25 | 28.6% | 25 | 14.3% | 11 | 0.0% | 0 | 73.2% | 82 | 33.7% | 32 | 62.5% | 33 | 20.8% | 10 |
| B&Q Mini Warehouse, Vine Lane, Cannock | 11.9% | 90 | 30.5% | 67 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 48.1% | 23 |
| B&Q Supercentre, Telford Bridge Retail Park, Telford | 0.8% | 6 | 0.5% | 1 | 0.0% | 0 | 3.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.9% | 2 |
| B&Q Warehouse, Whittle Road, Stoke-on-Trent | 2.7% | 20 | 0.0% | 0 | 11.7% | 10 | 0.0% | 0 | 15.2% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Focus, Audley Avenue, Newport | 5.8% | 44 | 0.0% | 0 | 0.0% | 0 | 57.1% | 44 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Focus, Ferrie Grove Brownhills, Walsall | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Focus, Springfield Park, Newcastle-under-Lyme | 0.3% | 2 | 0.0% | 0 | 2.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Focus, Uttoxeter Retail Park, Uttoxeter | 4.8% | 36 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 53.2% | 34 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |
| Homebase, Axis Centre, Market Drayton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Brook Lane, Newcastle-under-Lyme | 0.2% | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Greyfriars Business Park, Stafford | 5.1% | 38 | 0.0% | 0 | 10.4% | 9 | 2.6% | 2 | 0.0% | 0 | 4.1% | 5 | 18.1% | 17 | 8.8% | 5 | 1.3% | 1 |
| Homebase, St John's Retail Park, Wolverhampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, the Orbital Retail Centre, Cannock | 3.1% | 23 | 9.5% | 21 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 3.9% | 2 |
| Homebase, Wolstanton Retail Park, Newcastle-under-Lyme | 0.2% | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Wrekin Retail Park, Telford | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 2.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Park Lane, Wednesbury | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Lichfield Road, Cannock | 3.4% | 26 | 10.5% | 23 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.2% | 3 |
| Wickes, Madford Retail Park, Stafford | 3.9% | 30 | 0.5% | 1 | 6.5% | 6 | 2.6% | 2 | 0.0% | 0 | 4.1% | 5 | 10.8% | 10 | 8.8% | 5 | 2.6% | 1 |
| Wickes, Victoria Road, Stoke-on-Trent | 0.2% | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, West Street, Wolverhampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burton-upon-Trent | 0.9% | 7 | 1.6% | 3 | 0.0% | 0 | 0.0% | 0 | 5.1% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cannock | 3.4% | 25 | 11.1% | 24 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.6% | 1 |
| Eccleshall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hanley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lichfield | 0.3% | 2 | 1.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Merry Hill | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newcastle-under-Lyme | 0.2% | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newport | 0.7% | 5 | 0.0% | 0 | 0.0% | 0 | 6.5% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugeley | 2.7% | 21 | 9.5% | 21 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stafford | 9.1% | 69 | 2.6% | 6 | 15.6% | 14 | 1.3% | 1 | 0.0% | 0 | 10.3% | 12 | 28.9% | 27 | 12.5% | 7 | 5.2% | 3 |
| Stoke-on-Trent | 0.8% | 6 | 0.5% | 1 | 2.6% | 2 | 0.0% | 0 | 2.5% | 2 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Stone | 1.5% | 11 | 0.0% | 0 | 11.7% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |
| Telford | 0.9% | 7 | 0.0% | 0 | 0.0% | 0 | 6.5% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.9% | 2 |
| Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wolverhampton | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brewery Street Shopping Centre, Rugeley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cannock Shopping Centre, Cannock | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Festival Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Guildhall Shopping Centre, Stafford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hough Retail Park, Stafford | 1.5% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.2% | 6 | 4.8% | 5 | 1.3% | 1 | 0.0% | 0 |
| Linkway Retail Park, Cannock | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Longford Retail Park, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|------|----|------|----|------|----|------|---|
| Cannock | | | | | | | | | | | | | | | | | | |
| Madford Retail Park, Stafford | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 1.3% | 1 | 0.0% | 0 |
| Old Square Shopping Centre, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Orbital Retail Park, Cannock | 0.4% | 3 | 1.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| Quasar Centre, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Queens Retail Park, Stafford | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Springfield Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Octagon Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Three Spires Shopping Centre, Lichfield | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Walsall Victorian Arcade, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wolstanton Retail Park, Newcastle-under-Lyme | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wulfrun Shopping Centre, Wolverhampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.3% | 2 | 1.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet / Home Delivery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B & Q, Axletree Way, Wednesbury | 0.5% | 4 | 1.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 1.3% | 1 |
| B & Q, Meir Park, Stoke | 0.7% | 6 | 0.0% | 0 | 2.6% | 2 | 0.0% | 0 | 5.1% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Derby | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hednesford | 0.5% | 3 | 1.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Market Drayton | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 2.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Meir Park, Stoke | 0.3% | 2 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shrewsbury | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tamworth | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Uttoxeter | 1.6% | 12 | 1.1% | 2 | 0.0% | 0 | 0.0% | 0 | 15.2% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wednesbury | 0.2% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (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 |
| (Don't do this kind of shopping) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | 756 | 219 | | 89 | | 77 | | 64 | | 112 | | 95 | | 52 | | 48 | | |
| Sample: | 760 | 190 | | 77 | | 77 | | 79 | | 97 | | 83 | | 80 | | 77 | | |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|----|-------|----|-------|----|-------|----|
| Q25 Where did you last go to buy furniture, carpets and floor coverings? | | | | | | | | | | | | | | | | | | |
| B&Q Mini Warehouse, Festival Park, Hanley | 0.0% | 0 | 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 Mini Warehouse, Lichfield Road, Stafford | 2.0% | 12 | 1.9% | 3 | 3.1% | 2 | 1.9% | 1 | 0.0% | 0 | 3.9% | 3 | 0.0% | 0 | 4.5% | 2 | 0.0% | 0 |
| B&Q Mini Warehouse, Vine Lane, Cannock | 1.1% | 6 | 3.1% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 |
| B&Q Supercentre, Telford Bridge Retail Park, Telford | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 |
| B&Q Warehouse, Whittle Road, Stoke-on-Trent | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Focus, Audley Avenue, Newport | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Focus, Ferrie Grove Brownhills, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Focus, Springfield Park, Newcastle-under-Lyme | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Focus, Uttoxeter Retail Park, Uttoxeter | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Axis Centre, Market Drayton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Brook Lane, Newcastle-under-Lyme | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Greyfriars Business Park, Stafford | 0.4% | 2 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, St John's Retail Park, Wolverhampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, the Orbital Retail Centre, Cannock | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 |
| Homebase, Wolstanton Retail Park, Newcastle-under-Lyme | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Wrekin Retail Park, Telford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Park Lane, Wednesbury | 2.2% | 13 | 2.5% | 5 | 6.2% | 5 | 1.9% | 1 | 0.0% | 0 | 1.3% | 1 | 1.6% | 1 | 1.5% | 1 | 0.0% | 0 |
| Wickes, Lichfield Road, Cannock | 0.2% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Madford Retail Park, Stafford | 0.6% | 4 | 0.6% | 1 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 |
| Wickes, Victoria Road, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, West Street, Wolverhampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre | 0.7% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 1.6% | 1 | 4.5% | 2 | 0.0% | 0 |
| Burton-upon-Trent | 1.0% | 6 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 7.9% | 4 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 |
| Cannock | 17.2% | 104 | 39.4% | 72 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 | 10.4% | 9 | 8.1% | 6 | 12.1% | 5 | 27.0% | 11 |
| Eccleshall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hanley | 2.0% | 12 | 0.0% | 0 | 12.3% | 9 | 0.0% | 0 | 3.2% | 2 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Lichfield | 0.9% | 5 | 2.5% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 |
| Merry Hill | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newcastle-under-Lyme | 0.9% | 6 | 0.0% | 0 | 6.2% | 5 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newport | 3.8% | 23 | 0.0% | 0 | 0.0% | 0 | 43.4% | 23 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugeley | 5.7% | 35 | 16.9% | 31 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 1.6% | 1 | 3.0% | 1 | 0.0% | 0 |
| Stafford | 21.4% | 130 | 1.3% | 2 | 30.8% | 23 | 13.2% | 7 | 0.0% | 0 | 39.0% | 35 | 54.8% | 39 | 45.5% | 20 | 11.1% | 4 |
| Stoke-on-Trent | 2.3% | 14 | 0.6% | 1 | 6.2% | 5 | 0.0% | 0 | 7.9% | 4 | 1.3% | 1 | 1.6% | 1 | 3.0% | 1 | 1.6% | 1 |
| Stone | 1.5% | 9 | 0.0% | 0 | 12.3% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Telford | 2.8% | 17 | 1.3% | 2 | 0.0% | 0 | 22.6% | 12 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 3.2% | 1 |
| Walsall | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 |
| Wolverhampton | 0.8% | 5 | 0.6% | 1 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 | 1.3% | 1 | 1.6% | 1 | 0.0% | 0 | 1.6% | 1 |
| Brewery Street Shopping Centre, Rugeley | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 |
| Cannock Shopping Centre, Cannock | 0.2% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Festival Retail Park, Stoke-on-Trent | 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 |
| Guildhall Shopping Centre, Stafford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hough Retail Park, Stafford | 2.0% | 12 | 0.0% | 0 | 1.5% | 1 | 1.9% | 1 | 0.0% | 0 | 7.8% | 7 | 3.2% | 2 | 0.0% | 0 | 1.6% | 1 |
| Linkway Retail Park, Cannock | 0.7% | 4 | 1.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 2 |
| Longford Retail Park, | 1.4% | 8 | 2.5% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 6.3% | 3 |

Column %ges.

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|------|---|-------|---|
| Cannock | | | | | | | | | | | | | | | | | | |
| Madford Retail Park, Stafford | 1.1% | 7 | 0.0% | 0 | 3.1% | 2 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 4.8% | 3 | 0.0% | 0 | 0.0% | 0 |
| Old Square Shopping Centre, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Orbital Retail Park, Cannock | 5.3% | 32 | 12.5% | 23 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.9% | 3 | 0.0% | 0 | 0.0% | 0 | 14.3% | 6 |
| Quasar Centre, Walsall | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 |
| Queens Retail Park, Stafford | 5.4% | 33 | 1.3% | 2 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 18.2% | 16 | 11.3% | 8 | 7.6% | 3 | 4.8% | 2 |
| Springfield Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Octagon Retail Park, Stoke-on-Trent | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Three Spires Shopping Centre, Lichfield | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Walsall Victorian Arcade, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wolstanton Retail Park, Newcastle-under-Lyme | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wulfrun Shopping Centre, Wolverhampton | 0.2% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 3.1% | 19 | 3.8% | 7 | 4.6% | 3 | 1.9% | 1 | 6.3% | 3 | 0.0% | 0 | 1.6% | 1 | 4.5% | 2 | 3.2% | 1 |
| Internet / Home Delivery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Astonfields Industrial Estate, Stafford | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| B & Q, Axletree Way, Wednesbury | 0.2% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B & Q, Meir Park, Stoke Derby | 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 |
| Fenton | 0.8% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.5% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fenton | 0.4% | 2 | 0.0% | 0 | 3.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Greyfriars Business Park, Stafford | 1.6% | 10 | 0.0% | 0 | 4.6% | 3 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 3.2% | 2 | 6.1% | 3 | 0.0% | 0 |
| Hednesford | 0.2% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ikea, Park Lane, Wednesbury | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 |
| Longton | 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 |
| Penkridge | 0.7% | 4 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.9% | 3 |
| Shrewsbury | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 3.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 |
| Solihull | 0.4% | 2 | 1.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tamworth | 0.4% | 2 | 1.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Uttoxeter | 5.1% | 31 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 55.6% | 29 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 | 0.0% | 0 |
| Wednesbury | 0.2% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 0.0% | 0 | 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 this kind of shopping) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | 606 | 184 | | 75 | 53 | 51 | | 89 | 71 | 43 | 40 | | | | | | | |
| Sample: | 609 | 160 | | 65 | 53 | 63 | | 77 | 62 | 66 | 63 | | | | | | | |

Q26 When non-food shopping how do you usually travel?

| | | | | | | | | | | | | | | | | | | |
|---------------------------------|-------|-----|-------|-----|-------|----|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Car / van (as driver) | 67.6% | 646 | 67.3% | 190 | 79.8% | 91 | 80.9% | 76 | 71.1% | 56 | 59.1% | 86 | 50.0% | 58 | 80.6% | 52 | 61.3% | 36 |
| Car / van (as passenger) | 18.7% | 179 | 20.0% | 56 | 12.1% | 14 | 11.7% | 11 | 20.6% | 16 | 22.0% | 32 | 21.6% | 25 | 12.2% | 8 | 26.9% | 16 |
| Bus, minibus or coach | 8.5% | 81 | 9.0% | 25 | 5.1% | 6 | 4.3% | 4 | 5.2% | 4 | 13.4% | 20 | 12.7% | 15 | 6.1% | 4 | 6.5% | 4 |
| Motorcycle, scooter or moped | 0.2% | 2 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Walk | 3.7% | 35 | 1.2% | 3 | 3.0% | 3 | 3.2% | 3 | 3.1% | 2 | 3.9% | 6 | 12.7% | 15 | 0.0% | 0 | 3.2% | 2 |
| Taxi | 0.9% | 9 | 2.0% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 1.0% | 1 | 0.0% | 0 |
| Train | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Metro | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicycle | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Other | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Varies | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't 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 |
| (Don't do non-food shopping) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | 955 | 282 | | 114 | 94 | 79 | | 146 | 117 | 64 | 58 | | | | | | | |
| Sample: | 955 | 245 | | 99 | 94 | 97 | | 127 | 102 | 98 | 93 | | | | | | | |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | |
|--|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|----|
| Q27 Do you use garden centres to buy plants, shrubs, garden furniture, etc? | | | | | | | | | | | | | | | | | | |
| Yes | 57.8% | 527 | 57.9% | 156 | 58.9% | 65 | 68.5% | 61 | 63.5% | 44 | 53.6% | 77 | 43.0% | 46 | 62.0% | 37 | 65.3% | 40 |
| No | 42.2% | 384 | 42.1% | 114 | 41.1% | 45 | 31.5% | 28 | 36.5% | 25 | 46.4% | 67 | 57.0% | 61 | 38.0% | 23 | 34.7% | 21 |
| Weighted base: | | 911 | | 270 | | 110 | | 89 | | 69 | | 144 | | 107 | | 60 | | 61 |
| Sample: | | 912 | | 235 | | 95 | | 89 | | 85 | | 125 | | 93 | | 92 | | 98 |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| Q28 Which garden centre do you normally go to? | | | | | | | | | | | | | | | | | | |
| <i>Only answered by those who said they use garden centres at Q27</i> | | | | | | | | | | | | | | | | | | |
| Amerton Garden Centre, Amerton, Stafford | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 2 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |
| Bradley Nurseries & Garden Centre, Oak Lane, Bradley | 6.9% | 36 | 2.2% | 3 | 0.0% | 0 | 8.2% | 5 | 0.0% | 0 | 17.9% | 14 | 15.0% | 7 | 15.8% | 6 | 3.1% | 1 |
| Dobbie's Garden World, Watling Street, Gailey | 13.6% | 72 | 8.1% | 13 | 1.8% | 1 | 3.3% | 2 | 3.7% | 2 | 22.4% | 17 | 17.5% | 8 | 1.8% | 1 | 70.3% | 28 |
| Fletcher's Garden & Leisure Centre, Stone Road, Eccleshall | 10.4% | 55 | 0.0% | 0 | 53.6% | 35 | 3.3% | 2 | 0.0% | 0 | 6.0% | 5 | 20.0% | 9 | 12.3% | 5 | 0.0% | 0 |
| Garner's Garden Centre, Cemetery Road, Silverdale | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Greenheart Plants, Hopton Hall Lane, Hopton | 0.3% | 2 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |
| Hills Water Gardens, Oak Lane, Bradley | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Johnson Hall Nurseries, Newport Road, Eccleshall | 1.9% | 10 | 0.0% | 0 | 1.8% | 1 | 9.8% | 6 | 0.0% | 0 | 1.5% | 1 | 2.5% | 1 | 1.8% | 1 | 0.0% | 0 |
| Proctor's Nursery, High Lane, Stoke-on-Trent | 0.4% | 2 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Roseacre Nursery, Main Road, Great Haywood | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugeley Garden Centre, Wolseley Bridge, Stafford | 14.7% | 78 | 29.4% | 46 | 1.8% | 1 | 4.9% | 3 | 0.0% | 0 | 16.4% | 13 | 5.0% | 2 | 33.3% | 12 | 0.0% | 0 |
| Swan Pit Nurseries, Swan Pit, Gnosall | 1.7% | 9 | 0.0% | 0 | 0.0% | 0 | 11.5% | 7 | 0.0% | 0 | 0.0% | 0 | 2.5% | 1 | 1.8% | 1 | 0.0% | 0 |
| Other | 1.2% | 6 | 0.7% | 1 | 1.8% | 1 | 1.6% | 1 | 5.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 |
| B & Q, Meir Park, Stoke | 0.5% | 3 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 3.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q Mini Warehouse, Lichfield Road, Stafford | 2.5% | 13 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.5% | 3 | 15.0% | 7 | 1.8% | 1 | 0.0% | 0 |
| B&Q Mini Warehouse, Vine Lane, Cannock | 1.3% | 7 | 3.7% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 |
| Barlaston | 0.4% | 2 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Bridgemere Garden World, Bridgemere, Nantwich | 3.0% | 16 | 0.0% | 0 | 12.5% | 8 | 3.3% | 2 | 1.9% | 1 | 3.0% | 2 | 2.5% | 1 | 3.5% | 1 | 0.0% | 0 |
| Bury Bank Nurseries, Bury Bank, Stone | 1.2% | 6 | 0.0% | 0 | 7.1% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 1 | 1.8% | 1 | 0.0% | 0 |
| Byrkley Garden Centre, Rangemore, Burton-On-Trent | 3.1% | 16 | 3.7% | 6 | 0.0% | 0 | 0.0% | 0 | 22.2% | 10 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |
| Codsall | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 |
| Fosters Nurseries, Bradley, Stafford | 1.1% | 6 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 5.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Greyfriars Business Park, Stafford | 0.2% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hollybush, Warstone Road, Shareshill | 9.4% | 50 | 26.5% | 41 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.0% | 5 | 2.5% | 1 | 0.0% | 0 | 6.3% | 3 |
| Newport | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 3.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Piper & Sons, Watling Street, Gailey | 1.8% | 10 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.5% | 3 | 0.0% | 0 | 1.8% | 1 | 10.9% | 4 |
| Trentham Garden Centre, Stone Road, Trentham | 2.9% | 15 | 0.7% | 1 | 10.7% | 7 | 0.0% | 0 | 1.9% | 1 | 4.5% | 3 | 2.5% | 1 | 5.3% | 2 | 0.0% | 0 |
| Uttoxeter | 4.8% | 25 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 57.4% | 25 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Madford Retail Park, Stafford | 0.2% | 1 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wyevale Wolseley Bridge, Stafford | 4.4% | 23 | 7.4% | 12 | 0.0% | 0 | 0.0% | 0 | 3.7% | 2 | 4.5% | 3 | 2.5% | 1 | 14.0% | 5 | 0.0% | 0 |
| Cannock | 2.2% | 12 | 7.4% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Telford | 2.9% | 15 | 2.2% | 3 | 0.0% | 0 | 19.7% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stafford | 4.2% | 22 | 0.0% | 0 | 1.8% | 1 | 31.1% | 19 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 |
| Tamworth | 0.2% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lichfield | 0.7% | 3 | 2.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | 527 | 156 | 65 | 61 | 44 | 77 | 46 | 37 | 40 | | | | | | | | | |
| Sample: | 535 | 136 | 56 | 61 | 54 | 67 | 40 | 57 | 64 | | | | | | | | | |

Column %ges.

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Q29 Do you ever use facilities in any of the following centres? | | | | | | | | | | | | | | | | | | |
| Stafford | 70.9% | 709 | 57.1% | 166 | 68.3% | 82 | 57.8% | 59 | 34.0% | 28 | 96.3% | 149 | 96.3% | 119 | 88.0% | 57 | 79.0% | 50 |
| Stone | 20.7% | 207 | 2.4% | 7 | 76.9% | 92 | 8.8% | 9 | 10.0% | 8 | 16.4% | 25 | 34.3% | 42 | 28.0% | 18 | 7.0% | 4 |
| Do not use | 26.7% | 267 | 42.9% | 124 | 14.4% | 17 | 42.2% | 43 | 64.0% | 52 | 3.7% | 6 | 3.7% | 5 | 11.0% | 7 | 20.0% | 13 |
| Weighted base: | | 1000 | | 290 | | 120 | | 102 | | 82 | | 154 | | 124 | | 65 | | 63 |
| Sample: | | 1000 | | 252 | | 104 | | 102 | | 100 | | 134 | | 108 | | 100 | | 100 |

Q30 Which centre do you visit most often?*Only answered by those who said they use either Stafford or Stone at Q29*

| | | | | | | | | | | | | | | | | | | |
|----------------|-------|-----|--------|-----|-------|-----|--------|----|-------|----|-------|-----|--------|-----|-------|----|--------|----|
| Stafford | 88.4% | 648 | 100.0% | 166 | 25.8% | 27 | 100.0% | 59 | 91.7% | 27 | 98.5% | 146 | 100.0% | 119 | 93.3% | 54 | 100.0% | 50 |
| Stone | 11.6% | 85 | 0.0% | 0 | 74.2% | 76 | 0.0% | 0 | 8.3% | 2 | 1.6% | 2 | 0.0% | 0 | 6.7% | 4 | 0.0% | 0 |
| Weighted base: | | 733 | | 166 | | 103 | | 59 | | 29 | | 149 | | 119 | | 58 | | 50 |
| Sample: | | 730 | | 144 | | 89 | | 59 | | 36 | | 129 | | 104 | | 89 | | 80 |

Q31 What are the main reasons for using (LOCATION MENTIONED AT Q30)?*Only answered by those who said they use either Stafford or Stone at Q29*

| | | | | | | | | | | | | | | | | | | |
|---|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Café / restaurants / pubs | 16.8% | 117 | 10.9% | 17 | 13.8% | 14 | 16.7% | 9 | 25.0% | 7 | 21.4% | 31 | 18.4% | 21 | 22.4% | 12 | 13.2% | 6 |
| Doctor / dentist | 7.3% | 51 | 0.0% | 0 | 3.4% | 3 | 0.0% | 0 | 0.0% | 0 | 18.3% | 27 | 14.3% | 16 | 5.9% | 3 | 3.9% | 2 |
| Food and grocery shopping | 36.9% | 258 | 19.0% | 30 | 34.5% | 35 | 31.5% | 17 | 31.3% | 8 | 46.0% | 67 | 58.2% | 65 | 43.5% | 24 | 25.0% | 12 |
| Hairdressers / barbers | 3.6% | 25 | 0.7% | 1 | 1.2% | 1 | 1.9% | 1 | 0.0% | 0 | 8.7% | 13 | 4.1% | 5 | 8.2% | 5 | 0.0% | 0 |
| Market | 10.3% | 72 | 4.4% | 7 | 5.7% | 6 | 13.0% | 7 | 9.4% | 2 | 11.9% | 17 | 17.3% | 19 | 20.0% | 11 | 3.9% | 2 |
| Non-food Shopping | 64.3% | 449 | 81.8% | 129 | 43.7% | 44 | 64.8% | 35 | 59.4% | 16 | 67.5% | 98 | 57.1% | 64 | 60.0% | 33 | 64.5% | 31 |
| Services, such as banks, estate agents, Post Office | 22.5% | 157 | 2.9% | 5 | 31.0% | 31 | 7.4% | 4 | 12.5% | 3 | 41.3% | 60 | 27.6% | 31 | 31.8% | 18 | 11.8% | 6 |
| Social / leisure activities | 15.5% | 108 | 5.1% | 8 | 12.6% | 13 | 25.9% | 14 | 0.0% | 0 | 24.6% | 36 | 19.4% | 22 | 18.8% | 10 | 11.8% | 6 |
| Work / school / college | 6.0% | 42 | 7.3% | 12 | 8.0% | 8 | 7.4% | 4 | 9.4% | 2 | 3.2% | 5 | 6.1% | 7 | 2.4% | 1 | 6.6% | 3 |
| Other | 1.5% | 11 | 0.0% | 0 | 1.2% | 1 | 1.9% | 1 | 6.3% | 2 | 0.8% | 1 | 0.0% | 0 | 1.2% | 1 | 10.5% | 5 |
| Close to home | 3.5% | 24 | 0.0% | 0 | 16.1% | 16 | 1.9% | 1 | 0.0% | 0 | 1.6% | 2 | 2.0% | 2 | 2.4% | 1 | 2.6% | 1 |
| Convenient | 0.3% | 2 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 1.3% | 1 |
| Hospital | 0.4% | 3 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| Library | 1.0% | 7 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 3.1% | 1 | 3.2% | 5 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 |
| Locality | 1.9% | 13 | 0.0% | 0 | 6.9% | 7 | 0.0% | 0 | 0.0% | 0 | 1.6% | 2 | 0.0% | 0 | 3.5% | 2 | 3.9% | 2 |
| Visit family / friends | 0.7% | 5 | 0.0% | 0 | 1.2% | 1 | 1.9% | 1 | 3.1% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| (Don't know / no reason in particular) | 0.0% | 0 | 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: | | 699 | | 158 | | 101 | | 54 | | 26 | | 145 | | 112 | | 56 | | 48 |
| Sample: | | 695 | | 137 | | 87 | | 54 | | 32 | | 126 | | 98 | | 85 | | 76 |

Q32 How do you usually travel to (LOCATION MENTIONED AT Q30)?*Only answered by those who said they use either Stafford or Stone at Q29*

| | | | | | | | | | | | | | | | | | | |
|------------------------------|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Car / van (as driver) | 63.5% | 465 | 74.3% | 123 | 64.0% | 66 | 78.0% | 46 | 72.2% | 21 | 55.0% | 82 | 39.4% | 47 | 83.1% | 48 | 63.7% | 32 |
| Car / van (as passenger) | 12.5% | 92 | 16.7% | 28 | 6.7% | 7 | 3.4% | 2 | 25.0% | 7 | 12.4% | 18 | 14.4% | 17 | 6.7% | 4 | 16.3% | 8 |
| Bus, minibus or coach | 11.7% | 86 | 6.9% | 12 | 3.4% | 3 | 16.9% | 10 | 0.0% | 0 | 19.4% | 29 | 18.3% | 22 | 7.9% | 5 | 11.3% | 6 |
| Motorcycle, scooter or moped | 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 |
| Walk | 8.0% | 59 | 0.0% | 0 | 20.2% | 21 | 0.0% | 0 | 0.0% | 0 | 7.8% | 12 | 22.1% | 26 | 0.0% | 0 | 0.0% | 0 |
| Taxi | 0.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 1.9% | 2 | 1.1% | 1 | 0.0% | 0 |
| Train | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 |
| Bicycle | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tram | 0.0% | 0 | 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 |
| Varies | 3.4% | 25 | 2.1% | 3 | 5.6% | 6 | 1.7% | 1 | 2.8% | 1 | 3.9% | 6 | 2.9% | 3 | 1.1% | 1 | 7.5% | 4 |
| (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 |
| Weighted base: | | 733 | | 166 | | 103 | | 59 | | 29 | | 149 | | 119 | | 58 | | 50 |
| Sample: | | 730 | | 144 | | 89 | | 59 | | 36 | | 129 | | 104 | | 89 | | 80 |

Q33 How frequently do you visit (LOCATION MENTIONED AT Q30)?*Only answered by those who said they use either Stafford or Stone at Q29*

| | | | | | | | | | | | | | | | | | | |
|----------------------------|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Daily | 9.0% | 65 | 4.3% | 7 | 11.4% | 12 | 5.1% | 3 | 5.7% | 2 | 11.1% | 16 | 19.8% | 23 | 3.4% | 2 | 1.3% | 1 |
| Once a week or more | 42.2% | 302 | 9.4% | 15 | 71.6% | 73 | 27.1% | 16 | 0.0% | 0 | 61.9% | 90 | 57.4% | 66 | 58.0% | 33 | 18.2% | 9 |
| Less than once a week | 8.2% | 58 | 5.8% | 9 | 4.5% | 5 | 8.5% | 5 | 5.7% | 2 | 8.7% | 13 | 10.9% | 13 | 9.1% | 5 | 15.6% | 8 |
| Less than once a fortnight | 12.8% | 91 | 15.8% | 25 | 6.8% | 7 | 11.9% | 7 | 14.3% | 4 | 13.5% | 20 | 6.9% | 8 | 14.8% | 8 | 24.7% | 12 |
| Less than once a month | 27.8% | 199 | 64.7% | 104 | 5.7% | 6 | 47.5% | 28 | 74.3% | 21 | 4.8% | 7 | 5.0% | 6 | 14.8% | 8 | 40.3% | 19 |
| (Don't know / varies) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | | 716 | | 160 | | 102 | | 59 | | 29 | | 145 | | 116 | | 57 | | 48 |
| Sample: | | 713 | | 139 | | 88 | | 59 | | 35 | | 126 | | 101 | | 88 | | 77 |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | |
|---|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|--------|--------|--------|--------|-------|--------|-------|-----|
| Q34 Why do you not use facilities at either Stafford or Stone? | | | | | | | | | | | | | | | | | | |
| <i>Only answered by those who said they do not use either Stafford or Stone at Q29</i> | | | | | | | | | | | | | | | | | | |
| Accessibility by public transport | 6.6% | 12 | 9.2% | 8 | 16.7% | 1 | 3.5% | 1 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.2% | 1 |
| Car parking provision | 11.2% | 20 | 14.5% | 13 | 0.0% | 0 | 10.3% | 3 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 37.5% | 2 | 12.5% | 1 |
| Cleanliness | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Facilities closer to home | 64.5% | 113 | 63.2% | 55 | 50.0% | 3 | 75.9% | 22 | 70.7% | 24 | 0.0% | 0 | 0.0% | 0 | 37.5% | 2 | 68.7% | 7 |
| Lack of choice | 10.1% | 18 | 11.8% | 10 | 16.7% | 1 | 3.5% | 1 | 4.9% | 2 | 100.0% | 2 | 0.0% | 0 | 12.5% | 1 | 6.2% | 1 |
| Poor accessibility | 3.2% | 6 | 5.3% | 5 | 0.0% | 0 | 3.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Provision of leisure services | 0.7% | 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 |
| Provision of services, such as 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 |
| Quality of shops | 1.7% | 3 | 2.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.2% | 1 |
| Safety | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shopping environment | 2.3% | 4 | 3.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.2% | 1 |
| Other | 8.6% | 15 | 6.6% | 6 | 16.7% | 1 | 6.9% | 2 | 7.3% | 2 | 0.0% | 0 | 100.0% | 1 | 25.0% | 1 | 12.5% | 1 |
| Cant get there / too far away | 2.9% | 5 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 9.8% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.2% | 1 |
| Don't know the area | 2.0% | 3 | 0.0% | 0 | 0.0% | 0 | 3.5% | 1 | 7.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / no reason in particular) | 0.0% | 0 | 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: | | 176 | | 87 | | 7 | | 29 | | 33 | | 2 | | 1 | | 5 | | 10 |
| Sample: | | 179 | | 76 | | 6 | | 29 | | 41 | | 2 | | 1 | | 8 | | 16 |
| Q35 Does your household make use of electronic home shopping (i.e. Internet or TV Shopping)? | | | | | | | | | | | | | | | | | | |
| Yes, Internet | 49.4% | 492 | 43.4% | 125 | 64.1% | 76 | 60.8% | 62 | 55.0% | 45 | 47.4% | 73 | 41.7% | 52 | 43.0% | 28 | 50.0% | 31 |
| Yes, TV Shopping | 2.2% | 22 | 2.8% | 8 | 2.9% | 3 | 1.0% | 1 | 0.0% | 0 | 1.5% | 2 | 1.9% | 2 | 3.0% | 2 | 4.0% | 3 |
| Yes, both | 3.9% | 39 | 5.6% | 16 | 1.9% | 2 | 2.0% | 2 | 7.0% | 6 | 3.0% | 5 | 3.7% | 5 | 4.0% | 3 | 2.0% | 1 |
| No | 45.5% | 454 | 49.4% | 143 | 33.0% | 39 | 37.3% | 38 | 38.0% | 31 | 48.9% | 75 | 53.7% | 66 | 51.0% | 33 | 45.0% | 28 |
| (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 |
| Weighted base: | | 996 | | 289 | | 119 | | 102 | | 82 | | 153 | | 124 | | 65 | | 63 |
| Sample: | | 997 | | 251 | | 103 | | 102 | | 100 | | 133 | | 108 | | 100 | | 100 |
| Q36 Which goods or services does your household currently purchase via electronic home shopping? | | | | | | | | | | | | | | | | | | |
| <i>Only answered by those who said their household makes use of electronic home shopping</i> | | | | | | | | | | | | | | | | | | |
| Banking | 5.9% | 31 | 4.1% | 6 | 13.4% | 10 | 8.2% | 5 | 1.7% | 1 | 5.9% | 5 | 0.0% | 0 | 4.3% | 1 | 9.1% | 3 |
| Books | 39.7% | 208 | 37.7% | 53 | 44.8% | 35 | 41.0% | 25 | 36.2% | 17 | 41.2% | 32 | 25.0% | 14 | 48.9% | 15 | 50.9% | 18 |
| CD's, music, videos | 47.8% | 251 | 47.5% | 67 | 37.3% | 29 | 60.7% | 37 | 55.2% | 26 | 44.1% | 35 | 43.8% | 24 | 53.2% | 16 | 49.1% | 17 |
| Clothes | 33.2% | 174 | 32.8% | 46 | 37.3% | 29 | 26.2% | 16 | 29.3% | 14 | 39.7% | 31 | 27.1% | 15 | 36.2% | 11 | 36.4% | 13 |
| DIY goods | 2.3% | 12 | 1.6% | 2 | 3.0% | 2 | 1.6% | 1 | 1.7% | 1 | 2.9% | 2 | 4.2% | 2 | 2.1% | 1 | 1.8% | 1 |
| Food | 11.7% | 61 | 12.3% | 17 | 11.9% | 9 | 14.8% | 9 | 3.4% | 2 | 8.8% | 7 | 12.5% | 7 | 17.0% | 5 | 14.5% | 5 |
| Furniture / Carpets | 5.4% | 29 | 5.7% | 8 | 3.0% | 2 | 3.3% | 2 | 10.3% | 5 | 4.4% | 3 | 8.3% | 5 | 6.4% | 2 | 3.6% | 1 |
| Garden items | 3.1% | 16 | 2.5% | 3 | 6.0% | 5 | 1.6% | 1 | 1.7% | 1 | 2.9% | 2 | 4.2% | 2 | 2.1% | 1 | 3.6% | 1 |
| Holiday and / or Travel Tickets | 12.0% | 63 | 12.3% | 17 | 10.4% | 8 | 8.2% | 5 | 13.8% | 7 | 13.2% | 10 | 10.4% | 6 | 17.0% | 5 | 14.5% | 5 |
| Jewellery | 4.4% | 23 | 5.7% | 8 | 4.5% | 3 | 1.6% | 1 | 3.4% | 2 | 2.9% | 2 | 8.3% | 5 | 0.0% | 0 | 5.5% | 2 |
| Major electrical items | 18.2% | 96 | 13.1% | 18 | 16.4% | 13 | 9.8% | 6 | 27.6% | 13 | 20.6% | 16 | 20.8% | 11 | 29.8% | 9 | 25.5% | 9 |
| Small electrical items | 23.8% | 125 | 23.0% | 32 | 23.9% | 18 | 19.7% | 12 | 24.1% | 11 | 23.5% | 18 | 22.9% | 13 | 36.2% | 11 | 25.5% | 9 |
| Small household goods | 6.4% | 34 | 4.9% | 7 | 7.5% | 6 | 4.9% | 3 | 3.4% | 2 | 10.3% | 8 | 2.1% | 1 | 10.6% | 3 | 10.9% | 4 |
| Sports goods | 5.2% | 27 | 4.9% | 7 | 6.0% | 5 | 8.2% | 5 | 5.2% | 2 | 4.4% | 3 | 4.2% | 2 | 4.3% | 1 | 3.6% | 1 |
| Toys | 10.3% | 54 | 10.7% | 15 | 6.0% | 5 | 13.1% | 8 | 15.5% | 7 | 7.4% | 6 | 12.5% | 7 | 12.8% | 4 | 7.3% | 3 |
| Other | 4.6% | 24 | 4.9% | 7 | 6.0% | 5 | 1.6% | 1 | 1.7% | 1 | 4.4% | 3 | 6.3% | 3 | 2.1% | 1 | 9.1% | 3 |
| Arts and crafts | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 4.2% | 2 | 2.1% | 1 | 0.0% | 0 |
| Beauty products / cosmetics | 3.1% | 16 | 3.3% | 5 | 3.0% | 2 | 3.3% | 2 | 3.4% | 2 | 2.9% | 2 | 4.2% | 2 | 2.1% | 1 | 1.8% | 1 |
| Vehicle parts | 1.2% | 6 | 2.5% | 3 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 |
| Computer games / products | 2.0% | 10 | 0.8% | 1 | 1.5% | 1 | 0.0% | 0 | 3.4% | 2 | 5.9% | 5 | 2.1% | 1 | 2.1% | 1 | 0.0% | 0 |
| Dvds | 1.7% | 9 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 8.8% | 7 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 |
| Flowers | 0.6% | 3 | 0.8% | 1 | 1.5% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gifts | 1.5% | 8 | 1.6% | 2 | 3.0% | 2 | 3.3% | 2 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Insurance | 0.8% | 4 | 0.8% | 1 | 0.0% | 0 | 1.6% | 1 | 1.7% | 1 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | | 525 | | 140 | | 77 | | 61 | | 47 | | 78 | | 55 | | 31 | | 35 |
| Sample: | | 526 | | 122 | | 67 | | 61 | | 58 | | 68 | | 48 | | 47 | | 55 |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|----|-------|----|-------|----|
| Q37 Which goods or services might your household purchase in the future via electronic home shopping? | | | | | | | | | | | | | | | | | | |
| Banking | 1.1% | 10 | 0.5% | 1 | 4.7% | 5 | 1.2% | 1 | 2.3% | 2 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 1.0% | 1 |
| Books | 8.8% | 75 | 5.8% | 14 | 14.0% | 14 | 6.0% | 5 | 11.6% | 8 | 11.8% | 16 | 6.4% | 7 | 8.7% | 5 | 10.4% | 6 |
| CD's, music, videos | 11.1% | 95 | 8.2% | 20 | 12.8% | 13 | 10.7% | 9 | 19.8% | 14 | 11.8% | 16 | 11.7% | 13 | 10.9% | 7 | 8.3% | 5 |
| Clothes | 8.9% | 77 | 7.7% | 18 | 17.4% | 17 | 4.8% | 4 | 11.6% | 8 | 6.7% | 9 | 7.4% | 8 | 6.5% | 4 | 12.5% | 8 |
| DIY goods | 0.9% | 8 | 0.5% | 1 | 2.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 2.1% | 2 | 1.1% | 1 | 0.0% | 0 |
| Food | 3.5% | 30 | 3.4% | 8 | 3.5% | 3 | 6.0% | 5 | 0.0% | 0 | 4.2% | 6 | 1.1% | 1 | 5.4% | 3 | 5.2% | 3 |
| Furniture / Carpets | 1.7% | 14 | 1.0% | 2 | 0.0% | 0 | 3.6% | 3 | 3.5% | 2 | 1.7% | 2 | 2.1% | 2 | 0.0% | 0 | 3.1% | 2 |
| Garden items | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 1.1% | 1 | 1.0% | 1 |
| Holiday and / or Travel Tickets | 6.6% | 57 | 6.8% | 16 | 4.7% | 5 | 4.8% | 4 | 5.8% | 4 | 6.7% | 9 | 4.3% | 5 | 12.0% | 7 | 11.5% | 7 |
| Jewellery | 0.7% | 6 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 2.3% | 2 | 0.8% | 1 | 2.1% | 2 | 0.0% | 0 | 0.0% | 0 |
| Major electrical items | 5.9% | 50 | 5.3% | 13 | 7.0% | 7 | 1.2% | 1 | 11.6% | 8 | 6.7% | 9 | 4.3% | 5 | 6.5% | 4 | 6.3% | 4 |
| Small electrical items | 5.0% | 43 | 4.8% | 12 | 5.8% | 6 | 0.0% | 0 | 8.1% | 6 | 5.9% | 8 | 4.3% | 5 | 6.5% | 4 | 5.2% | 3 |
| Small household goods | 1.8% | 15 | 0.5% | 1 | 2.3% | 2 | 0.0% | 0 | 1.2% | 1 | 5.0% | 7 | 0.0% | 0 | 2.2% | 1 | 4.2% | 3 |
| Sports goods | 1.2% | 10 | 0.0% | 0 | 3.5% | 3 | 2.4% | 2 | 1.2% | 1 | 1.7% | 2 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| Toys | 1.7% | 14 | 0.5% | 1 | 2.3% | 2 | 3.6% | 3 | 2.3% | 2 | 2.5% | 3 | 2.1% | 2 | 1.1% | 1 | 0.0% | 0 |
| None | 45.4% | 389 | 48.8% | 116 | 26.7% | 27 | 40.5% | 34 | 41.9% | 29 | 49.6% | 68 | 57.4% | 62 | 48.9% | 29 | 38.5% | 23 |
| No more services that currently purchasing | 22.8% | 195 | 27.1% | 64 | 30.2% | 30 | 34.5% | 29 | 18.6% | 13 | 14.3% | 20 | 10.6% | 11 | 21.7% | 13 | 24.0% | 14 |
| Other | 0.5% | 4 | 0.5% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 2 |
| Arts and crafts | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Beauty products / cosmetics | 0.4% | 3 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Vehicle parts | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Computer games / products | 0.7% | 6 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 2.5% | 3 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Dvds | 1.0% | 8 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 1.2% | 1 | 4.2% | 6 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Flowers | 0.0% | 0 | 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 | 0.1% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Insurance | 0.5% | 4 | 0.5% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 1.1% | 1 | 0.0% | 0 |
| (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 |
| Weighted base: | 857 | 238 | | 99 | | 84 | | 70 | | 137 | | 108 | | 60 | | 60 | | |
| Sample: | 864 | 207 | | 86 | | 84 | | 86 | | 119 | | 94 | | 92 | | 96 | | |

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|----|-------|---|-------|---|-------|---|
| Q38 Which facility / centre do you normally visit for indoor sports or health and fitness activity? | | | | | | | | | | | | | | | | | | |
| Active Images, Cardigan Place, Cannock | 0.8% | 2 | 2.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Alleyne's Sports Centre, Oulton Road, Stone | 3.6% | 10 | 0.0% | 0 | 26.5% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Beaconside Sports Centre, Beaconside, Stafford | 1.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 4.8% | 1 | 2.9% | 1 | 0.0% | 0 |
| Cannons Health Club, East Cannock Road, Hednesford | 1.6% | 5 | 5.4% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chase Leisure Centre, Stafford Road, Cannock | 4.6% | 13 | 13.5% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.1% | 2 |
| David Lloyd, Pensnett Road, Brierley Hill | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Elite 2000 Fitness Centre, St Patricks Street, Stafford | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fitness First, Birmingham Road, Wolverhampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fitness First, Lichfield Road, Walsall | 0.4% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fitness First, Ravenside Retail Park, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fitness First, Stafford Park, Telford | 1.0% | 3 | 0.0% | 0 | 0.0% | 0 | 11.1% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fitness First, Wetmore Road, Burton-upon-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fitness First, Wyrley Brook Road, Cannock | 1.0% | 3 | 2.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.7% | 1 |
| Greens Health & Fitness Club, George Eastham Avenue, Stoke-on-Trent | 0.4% | 1 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gym & Tonic, Queensville Retail Park, Stafford | 3.0% | 9 | 0.0% | 0 | 0.0% | 0 | 7.4% | 2 | 2.6% | 1 | 8.1% | 3 | 4.8% | 1 | 5.9% | 1 | 0.0% | 0 |
| Gymophobics, High Street, Newcastle-under-Lyme | 1.0% | 3 | 0.0% | 0 | 5.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 |
| Moddershall Oaks, Moddershall, Stone | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Penkridge Leisure Centre, Cannock Road, Penkridge | 2.8% | 8 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 33.3% | 6 |
| Quality Living Health Club, Pinfold Lane, Penkridge | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 1 | 3.7% | 1 |
| Riverside Recreation Centre, Lammascote Road, Stafford | 11.8% | 34 | 0.0% | 0 | 8.8% | 3 | 7.4% | 2 | 0.0% | 0 | 37.8% | 16 | 19.0% | 5 | 35.3% | 8 | 0.0% | 0 |
| Rugeley Leisure Centre, Burnt Hill Lane, Rugeley | 8.2% | 24 | 25.7% | 22 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 |
| Sir Stanley Matthews Sports Centre, Leek Road, Stoke-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spirit Health & Fitness, Clayton Road, Newcastle-under-Lyme | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stafford Gymophobics, Greyfriars, Stafford | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 |
| Stafford Sports Arena, Queensville Retail Park, Stafford | 2.4% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.8% | 5 | 4.8% | 1 | 5.9% | 1 | 0.0% | 0 |
| The Gordon Banks Sports Centre, Knutton Lane, Newcastle-under-Lyme | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Total Fitness, Newcastle Road, Newcastle-under-Lyme | 0.8% | 2 | 0.0% | 0 | 5.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westbridge Park Fitness Centre, Westbridge Park, Stafford | 2.8% | 8 | 0.0% | 0 | 17.6% | 7 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wow Fitness, Canal View Business Park, Rugeley | 1.2% | 3 | 4.1% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham 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 |
| Burton-upon-Trent | 0.4% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cannock | 5.6% | 16 | 17.6% | 15 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dudley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|-------------------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|-------|----|-------|---|-------|---|
| Hanley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lichfield | 2.7% | 8 | 6.8% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.8% | 2 | 0.0% | 0 |
| Merry Hill | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugeley | 0.8% | 2 | 2.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stafford | 11.0% | 32 | 1.4% | 1 | 5.9% | 2 | 7.4% | 2 | 5.3% | 2 | 21.6% | 9 | 47.6% | 11 | 11.8% | 3 | 7.4% | 1 |
| Stoke-on-Trent | 0.4% | 1 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Telford | 2.4% | 7 | 0.0% | 0 | 0.0% | 0 | 25.9% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Walsall | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 |
| Wolverhampton | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 3.7% | 1 |
| Other | 3.1% | 9 | 1.4% | 1 | 5.9% | 2 | 0.0% | 0 | 7.9% | 2 | 2.7% | 1 | 0.0% | 0 | 2.9% | 1 | 7.4% | 1 |
| Burntwood | 2.8% | 8 | 9.5% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Codsall | 1.2% | 4 | 0.0% | 0 | 0.0% | 0 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 14.8% | 3 |
| Newport | 3.1% | 9 | 0.0% | 0 | 0.0% | 0 | 33.3% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shrewsbury | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stone | 1.4% | 4 | 0.0% | 0 | 8.8% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 |
| Tamworth | 0.4% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Uttoxeter | 9.9% | 29 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 84.2% | 26 | 0.0% | 0 | 0.0% | 0 | 5.9% | 1 | 0.0% | 0 |
| Esporta Fitness Centre, Stafford | 2.0% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.4% | 2 | 9.5% | 2 | 2.9% | 1 | 3.7% | 1 |
| Penkridge | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.4% | 1 |
| Wheaton Aston | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.7% | 1 |
| Yarnfield | 0.8% | 2 | 0.0% | 0 | 5.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't do this kind of 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 |
| Weighted base: | 288 | 85 | 39 | 27 | 31 | 43 | 24 | 22 | 17 | | | | | | | | | |
| Sample: | 292 | 74 | 34 | 27 | 38 | 37 | 21 | 34 | 27 | | | | | | | | | |

Q39 Which cinema do you normally visit?

| | | | | | | | | | | | | | | | | | | |
|---|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Apollo Cinema, Newport Road, Stafford | 24.6% | 111 | 6.9% | 8 | 12.7% | 9 | 7.3% | 3 | 1.7% | 1 | 63.1% | 47 | 59.0% | 26 | 50.0% | 12 | 15.7% | 5 |
| Cineworld, Bentley Bridge Leisure Park, Wolverhampton | 9.1% | 41 | 16.7% | 20 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 2 | 5.1% | 2 | 0.0% | 0 | 52.9% | 17 |
| Cineworld, Broad Street, Birmingham | 0.8% | 3 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 2.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Cineworld, Middle Way Park, Burton-on-Trent | 3.1% | 14 | 7.8% | 9 | 0.0% | 0 | 0.0% | 0 | 8.6% | 4 | 0.0% | 0 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 |
| Odeon, Bolebridge Street, Tamworth | 4.1% | 18 | 15.7% | 18 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Odeon, Brierley Hill, Dudley | 0.3% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Odeon, Etruria Road, Stoke- on-Trent (Festival Park) | 3.8% | 17 | 0.0% | 0 | 15.9% | 12 | 0.0% | 0 | 1.7% | 1 | 1.5% | 1 | 2.6% | 1 | 8.3% | 2 | 2.0% | 1 |
| Odeon, Forgegate, Telford | 9.3% | 42 | 1.0% | 1 | 0.0% | 0 | 82.9% | 34 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 5.6% | 1 | 13.7% | 4 |
| Odeon, New Street, Birmingham | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Showcase Cinema, Bentley Mill Way, Walsall | 14.8% | 67 | 36.3% | 43 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 13.8% | 10 | 17.9% | 8 | 2.8% | 1 | 13.7% | 4 |
| VUE Cinema, High Street, Newcastle-under-Lyme | 14.1% | 64 | 0.0% | 0 | 66.7% | 49 | 0.0% | 0 | 0.0% | 0 | 7.7% | 6 | 12.8% | 6 | 16.7% | 4 | 0.0% | 0 |
| VUE Cinema, Star City, Birmingham | 1.2% | 5 | 2.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 |
| Other | 2.4% | 11 | 2.0% | 2 | 3.2% | 2 | 2.4% | 1 | 3.4% | 2 | 4.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cinebowl, Dovefields Retail Park, Uttoxeter | 10.0% | 46 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 84.5% | 40 | 1.5% | 1 | 0.0% | 0 | 13.9% | 3 | 0.0% | 0 |
| Electric Palace, Walsall Road, Cannock | 2.3% | 10 | 8.8% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shrewsbury | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stafford | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't do this kind of 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 |
| Weighted base: | 454 | 117 | 73 | 41 | 47 | 75 | 45 | 24 | 32 | | | | | | | | | |
| Sample: | 455 | 102 | 63 | 41 | 58 | 65 | 39 | 36 | 51 | | | | | | | | | |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|--------|----|--------|----|--------|----|-------|----|
| Q40 Where do you normally visit for ten-pin bowling? | | | | | | | | | | | | | | | | | | |
| Cinebowl, Dovefields Retail Park, Uttoxeter | 11.5% | 31 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 90.2% | 30 | 0.0% | 0 | 0.0% | 0 | 10.0% | 1 | 0.0% | 0 |
| GT Leisure Bowl, Revival Street, Walsall | 2.1% | 6 | 8.1% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hollywood Bowl, Birmingham Great Park, Birmingham | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Strykers Bowling, Shaw Road, Wolverhampton | 2.4% | 7 | 3.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 21.2% | 4 |
| Tenpin, Festival Park, Stoke on Trent | 3.4% | 9 | 0.0% | 0 | 15.4% | 7 | 0.0% | 0 | 4.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 |
| Tenpin, Greyfriars Place, Stafford | 74.7% | 204 | 77.4% | 55 | 84.6% | 38 | 72.7% | 16 | 4.9% | 2 | 100.0% | 37 | 100.0% | 31 | 90.0% | 12 | 66.7% | 14 |
| Other | 0.7% | 2 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 |
| Shrewsbury | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 4.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tamworth | 2.5% | 7 | 9.7% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Telford | 2.3% | 6 | 0.0% | 0 | 0.0% | 0 | 22.7% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.1% | 1 |
| (Don't know / can't remember) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't do this kind of 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 |
| Weighted base: | | 273 | | 71 | | 45 | | 22 | | 33 | | 37 | | 31 | | 13 | | 21 |
| Sample: | | 276 | | 62 | | 39 | | 22 | | 41 | | 32 | | 27 | | 20 | | 33 |
| Q41 Where do you normally visit for bingo? | | | | | | | | | | | | | | | | | | |
| Gala Bingo, Albion Square, Hanley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gala Bingo, Anchor Road, Walsall | 3.0% | 1 | 10.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gala Bingo, Jerome Retail Park, Walsall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gala Bingo, Queensville Retail Park, Stafford | 67.4% | 26 | 60.0% | 7 | 0.0% | 0 | 33.4% | 1 | 0.0% | 0 | 100.0% | 6 | 75.0% | 7 | 100.0% | 2 | 62.5% | 3 |
| Gala Bingo, Spinning School Lane, Tamworth | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gala Bingo, Whitmore Street, Wolverhampton | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.5% | 1 |
| Hollywood Clubs, Victoria Street, Hednesford | 3.0% | 1 | 10.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Eturia Road, Stoke on Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Middleway Park, Burton-on-Trent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Southwater Square, Telford | 2.6% | 1 | 0.0% | 0 | 0.0% | 0 | 33.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, the Octagon, Hanley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 6.8% | 3 | 10.0% | 1 | 0.0% | 0 | 0.0% | 0 | 50.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.5% | 1 |
| Internet | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugeley | 3.0% | 1 | 10.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brewood | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.5% | 1 |
| Stafford | 6.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 25.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Uttoxeter | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 50.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gnosall | 2.6% | 1 | 0.0% | 0 | 0.0% | 0 | 33.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't do this kind of 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 |
| Weighted base: | | 38 | | 12 | | 0 | | 3 | | 2 | | 6 | | 9 | | 2 | | 5 |
| Sample: | | 39 | | 10 | | 0 | | 3 | | 2 | | 5 | | 8 | | 3 | | 8 |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | |
|--|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|----|
| Q42 Which centre / facility do you normally visit for art / culture activities (i.e. theatres / galleries / museums)? | | | | | | | | | | | | | | | | | | |
| Birmingham City Centre | 19.0% | 92 | 24.3% | 31 | 7.5% | 5 | 25.0% | 12 | 12.8% | 5 | 14.7% | 12 | 16.3% | 9 | 24.5% | 8 | 26.2% | 11 |
| Burton-upon-Trent | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cannock | 2.8% | 13 | 9.9% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 |
| Dudley | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eccleshall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hanley | 8.7% | 42 | 0.9% | 1 | 32.1% | 20 | 4.2% | 2 | 19.1% | 7 | 8.8% | 7 | 4.1% | 2 | 6.1% | 2 | 1.5% | 1 |
| Lichfield | 3.6% | 18 | 12.6% | 16 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 |
| London | 10.4% | 50 | 15.3% | 20 | 5.7% | 3 | 6.3% | 3 | 14.9% | 6 | 7.4% | 6 | 8.2% | 5 | 8.2% | 3 | 13.8% | 6 |
| Manchester | 1.2% | 6 | 0.0% | 0 | 1.9% | 1 | 2.1% | 1 | 0.0% | 0 | 4.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Merry Hill | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newcastle-under-Lyme | 1.1% | 5 | 0.0% | 0 | 5.7% | 3 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 |
| Newport | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugeley | 0.2% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stafford | 21.9% | 106 | 4.5% | 6 | 5.7% | 3 | 12.5% | 6 | 10.6% | 4 | 50.0% | 39 | 59.2% | 33 | 26.5% | 8 | 13.8% | 6 |
| Stoke-on-Trent | 11.9% | 58 | 0.9% | 1 | 37.7% | 23 | 10.4% | 5 | 25.5% | 10 | 5.9% | 5 | 6.1% | 3 | 28.6% | 9 | 3.1% | 1 |
| Stone | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Telford | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 4.2% | 2 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 |
| Walsall | 0.9% | 5 | 1.8% | 2 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 |
| Wolverhampton | 9.6% | 46 | 18.0% | 23 | 0.0% | 0 | 20.8% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 30.8% | 13 |
| Other | 6.2% | 30 | 10.8% | 14 | 3.8% | 2 | 2.1% | 1 | 10.6% | 4 | 4.4% | 3 | 6.1% | 3 | 0.0% | 0 | 4.6% | 2 |
| Shrewsbury | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 8.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Uttoxeter | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hanley | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't do this kind of 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 |
| Weighted base: | | 483 | | 128 | | 61 | | 48 | | 38 | | 78 | | 56 | | 32 | | 41 |
| Sample: | | 490 | | 111 | | 53 | | 48 | | 47 | | 68 | | 49 | | 49 | | 65 |

Q43 When participating in leisure activities how do you usually travel?

| | | | | | | | | | | | | | | | | | | |
|---|-------|-----|-------|-----|-------|----|-------|----|-------|----|-------|-----|-------|----|-------|----|-------|----|
| Car / van (as driver) | 62.8% | 452 | 64.4% | 131 | 76.3% | 67 | 67.1% | 51 | 70.5% | 45 | 52.7% | 55 | 48.6% | 41 | 72.6% | 35 | 51.9% | 26 |
| Car / van (as passenger) | 20.7% | 149 | 22.6% | 46 | 17.1% | 15 | 19.7% | 15 | 16.7% | 11 | 22.0% | 23 | 23.0% | 19 | 12.3% | 6 | 27.2% | 14 |
| Bus, minibus or coach | 5.5% | 39 | 3.4% | 7 | 3.9% | 3 | 2.6% | 2 | 2.6% | 2 | 11.0% | 12 | 8.1% | 7 | 5.5% | 3 | 8.6% | 4 |
| Motorcycle, scooter or moped | 0.2% | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Walk | 3.5% | 25 | 1.1% | 2 | 0.0% | 0 | 2.6% | 2 | 5.1% | 3 | 6.6% | 7 | 10.8% | 9 | 0.0% | 0 | 2.5% | 1 |
| Taxi | 1.3% | 9 | 1.1% | 2 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 1.1% | 1 | 4.1% | 3 | 1.4% | 1 | 1.2% | 1 |
| Train | 5.8% | 41 | 6.8% | 14 | 1.3% | 1 | 6.6% | 5 | 2.6% | 2 | 6.6% | 7 | 5.4% | 5 | 8.2% | 4 | 8.6% | 4 |
| Metro | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicycle | 0.4% | 3 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 2.6% | 2 | 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 |
| Varies | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't 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 |
| (Don't participate in leisure activities) | 0.0% | 0 | 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: | | 719 | | 204 | | 88 | | 76 | | 64 | | 105 | | 85 | | 48 | | 51 |
| Sample: | | 726 | | 177 | | 76 | | 76 | | 78 | | 91 | | 74 | | 73 | | 81 |

| | Total | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | |
|---|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|----|
| Q44 Which centre / facility do you normally visit for nightlife such as bars, pubs and nightclubs? | | | | | | | | | | | | | | | | | | |
| Birmingham City Centre | 2.2% | 10 | 3.4% | 5 | 0.0% | 0 | 2.6% | 1 | 0.0% | 0 | 2.9% | 2 | 0.0% | 0 | 7.0% | 2 | 2.2% | 1 |
| Burton-upon-Trent | 0.6% | 3 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 4.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cannock | 13.1% | 62 | 43.6% | 59 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 2.3% | 1 | 4.4% | 1 |
| Dudley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eccleshall | 1.1% | 5 | 0.0% | 0 | 6.5% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Hanley | 0.4% | 2 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lichfield | 2.2% | 10 | 7.7% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| London | 0.5% | 2 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Manchester | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Merry Hill | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newcastle-under-Lyme | 0.2% | 1 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newport | 4.1% | 19 | 0.0% | 0 | 0.0% | 0 | 47.4% | 18 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugeley | 6.8% | 32 | 22.2% | 30 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 4.7% | 1 | 0.0% | 0 |
| Stafford | 34.4% | 162 | 5.1% | 7 | 6.5% | 5 | 21.1% | 8 | 4.8% | 2 | 89.9% | 71 | 94.1% | 55 | 39.5% | 11 | 13.3% | 4 |
| Stoke-on-Trent | 0.7% | 3 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Stone | 12.9% | 61 | 0.0% | 0 | 79.0% | 57 | 0.0% | 0 | 2.4% | 1 | 1.4% | 1 | 0.0% | 0 | 7.0% | 2 | 2.2% | 1 |
| Telford | 0.5% | 2 | 0.9% | 1 | 0.0% | 0 | 2.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Walsall | 0.9% | 4 | 1.7% | 2 | 0.0% | 0 | 2.6% | 1 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Wolverhampton | 1.0% | 5 | 0.9% | 1 | 0.0% | 0 | 2.6% | 1 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 4.4% | 1 |
| Other | 4.7% | 22 | 6.0% | 8 | 0.0% | 0 | 10.5% | 4 | 19.0% | 7 | 0.0% | 0 | 0.0% | 0 | 7.0% | 2 | 6.7% | 2 |
| Brewood | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 13.3% | 4 |
| Burntwood | 0.7% | 3 | 2.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Derrington | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Gnosall | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 5.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 |
| Great Haywood | 0.7% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.6% | 3 | 0.0% | 0 |
| Haughton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Hednesford | 0.7% | 3 | 2.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hilderstone | 0.2% | 1 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hixon | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.7% | 1 | 0.0% | 0 |
| Little Haywood | 0.2% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Penkridge | 2.8% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 46.7% | 13 |
| Seighford | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Shrewsbury | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 5.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swynnerton | 0.2% | 1 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Uttoxeter | 4.9% | 23 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 64.3% | 22 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weston | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.7% | 1 | 0.0% | 0 |
| Wheaton Aston | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.4% | 1 |
| (Don't know / can't remember) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't do this kind of 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 |
| Weighted base: | 473 | 135 | | 72 | | 38 | | 34 | | 80 | | 58 | | 28 | | 28 | | |
| Sample: | 467 | 117 | | 62 | | 38 | | 42 | | 69 | | 51 | | 43 | | 45 | | |

Q45 How do you normally travel to (DESTINATION MENTIONED AT Q44)?

Not answered by those who said they Don't know / can't remember or Dont do this kind of activity regarding nightlife at Q44

| | | | | | | | | | | | | | | | | | | |
|------------------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Car / van (as driver) | 25.7% | 116 | 30.4% | 39 | 13.8% | 9 | 26.5% | 9 | 26.8% | 9 | 22.1% | 17 | 18.0% | 10 | 51.2% | 14 | 32.6% | 9 |
| Car / van (as passenger) | 14.1% | 64 | 20.5% | 26 | 8.6% | 6 | 26.5% | 9 | 7.3% | 2 | 11.8% | 9 | 12.0% | 7 | 9.8% | 3 | 4.7% | 1 |
| Bus, minibus or coach | 4.8% | 22 | 5.4% | 7 | 0.0% | 0 | 0.0% | 0 | 4.9% | 2 | 14.7% | 12 | 2.0% | 1 | 2.4% | 1 | 0.0% | 0 |
| Motorcycle, scooter or moped | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Walk | 41.1% | 186 | 25.0% | 32 | 65.5% | 44 | 38.2% | 13 | 53.7% | 18 | 32.4% | 25 | 50.0% | 29 | 31.7% | 8 | 60.5% | 16 |
| Taxi | 12.2% | 55 | 15.2% | 20 | 12.1% | 8 | 8.8% | 3 | 4.9% | 2 | 14.7% | 12 | 18.0% | 10 | 2.4% | 1 | 2.3% | 1 |
| Train | 2.1% | 10 | 3.6% | 5 | 0.0% | 0 | 0.0% | 0 | 2.4% | 1 | 4.4% | 3 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 |
| Metro | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicycle | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 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 |
| Varies | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't 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 |
| Weighted base: | 453 | 129 | | 67 | | 34 | | 33 | | 78 | | 57 | | 27 | | 27 | | |
| Sample: | 447 | 112 | | 58 | | 34 | | 41 | | 68 | | 50 | | 41 | | 43 | | |

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| Q46 Which centre / facility do you normally visit for restaurants? | | | | | | | | | | | | | | | | | | |
| Birmingham City Centre | 1.5% | 10 | 0.6% | 1 | 0.0% | 0 | 3.6% | 2 | 0.0% | 0 | 3.6% | 3 | 1.3% | 1 | 3.5% | 1 | 1.4% | 1 |
| Burton-upon-Trent | 0.6% | 4 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 5.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cannock | 12.1% | 78 | 38.6% | 70 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 | 0.0% | 0 | 11.4% | 5 |
| Dudley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eccleshall | 0.9% | 6 | 0.0% | 0 | 4.8% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 1.4% | 1 |
| Hanley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lichfield | 4.8% | 31 | 14.6% | 26 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 2.4% | 2 | 0.0% | 0 | 3.5% | 1 | 0.0% | 0 |
| London | 1.1% | 7 | 2.5% | 5 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Manchester | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Merry Hill | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newcastle-under-Lyme | 0.2% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newport | 3.6% | 23 | 0.0% | 0 | 0.0% | 0 | 41.1% | 23 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugeley | 6.0% | 38 | 19.6% | 36 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.3% | 2 | 1.4% | 1 |
| Stafford | 35.1% | 225 | 7.6% | 14 | 10.8% | 10 | 23.2% | 13 | 1.8% | 1 | 81.9% | 78 | 94.7% | 81 | 49.1% | 18 | 21.4% | 9 |
| Stoke-on-Trent | 0.3% | 2 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stone | 13.6% | 88 | 0.6% | 1 | 78.3% | 75 | 0.0% | 0 | 7.0% | 3 | 1.2% | 1 | 1.3% | 1 | 14.0% | 5 | 1.4% | 1 |
| Telford | 1.6% | 10 | 1.3% | 2 | 0.0% | 0 | 12.5% | 7 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Walsall | 0.6% | 4 | 1.3% | 2 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |
| Wolverhampton | 1.3% | 8 | 0.6% | 1 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 12.9% | 6 |
| Other | 5.5% | 35 | 8.9% | 16 | 1.2% | 1 | 7.1% | 4 | 14.0% | 7 | 1.2% | 1 | 1.3% | 1 | 8.8% | 3 | 4.3% | 2 |
| Acton Trussell | 0.2% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brewood | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 1 |
| Burntwood | 0.2% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chetwynd Aston | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Codsall | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Derrington | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |
| Eccleshall | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gnosall | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Great Haywood | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.5% | 1 | 1.4% | 1 |
| Haughton | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hednesford | 0.2% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Milford | 0.5% | 3 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Penkridge | 2.5% | 16 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 34.3% | 15 |
| Ranton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |
| Shrewsbury | 0.6% | 4 | 0.0% | 0 | 0.0% | 0 | 5.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Uttoxeter | 5.4% | 35 | 0.6% | 1 | 1.2% | 1 | 0.0% | 0 | 68.4% | 32 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |
| Weston | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |
| Wheaton Aston | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 1 |
| (Don't know / can't remember) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't do this kind of 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 |
| Weighted base: | | 643 | | 182 | | 96 | | 56 | | 47 | | 96 | | 86 | | 37 | | 44 |
| Sample: | | 639 | | 158 | | 83 | | 56 | | 57 | | 83 | | 75 | | 57 | | 70 |

Q47 How do you normally travel to (DESTINATION MENTIONED AT Q46)?

Not answered by those who said they Don't know / can't remember or Dont do this kind of activity regarding restaurants at Q46

| | | | | | | | | | | | | | | | | | | |
|------------------------------|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Car / van (as driver) | 31.1% | 302 | 32.8% | 92 | 27.0% | 31 | 32.3% | 32 | 34.7% | 28 | 24.4% | 37 | 29.2% | 36 | 39.8% | 25 | 35.1% | 21 |
| Car / van (as passenger) | 15.9% | 155 | 18.9% | 53 | 13.0% | 15 | 10.1% | 10 | 9.2% | 7 | 19.8% | 30 | 19.8% | 24 | 10.2% | 7 | 14.4% | 9 |
| Bus, minibus or coach | 1.9% | 18 | 2.5% | 7 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 5.3% | 8 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 |
| Motorcycle, scooter or moped | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Walk | 11.1% | 107 | 4.1% | 12 | 34.0% | 39 | 9.1% | 9 | 11.2% | 9 | 6.1% | 9 | 12.3% | 15 | 6.1% | 4 | 17.5% | 11 |
| Taxi | 3.2% | 31 | 4.1% | 12 | 4.0% | 5 | 1.0% | 1 | 1.0% | 1 | 3.8% | 6 | 4.7% | 6 | 1.0% | 1 | 2.1% | 1 |
| Train | 0.9% | 9 | 0.4% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 3.1% | 5 | 0.9% | 1 | 1.0% | 1 | 0.0% | 0 |
| Metro | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicycle | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 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 |
| Varies | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't 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 |
| No response | 36.0% | 350 | 37.3% | 105 | 21.0% | 24 | 46.5% | 46 | 43.9% | 35 | 37.4% | 56 | 31.1% | 38 | 41.8% | 27 | 30.9% | 19 |
| Weighted base: | | 973 | | 281 | | 116 | | 99 | | 80 | | 151 | | 121 | | 64 | | 61 |
| Sample: | | 973 | | 244 | | 100 | | 99 | | 98 | | 131 | | 106 | | 98 | | 97 |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| AGE Can I just ask, how old are you? | | | | | | | | | | | | | | | | | | |
| 18-24 years | 1.8% | 18 | 1.6% | 5 | 0.0% | 0 | 4.9% | 5 | 4.0% | 3 | 2.2% | 3 | 0.9% | 1 | 0.0% | 0 | 1.0% | 1 |
| 25-34 years | 4.5% | 45 | 6.3% | 18 | 1.0% | 1 | 2.0% | 2 | 7.0% | 6 | 6.0% | 9 | 3.7% | 5 | 2.0% | 1 | 4.0% | 3 |
| 35-44 years | 17.3% | 173 | 16.7% | 48 | 29.8% | 36 | 17.6% | 18 | 21.0% | 17 | 13.4% | 21 | 15.7% | 19 | 12.0% | 8 | 9.0% | 6 |
| 45-54 years | 24.8% | 248 | 21.0% | 61 | 36.5% | 44 | 26.5% | 27 | 26.0% | 21 | 24.6% | 38 | 23.1% | 29 | 25.0% | 16 | 19.0% | 12 |
| 55-64 years | 17.0% | 170 | 19.4% | 56 | 7.7% | 9 | 16.7% | 17 | 11.0% | 9 | 20.1% | 31 | 12.0% | 15 | 22.0% | 14 | 28.0% | 18 |
| 65 plus | 33.8% | 338 | 33.7% | 98 | 24.0% | 29 | 31.4% | 32 | 31.0% | 25 | 32.8% | 51 | 44.4% | 55 | 37.0% | 24 | 38.0% | 24 |
| (Refused) | 0.9% | 9 | 1.2% | 3 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 2.0% | 1 | 1.0% | 1 |
| Weighted base: | | 1000 | | 290 | | 120 | | 102 | | 82 | | 154 | | 124 | | 65 | | 63 |
| Sample: | | 1000 | | 252 | | 104 | | 102 | | 100 | | 134 | | 108 | | 100 | | 100 |
| GEN Gender of respondent | | | | | | | | | | | | | | | | | | |
| Male | 29.5% | 295 | 29.0% | 84 | 37.5% | 45 | 27.5% | 28 | 32.0% | 26 | 27.6% | 43 | 25.9% | 32 | 32.0% | 21 | 26.0% | 16 |
| Female | 70.5% | 705 | 71.0% | 206 | 62.5% | 75 | 72.5% | 74 | 68.0% | 55 | 72.4% | 112 | 74.1% | 92 | 68.0% | 44 | 74.0% | 46 |
| Weighted base: | | 1000 | | 290 | | 120 | | 102 | | 82 | | 154 | | 124 | | 65 | | 63 |
| Sample: | | 1000 | | 252 | | 104 | | 102 | | 100 | | 134 | | 108 | | 100 | | 100 |
| ETH What is your ethnicity? | | | | | | | | | | | | | | | | | | |
| White | 98.3% | 983 | 99.2% | 288 | 97.1% | 117 | 98.0% | 100 | 100.0% | 82 | 97.8% | 151 | 98.1% | 121 | 97.0% | 63 | 97.0% | 61 |
| Indian | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pakistani | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bangladeshi | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other Asian | 0.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Black Caribbean | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Black African | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other Black | 0.1% | 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 |
| Chinese | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mixed Race | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 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 |
| (Refused) | 1.1% | 11 | 0.8% | 2 | 1.9% | 2 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 3.0% | 2 | 2.0% | 1 |
| Weighted base: | | 1000 | | 290 | | 120 | | 102 | | 82 | | 154 | | 124 | | 65 | | 63 |
| Sample: | | 1000 | | 252 | | 104 | | 102 | | 100 | | 134 | | 108 | | 100 | | 100 |
| OCC What is the occupation of the main income earner of the household? | | | | | | | | | | | | | | | | | | |
| Occupation | 76.2% | 762 | 76.2% | 221 | 84.6% | 102 | 76.5% | 78 | 82.0% | 67 | 74.6% | 115 | 67.6% | 84 | 74.0% | 48 | 75.0% | 47 |
| Basic state pension ONLY | 16.8% | 168 | 16.7% | 48 | 9.6% | 12 | 13.7% | 14 | 11.0% | 9 | 18.7% | 29 | 25.0% | 31 | 19.0% | 12 | 20.0% | 13 |
| (Refused) | 7.1% | 71 | 7.1% | 21 | 5.8% | 7 | 9.8% | 10 | 7.0% | 6 | 6.7% | 10 | 7.4% | 9 | 7.0% | 5 | 5.0% | 3 |
| Weighted base: | | 1000 | | 290 | | 120 | | 102 | | 82 | | 154 | | 124 | | 65 | | 63 |
| Sample: | | 1000 | | 252 | | 104 | | 102 | | 100 | | 134 | | 108 | | 100 | | 100 |
| INC Is the main income earner full-time or part-time? | | | | | | | | | | | | | | | | | | |
| <i>Not answered by those who said they were on State pension only or refused to answer at INC</i> | | | | | | | | | | | | | | | | | | |
| Full-time | 64.4% | 491 | 68.2% | 151 | 70.5% | 72 | 70.5% | 55 | 65.9% | 44 | 60.0% | 69 | 61.6% | 52 | 51.4% | 25 | 50.7% | 24 |
| Part-time | 8.2% | 62 | 6.8% | 15 | 4.5% | 5 | 9.0% | 7 | 3.7% | 2 | 8.0% | 9 | 13.7% | 11 | 8.1% | 4 | 18.7% | 9 |
| No main income earner | 26.5% | 202 | 25.0% | 55 | 22.7% | 23 | 20.5% | 16 | 29.3% | 20 | 31.0% | 36 | 24.7% | 21 | 35.1% | 17 | 30.7% | 14 |
| (Refused) | 0.9% | 7 | 0.0% | 0 | 2.3% | 2 | 0.0% | 0 | 1.2% | 1 | 1.0% | 1 | 0.0% | 0 | 5.4% | 3 | 0.0% | 0 |
| Weighted base: | | 762 | | 221 | | 102 | | 78 | | 67 | | 115 | | 84 | | 48 | | 47 |
| Sample: | | 762 | | 192 | | 88 | | 78 | | 82 | | 100 | | 73 | | 74 | | 75 |
| HOM Do you own your own home, whether on a mortgage or outright? | | | | | | | | | | | | | | | | | | |
| Yes | 85.9% | 859 | 86.1% | 250 | 89.4% | 107 | 88.2% | 90 | 95.0% | 78 | 79.1% | 122 | 80.6% | 100 | 89.0% | 58 | 86.0% | 54 |
| No | 11.0% | 110 | 9.5% | 28 | 7.7% | 9 | 9.8% | 10 | 3.0% | 2 | 17.9% | 28 | 16.7% | 21 | 9.0% | 6 | 11.0% | 7 |
| (Refused) | 3.1% | 31 | 4.4% | 13 | 2.9% | 3 | 2.0% | 2 | 2.0% | 2 | 3.0% | 5 | 2.8% | 3 | 2.0% | 1 | 3.0% | 2 |
| Weighted base: | | 1000 | | 290 | | 120 | | 102 | | 82 | | 154 | | 124 | | 65 | | 63 |
| Sample: | | 1000 | | 252 | | 104 | | 102 | | 100 | | 134 | | 108 | | 100 | | 100 |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| ADU How many adults, including yourself, live in your household (16 years and above)? | | | | | | | | | | | | | | | | | | |
| One | 19.8% | 198 | 21.0% | 61 | 18.3% | 22 | 15.7% | 16 | 21.0% | 17 | 16.4% | 25 | 25.9% | 32 | 17.0% | 11 | 22.0% | 14 |
| Two | 57.8% | 578 | 57.5% | 167 | 57.7% | 69 | 56.9% | 58 | 56.0% | 46 | 62.7% | 97 | 53.7% | 66 | 60.0% | 39 | 57.0% | 36 |
| Three | 14.6% | 146 | 13.9% | 40 | 15.4% | 18 | 17.6% | 18 | 16.0% | 13 | 13.4% | 21 | 14.8% | 18 | 15.0% | 10 | 12.0% | 8 |
| Four | 4.2% | 42 | 2.8% | 8 | 6.7% | 8 | 6.9% | 7 | 5.0% | 4 | 2.2% | 3 | 2.8% | 3 | 5.0% | 3 | 8.0% | 5 |
| Five | 1.1% | 11 | 1.6% | 5 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 2.2% | 3 | 0.9% | 1 | 0.0% | 0 | 1.0% | 1 |
| Six or more (Refused) | 0.3% | 3 | 0.4% | 1 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| | 2.1% | 21 | 2.8% | 8 | 1.0% | 1 | 2.0% | 2 | 1.0% | 1 | 3.0% | 5 | 1.9% | 2 | 3.0% | 2 | 0.0% | 0 |
| Weighted base: | | 1000 | | 290 | | 120 | | 102 | | 82 | | 154 | | 124 | | 65 | | 63 |
| Sample: | | 1000 | | 252 | | 104 | | 102 | | 100 | | 134 | | 108 | | 100 | | 100 |
| CHI How many children live in your household, aged 15 years and under? | | | | | | | | | | | | | | | | | | |
| None | 74.1% | 740 | 71.8% | 208 | 61.5% | 74 | 78.4% | 80 | 69.0% | 56 | 74.6% | 115 | 79.6% | 99 | 83.0% | 54 | 86.0% | 54 |
| One | 11.0% | 110 | 10.3% | 30 | 18.3% | 22 | 7.8% | 8 | 14.0% | 11 | 12.7% | 20 | 8.3% | 10 | 7.0% | 5 | 7.0% | 4 |
| Two | 10.1% | 101 | 10.7% | 31 | 18.3% | 22 | 8.8% | 9 | 12.0% | 10 | 7.5% | 12 | 8.3% | 10 | 5.0% | 3 | 6.0% | 4 |
| Three | 2.4% | 24 | 4.0% | 12 | 1.0% | 1 | 2.0% | 2 | 3.0% | 2 | 2.2% | 3 | 1.9% | 2 | 2.0% | 1 | 0.0% | 0 |
| Four | 0.4% | 4 | 0.4% | 1 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Five | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Six or more (Refused) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| | 2.1% | 21 | 2.8% | 8 | 1.0% | 1 | 2.0% | 2 | 1.0% | 1 | 3.0% | 5 | 1.9% | 2 | 3.0% | 2 | 0.0% | 0 |
| Weighted base: | | 1000 | | 290 | | 120 | | 102 | | 82 | | 154 | | 124 | | 65 | | 63 |
| Sample: | | 1000 | | 252 | | 104 | | 102 | | 100 | | 134 | | 108 | | 100 | | 100 |
| CAR How many cars does your household own or have the use of? | | | | | | | | | | | | | | | | | | |
| None | 10.7% | 107 | 11.5% | 33 | 6.7% | 8 | 2.9% | 3 | 5.0% | 4 | 17.2% | 27 | 19.4% | 24 | 5.0% | 3 | 8.0% | 5 |
| One | 39.6% | 396 | 36.9% | 107 | 39.4% | 47 | 34.3% | 35 | 45.0% | 37 | 34.3% | 53 | 53.7% | 66 | 40.0% | 26 | 39.0% | 24 |
| Two | 37.1% | 371 | 38.1% | 110 | 39.4% | 47 | 44.1% | 45 | 41.0% | 33 | 38.8% | 60 | 19.4% | 24 | 40.0% | 26 | 39.0% | 24 |
| Three or more (Refused) | 10.5% | 105 | 9.9% | 29 | 13.5% | 16 | 17.6% | 18 | 8.0% | 7 | 6.7% | 10 | 6.5% | 8 | 13.0% | 8 | 14.0% | 9 |
| | 2.0% | 20 | 3.6% | 10 | 1.0% | 1 | 1.0% | 1 | 1.0% | 1 | 3.0% | 5 | 0.9% | 1 | 2.0% | 1 | 0.0% | 0 |
| Weighted base: | | 1000 | | 290 | | 120 | | 102 | | 82 | | 154 | | 124 | | 65 | | 63 |
| Sample: | | 1000 | | 252 | | 104 | | 102 | | 100 | | 134 | | 108 | | 100 | | 100 |
| SEG Socio-economic group | | | | | | | | | | | | | | | | | | |
| A | 2.9% | 29 | 2.8% | 8 | 3.8% | 5 | 2.0% | 2 | 5.0% | 4 | 3.0% | 5 | 0.0% | 0 | 5.0% | 3 | 4.0% | 3 |
| B | 11.2% | 112 | 6.0% | 17 | 14.4% | 17 | 9.8% | 10 | 21.0% | 17 | 14.2% | 22 | 9.3% | 11 | 10.0% | 7 | 16.0% | 10 |
| C1 | 24.2% | 242 | 20.2% | 59 | 31.7% | 38 | 28.4% | 29 | 20.0% | 16 | 26.1% | 40 | 23.1% | 29 | 22.0% | 14 | 27.0% | 17 |
| C2 | 29.3% | 293 | 37.7% | 109 | 22.1% | 27 | 35.3% | 36 | 26.0% | 21 | 20.9% | 32 | 28.7% | 36 | 28.0% | 18 | 22.0% | 14 |
| D | 7.9% | 79 | 9.1% | 26 | 11.5% | 14 | 1.0% | 1 | 10.0% | 8 | 8.2% | 13 | 6.5% | 8 | 8.0% | 5 | 6.0% | 4 |
| E | 17.4% | 174 | 17.1% | 49 | 10.6% | 13 | 13.7% | 14 | 11.0% | 9 | 20.9% | 32 | 25.0% | 31 | 20.0% | 13 | 20.0% | 13 |
| (Refused) | 7.1% | 71 | 7.1% | 21 | 5.8% | 7 | 9.8% | 10 | 7.0% | 6 | 6.7% | 10 | 7.4% | 9 | 7.0% | 5 | 5.0% | 3 |
| Weighted base: | | 1000 | | 290 | | 120 | | 102 | | 82 | | 154 | | 124 | | 65 | | 63 |
| Sample: | | 1000 | | 252 | | 104 | | 102 | | 100 | | 134 | | 108 | | 100 | | 100 |
| QUOTA Zone | | | | | | | | | | | | | | | | | | |
| Zone 1 | 29.0% | 290 | 100.0% | 290 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 2 | 12.0% | 120 | 0.0% | 0 | 100.0% | 120 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 3 | 10.2% | 102 | 0.0% | 0 | 0.0% | 0 | 100.0% | 102 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 4 | 8.2% | 82 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 82 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 5 | 15.4% | 154 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 154 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 6 | 12.4% | 124 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 124 | 0.0% | 0 | 0.0% | 0 |
| Zone 7 | 6.5% | 65 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 65 | 0.0% | 0 |
| Zone 8 | 6.3% | 63 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 63 |
| Weighted base: | | 1000 | | 290 | | 120 | | 102 | | 82 | | 154 | | 124 | | 65 | | 63 |
| Sample: | | 1000 | | 252 | | 104 | | 102 | | 100 | | 134 | | 108 | | 100 | | 100 |

Stafford Household Survey For White Young Green

Weighted:

March 2010

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| PC Postcode | | | | | | | | | |
| ST129 | 0.3% | 3 | 0.0% | 0 | 2.9% | 3 | 0.0% | 0 | 0.0% |
| ST145 | 1.6% | 16 | 0.0% | 0 | 0.0% | 0 | 19.0% | 16 | 0.0% |
| ST147 | 4.6% | 46 | 0.0% | 0 | 0.0% | 0 | 56.0% | 46 | 0.0% |
| ST148 | 2.0% | 20 | 0.0% | 0 | 0.0% | 0 | 25.0% | 20 | 0.0% |
| ST150 | 3.6% | 36 | 0.0% | 0 | 29.8% | 36 | 0.0% | 0 | 0.0% |
| ST158 | 6.8% | 68 | 0.0% | 0 | 56.7% | 68 | 0.0% | 0 | 0.0% |
| ST161 | 4.4% | 44 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 35.2% |
| ST162 | 0.5% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.7% |
| ST163 | 7.6% | 76 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 61.1% |
| ST170 | 4.0% | 40 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 26.1% |
| ST174 | 4.3% | 43 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 27.6% |
| ST179 | 7.1% | 71 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 46.3% |
| ST180 | 4.2% | 42 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| ST189 | 2.4% | 24 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| ST195 | 4.1% | 41 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| ST199 | 2.2% | 22 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| ST200 | 2.7% | 27 | 0.0% | 0 | 0.0% | 0 | 26.5% | 27 | 0.0% |
| ST216 | 1.3% | 13 | 0.0% | 0 | 10.6% | 13 | 0.0% | 0 | 0.0% |
| TF107 | 5.2% | 52 | 0.0% | 0 | 0.0% | 0 | 51.0% | 52 | 0.0% |
| TF108 | 1.0% | 10 | 0.0% | 0 | 0.0% | 0 | 9.8% | 10 | 0.0% |
| TF109 | 1.3% | 13 | 0.0% | 0 | 0.0% | 0 | 12.7% | 13 | 0.0% |
| WS120 | 1.5% | 15 | 5.2% | 15 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| WS121 | 2.3% | 23 | 7.9% | 23 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| WS122 | 3.1% | 31 | 10.7% | 31 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| WS123 | 2.9% | 29 | 9.9% | 29 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| WS124 | 6.0% | 60 | 20.6% | 60 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| WS151 | 3.6% | 36 | 12.3% | 36 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| WS152 | 5.8% | 58 | 19.8% | 58 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| WS153 | 1.8% | 18 | 6.3% | 18 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| WS154 | 2.1% | 21 | 7.1% | 21 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Weighted base: | 1000 | 290 | | 120 | 102 | 82 | 154 | 124 | 65 |
| Sample: | 1000 | 252 | | 104 | 102 | 100 | 134 | 108 | 100 |



Appendix 5 – Shopping Patterns in Stafford Borough

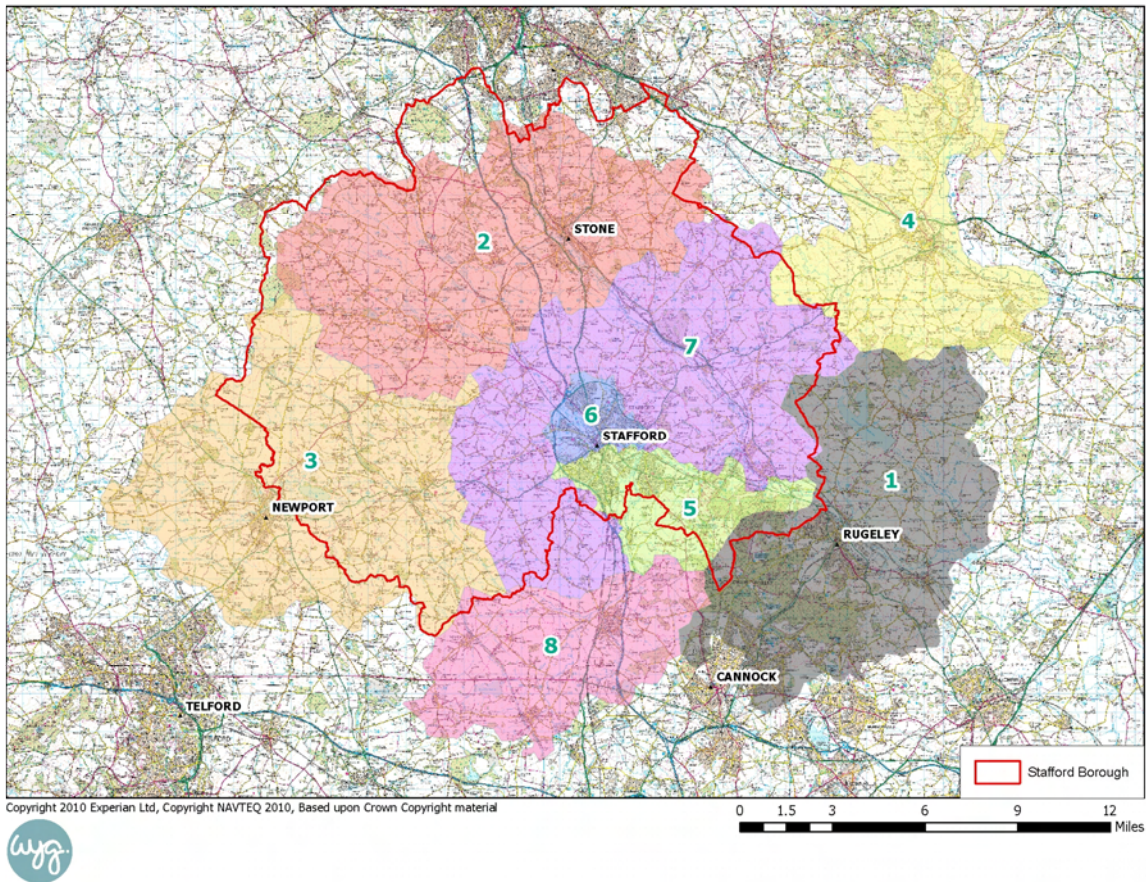


APP5.0 SHOPPING PATTERNS IN STAFFORD BOROUGH

Household Survey

- APP5.01 For the purposes of this assessment, a household survey was undertaken within the Borough and the wider area in order to establish important evidence on shopping patterns and consumer preferences. The household survey provided invaluable information about the shopping (both food and non-food) and leisure habits of residents within the local area as well as information on perceptions regarding the use of facilities in the Borough, including Stafford and Stone Town Centres.
- APP5.02 WYG commissioned specialist market researchers (NEMS Market Research Limited) to undertake this empirical research. On this basis, in March 2010 a survey of 1,000 households was undertaken within the defined Study Area. The Study Area comprised Stafford Borough and also extended into the neighbouring authorities of Telford, Cannock Chase, Newcastle-under-Lyme, Stoke-on-Trent, Staffordshire Moorlands, East Staffordshire and South Staffordshire. **Figure 5.1** illustrates the extent of the defined Study Area. A more detailed plan indicating the extent of the Study Area in relation to local authority boundaries is contained at **Appendix 3**.

Figure 5.1: Plan indicating the Extent of the Stafford/Stone Study Area



APP5.03 The Study Area was broken down into eight zones based on postcode zones. The eight survey zones are as follows:

| | |
|-----------------------------------|-----------------------------|
| Zone 1 (Rugeley): | WS12 0-4 and WS15 1-4 |
| Zone 2 (Stone): | ST12 9, ST15 0/8 and ST21 6 |
| Zone 3 (Newport/Gnosall) | TF10 7-9 and ST20 0 |
| Zone 4 (Uttoxeter): | ST14 5/7-8 |
| Zone 5 (Brocton): | ST17 0/4/9 |
| Zone 6 (Stafford): | ST16 1-3 |
| Zone 7 (Weston): | ST18 0/9 |
| Zone 8 (Wheaton Aston/Penkridge): | ST19 5/9 |

APP5.04 A copy of the questionnaire and full tabulations of the Stafford/Stone Household Survey are contained at **Appendix 4**.

APP5.05 The defined Study Area reflects the Study Area identified in the Stafford Town Centre Study completed by Chesterton in March 2000. By adopting a similar catchment, comparisons

can be made between current and past shopping patterns in order to identify what impact new retail provision both within and outside the Borough has had on general shopping patterns within the area. This is considered in more detail in Section 5 of this report.

Study Area Population

- APP5.06 The population within each postal code sector has been calculated using Pitney Bows AnySite data (2007 estimate). The population has been projected forward based on the latest ONS sub-national population projections, derived from Pitney Bowes data.
- APP5.07 Based on this approach the adopted Study Area is identified to contain a resident population of 242,150 people in 2010. This is forecast to increase to 249,080 people by 2015, 257,447 by 2021 and 264,605 by 2026. This represents an increase in population of 22,455 people (or 9.3%) between 2010 and 2026.
- APP5.08 Population figures (derived from Pitney Bowes) are provided for each of the eight survey zones. **Table 5.1** provides a detailed breakdown of the forecast population change within each survey zone through to 2026.

Table 5.1: Population by Survey Zone (2010 – 2026)

| Survey Zone | 2010 | 2015 | 2021 | 2026 |
|---------------------------|----------------|----------------|----------------|----------------|
| 1 Rugeley | 69,451 | 79,892 | 72,850 | 74,351 |
| 2 Stone | 29,544 | 30,524 | 31,499 | 32,326 |
| 3 Newport/Gnosall | 24,996 | 25,684 | 26,500 | 27,187 |
| 4 Uttoxeter | 20,044 | 21,309 | 22,866 | 24,229 |
| 5 Brocton | 37,235 | 38,357 | 39,701 | 40,844 |
| 6 Stafford | 29,712 | 30,228 | 30,779 | 31,238 |
| 7 Weston | 16,300 | 17,096 | 18,044 | 18,863 |
| 8 Wheaton Aston/Penkridge | 14,868 | 14,990 | 15,208 | 15,387 |
| TOTAL | 242,150 | 249,080 | 257,447 | 264,605 |

Source: Pitney Bowes AnySite Data (2007)

Retail Expenditure

- APP5.09 In order to calculate convenience and comparison goods expenditure per capita, WYG has again utilised Pitney Bowes AnySite Report data, which provide detailed information on local consumer expenditure and which takes into account the socio-economic characteristics of the local resident population. Pitney Bowes is a widely accepted source of expenditure and the same source was utilised in the previous Stafford Town Centre Study (2000).

APP5.10 **Table 5.2** provides a breakdown of average expenditure per capita of the resident population within the defined Study Area on zone-by-zone basis and compares this to the UK average.

Table 5.2: Retail Expenditure per Capita by Survey Zone - 2007

| Survey Zone | Goods | |
|---------------------------|---------------|---------------|
| | Convenience | Comparison |
| 1 Rugeley | £1,727 | £2,787 |
| 2 Stone | £1,818 | £3,011 |
| 3 Newport/Gnosall | £1,776 | £2,919 |
| 4 Uttoxeter | £1,790 | £2,906 |
| 5 Brocton | £1,756 | £2,844 |
| 6 Stafford | £1,749 | £2,797 |
| 7 Weston | £1,832 | £3,064 |
| 8 Wheaton Aston/Penkridge | £1,840 | £3,074 |
| Study Area | £1,734 | £2,884 |
| UK Average | £1,810 | £3,045 |

Source: Pitney Bowes AnySite Data (2007)
National average for 2007 derived from Pitney Bowes Retail Expenditure Guide 2009/2010
At 2007 prices

APP5.11 **Table 5.2** identifies that the average spend per capita for both convenience and comparison goods is below the UK average (by 4.2% and 5.3% respectively). However, within certain zones the annual average consumer expenditure is above the UK average, such as the Wheaton Aston/Penkridge Zone and Weston Zones. This highlights the notable differences in local expenditure within the Borough and wider Study Area.

APP5.12 Retail expenditure growth forecasts have been derived from Pitney Bowes Retail Expenditure Guide 2009/2010, which was published in September 2009. This provides the latest expenditure growth forecasts available and importantly takes into account the downturn in the UK economy, which has had an impact on the retail sector. For the purposes of this study the following forecasts have been applied:

| | Convenience | Comparison |
|--------------|--------------------|-------------------|
| 2008 | -0.7% | +4.6% |
| 2009 | -1.4% | -2.7% |
| 2010 | -0.3% | -2.7% |
| 2011 | +0.6% | +3.8% |
| 2012 | +1.4% | +4.5% |
| 2013-2015 | +1.3% per annum | +4.5% per annum |
| 2016 onwards | +0.7% per annum | +4.5% per annum |

APP5.13 The latest forecasts suggest that the current downturn in the economy will continue to impact on future expenditure (at least in the short-term). However, in the longer term it is expected that the forecast levels of growth will increase as the economy recovers to levels

reflective to that identified by Pitney Bowes (both actual and forecast) pre-2008. However, WYG considers that the growth in expenditure forecast in the longer term should be treated with caution given the uncertainty in forecasting future growth through to 2026.

APP5.14 Using these forecast growth rates identified by Pitney Bowes, it is possible to produce expenditure estimates for each survey zone in 2010, 2015, 2021 and 2026. This assessment takes into account both retail expenditure growth and population change.

Convenience Goods Expenditure

Table 5.3: Convenience Goods Expenditure by Survey Zone (2010 – 2026)

| Survey Zone | 2010 | 2015 | 2021 | 2026 |
|---------------------------|-----------------|-----------------|-----------------|-----------------|
| 1 Rugeley | £114.74m | £127.48m | £136.60m | £144.71m |
| 2 Stone | £51.38m | £57.78m | £62.17m | £66.07m |
| 3 Newport/Gnosall | £42.47m | £47.50m | £51.10m | £54.28m |
| 4 Uttoxeter | £34.32m | £39.72m | £44.44m | £48.76m |
| 5 Brocton | £62.55m | £70.13m | £75.69m | £80.63m |
| 6 Stafford | £49.71m | £55.05m | £58.45m | £61.43m |
| 7 Weston | £28.57m | £32.61m | £35.89m | £38.85m |
| 8 Wheaton Aston/Penkridge | £26.17m | £28.72m | £30.38m | £31.83m |
| TOTAL | £409.91m | £458.98m | £494.72m | £526.57m |

Source: Pitney Bowes AnySite Data (2007) and Retail Expenditure Guide 2009/2010
At 2007 prices

APP5.15 **Table 5.3** estimates that in 2010 the resident population within the Study Area generates £409.91m of convenience goods expenditure (at 2007 prices). By 2026, this expenditure is estimated to be £526.57m, an increase of £116.66m (or 28%) between 2010 and 2026.

APP5.16 This convenience goods expenditure has been sub-divided into main food shopping, where respondents spend the bulk of their convenience goods expenditure and 'top-up' food shopping, which are the shopping trips undertaken between their main food shops (such as regular shopping trips for goods such as bread, milk, etc.).

APP5.17 Based on WYG's experience elsewhere, for the purposes of this assessment it has been assumed that 75% of convenience goods expenditure is directed to main food shopping destinations with the residual (25%) directed to 'top-up' shopping destinations.

Comparison Goods Expenditure

Table 5.4: Comparison Goods Expenditure by Survey Zone (2010 – 2026)

| Survey Zone | 2010 | 2015 | 2021 | 2026 |
|---------------------------|-----------------|-----------------|-------------------|-------------------|
| 1 Rugeley | £181.35m | £222.80m | £290.71m | £362.76m |
| 2 Stone | £83.34m | £102.40m | £133.61m | £166.72m |
| 3 Newport/Gnosall | £68.36m | £83.99m | £109.59m | £136.74m |
| 4 Uttoxeter | £54.57m | £67.05m | £87.48m | £109.16m |
| 5 Brocton | £99.21m | £121.89m | £159.05m | £198.46m |
| 6 Stafford | £77.86m | £95.66m | £124.82m | £155.75m |
| 7 Weston | £46.79m | £57.49m | £75.01m | £93.60m |
| 8 Wheaton Aston/Penkridge | £42.82m | £52.61m | £68.64m | £85.66m |
| TOTAL | £654.31m | £803.88m | £1,048.92m | £1,308.86m |

Source: Pitney Bowes AnySite Data (2007) and Retail Expenditure Guide 2009/2010
At 2007 prices

APP5.18 **Table 5.4** illustrates that by 2026 the resident population within the Study Area generates £1,307.86m of comparison goods expenditure, increasing from £654.31m in 2010. This represents a doubling of expenditure between 2010 and 2026.

APP5.19 For the purposes of this study comparison goods expenditure has also been divided into nine sub-categories: 'Furniture', 'DIY', 'Garden' and 'Electrical', which are known as bulky goods; and what is referred to as non-bulky goods: 'Clothing & Footwear', 'Books, CDs, DVDs, etc.', 'Household Goods', 'Toys, Bicycles and Other Recreational Goods' and 'Chemist Goods'. In this respect the proportion of expenditure directed to each sub-category by residents within the Study Area is as follows:

Bulky Goods

'Furniture' – 9.7%
'DIY' – 6.1%
'Electrical' – 10.3%
'Garden' – 2.2%

Sub-Total – 28.3%

Non-bulky Goods

'Clothing & footwear' – 23.9%
'Books, CDs, DVDs, etc.' – 5.3%
'Household Goods' – 12.4%
'Chemist Goods' – 13.6%
Toys, Bicycles & Other Recreational
Goods' – 16.5%

Sub-Total – 71.7%

Shopping Patterns within the Borough and Wider Study Area

APP5.20 Having calculated the likely levels of expenditure that are generated by the resident population within the defined Study Area, it is also important to understand what proportion of this expenditure is currently attracted to retail facilities within Stafford Borough. A detailed breakdown of the market shares achieved by each centre/store both within and outside the Study Area is contained at **Appendix 6**.

Food Shopping Patterns

Main Food Shopping

APP5.21 Within the Study Area, existing convenience goods facilities within the Borough attract **50.8%** of main food expenditure generated by the resident population. The relative market share of existing facilities in the Borough on a zone-by-zone basis is set out in **Table 5.5**.

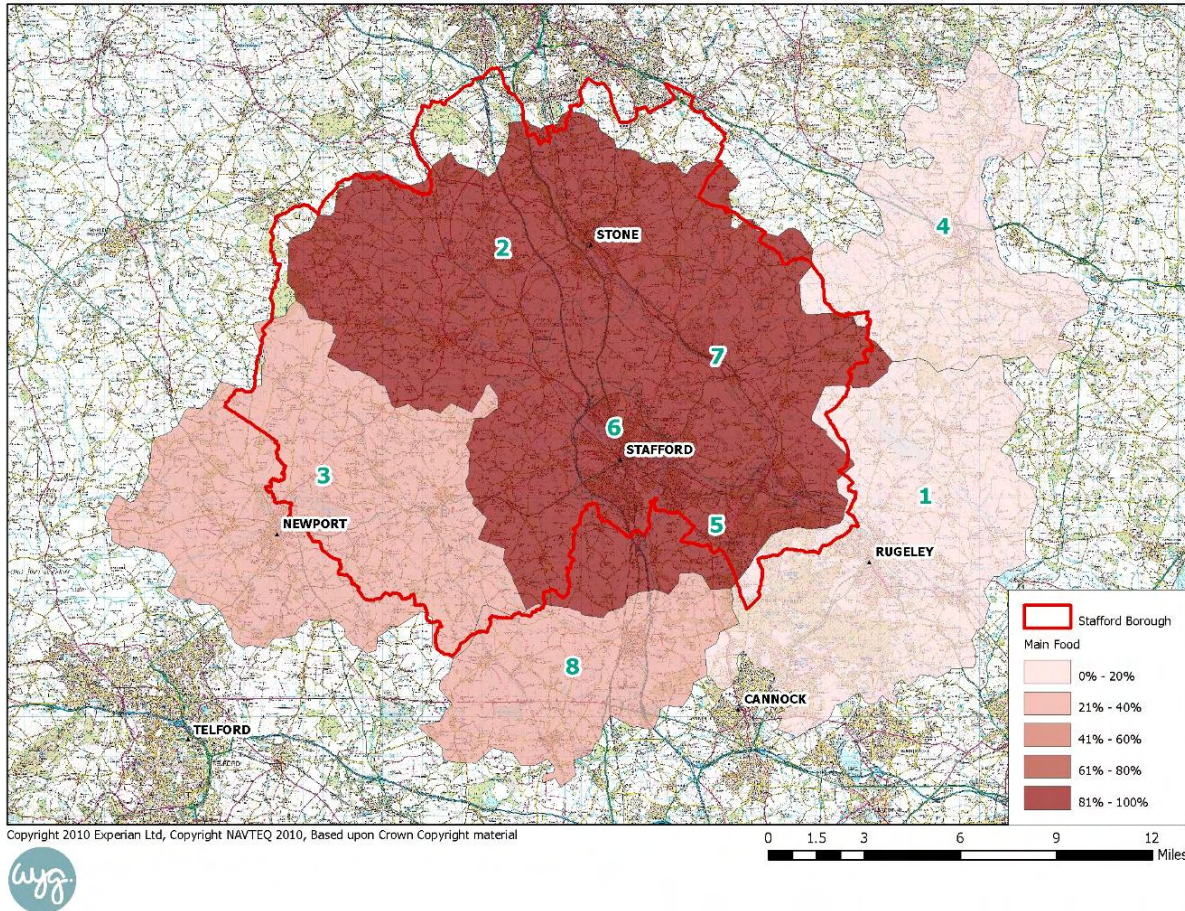
Table 5.5: Main Food Market Share - 2010

| Survey Zone (%) | | | | | | | | |
|-----------------|-------|---------------------|-----------|---------|----------|--------|------------------------------|-------------|
| Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston / Penkridge | TOTAL |
| 1.6 | 95.2 | 30.2 | 3.1 | 97.4 | 99.0 | 81.7 | 37.9 | 50.8 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

APP5.22 As **Table 5.5** illustrates, the greatest market share achieved by convenience goods facilities within the Borough is within the Stone, Brocton, Stafford and Weston zones. Within each of these zones more than 80% of main convenience goods expenditure is identified to be directed to facilities in the Borough. These compare to market shares of less than 5% within the Uttoxeter and Rugeley zones. These low market shares are not surprising given that these zones extend into the neighbouring authorities of East Staffordshire and Cannock Chase respectively where local convenience goods provision is relatively strong. For example, within the Rugeley Zone, some 83% of main convenience goods expenditure generated in this zone is directed to facilities in Cannock Chase District, most notably to the Tesco store at Heath Hayes (25%) and the Morrisons store in Rugeley (23%). Likewise, within the Uttoxeter Zone, more than 88% of expenditure is directed to facilities in East Staffordshire, most notably to the Tesco store in Uttoxeter (80%). **Figure 5.2** illustrates the levels of penetration achieved by all facilities within the Borough from within the Study Area.

Figure 5.2: Penetration Levels achieved by Facilities within the Borough – Main Food Shopping



APP5.23 **Table 5.6** provides a breakdown of the main food shopping market shares achieved by facilities in Stafford and compares the market shares to that achieved by facilities in neighbouring authorities.

Table 5.6: Main Food Market Share Analysis - 2010

| Local Authority | Market Share (%) | | | | | | | | |
|---------------------|------------------|-------|---------------------|-----------|---------|----------|--------|-----------------------------|-------------|
| | Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston /Penkridge | TOTAL |
| Stafford | 1.6 | 95.2 | 30.2 | 3.1 | 97.4 | 99.0 | 81.7 | 37.9 | 50.8 |
| Cannock Chase | 82.7 | 0.0 | 2.3 | 0.0 | 1.6 | 1.0 | 13.3 | 32.8 | 26.8 |
| South Staffordshire | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15.5 | 1.0 |
| Telford | 0.0 | 0.0 | 65.1 | 0.0 | 0.0 | 0.0 | 0.4 | 8.6 | 7.4 |
| East Staffordshire | 0.8 | 0.0 | 0.0 | 89.1 | 0.8 | 0.0 | 1.7 | 0.0 | 7.9 |
| Lichfield | 12.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.5 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

- APP5.24 **Table 5.6** demonstrates that after facilities in Stafford Borough, facilities in Cannock Chase District are identified to be the next most popular destinations particularly from the Rugeley Zone (83%) and to a lesser extent the Wheaton Aston/Penkridge Zone (33%). Elsewhere facilities within Telford Borough are identified to have a notable influence on shopping patterns within the Newport/Gnosall Zone (65%) with facilities in East Staffordshire attracting expenditure from the Uttoxeter Zone (89%).
- APP5.25 With regard to specific foodstores within the Borough, the Household Survey identified that the most popular store is Asda in Stafford, which is identified to achieve a main food market of 15% within the Study Area. This is followed by the Tesco Extra store in Stafford (12%), the Sainsbury's store in Stafford (10%) and the Morrisons store in Stone (9%). Collectively, these four stores attract more than 91% of main convenience goods expenditure generated in the Study Area that is currently directed to facilities in Stafford Borough.
- APP5.26 Outside Stafford Borough, the most popular destinations for main food shopping within the Study Area include: the Morrisons store in Rugeley (7%), the Tesco store at Heath Hayes (7%), the Tesco store in Uttoxeter (7%) and the Sainsbury's store in Cannock (4%). As previously highlighted, of the main convenience expenditure attracted to these stores from the Study Area, the vast majority is derived from the peripheral areas that extend beyond the Borough boundary.
- APP5.27 **Table 5.7** provides a breakdown of the market share achieved by major stores within and just beyond Stafford Borough on a zone-by-zone basis.

Table 5.7: Market Share achieved by Key Foodstores in the Study Area – 2010 (Main Food)

| Local Authority | Market Share (%) | | | | | | | | TOTAL |
|---------------------------|------------------|-------|---------------------|-----------|---------|----------|--------|-----------------------------|-------------|
| | Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston /Penkridge | |
| Stafford Borough | | | | | | | | | |
| Asda, Queensway | 0.8 | 9.6 | 8.2 | 1.6 | 33.9 | 38.9 | 26.6 | 18.9 | 15.4 |
| Tesco Extra, Newport Road | 0.8 | 4.9 | 6.9 | 0.0 | 37.1 | 22.5 | 25.2 | 8.7 | 12.2 |
| Sainsbury's, Chell Road | 0.0 | 4.9 | 6.0 | 0.0 | 19.0 | 31.6 | 23.4 | 8.7 | 10.1 |
| Morrisons, Mill Street | 0.0 | 65.5 | 0.0 | 0.0 | 0.9 | 1.1 | 6.5 | 0.0 | 8.9 |
| | | | | | | | | | |
| Cannock Chase | | | | | | | | | |
| Morrisons, Rugeley | 23.2 | 0.0 | 1.3 | 0.0 | 0.0 | 0.0 | 8.4 | 0.0 | 7.2 |
| Tesco, Heath Hayes | 25.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 7.2 |
| Sainsbury's, Cannock | 11.4 | 0.0 | 0.0 | 0.0 | 0.9 | 1.1 | 1.9 | 10.2 | 4.2 |
| | | | | | | | | | |
| Telford | | | | | | | | | |
| Waitrose, Newport | 0.0 | 0.0 | 26.7 | 0.0 | 0.0 | 0.0 | 1.9 | 0.0 | 2.9 |
| | | | | | | | | | |
| East Staffordshire | | | | | | | | | |
| Tesco, Uttoxeter | 0.3 | 0.0 | 0.0 | 79.8 | 0.0 | 0.0 | 1.9 | 0.0 | 6.9 |
| | | | | | | | | | |
| Lichfield | | | | | | | | | |
| Morrisons, Lichfield | 4.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 |
| Morrisons, Burntwood | 4.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 |
| | | | | | | | | | |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

APP5.28 The main reason cited by respondents for choosing their destination for main food shopping is identified by the Household Survey as follows:

Survey Zone:

Rugeley

Stone

Newport/Gnosall

Uttoxeter

Brocton

Stafford

Weston

Wheaton Aston/Penkridge

Main Reasons:

Proximity to home (44%); Habit (11%); and lower prices (8%)

Proximity to home (52%); Lower prices (10%); and Choice of food goods available (9%)

Proximity to home (31%); Lower prices (14%); and value for money (11%)

Proximity to home (62%); Choice of food goods available (12%); and habit (7%)

Proximity to home (25%); habit (22%); and Lower prices (16%)

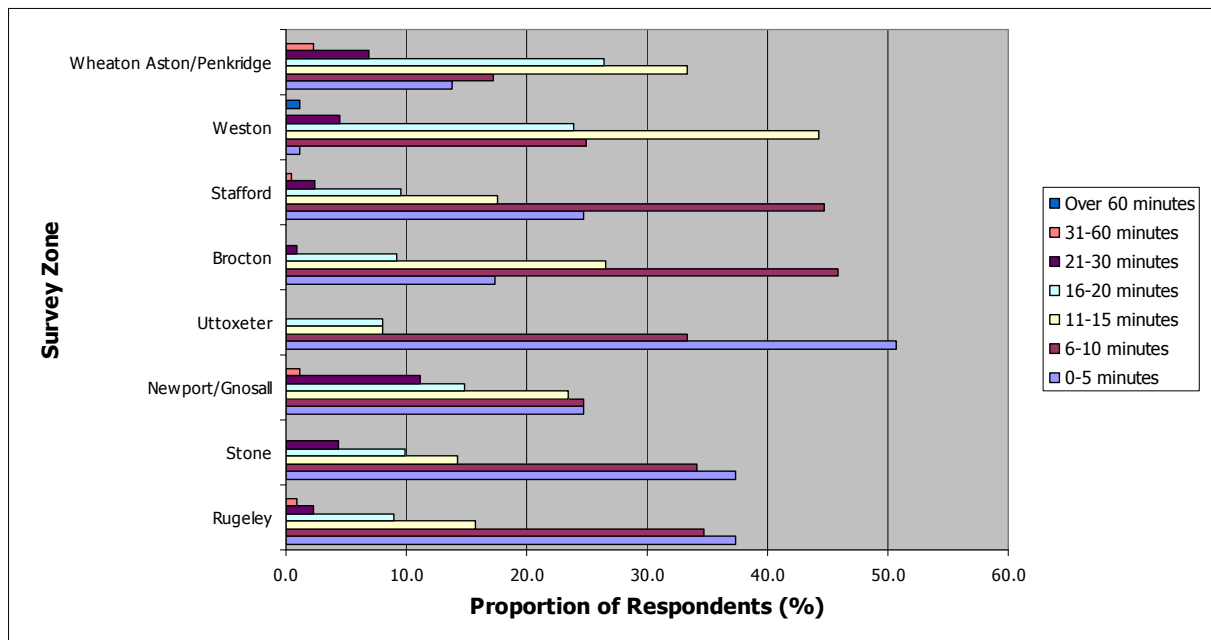
Proximity to home (34%); habit (24%); and Lower prices (8%)

Proximity to home (32%); habit (19%); and car parking provision (13%)

Proximity to home (39%); habit (17%); and value for money (10%)

- APP5.29 Unsurprisingly, proximity to home (40%) was the most popular reason identified by respondents within the Study Area for choosing to shop at their usual main food shopping destination. This was followed by Habit (14%) and Lower prices (10%).
- APP5.30 The Household Survey also sought to identify any dislikes respondents had with regard to their main food shopping destination. Whilst the majority of respondents (72%) indicated that they had no particular dislikes about their main food shopping destination, of those that did, the limited range of goods (17%); the limited size of the store (9%) and cost (9%) were identified as the main dislikes.
- APP5.31 When travelling to their main food shopping destination, the Household Survey identified that 89% of respondents within the Study Area travelled by car (either as driver or passenger) underlying the popularity of the private motor car for main food shopping.
- APP5.32 The level of car use varies on a zone-by-zone basis within the defined Study Area, ranging from between 78% within the Stafford Zone (which comprises the urban area of Stafford Town Centre) to 98% within the Weston Zone. The high dependence on the use of the private motor car for main food shopping within the Weston Zone is reflective of the rural nature of this part of the Study Area and the lack of main food shopping destinations close by.
- APP5.33 Overall, only 4% of respondents within the Study Area stated that they used public transport to undertake their main food shopping, with this mode of transport being most popular within the Stafford Zone (9%) and Brocton Zone (7%).
- APP5.34 In terms of the length of journeys of respondents to undertake their main food shopping, the average time was 12 minutes, although this differed on a zone-by-zone basis. **Figure 5.3** summarises the journey lengths identified by respondents to the Household Survey.

Figure 5.3: Length of Journey to Main Food Shopping Destinations



Source: Stafford Household Survey (March 2010)

Top-up Food Shopping

APP5.35 When asked if people undertook 'top-up' shopping between their main food shops (such as regular shopping trips for goods such as milk, bread, etc.) the Household Survey identified that 77% of respondents within the Study Area confirmed that they did visit such facilities.

APP5.36 In terms of 'top-up' shopping trips, facilities in Stafford Borough attract **47.3%** of 'top-up' convenience goods expenditure generated in the Study Area. Accordingly, facilities within the Borough achieve a marginally lower market share of expenditure for 'top-up' food shopping than for main food shopping (51.8%). This is due to residents within the peripheral areas of the Study Area, such as the Wheaton Aston/Penkridge Zone (which falls outside Stafford Borough) choosing to use local facilities rather than travelling to larger facilities further afield (such as in Stafford).

APP5.37 However, whilst the overall market shares of facilities within the Borough achieve a lower market share within the Study Area for 'top-up' shopping when compared to main food shopping, again this differs on a zone-by-zone basis. **Table 5.8** provides a breakdown of the 'top-up' shopping expenditure market share achieved by facilities in Stafford Borough by zone.

Table 5.8: Top-up Food Market Share - 2010

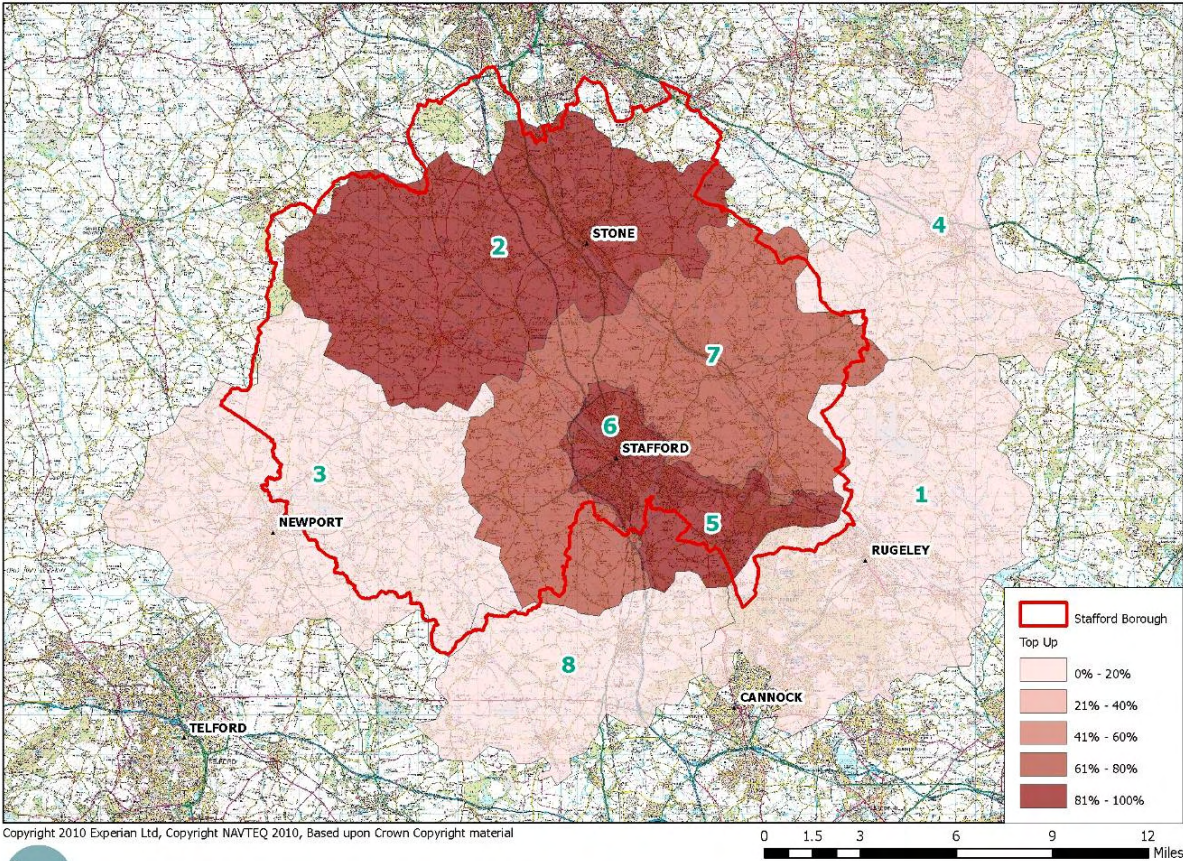
| Survey Zone (%) | | | | | | | | |
|-----------------|-------|---------------------|-----------|---------|----------|--------|------------------------------|-------------|
| Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston / Penkridge | TOTAL |
| 4.9 | 93.2 | 16.1 | 3.8 | 96.7 | 97.7 | 75.6 | 5.9 | 47.3 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

APP5.38 As identified for main food shopping, **Table 5.8** indicates that the highest market shares of facilities within the Borough for 'top-up' food shopping is from the Stafford Zone, were almost 98% of 'top-up' expenditure generated is attracted to facilities in the Borough. This is comparable to that identified for main food shopping (99%).

APP5.39 High market shares (more than 75%) are also identified in the Brocton Zone (97%), Stone Zone (93%) and Weston Zone (76%). **Figure 5.4** illustrates the penetration levels of existing facilities within the Borough for 'top-up' shopping within the Study Area.

Figure 5.4: Penetration Levels Achieved by Existing Facilities in the Study Area – ‘Top-up’ Food Shopping



APP5.40 **Table 5.9** illustrates the 'top-up' shopping market shares achieved by facilities in Stafford Borough together with the market shares achieved within the adjoining authorities by zone.

Table 5.9: 'Top-up' Food Market Share Analysis - 2010

| Local Authority | Market Share (%) | | | | | | | | |
|---------------------|------------------|-------|---------------------|-----------|---------|----------|--------|-----------------------------|-------------|
| | Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston /Penkridge | TOTAL |
| Stafford | 4.9 | 93.2 | 16.1 | 3.8 | 96.7 | 97.7 | 75.6 | 5.9 | 47.3 |
| Cannock Chase | 77.0 | 1.4 | 0.0 | 0.0 | 0.0 | 1.2 | 9.8 | 7.8 | 23.1 |
| South Staffordshire | 0.0 | 0.0 | 1.8 | 0.0 | 1.1 | 0.0 | 4.9 | 82.4 | 5.9 |
| Telford | 0.0 | 0.0 | 76.8 | 0.0 | 0.0 | 0.0 | 4.9 | 2.0 | 8.4 |
| East Staffordshire | 0.0 | 0.0 | 0.0 | 92.5 | 0.0 | 0.0 | 4.9 | 0.0 | 8.1 |
| Lichfield | 9.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.8 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

APP5.41 **Table 5.9** illustrates that 'top-up' shopping facilities within neighbouring authorities have a greater influence within some zones of the Study Area than that identified for main food shopping. For example, facilities within the Wheaton Aston/Penkridge Zone, whilst existing facilities in South Staffordshire attract less than 16% of main food shopping expenditure generated in this zone, this increases to more than 82% for 'top-up' shopping. These differing markets shares within this zone reflect the proximity and the type of existing convenience goods facilities available locally.

Non Food Shopping Patterns

APP5.42 The Household Survey also assessed shopping patterns for a wide variety of non-food (or comparison) goods. Whilst the survey results provide useful indicators of shopping habits within the Study Area, the findings should be treated with a 'note of caution' given that some respondents may state that they shop within a defined centre (e.g. Stafford Town Centre), but in fact visit nearby out-of-centre facilities such as Queens Retail Park. This has the effect of potentially overstating the attraction of defined centres and underplaying the draw that out-of-centre facilities have for certain types of goods. This is a particularly important issue given the growing attraction of Queens Retail Park as a retail destination in recent years.

Clothing & Footwear

APP5.43 In terms of shopping for clothing and footwear, facilities in Stafford Borough attract **48.5%** of expenditure generated within the Study Area.

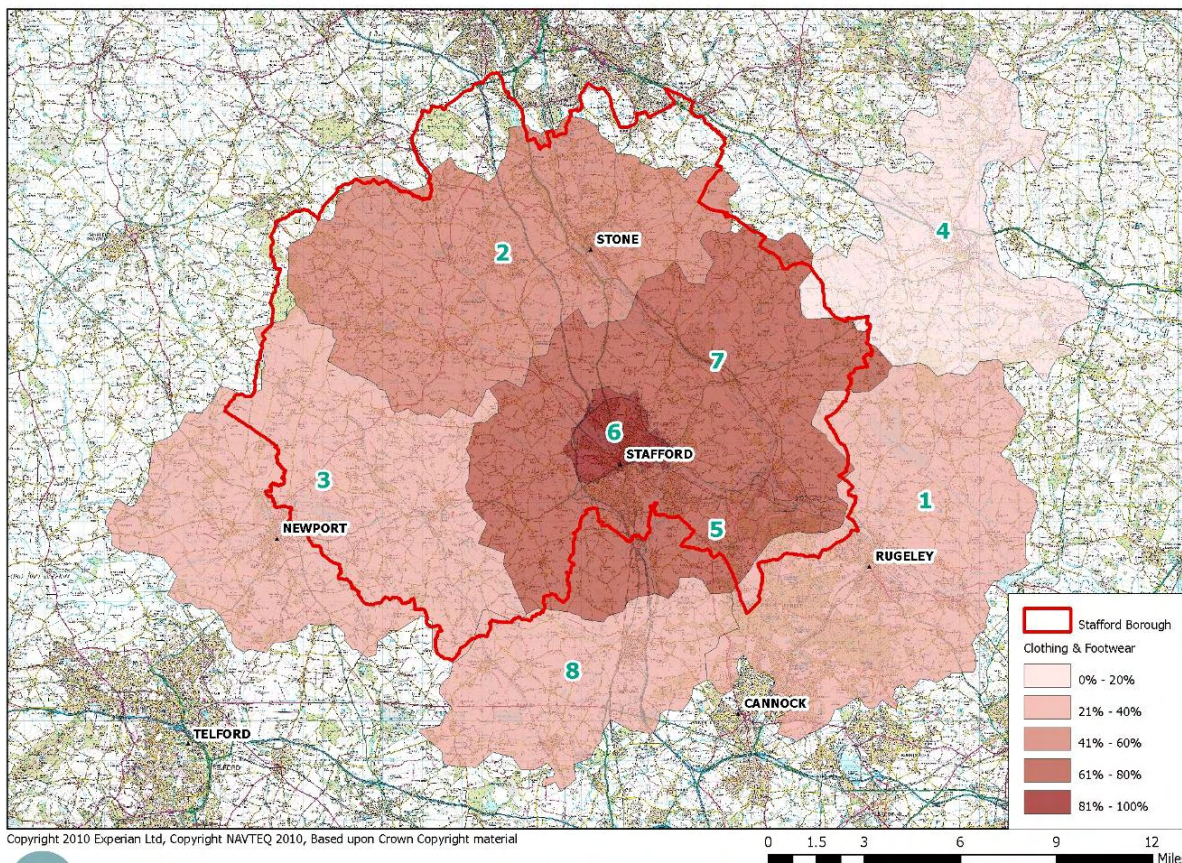
Table 5.10: Stafford Borough Market Share for Clothing & Footwear - 2010

| Survey Zone (%) | | | | | | | | |
|-----------------|-------|---------------------|-----------|---------|----------|--------|------------------------------|-------------|
| Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston / Penkridge | TOTAL |
| 31.4 | 53.3 | 32.2 | 10.1 | 75.6 | 85.2 | 66.7 | 40.0 | 48.5 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

APP5.44 **Table 5.10** illustrates that the highest market share achieved by all facilities within the Borough is within the Stafford Zone (85%) and Brocton Zone (76%). Over half of expenditure generated is also directed to facilities within the Borough from the Weston Zone (67%) and Stone Zone (53%). **Figure 5.5** highlights the penetration levels of existing facilities within the Borough for clothing and footwear.

Figure 5.5: Penetration Level Achieved by Existing Facilities in Stafford Borough – Clothing & Footwear



APP5.45 It is evident that more than half of expenditure generated in the Study Area is directed to facilities outside the Borough. **Table 5.11** provides a breakdown of the market share achieved by facilities in the adjoining local authority areas.

Table 5.11: Clothing & Footwear Market Share Analysis - 2010

| Local Authority | Market Share (%) | | | | | | | | TOTAL |
|--------------------|------------------|-------|---------------------|-----------|---------|----------|--------|-----------------------------|-------------|
| | Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston /Penkridge | |
| Stafford | 31.4 | 53.3 | 32.2 | 10.1 | 75.6 | 85.2 | 66.7 | 40.0 | 48.5 |
| Cannock Chase | 28.6 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 5.6 | 7.7 | 9.1 |
| Stoke-on-Trent | 0.0 | 27.1 | 0.0 | 10.1 | 0.7 | 8.3 | 1.9 | 0.0 | 5.5 |
| Telford | 2.8 | 0.9 | 56.3 | 0.0 | 7.4 | 4.6 | 7.4 | 21.5 | 10.3 |
| East Staffordshire | 4.0 | 0.0 | 0.0 | 50.7 | 0.7 | 0.0 | 0.0 | 3.1 | 5.7 |
| Lichfield | 8.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.3 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

APP5.46 **Table 5.11** underlines the popularity of facilities outside the Borough within certain zones in the Study Area. Notably facilities in East Staffordshire draw more than half (56%) of clothing and footwear expenditure generated in the Uttoxeter Zone. This is to be expected given that this zone extends into East Staffordshire Borough. Likewise within the Newport/Gnosall Zone, over half (56%) of clothing and footwear expenditure generated within this zone is directed to facilities in Telford Borough. This compares to facilities in Stafford Borough achieving market shares of 10% and 32% respectively within these two zones.

Books, CDs, DVDs and Other Similar Goods

APP5.47 In terms of shopping for Books, CDs, DVDs and other similar goods, some **54.7%** of expenditure generated in the Study Area is directed to facilities within the Borough.

Table 5.12: Stafford Borough Market Share for Books, CDs, DVDs, etc. - 2010

| Survey Zone (%) | | | | | | | | |
|-----------------|-------|---------------------|-----------|---------|----------|--------|------------------------------|-------------|
| Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston / Penkridge | TOTAL |
| 21.3 | 73.8 | 35.9 | 4.8 | 89.0 | 98.7 | 89.5 | 56.2 | 54.7 |

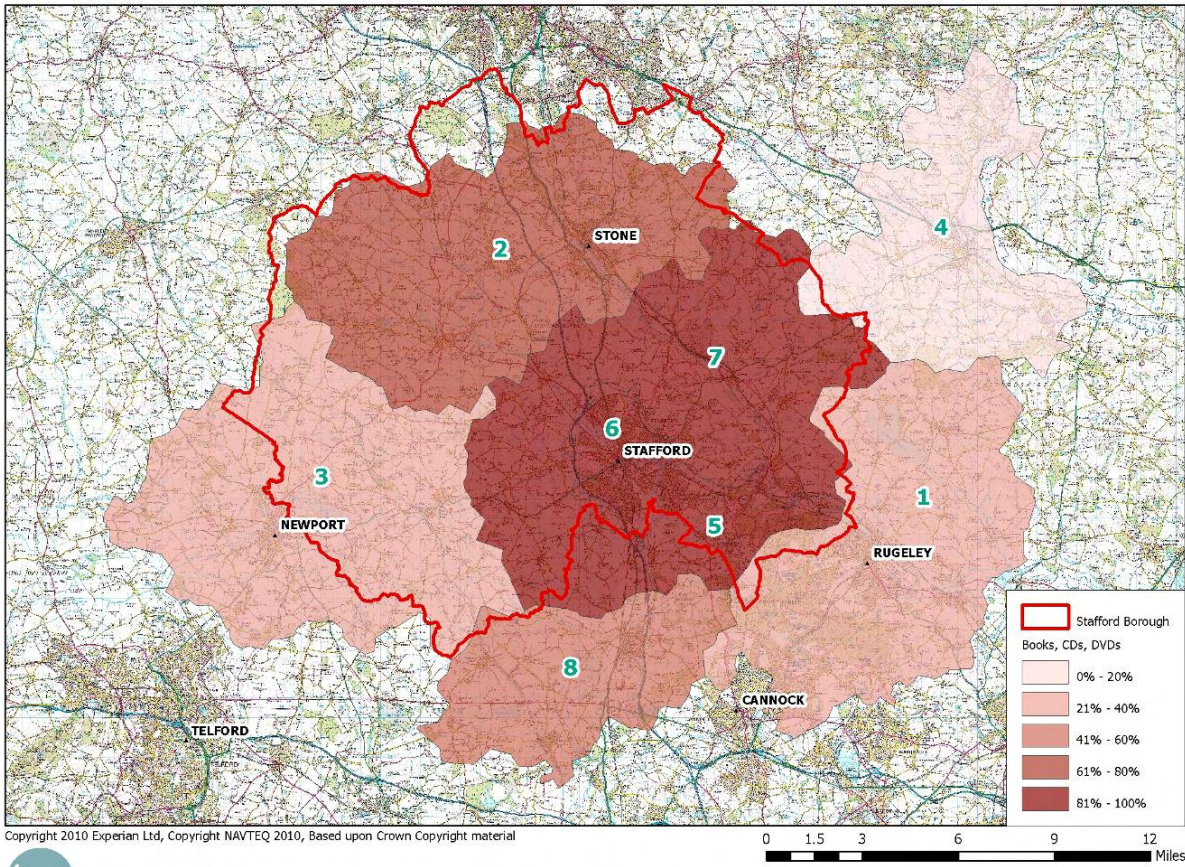
Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

APP5.48 Again, as illustrated by **Table 5.12**, facilities in the Borough are identified to achieve the highest market share within the Stafford Zones, attracting a market share of 99%. High

market shares are also identified in the Weston Zone (90%), Brocton Zone (89%) and Stone Zone (74%).

APP5.49 These market shares compare to facilities in the Borough attracting only 21% of expenditure generated in the Rugeley Zone and less than 5% from the Uttoxeter Zone. **Figure 5.6** indicates the penetration levels achieved by all facilities within the Borough.

Figure 5.6: Penetration Level Achieved by Existing Facilities in the Borough – Books, CDs, DVDs, etc.



APP5.50 In terms of shopping trips undertaken within the Study Area that are directed to facilities outside the Borough, **Table 5.13** indicates that facilities in Cannock Chase District are the most popular destination (14%) followed by Telford (8%) and East Staffordshire (8%).

Table 5.13: Books, CDs, DVDs, etc. Market Share Analysis - 2010

| Local Authority | Market Share (%) | | | | | | | | |
|--------------------|------------------|-------|---------------------|-----------|---------|----------|--------|------------------------------|-------------|
| | Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston / Penkridge | TOTAL |
| Stafford | 21.3 | 73.8 | 35.9 | 4.8 | 89.0 | 98.7 | 89.5 | 56.2 | 54.7 |
| Cannock Chase | 47.1 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 2.6 | 6.3 | 13.8 |
| Stoke-on-Trent | 0.0 | 16.9 | 0.0 | 4.8 | 2.0 | 0.0 | 0.0 | 0.0 | 2.8 |
| Telford | 3.9 | 0.0 | 56.6 | 0.0 | 5.0 | 0.0 | 0.0 | 9.4 | 8.4 |
| East Staffordshire | 3.2 | 0.0 | 0.0 | 76.2 | 1.0 | 0.0 | 5.3 | 0.0 | 7.8 |
| Lichfield | 10.3 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 | 2.6 | 0.0 | 3.3 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

Small Household Goods

APP5.51 In terms of shopping patterns for Household Goods within the Study Area (e.g. soft furnishings, china, jewellery and other related goods), less than half (**48.0%**) of expenditure generated is directed to facilities within the Borough.

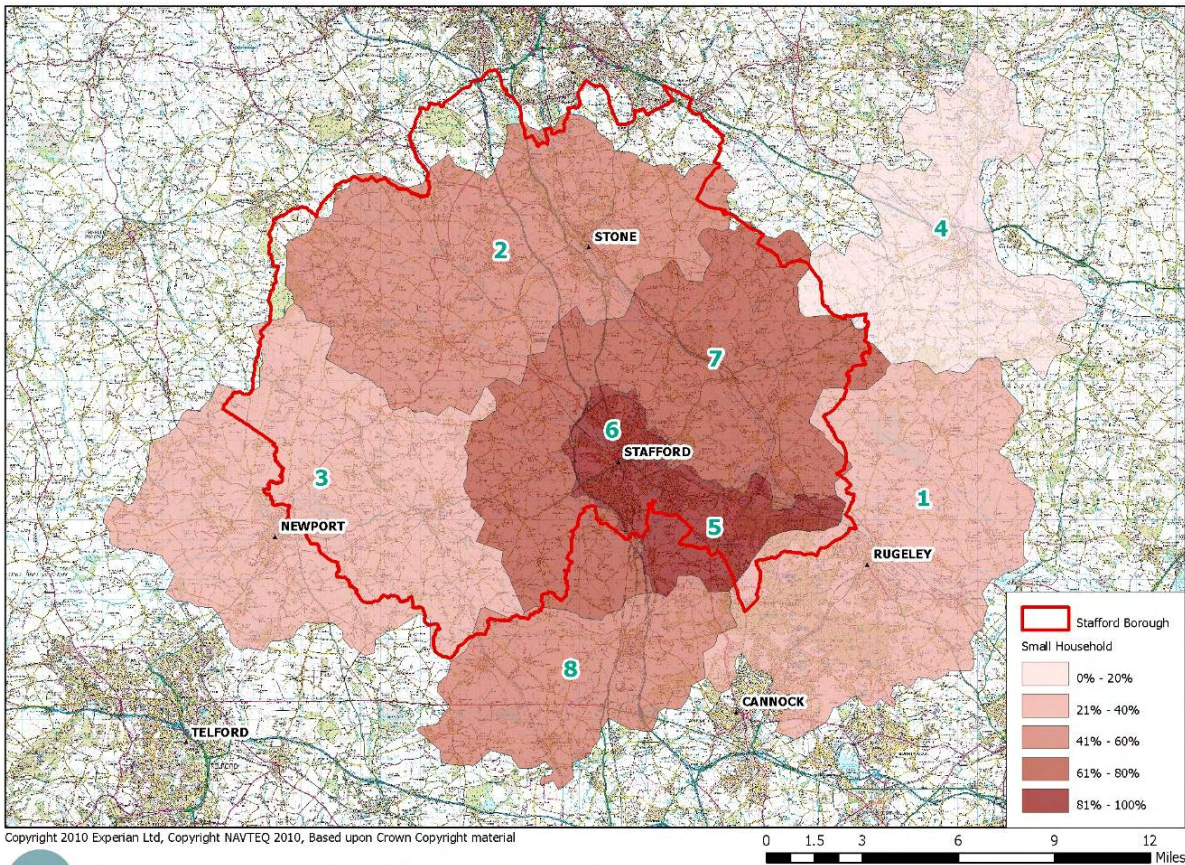
Table 5.14: Stafford Borough Market Share for Small Household Goods - 2010

| Survey Zone (%) | | | | | | | | |
|-----------------|-------|---------------------|-----------|---------|----------|--------|------------------------------|-------------|
| Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston / Penkridge | TOTAL |
| 22.0 | 48.4 | 35.9 | 16.3 | 85.4 | 87.7 | 60.6 | 44.1 | 48.0 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

APP5.52 **Table 5.14** illustrates that facilities in the Borough attract more than half of the expenditure generated in only three of the four survey zones – Brocton, Stafford and Weston. **Figure 5.7** illustrates the penetration levels achieved by existing facilities within the Borough from the defined Study Area.

Figure 5.7: Penetration Level Achieved by Existing Facilities in Stafford Borough – Small Household Goods



APP5.53 In terms of centres located outside the Borough, **Table 5.15** provides a breakdown of the market share achieved by facilities in the neighbouring authorities.

Table 5.15: Small Household Goods Market Share Analysis - 2010

| Local Authority | Market Share (%) | | | | | | | | |
|--------------------|------------------|-------|---------------------|-----------|---------|----------|--------|-----------------------------|-------------|
| | Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston /Penkridge | TOTAL |
| Stafford | 22.0 | 48.4 | 35.9 | 16.3 | 85.4 | 87.7 | 60.6 | 44.1 | 48.0 |
| Cannock Chase | 46.2 | 0.0 | 0.0 | 0.0 | 4.0 | 3.1 | 6.1 | 14.7 | 15.1 |
| Stoke-on-Trent | 0.0 | 22.6 | 0.0 | 6.1 | 0.0 | 0.0 | 3.0 | 0.0 | 3.6 |
| Telford | 2.9 | 0.0 | 47.2 | 0.0 | 1.3 | 0.0 | 9.1 | 5.9 | 7.0 |
| East Staffordshire | 2.9 | 1.6 | 0.0 | 51.0 | 0.0 | 0.0 | 3.0 | 0.0 | 5.4 |
| Lichfield | 8.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.0 | 0.0 | 2.6 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

Toys, Games, Bicycles and Recreational Goods¹

APP5.54 In terms of shopping patterns for Toys, Games, Bicycles and Recreational Goods within the Study Area, less than half (**47.2%**) of expenditure for these types of goods are attracted to facilities in the Borough from the defined Study Area.

Table 5.16: Stafford Borough Market Share for Toys, Games, Bicycles & Recreational Goods - 2010

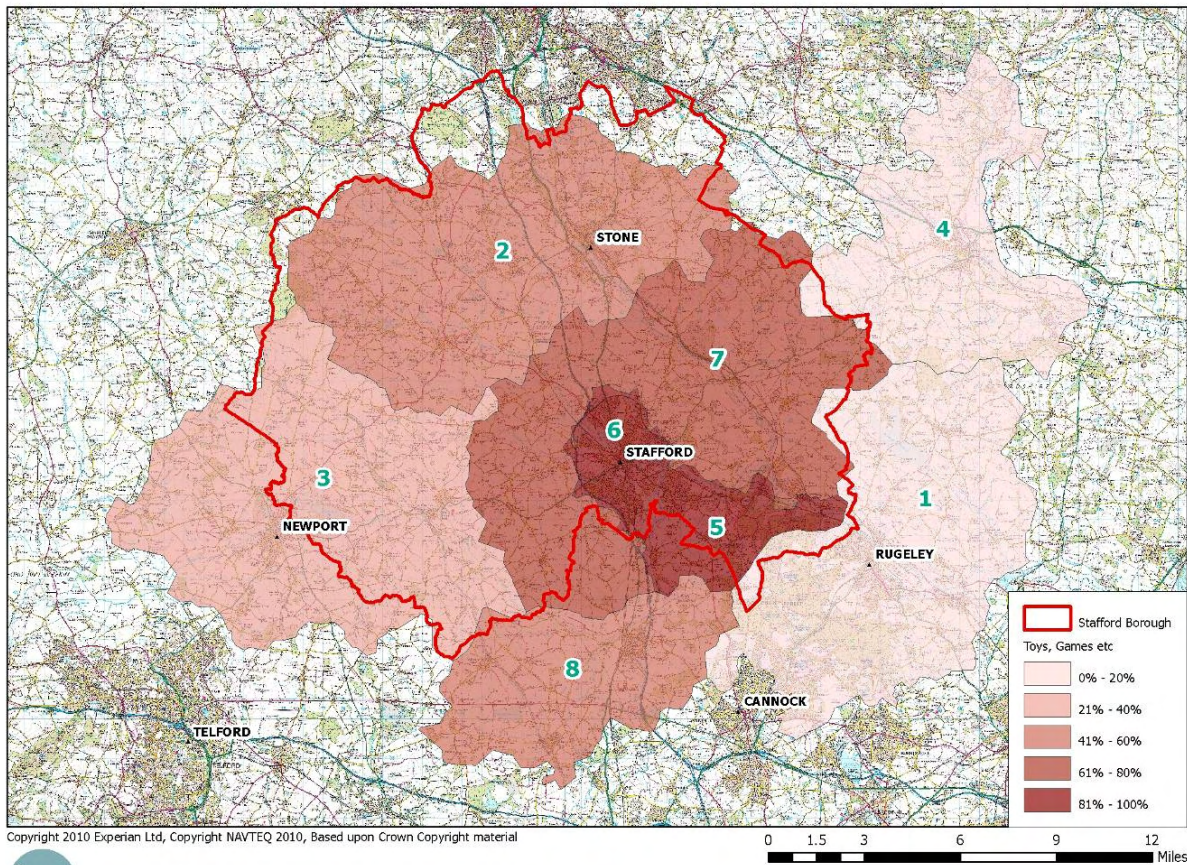
| Survey Zone (%) | | | | | | | | |
|-----------------|-------|---------------------|-----------|---------|----------|--------|------------------------------|-------------|
| Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston / Penkridge | TOTAL |
| 16.9 | 48.7 | 31.3 | 10.0 | 91.7 | 88.6 | 71.4 | 40.7 | 47.2 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

APP5.55 **Table 5.16** highlights that facilities in the Borough attract the highest market share (at least 70% of expenditure) from the Brocton, Stafford and Weston zones. In comparison, the influence of facilities in the Borough elsewhere is more limited, particularly from the Rugeley Zone (17%) and Uttoxeter Zone (10%). **Figure 5.8** illustrates the penetration levels achieved by existing facilities within the Borough.

¹ Recreation goods includes – musical instruments, games, toys, hobbies, camping equipment, pets and related products as defined by MapInfo

Figure 5.8: Penetration Level Achieved by Existing Facilities in Stafford Borough – Toys, Games, Bicycles and Recreation Goods



APP5.56 In terms of competing facilities outside Stafford Borough, facilities in Cannock Chase District is identified to be the most popular achieving an overall market share of 16%. As would be expected facilities in Cannock Chase have the strongest influence within the Rugeley Zone, where almost half (49%) of expenditure generated in this zone is directed to facilities within Cannock Chase.

Table 5.17: Toys, Games, Bicycles & Recreational Goods Market Share Analysis - 2010

| Local Authority | Market Share (%) | | | | | | | | |
|--------------------|------------------|-------|---------------------|-----------|---------|----------|--------|-----------------------------|-------------|
| | Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston /Penkridge | TOTAL |
| Stafford | 16.9 | 48.7 | 31.3 | 10.0 | 91.7 | 88.6 | 71.4 | 40.7 | 47.2 |
| Cannock Chase | 49.2 | 2.6 | 0.0 | 0.0 | 0.0 | 0.0 | 14.3 | 18.5 | 16.2 |
| Stoke-on-Trent | 0.0 | 41.0 | 3.1 | 13.3 | 1.7 | 4.5 | 4.8 | 3.7 | 8.0 |
| Telford | 0.0 | 0.0 | 50.0 | 0.0 | 1.7 | 0.0 | 0.0 | 11.1 | 6.2 |
| East Staffordshire | 2.3 | 0.0 | 0.0 | 53.3 | 0.0 | 0.0 | 4.8 | 0.0 | 5.5 |
| Lichfield | 11.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.2 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

Chemist Goods

APP5.57 In terms of shopping patterns for Chemist Goods within the Study Area, **52.2%** of expenditure is attracted to facilities in Stafford Borough.

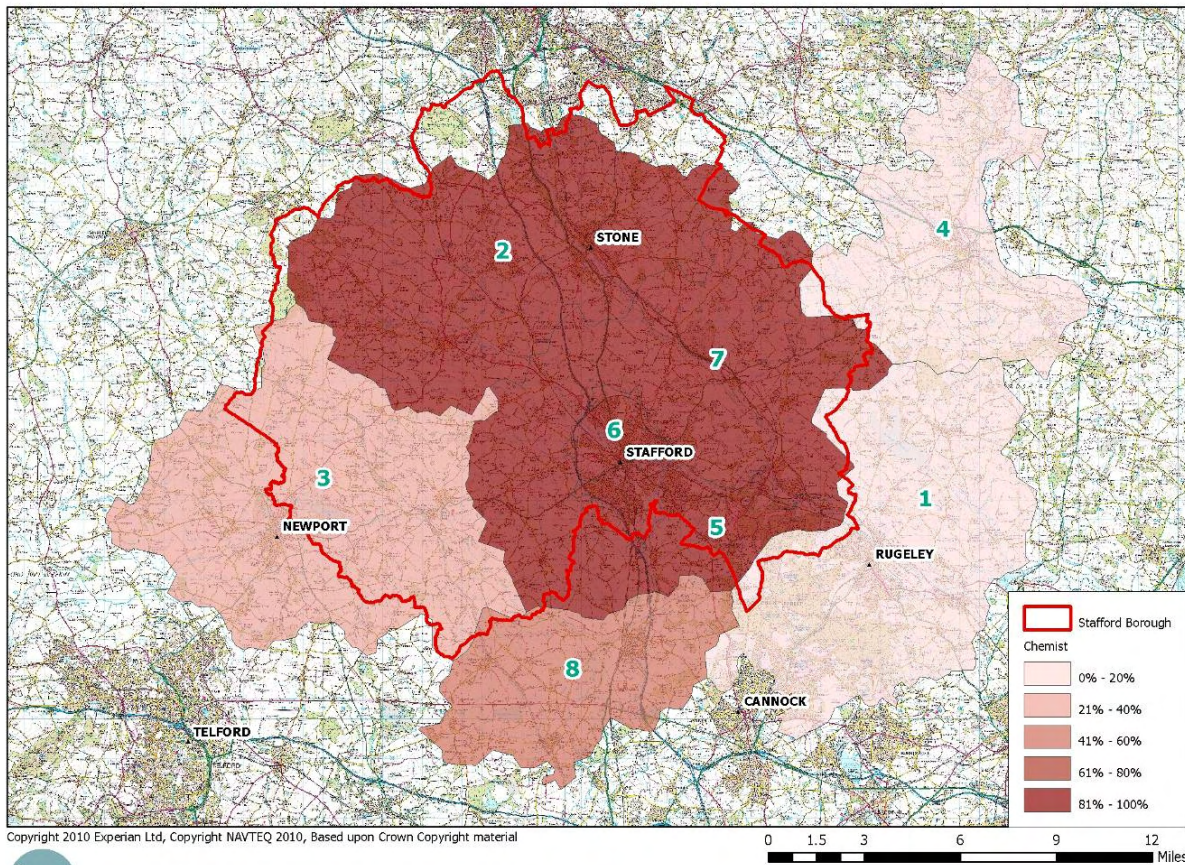
Table 5.18: Stafford Borough Market Share for Chemist Goods - 2010

| Survey Zone (%) | | | | | | | | |
|-----------------|-------|---------------------|-----------|---------|----------|--------|------------------------------|-------------|
| Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston / Penkridge | TOTAL |
| 8.2 | 88.4 | 26.4 | 2.8 | 98.6 | 99.1 | 82.0 | 40.3 | 52.2 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

APP5.58 **Table 5.18** highlights that within the Stafford, Brocton, Stone and Weston zones more than 80% of expenditure generated is directed to facilities within the Borough. These high market shares compare to market shares of less than 10% within the Rugeley and Uttoxeter zones. **Figure 5.9** illustrates the penetration levels of facilities in the Borough.

Figure 5.9: Penetration Level Achieved by Existing Facilities in Stafford Borough – Chemist Goods



APP5.59 **Table 5.19** illustrates that shopping patterns for chemist goods is similar to that identified for food shopping, with respondents tending to utilise local facilities where available. Accordingly, whilst facilities in Stafford Borough attracts high market shares of expenditure generated in the Stafford (99%), Brocton (99%), Stone (88%) and Weston (82%) zones, the market shares achieved in the peripheral zones (i.e. Rugeley and Uttoxeter) is much lower.

Table 5.19: Chemist Goods Market Share Analysis - 2010

| Local Authority | Market Share (%) | | | | | | | | |
|--------------------|------------------|-------|---------------------|-----------|---------|----------|--------|-----------------------------|-------------|
| | Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston /Penkridge | TOTAL |
| Stafford | 8.2 | 88.4 | 26.4 | 2.8 | 98.6 | 99.1 | 82.0 | 40.3 | 52.2 |
| Cannock Chase | 78.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 13.1 | 15.8 | 23.1 |
| Stoke-on-Trent | 0.0 | 8.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 |
| Telford | 0.4 | 0.0 | 71.3 | 0.0 | 0.0 | 0.0 | 1.6 | 3.5 | 8.0 |
| East Staffordshire | 1.6 | 0.0 | 0.0 | 94.4 | 0.7 | 0.0 | 1.6 | 0.0 | 8.5 |
| Lichfield | 7.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.9 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

Electrical Goods

APP5.60 For electrical goods, the Household Survey identified that just over half of expenditure generated in the Study Area is currently directed to facilities in the Borough.

Table 5.20: Stafford Borough Market Share for Electrical Goods - 2010

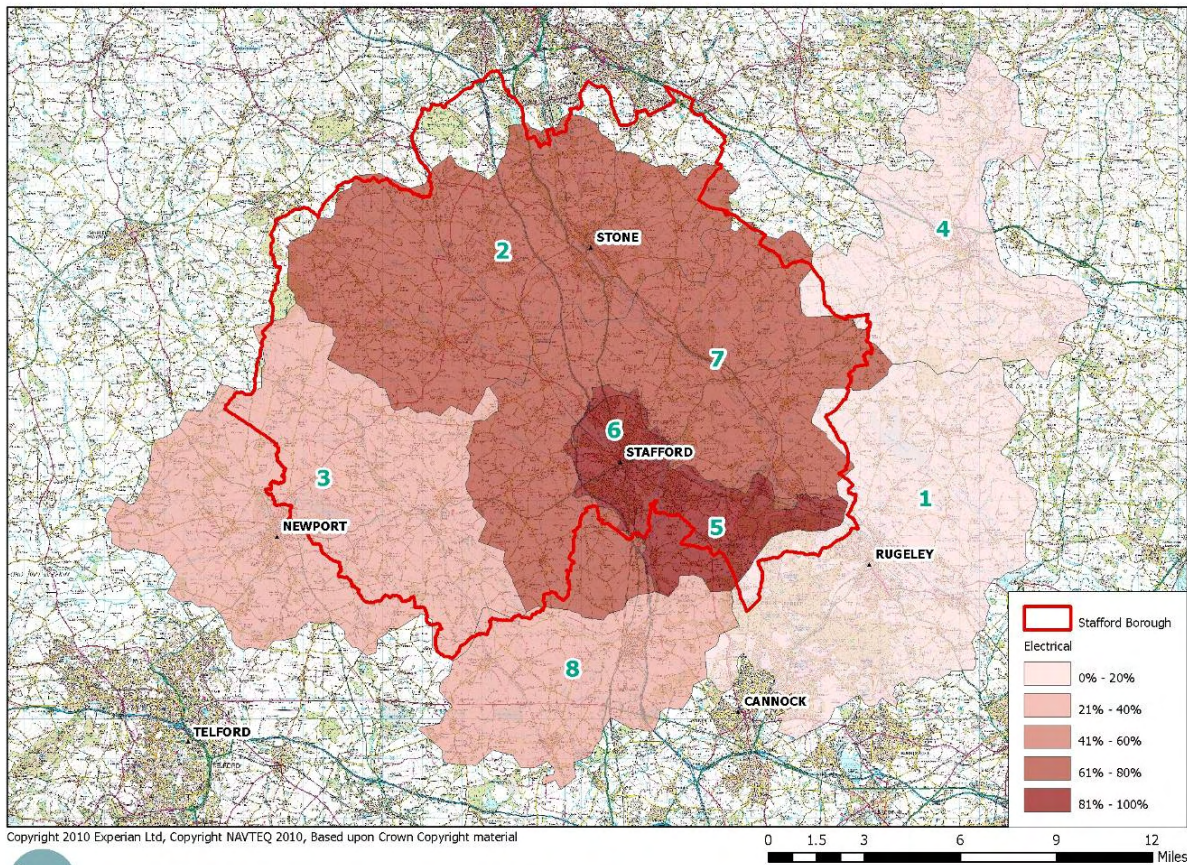
| Survey Zone (%) | | | | | | | | |
|-----------------|-------|---------------------|-----------|---------|----------|--------|------------------------------|-------------|
| Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston / Penkridge | TOTAL |
| 9.2 | 76.1 | 28.8 | 9.8 | 95.3 | 97.5 | 79.2 | 34.8 | 50.1 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

APP5.61 As reflected for the shopping patterns for other comparison goods, existing facilities in the Borough achieve high market shares for electrical goods within four of the eight survey zones – Brocton, Stafford, Weston and Stone. **Figure 5.10** illustrates the penetration levels achieved by facilities in the Borough on a zone-by-zone basis.

Figure 5.10: Penetration Level Achieved by Existing Facilities in Stafford Borough – Electrical

Goods



APP5.62

In terms of competing provision, **Table 5.21** illustrates that facilities within Cannock Chase District have the biggest influence on shopping patterns within the Study Area. However, the vast majority of shopping trips directed to facilities in Cannock Chase is from the Rugeley Zone (68%) and to a lesser extent the Wheaton Aston/Penkridge Zone (37%).

Table 5.21: Electrical Goods Market Share Analysis - 2010

| Local Authority | Market Share (%) | | | | | | | | |
|--------------------|------------------|-------|---------------------|-----------|---------|----------|--------|-----------------------------|-------------|
| | Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston /Penkridge | TOTAL |
| Stafford | 9.2 | 76.1 | 28.8 | 9.8 | 95.3 | 97.5 | 79.2 | 34.8 | 50.1 |
| Cannock Chase | 68.4 | 0.0 | 0.0 | 0.0 | 2.8 | 1.3 | 10.4 | 37.0 | 22.7 |
| Stoke-on-Trent | 0.5 | 17.1 | 0.0 | 7.8 | 0.0 | 1.3 | 6.3 | 2.2 | 3.7 |
| Telford | 0.5 | 0.0 | 65.1 | 0.0 | 0.0 | 0.0 | 2.1 | 10.9 | 7.8 |
| East Staffordshire | 4.4 | 0.0 | 0.0 | 62.8 | 0.0 | 0.0 | 0.0 | 0.0 | 6.4 |
| Lichfield | 4.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

Furniture Goods

APP5.63 For Furniture Goods, the Household Survey identified that facilities within the Borough achieve a market share of only **37.6%** of expenditure generated in the Study Area – the lowest of all comparison sub-categories identified. **Table 5.22** provides a breakdown of the market share achieved by all facilities within the Borough on a zone-by-zone basis.

Table 5.22: Stafford Borough Market Share for Furniture Goods - 2010

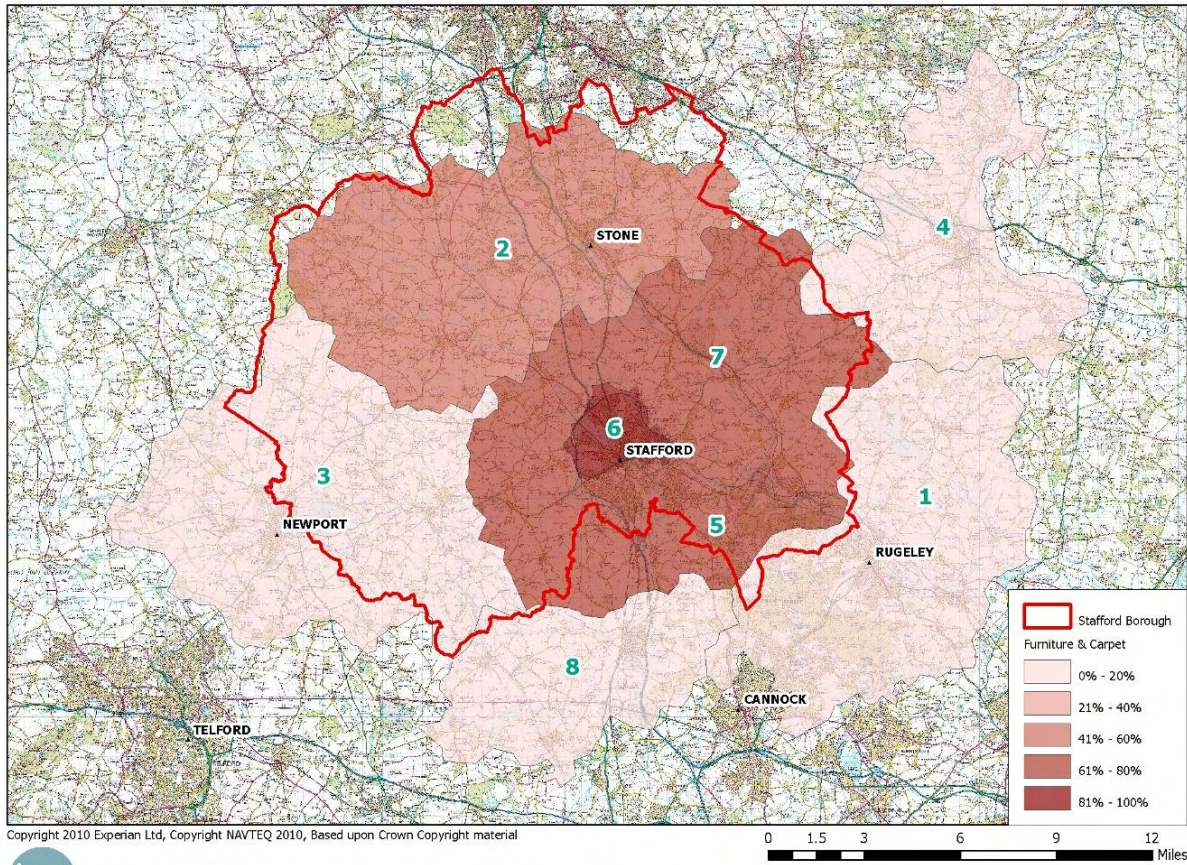
| Survey Zone (%) | | | | | | | | |
|-----------------|-------|---------------------|-----------|---------|----------|--------|------------------------------|-------------|
| Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston / Penkridge | TOTAL |
| 5.1 | 58.4 | 18.9 | 0.0 | 74.0 | 80.7 | 63.8 | 19.1 | 37.6 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

APP5.64 Again, existing facilities within the Borough are identified to achieve high market shares within the Brocton, Stafford and Weston zones. However, these market shares are notably lower than that identified for other comparison goods. **Figure 5.11** illustrates the penetration levels achieved by existing facilities in the Borough throughout the Study Area.

Figure 5.11: Penetration Level Achieved by Existing Facilities in Stafford Borough – Furniture

Goods



APP5.65

In terms of the influence of competing centres, it is significant to note that within the Study Area facilities in Cannock Chase District achieve a market share (30%) that is only slightly below that achieved by facilities in Stafford Borough (38%).

Table 5.23: Furniture Goods Market Share Analysis - 2010

| Local Authority | Market Share (%) | | | | | | | | |
|--------------------|------------------|-------|---------------------|-----------|---------|----------|--------|-----------------------------|-------------|
| | Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston /Penkridge | TOTAL |
| Stafford | 5.1 | 58.4 | 18.9 | 0.0 | 74.0 | 80.7 | 63.8 | 19.1 | 37.6 |
| Cannock Chase | 77.4 | 0.0 | 1.9 | 0.0 | 16.9 | 9.7 | 15.1 | 57.1 | 30.1 |
| Stoke-on-Trent | 0.6 | 24.6 | 0.0 | 15.9 | 2.6 | 3.2 | 3.0 | 1.6 | 5.7 |
| Telford | 1.3 | 0.0 | 67.8 | 0.0 | 1.3 | 0.0 | 0.0 | 4.8 | 8.0 |
| East Staffordshire | 2.5 | 0.0 | 0.0 | 68.3 | 0.0 | 0.0 | 4.5 | 0.0 | 6.6 |
| Lichfield | 2.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 0.8 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

DIY Goods

APP5.66 With regard to DIY shopping, the Household Survey identifies that existing facilities in the Borough attract **51.3%** of expenditure generated in the Study Area. **Table 5.24** identifies that within four of the eight survey zones comprising the Study Area, more than 70% of expenditure undertaken is directed to facilities within the Borough. As would be expected the B&Q Mini Warehouse at Hough Retail Park is identified to be the most popular single destination – attracting more than 57% of expenditure currently directed to facilities in the Borough.

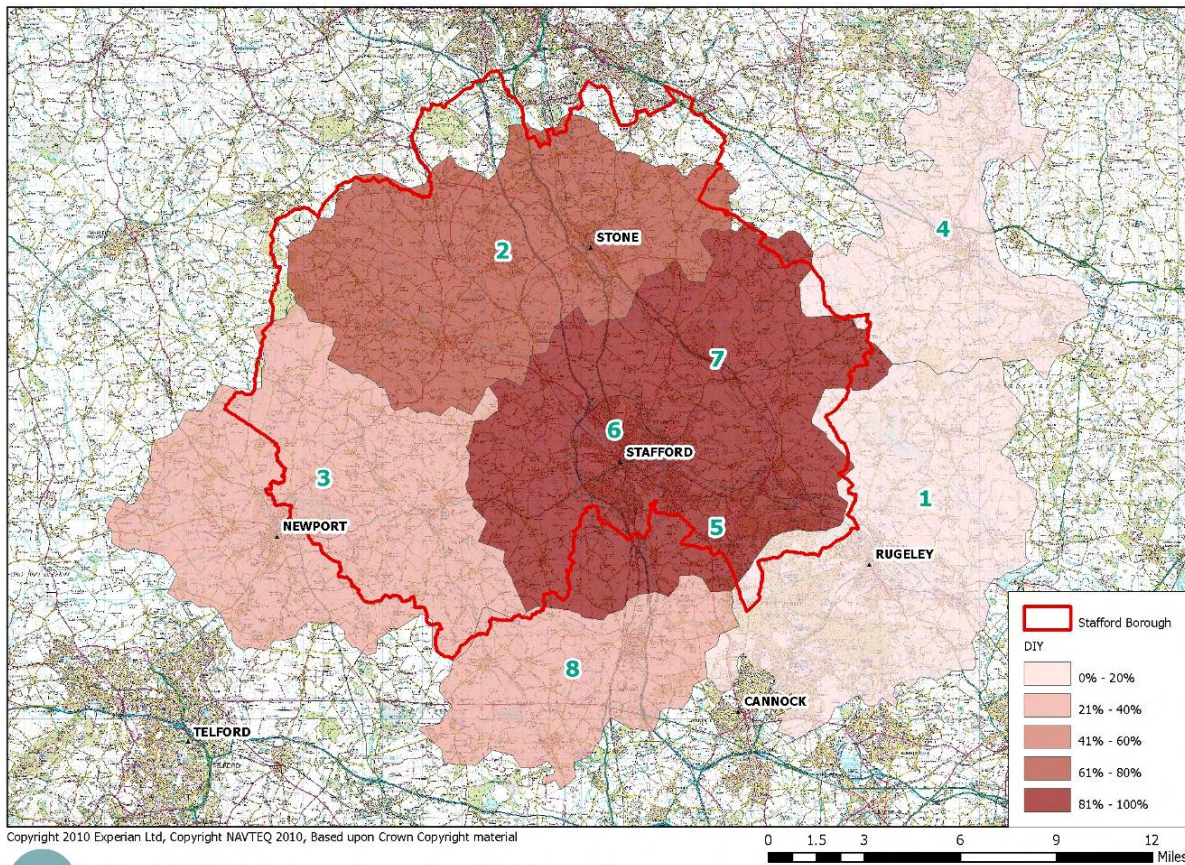
Table 5.24: Stafford Borough Market Share for DIY Goods - 2010

| Survey Zone (%) | | | | | | | | |
|-----------------|-------|---------------------|-----------|---------|----------|--------|------------------------------|-------------|
| Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston / Penkridge | TOTAL |
| 14.7 | 72.7 | 20.8 | 0.0 | 99.0 | 98.8 | 96.1 | 29.9 | 51.3 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

APP5.67 **Figure 5.12** illustrates the extent of the catchment area achieved by facilities within the Borough from the Study Area.

Figure 5.12: Penetration Level Achieved by Existing Facilities in Stafford Borough – DIY Goods



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APP5.68 In terms of the influence of competing facilities in the neighbouring authorities **Table 5.25** illustrates that facilities in Cannock Chase District (albeit almost exclusively from the Rugeley and Wheaton Aston/Penkridge zones) have the biggest influence on shopping patterns within the Study Area, followed by facilities in Telford (9%) and East Staffordshire (7%).

Table 5.25: Furniture Goods Market Share Analysis - 2010

| Local Authority | Market Share (%) | | | | | | | | |
|--------------------|------------------|-------|---------------------|-----------|---------|----------|--------|-----------------------------|-------------|
| | Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston /Penkridge | TOTAL |
| Stafford | 14.7 | 72.7 | 20.8 | 0.0 | 99.0 | 98.8 | 96.1 | 29.9 | 51.3 |
| Cannock Chase | 74.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 61.0 | 24.6 |
| Stoke-on-Trent | 0.5 | 20.8 | 0.0 | 24.1 | 0.0 | 1.2 | 0.0 | 0.0 | 5.0 |
| Telford | 0.5 | 0.0 | 76.6 | 0.0 | 0.0 | 0.0 | 0.0 | 7.8 | 8.7 |
| East Staffordshire | 3.2 | 0.0 | 0.0 | 73.4 | 0.0 | 0.0 | 1.3 | 0.0 | 7.1 |
| Lichfield | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

Garden Centre Goods

APP5.69 With regard shopping for goods typically sold from garden centres, such as plants, shrubs, garden furniture, etc., the Household Survey identifies that existing facilities in the Borough attract **52.5%** of expenditure generated in the Study Area.

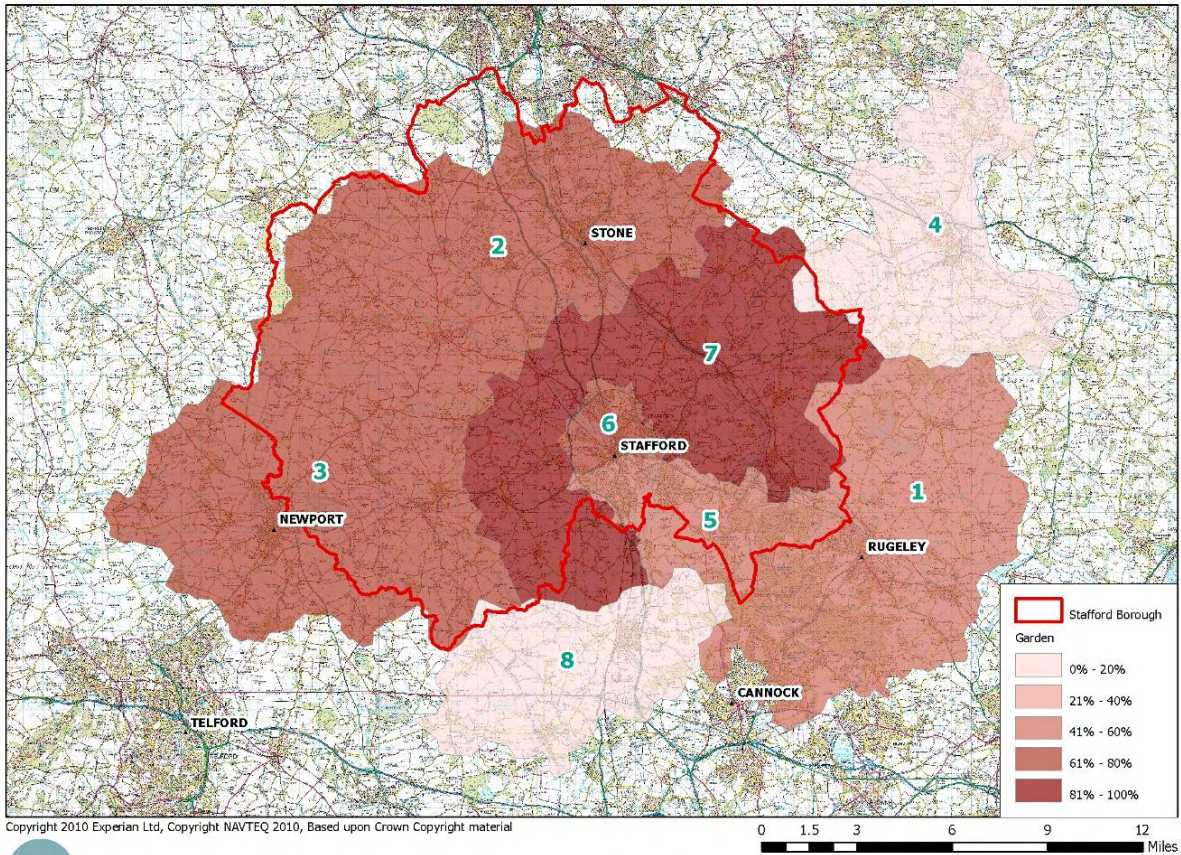
Table 5.26: Stafford Borough Market Share for Garden Goods - 2010

| Survey Zone (%) | | | | | | | | |
|-----------------|-------|---------------------|-----------|---------|----------|--------|------------------------------|-------------|
| Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston / Penkridge | TOTAL |
| 42.7 | 71.4 | 68.8 | 3.7 | 59.7 | 72.5 | 85.9 | 4.7 | 52.5 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure

APP5.70 **Figure 5.13** identifies the extent of the catchment area achieved by facilities within the Borough from with the Study Area for these types of goods.

Figure 5.13: Penetration Level Achieved by Existing Facilities in Stafford Borough – Garden Centre Goods



APP5.71 In terms of the influence of competing facilities in the neighbouring authorities, **Table 5.27** illustrates that facilities in South Staffordshire have the biggest influence on shopping patterns within the Study Area. In terms of facilities outside the Borough, Dobbies Garden World in Gailey (13%) and the Hollybush in Shareshill (9%) are identified to be the most popular destinations.

Table 5.27: Garden Centre Goods Market Share Analysis - 2010

| Local Authority | Market Share (%) | | | | | | | | |
|---------------------|------------------|-------|---------------------|-----------|---------|----------|--------|-----------------------------|-------------|
| | Rugeley | Stone | Newport/ Gnosall | Uttoxeter | Brocton | Stafford | Weston | Wheaton Aston /Penkridge | TOTAL |
| Stafford | 42.7 | 71.4 | 68.8 | 3.7 | 59.7 | 72.5 | 85.9 | 4.7 | 52.5 |
| Cannock Chase | 11.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.1 | 3.3 |
| Stoke-on-Trent | 1.4 | 12.5 | 0.0 | 5.6 | 4.5 | 5.0 | 5.3 | 0.0 | 4.1 |
| Telford | 2.2 | 0.0 | 23.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.0 |
| East Staffordshire | 3.7 | 0.0 | 0.0 | 79.5 | 0.0 | 0.0 | 1.8 | 0.0 | 7.8 |
| South Staffordshire | 35.3 | 1.8 | 3.3 | 3.7 | 32.8 | 20.0 | 3.6 | 90.6 | 24.3 |

Source: Stafford Household Survey (March 2010)
Based on market share of expenditure



Appendix 6 – Statistical Tables (Retail Capacity)



WYG PLANNING & DESIGN
STAFFORD & STONE TOWN CENTRE ASSESSMENT

TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE)

| ZONE | POPULATION | | | | | PER CAPITA EXPENDITURE CONVENIENCE (£) | | | | |
|--------------|----------------|----------------|----------------|----------------|----------------|--|-------|-------|-------|-------|
| | 2007 | 2010 | 2015 | 2021 | 2026 | 2007 | 2010 | 2015 | 2021 | 2026 |
| 1 | 69,093 | 69,451 | 70,892 | 72,850 | 74,531 | 1,692 | 1,652 | 1,798 | 1,875 | 1,942 |
| 2 | 28,632 | 29,544 | 30,524 | 31,499 | 32,326 | 1,782 | 1,739 | 1,893 | 1,974 | 2,044 |
| 3 | 24,309 | 24,996 | 25,684 | 26,500 | 27,187 | 1,740 | 1,699 | 1,849 | 1,928 | 1,997 |
| 4 | 19,433 | 20,044 | 21,309 | 22,866 | 24,229 | 1,754 | 1,712 | 1,864 | 1,943 | 2,012 |
| 5 | 36,784 | 37,235 | 38,357 | 39,701 | 40,844 | 1,721 | 1,680 | 1,828 | 1,907 | 1,974 |
| 6 | 29,472 | 29,712 | 30,228 | 30,779 | 31,238 | 1,714 | 1,673 | 1,821 | 1,899 | 1,966 |
| 7 | 15,556 | 16,300 | 17,096 | 18,044 | 18,863 | 1,795 | 1,753 | 1,908 | 1,989 | 2,060 |
| 8 | 14,942 | 14,868 | 14,990 | 15,208 | 15,387 | 1,803 | 1,760 | 1,916 | 1,998 | 2,069 |
| TOTAL | 238,221 | 242,150 | 249,080 | 257,447 | 264,605 | | | | | |

Notes:

a. Post code sectors

1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4

2 - ST12 9, ST15 0, ST15 8, ST21 6

3 - TF10 7, TF10 8, TF10 9, ST20 0

4 - ST14 5, ST14 7, ST14 8

5 - ST17 0, ST17 4, ST17 9

6 - ST16 1, ST16 2, ST16 3

7 - ST18 0, ST18 9

8 - ST19 5, ST19 9

b. Per Capita expenditure from MapInfo AnySite software (2007 data)

c. Projected forward using actual growth recorded between 2007 and 2009 (-0.7% and -1.4%) and OEF forecasts from Information Brief 09/02 (September 2009), consistent with Table 3.3

d. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo

e. Excludes Special Forms of Trading at 2% for convenience goods from Information Brief 09/02

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TABLE 2A: TOTAL EXPENDITURE AVAILABLE (CONVENIENCE)

| ZONE | EXPENDITURE £(m) CONVENIENCE | | | | GROWTH CONVENIENCE | | |
|--------------|---------------------------------|---------------|---------------|---------------|-----------------------|--------------|---------------|
| | 2010 | 2015 | 2021 | 2026 | '10-'15 | '10-'21 | '10-'26 |
| 1 | 114.74 | 127.48 | 136.60 | 144.71 | 21.86 | 21.86 | 29.97 |
| 2 | 51.38 | 57.78 | 62.17 | 66.07 | 10.79 | 10.79 | 14.69 |
| 3 | 42.47 | 47.50 | 51.10 | 54.28 | 8.63 | 8.63 | 11.82 |
| 4 | 34.32 | 39.72 | 44.44 | 48.76 | 10.12 | 10.12 | 14.44 |
| 5 | 62.55 | 70.13 | 75.69 | 80.63 | 13.14 | 13.14 | 18.09 |
| 6 | 49.71 | 55.05 | 58.45 | 61.43 | 8.73 | 8.73 | 11.71 |
| 7 | 28.57 | 32.61 | 35.89 | 38.85 | 7.32 | 7.32 | 10.29 |
| 8 | 26.17 | 28.72 | 30.38 | 31.83 | 4.21 | 4.21 | 5.66 |
| TOTAL | 409.91 | 458.98 | 494.72 | 526.57 | 84.81 | 84.81 | 116.66 |

TABLE 2B: MAIN / TOP-UP SPLIT (2010)

| ZONE | EXPENDITURE £(m) CONVENIENCE - 2008 | | |
|--------------|--|---------------|---------------|
| | MAIN | TOP-UP | TOTAL |
| 1 | 86.06 | 28.69 | 114.74 |
| 2 | 38.54 | 12.85 | 51.38 |
| 3 | 31.85 | 10.62 | 42.47 |
| 4 | 25.74 | 8.58 | 34.32 |
| 5 | 46.91 | 15.64 | 62.55 |
| 6 | 37.28 | 12.43 | 49.71 |
| 7 | 21.43 | 7.14 | 28.57 |
| 8 | 19.63 | 6.54 | 26.17 |
| TOTAL | 307.44 | 102.48 | 409.91 |

Notes:

a. Post code sectors

1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4

2 - ST12 9, ST15 0, ST15 8, ST21 6

3 - TF10 7, TF10 8, TF10 9, ST20 0

4 - ST14 5, ST14 7, ST14 8

5 - ST17 0, ST17 4, ST17 9

6 - ST16 1, ST16 2, ST16 3

7 - ST18 0, ST18 9

8 - ST19 5, ST19 9

b. Per Capita expenditure from MapInfo AnySite software (2007 data)

c. Projected forward using actual growth recorded between 2007 and 2009 (-0.7% and -1.4%) and OEF forecasts from Information Brief 09/02 (September 2009), consistent with Table 3.3

d. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo

e. Excludes Special Forms of Trading at 2% for convenience goods from Information Brief 09/02

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TABLE 3: SHOPPING PATTERNS (CONVENIENCE)

| DESTINATION | TOTAL | | 1 | | 2 | | 3 | | 4 | | 5 | | 6 | | 7 | | 8 | |
|--|---------------|-------------|---------------|------------|---------------|-------------|---------------|-------------|---------------|------------|---------------|-------------|---------------|-------------|---------------|-------------|---------------|-------------|
| | MAIN FOOD (%) | TOP UP (%) | MAIN FOOD (%) | TOP UP (%) | MAIN FOOD (%) | TOP UP (%) | MAIN FOOD (%) | TOP UP (%) | MAIN FOOD (%) | TOP UP (%) | MAIN FOOD (%) | TOP UP (%) | MAIN FOOD (%) | TOP UP (%) | MAIN FOOD (%) | TOP UP (%) | MAIN FOOD (%) | TOP UP (%) |
| STAFFORD BOROUGH | | | | | | | | | | | | | | | | | | |
| Stafford Town Centre | | | | | | | | | | | | | | | | | | |
| Marks & Spencer, Gaolgate | 0.9 | 2.4 | 0.0 | 0.6 | 0.0 | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | 3.9 | 3.3 | 2.0 | 9.3 | 0.0 | 7.3 | 0.0 | 0.0 |
| Iceland, Hunters Row | 0.4 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.0 | 2.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | 0.0 | 4.4 | 0.0 | 2.7 | 0.0 | 0.0 | 0.0 | 3.6 | 0.0 | 0.0 | 0.0 | 4.4 | 0.0 | 16.3 | 0.0 | 7.3 | 0.0 | 0.0 |
| <i>Edge-of-Centre/Out-of-Centre</i> | | | | | | | | | | | | | | | | | | |
| Asda, Queensway | 15.0 | 5.8 | 0.8 | 0.0 | 9.6 | 0.0 | 8.1 | 1.8 | 1.6 | 3.8 | 33.9 | 6.6 | 38.8 | 25.6 | 26.7 | 12.2 | 19.0 | 2.0 |
| Tesco Extra, Newport Road | 12.0 | 3.8 | 0.8 | 0.0 | 4.8 | 1.4 | 7.0 | 0.0 | 0.0 | 0.0 | 37.0 | 14.3 | 22.5 | 7.0 | 25.0 | 7.3 | 8.6 | 2.0 |
| Sainsbury's, Chell Road | 9.9 | 4.3 | 0.0 | 0.6 | 4.8 | 0.0 | 5.8 | 5.4 | 0.0 | 0.0 | 18.9 | 7.7 | 31.6 | 15.1 | 23.3 | 7.3 | 8.6 | 0.0 |
| Lidl, Madford Retail Park | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.2 | 0.0 | 5.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 38.2 | 22.1 | 1.6 | 3.8 | 19.2 | 1.4 | 23.3 | 10.7 | 1.6 | 3.8 | 93.7 | 38.5 | 96.9 | 81.4 | 75.0 | 41.5 | 36.2 | 3.9 |
| Stone Town Centre | | | | | | | | | | | | | | | | | | |
| Co-op, High Street | 0.9 | 2.1 | 0.0 | 0.0 | 7.7 | 17.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 | 9.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| <i>Edge-of-Centre/Out-of-Centre</i> | | | | | | | | | | | | | | | | | | |
| Morrisons, Mill Street | 8.7 | 6.3 | 0.0 | 0.0 | 65.4 | 50.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 | 0.0 | 1.0 | 1.2 | 6.7 | 4.9 | 0.0 | 0.0 |
| Somerfield, Eccleshall Road | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 2.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 9.6 | 9.8 | 0.0 | 0.0 | 73.1 | 80.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 | 0.0 | 1.0 | 1.2 | 6.7 | 4.9 | 0.0 | 0.0 |
| Zone 2 | | | | | | | | | | | | | | | | | | |
| Co-op, Stafford Street, Eccleshall | 0.1 | 1.3 | 0.0 | 0.0 | 1.0 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| Local Shops, Eccleshall | 0.1 | 0.5 | 0.0 | 0.0 | 0.0 | 4.1 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Local Shops, Barlaston | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 2.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Local Shops, Walton-on-the-Hill | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.2 | 2.2 | 0.0 | 0.0 | 1.0 | 9.6 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| Zone 3 | | | | | | | | | | | | | | | | | | |
| Co-op, High Street, Gnosall | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Local Shops, Gnosall | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.6 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 5.8 | 5.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Zone 4 | | | | | | | | | | | | | | | | | | |
| Co-op, Stone Road, Stafford | 0.4 | 0.0 | 0.0 | 0.0 | 1.9 | 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 |
| Sub-Total | 0.4 | 0.0 | 0.0 | 0.0 | 1.9 | 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 |
| Zone 5 | | | | | | | | | | | | | | | | | | |
| Co-op, Cannock Road, Stafford | 0.2 | 3.2 | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 | 19.8 | 0.0 | 0.0 | 0.0 | 0.0 | 1.7 | 0.0 |
| Co-op, Bodmin Avenue, Weeping Cross | 0.1 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 | 3.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Co-op, Burton Square, Rising Brook | 0.0 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15.4 | 0.0 | 0.0 | 2.4 | 0.0 | 0.0 | |
| Spar, Cape Avenue, Western Downs, Stafford | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Spar, West Way, Stafford | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Sub-Total | 0.4 | 6.6 | 0.0 | 1.1 | 0.0 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 41.8 | 0.0 | 0.0 | 0.0 | 2.4 | 1.7 | 0.0 |
| Zone 6 | | | | | | | | | | | | | | | | | | |
| Co-op, Holmcroft, Stafford | 0.1 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 0.0 | 0.0 | 1.1 | 0.0 | 2.3 | 0.0 | 2.4 | 0.0 | 0.0 |
| Co-op, Silkmore Lane, Stafford | 0.2 | 2.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 14.3 | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | |
| Co-op, Weston Road, Stafford | 0.0 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.1 | 0.0 | 3.5 | 0.0 | 0.0 | 0.0 | |
| Sub-Total | 0.4 | 3.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 0.0 | 1.6 | 16.5 | 0.0 | 7.0 | 0.0 | 2.4 | 0.0 | 0.0 |
| Zone 7 | | | | | | | | | | | | | | | | | | |
| Spar, Main Road, Great Haywood | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7.3 | 0.0 | 0.0 |
| Local Shops, Great Haywood | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.4 | 0.0 | 0.0 |
| Local Shops, Haughton | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.9 | 0.0 | 2.0 |
| Local Shops, Hixon | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7.3 | 0.0 | 0.0 |
| Local Shops, Weston | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.4 | 0.0 | 0.0 |
| Sub-Total | 0.0 | 1.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 24.4 | 0.0 | 2.0 |
| SUB-TOTAL STAFFORD BOROUGH | | | | | | | | | | | | | | | | | | |
| | 49.7 | 46.4 | 1.6 | 4.9 | 95.2 | 93.2 | 30.2 | 16.1 | 3.1 | 3.8 | 97.7 | 96.7 | 99.0 | 97.7 | 81.7 | 75.6 | 37.9 | 5.9 |
| OUTSIDE STAFFORD BOROUGH | | | | | | | | | | | | | | | | | | |
| South Staffordshire | | | | | | | | | | | | | | | | | | |
| Local Shops, Brewood | 0.1 | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.7 | 11.8 |
| Spar, School Road, Wheaton Aston | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.9 |
| Local Shops, Codsall | 0.0 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.9 |
| Co-op, Market Street, Penkridge | 0.5 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.1 | 0.0 | 0.0 | 2.4 | 6.9 | 25.5 | |
| Somerfield, Wolverhampton Road, Penkridge | 0.5 | 2.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.4 | 6.9 | 29.4 | |
| Local Shops, Penkridge | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.9 | |
| Sub-Total | 1.1 | 7.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 | 4.9 | 15.5 | 82.3 |
| Cannock Chase District | | | | | | | | | | | | | | | | | | |
| Aldi, Market Street, Rugeley | 0.7 | 0.6 | 2.0 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.7 | 2.4 | 0.0 | 0.0 |
| Aldi, Walsall Road, Cannock | 0.2 | 0.5 | 0.8 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Asda, Avon Road, Cannock | 4.7 | 1.4 | 11.8 | 3.8 | 0.0 | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.4 | 15.5 | 2.0 | |
| Iceland, Market Street, Rugeley | 0.2 | 1.9 | 0.4 | 6.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.7 | 0.0 | 0.0 | 0.0 | |
| Morrisons, Market Street, Rugeley | 7.6 | 6.3 | 23.2 | 20.2 | 0.0 | 1.4 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.3 | 4.9 | 0.0 | 0.0 | |

TABLE 3: SHOPPING PATTERNS (CONVENIENCE)

| DESTINATION | TOTAL | | 1 | | 2 | | 3 | | 4 | | 5 | | 6 | | 7 | | 8 | |
|---|---------------|--------------|---------------|--------------|---------------|--------------|---------------|--------------|---------------|--------------|---------------|--------------|---------------|--------------|---------------|--------------|---------------|--------------|
| | MAIN FOOD (%) | TOP UP (%) | MAIN FOOD (%) | TOP UP (%) | MAIN FOOD (%) | TOP UP (%) | MAIN FOOD (%) | TOP UP (%) | MAIN FOOD (%) | TOP UP (%) | MAIN FOOD (%) | TOP UP (%) | MAIN FOOD (%) | TOP UP (%) | MAIN FOOD (%) | TOP UP (%) | MAIN FOOD (%) | TOP UP (%) |
| STAFFORD BOROUGH | | | | | | | | | | | | | | | | | | |
| Morrisons, Mill Street, Cannock | 2.6 | 1.1 | 7.1 | 3.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.2 | 2.0 |
| Sainsbury's, Voyager Drive, Cannock | 4.5 | 0.6 | 11.4 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 | 0.0 | 1.0 | 1.2 | 1.7 | 0.0 | 10.3 | 0.0 |
| Tesco, Heath Hayes | 7.6 | 5.8 | 25.2 | 19.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.7 | 2.0 |
| Local Shops, Hednesford | 0.2 | 2.7 | 0.8 | 9.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Farmfoods, Cannock Shopping Centre, Cannock | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.0 |
| Local Shops, Cannock | 0.0 | 1.1 | 0.0 | 3.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Local Shops, Rugeley | 0.0 | 1.6 | 0.0 | 5.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 28.5 | 23.8 | 82.7 | 77.1 | 0.0 | 1.4 | 2.3 | 0.0 | 0.0 | 0.0 | 1.6 | 0.0 | 1.0 | 1.2 | 13.3 | 9.8 | 32.8 | 7.8 |
| Stoke-on-Trent | | | | | | | | | | | | | | | | | | |
| Aldi, Newcastle Road, Trent Vale | 0.2 | 0.0 | 0.0 | 0.0 | 1.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Tesco Extra, Baths Road, Stoke-on-Trent | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Tesco, Lysander Road, Stoke-on-Trent | 0.2 | 0.3 | 0.0 | 0.0 | 1.9 | 2.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Tesco, New Hall Street, Stoke-on-Trent | 0.1 | 0.0 | 0.0 | 0.0 | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Tesco, Newcastle Road, Trent Vale | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.7 | 0.5 | 0.0 | 0.0 | 4.8 | 4.1 | 0.0 | 0.0 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Telford | | | | | | | | | | | | | | | | | | |
| Aldi, Wellington Road, Telford | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 2.3 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Asda, St Georges Road, Donnington | 1.9 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 17.4 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.7 | 0.0 |
| Asda, The Border, Telford | 1.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 8.1 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.2 | 0.0 |
| Somerfield, High Street, Newport | 0.6 | 1.9 | 0.0 | 0.0 | 0.0 | 0.0 | 5.8 | 21.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Waitrose, Audley Avenue, Newport | 2.8 | 3.6 | 0.0 | 0.0 | 0.0 | 0.0 | 26.7 | 39.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.7 | 2.4 | 0.0 | 0.0 |
| Local Shops, Telford | 0.6 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 4.7 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.4 | 1.7 | 2.0 |
| Local Shops, Newport | 0.0 | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 7.3 | 7.3 | 0.0 | 0.0 | 0.0 | 0.0 | 65.1 | 76.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.7 | 4.9 | 8.6 | 2.0 |
| East Staffordshire | | | | | | | | | | | | | | | | | | |
| Iceland, The Maltings, Uttoxeter | 0.2 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.1 | 7.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Tesco, Brookside Road, Uttoxeter | 6.2 | 3.2 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 79.7 | 35.9 | 0.0 | 0.0 | 0.0 | 0.0 | 1.7 | 2.4 | 0.0 | 0.0 |
| Tesco Express, New Road, Uttoxeter | 0.5 | 1.3 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.1 | 15.1 | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Co-op, High Street, Uttoxeter | 0.2 | 1.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.1 | 15.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Lidl, Town Meadow Way, Uttoxeter | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Local Shops, Uttoxeter | 0.0 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.4 | 0.0 | 0.0 |
| Sub-Total | 7.2 | 8.0 | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 89.1 | 92.4 | 0.8 | 0.0 | 0.0 | 0.0 | 1.7 | 4.9 | 0.0 | 0.0 |
| Lichfield | | | | | | | | | | | | | | | | | | |
| Morrisons, Beacon Street, Lichfield | 1.4 | 1.0 | 4.7 | 3.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Waitrose, Darwin Park, Lichfield | 0.7 | 0.0 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Morrisons, High Street, Burntwood | 1.4 | 1.3 | 4.7 | 4.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Local Shops, Lichfield | 0.2 | 0.5 | 0.8 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Tesco Express, Cannock Road, Burntwood | 0.0 | 0.2 | 0.0 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 3.8 | 2.8 | 12.6 | 9.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | | | | | | | | | | | | | | | | | | |
| Other | 1.9 | 4.0 | 2.4 | 8.2 | 0.0 | 1.4 | 2.3 | 5.4 | 6.3 | 3.8 | 0.0 | 2.2 | 0.0 | 1.2 | 1.7 | 0.0 | 5.2 | 2.0 |
| Sub-total | 1.9 | 4.0 | 2.4 | 8.2 | 0.0 | 1.4 | 2.3 | 5.4 | 6.3 | 3.8 | 0.0 | 2.2 | 0.0 | 1.2 | 1.7 | 0.0 | 5.2 | 2.0 |
| SUB-TOTAL OUTSIDE STAFFORD BOROUGH | 50.4 | 53.6 | 98.4 | 95.1 | 4.8 | 6.9 | 69.8 | 84.0 | 96.9 | 96.2 | 2.4 | 3.3 | 1.0 | 2.3 | 18.4 | 24.4 | 62.1 | 94.1 |
| TOTAL | 100.1 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares for 'main' and 'top-up' shopping derived directly from Stafford Household Survey (April 2010)
c. Excludes 'don't know/ varies' and internet sales

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TABLE 4: RETAINED EXPENDITURE BY DESTINATION (CONVENIENCE)

| DESTINATION | TOTAL | | | 1 | | | 2 | | | 3 | | | 4 | | | 5 | | | 6 | | | 7 | | | 8 | | | |
|---|-----------------|--------------|--------------|-----------------|--------------|--------------|-----------------|--------------|-------------|-----------------|--------------|-------------|-----------------|--------------|-------------|-----------------|--------------|-------------|-----------------|--------------|-------------|-----------------|--------------|-------------|-----------------|--------------|-------------|--|
| | MAIN FOOD £m | TOP UP £m | TOTAL £m | MAIN FOOD £m | TOP UP £m | TOTAL £m | MAIN FOOD £m | TOP UP £m | TOTAL £m | MAIN FOOD £m | TOP UP £m | TOTAL £m | MAIN FOOD £m | TOP UP £m | TOTAL £m | MAIN FOOD £m | TOP UP £m | TOTAL £m | MAIN FOOD £m | TOP UP £m | TOTAL £m | MAIN FOOD £m | TOP UP £m | TOTAL £m | MAIN FOOD £m | TOP UP £m | TOTAL £m | |
| STAFFORD BOROUGH | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Asda, The Border, Telford | 3.6 | 0.2 | 3.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.6 | 0.2 | 2.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Somerfield, High Street, Newport | 1.9 | 2.3 | 4.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.9 | 2.3 | 4.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Watsons, Radley Avenue, Newport | 8.9 | 4.3 | 13.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.5 | 4.2 | 12.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.2 | 0.5 | 0.0 | 0.0 | 0.0 | |
| Local Shops, Telford | 1.8 | 0.5 | 2.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 0.2 | 1.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.2 | 0.3 | 0.1 | 0.5 | |
| Local Shops, Newport | 0.0 | 0.9 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.9 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Sub-Total | 22.8 | 8.6 | 31.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 28.7 | 8.2 | 28.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.3 | 0.7 | 1.7 | 0.1 | 1.8 | |
| East Staffordshire | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Erlands, The Maltings, Uttoxeter | 1.8 | 0.6 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Tesco, Brookside Road, Uttoxeter | 31.7 | 3.3 | 34.5 | 0.3 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 29.5 | 3.1 | 23.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.2 | 0.5 | 0.0 | 0.0 | 0.0 | |
| Tesco Express, New Road, Uttoxeter | 1.5 | 1.3 | 2.8 | 0.3 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 | 1.3 | 2.1 | 0.4 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Co-ops, High Street, Uttoxeter | 0.8 | 1.3 | 2.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 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 | |
| Lidl, Town Meadow Way, Uttoxeter | 0.0 | 0.3 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Local Shops, Uttoxeter | 0.0 | 1.5 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 1.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | |
| Sub-Total | 24.3 | 8.7 | 32.6 | 0.7 | 0.0 | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 22.9 | 7.9 | 30.9 | 0.4 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.4 | 0.2 | 0.7 | 0.0 | 0.0 | 0.0 | |
| Lichfield | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Morrisons, Beacon Street, Lichfield | 4.1 | 0.9 | 5.0 | 4.1 | 0.9 | 5.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Watsons, Sherwin Park, Lichfield | 2.0 | 0.0 | 2.0 | 2.0 | 0.0 | 2.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Morrisons, High Street, Burntwood | 4.1 | 1.3 | 5.3 | 4.1 | 1.3 | 5.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Local Shops, Lichfield | 0.7 | 0.5 | 1.2 | 0.7 | 0.5 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Tesco Express, Cannock Road, Burntwood | 0.0 | 0.2 | 0.2 | 0.0 | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Sub-Total | 10.8 | 2.8 | 13.7 | 10.8 | 2.8 | 13.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Other | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Other | 3.5 | 2.8 | 12.6 | 9.8 | 9.8 | 11.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Sub-Total | 3.5 | 4.0 | 9.8 | 2.0 | 2.4 | 4.4 | 0.0 | 0.2 | 0.2 | 0.7 | 0.6 | 1.3 | 1.6 | 0.7 | 1.9 | 0.0 | 0.2 | 0.3 | 0.0 | 0.1 | 0.1 | 0.4 | 0.0 | 0.4 | 1.0 | 0.1 | 1.1 | |
| SUB-TOTAL OUTSIDE STAFFORD BOROUGH | 151.3 | 54.0 | 205.3 | 84.7 | 27.3 | 112.0 | 1.8 | 0.8 | 2.7 | 22.2 | 8.9 | 31.1 | 24.9 | 8.3 | 33.2 | 1.1 | 0.5 | 1.6 | 0.4 | 0.3 | 0.7 | 3.9 | 1.7 | 5.7 | 12.2 | 6.2 | 18.3 | |
| TOTAL | 307.4 | 102.5 | 409.9 | 86.1 | 28.7 | 114.7 | 38.5 | 12.8 | 51.4 | 31.8 | 10.6 | 42.5 | 25.7 | 8.6 | 34.3 | 46.9 | 15.6 | 62.6 | 37.3 | 12.4 | 49.7 | 21.4 | 7.1 | 28.6 | 19.6 | 6.5 | 26.2 | |

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST15 6
3 - TT10 7, TT10 8, TT10 9, ST10 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST12 4, ST17 9
6 - ST18 1, ST18 2, ST18 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Expenditure estimated by market share (Table 3) by available expenditure (Table 2)

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TABLE 5: EXISTING PROVISION (CONVENIENCE)

| DESTINATION | NET SALES (sq m) | SALES AREA (A) | CONVENIENCE SALES DENSITY (B) | BENCHMARK TURNOVER (AxB) | SURVEY TURNOER £m |
|--|------------------|----------------|-------------------------------|--------------------------|-------------------|
| STAFFORD BOROUGH | | | | | |
| Stafford Town Centre | | | | | |
| Marks & Spencer, Gaolgate | 675 | 642 | 11,107 | 7.1 | 5.3 |
| Iceland, Hunters Row | 616 | 573 | 5,787 | 3.3 | 1.4 |
| Other | 3,682 | 3,682 | 3,500 | 12.9 | 4.4 |
| <i>Edge-of-Centre/Out-of-Centre</i> | | | | | |
| Asda, Queensway | 4,292 | 2,489 | 15,458 | 38.5 | 52.9 |
| Tesco Extra, Newport Road | 4,647 | 3,067 | 12,656 | 38.8 | 41.5 |
| Sainsbury's, Chell Road | 4,213 | 3,160 | 9,661 | 30.5 | 35.4 |
| Lidl, Madford Retail Park | 929 | 743 | 3,111 | 2.3 | 1.1 |
| Sub-Total | | | | 133.5 | 141.9 |
| <i>Stone Town Centre</i> | | | | | |
| Co-op, High Street | 1,114 | 925 | 6,087 | 5.6 | 5.3 |
| Other | 616 | 616 | 3,500 | 2.2 | 1.2 |
| <i>Edge-of-Centre/Out-of-Centre</i> | | | | | |
| Morrisons, Mill Street | 2,118 | 1,695 | 11,117 | 18.8 | 34.4 |
| Somerfield, Eccleshall Road | 269 | 221 | 8,135 | 1.8 | 0.4 |
| Sub-Total | | | | 28.4 | 41.2 |
| <i>Zone 2</i> | | | | | |
| Co-op, Stafford Street, Eccleshall | 1,005 | 834 | 6,087 | 5.1 | 1.6 |
| Local Shops, Eccleshall | 100 | 100 | 3,500 | 0.4 | 0.9 |
| Local Shops, Barlaston | 100 | 100 | 2,000 | 0.2 | 0.4 |
| Local Shops, Walton-on-the-Hill | 100 | 100 | 2,000 | 0.2 | 0.2 |
| Sub-Total | | | | 5.8 | 3.0 |
| <i>Zone 3</i> | | | | | |
| Co-op, High Street, Gnosall | 252 | 209 | 6,087 | 1.3 | 1.9 |
| Local Shops, Gnosall | 100 | 100 | 2,000 | 0.2 | 0.6 |
| Sub-Total | | | | 1.5 | 2.4 |
| <i>Zone 4</i> | | | | | |
| Co-op, Stone Road, Stafford | 278 | 231 | 6,087 | 1.4 | 1.1 |
| Sub-Total | | | | 1.4 | 1.1 |
| <i>Zone 5</i> | | | | | |
| Co-op, Cannock Road, Stafford | 897 | 745 | 6,087 | 4.5 | 4.1 |
| Co-op, Bodmin Avenue, Weeping Cross | 135 | 112 | 6,087 | 0.7 | 0.9 |
| Co-op, Burton Square, Rising Brook | 773 | 642 | 6,087 | 3.9 | 2.6 |
| Spar, Cape Avenue, Western Downs, Stafford | 266 | 239 | 6,914 | 1.7 | 0.3 |
| Spar, West Way, Stafford | 45 | 40 | 6,914 | 0.3 | 0.3 |
| Sub-Total | | | | 11.1 | 8.3 |
| <i>Zone 6</i> | | | | | |
| Co-op, Holmcroft, Stafford | 186 | 154 | 6,087 | 0.9 | 1.0 |
| Co-op, Silkmore Lane, Stafford | 989 | 821 | 6,087 | 5.0 | 3.1 |
| Co-op, Weston Road, Stafford | 297 | 246 | 6,087 | 1.5 | 0.6 |
| Sub-Total | | | | 7.4 | 4.8 |
| <i>Zone 7</i> | | | | | |
| Spar, Main Road, Great Haywood | 70 | 63 | 6,914 | 0.4 | 0.5 |
| Local Shops, Great Haywood | 100 | 100 | 2,000 | 0.2 | 0.2 |
| Local Shops, Haughton | 100 | 100 | 2,000 | 0.2 | 0.5 |
| Local Shops, Hixon | 100 | 100 | 2,000 | 0.2 | 0.5 |
| Local Shops, Weston | 100 | 100 | 2,000 | 0.2 | 0.2 |
| Sub-Total | | | | 1.2 | 1.9 |
| SUB-TOTAL STAFFORD BOROUGH | | | | 190.3 | 204.6 |

Notes:

- Post code sectors
 - Floorspace figures taken from GOAD 2010 and IGD 2010 database
 - Net floorspace based on WYG Judgement (*), IGD Database
 - Net convenience floorspace derived from Verdict Grocer Retailers (2009) where available
 - Sales densities derived from Verdict (2009) or Mintel Retail Rankings (2009) for national multiples and WYG Judgement for local shops
 - Survey derived turnover derived from Stafford Household Survey (2010)
- May not add up due to rounding

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TABLE 6: POPULATION AND EXPENDITURE (COMPARISON)

| ZONE | POPULATION | | | | | PER CAPITA EXPENDITURE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------|----------------|----------------|----------------|----------------|----------------|------------------------|--------|-----|------------|---------|---------|-----------|------------|---------|--------------|-----------|--------|------|------------|---------|---------|-----------|------------|---------|--------------|-----------|--------|-----|------------|---------|---------|-----------|------------|---------|--------------|-----------|--------|-----|------------|---------|---------|-----------|------------|---------|--------------|-----|-----|-----|-----|------|-----|-----|-----|-----|--------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| | 2007 | 2010 | 2015 | 2021 | 2026 | 2007 | | | | | | 2010 | | | | | | 2015 | | | | | | 2021 | | | | | | 2026 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | Furniture | Garden | DIY | Electrical | Clothes | CDs etc | Household | Recreation | Chemist | TOTAL | Furniture | Garden | DIY | Electrical | Clothes | CDs etc | Household | Recreation | Chemist | TOTAL | Furniture | Garden | DIY | Electrical | Clothes | CDs etc | Household | Recreation | Chemist | TOTAL | Furniture | Garden | DIY | Electrical | Clothes | CDs etc | Household | Recreation | Chemist | TOTAL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 69,451 | 69,753 | 69,955 | 70,093 | 70,185 | 254 | 57 | 157 | 270 | 640 | 139 | 325 | 435 | 948 | 2,625 | 252 | 57 | 156 | 267 | 633 | 138 | 322 | 431 | 344 | 2,600 | 309 | 70 | 191 | 327 | 776 | 169 | 394 | 528 | 422 | 3,185 | 402 | 91 | 249 | 426 | 1,010 | 220 | 513 | 688 | 549 | 4,148 | 501 | 113 | 310 | 531 | 1259 | 274 | 640 | 857 | 684 | 5,169 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | 29,544 | 29,673 | 29,759 | 29,817 | 29,856 | 277 | 61 | 172 | 291 | 668 | 149 | 354 | 469 | 395 | 2,836 | 274 | 61 | 171 | 288 | 661 | 148 | 351 | 465 | 391 | 2,809 | 336 | 74 | 209 | 353 | 810 | 181 | 430 | 569 | 479 | 3,441 | 438 | 97 | 272 | 459 | 1,055 | 236 | 560 | 741 | 624 | 4,481 | 545 | 121 | 339 | 572 | 1315 | 294 | 697 | 924 | 777 | 5,584 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | 24,996 | 25,105 | 25,178 | 25,227 | 25,260 | 269 | 59 | 167 | 283 | 651 | 146 | 343 | 455 | 377 | 2,750 | 267 | 59 | 165 | 280 | 645 | 144 | 340 | 451 | 373 | 2,723 | 327 | 72 | 202 | 343 | 790 | 177 | 416 | 552 | 457 | 3,336 | 426 | 94 | 263 | 447 | 1,028 | 230 | 542 | 719 | 595 | 4,344 | 530 | 117 | 328 | 557 | 1281 | 287 | 675 | 896 | 742 | 5,413 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | 20,044 | 20,131 | 20,190 | 20,229 | 20,256 | 262 | 59 | 166 | 281 | 662 | 145 | 338 | 455 | 369 | 2,737 | 299 | 59 | 164 | 278 | 656 | 143 | 335 | 451 | 366 | 2,711 | 318 | 72 | 201 | 341 | 803 | 176 | 410 | 552 | 448 | 3,321 | 414 | 94 | 262 | 444 | 1,046 | 229 | 534 | 719 | 583 | 4,325 | 516 | 117 | 326 | 553 | 1304 | 285 | 666 | 896 | 727 | 5,389 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | 37,235 | 37,397 | 37,505 | 37,579 | 37,629 | 263 | 58 | 163 | 275 | 634 | 141 | 334 | 443 | 367 | 2,679 | 260 | 58 | 161 | 273 | 628 | 140 | 331 | 438 | 364 | 2,653 | 319 | 71 | 198 | 334 | 769 | 171 | 406 | 537 | 446 | 3,250 | 415 | 92 | 257 | 435 | 1,002 | 223 | 528 | 699 | 580 | 4,232 | 517 | 115 | 321 | 542 | 1248 | 278 | 658 | 872 | 723 | 5,274 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | 29,712 | 29,841 | 29,928 | 29,987 | 30,026 | 258 | 57 | 160 | 270 | 633 | 139 | 329 | 434 | 353 | 2,635 | 256 | 57 | 159 | 268 | 627 | 138 | 326 | 430 | 350 | 2,609 | 313 | 70 | 194 | 328 | 768 | 169 | 399 | 527 | 429 | 3,196 | 408 | 91 | 253 | 427 | 1,000 | 220 | 519 | 686 | 558 | 4,162 | 508 | 113 | 315 | 532 | 1246 | 274 | 647 | 855 | 695 | 5,187 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | 16,300 | 16,371 | 16,418 | 16,451 | 16,472 | 284 | 62 | 175 | 296 | 676 | 152 | 362 | 477 | 401 | 2,886 | 282 | 62 | 174 | 293 | 670 | 151 | 358 | 472 | 397 | 2,858 | 345 | 75 | 213 | 359 | 821 | 185 | 439 | 578 | 487 | 3,501 | 449 | 98 | 277 | 468 | 1,069 | 240 | 571 | 753 | 634 | 4,560 | 560 | 122 | 345 | 583 | 1332 | 300 | 712 | 938 | 790 | 5,682 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | 14,868 | 14,933 | 14,976 | 15,025 | 15,025 | 282 | 63 | 175 | 297 | 686 | 152 | 361 | 479 | 401 | 2,896 | 279 | 63 | 174 | 294 | 679 | 151 | 357 | 474 | 397 | 2,868 | 342 | 77 | 213 | 360 | 832 | 185 | 438 | 581 | 487 | 3,513 | 445 | 100 | 277 | 469 | 1,083 | 241 | 570 | 756 | 634 | 4,575 | 555 | 124 | 345 | 585 | 1350 | 300 | 710 | 942 | 790 | 5,701 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL | 242,150 | 243,204 | 243,909 | 244,389 | 244,710 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Notes:
 a. Post code sectors
 1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
 2 - ST12 9, ST15 0, ST15 8, ST21 6
 3 - TF10 7, TF10 8, TF10 9, ST20 0
 4 - ST14 5, ST14 7, ST14 8
 5 - ST17 0, ST17 4, ST17 9
 6 - ST16 1, ST16 2, ST16 3
 7 - ST18 0, ST18 9
 8 - ST19 5, ST19 9
 b. Per Capita expenditure from MapInfo AnySite software (2007 data)
 c. Projected forward using actual growth recorded between 2007 and 2010 (4.6%, -2.7% and 2.7%) and OEF forecasts from Information Brief 09/02 (September 2009), consistent with Table 3.3
 d. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo
 e. Excludes Special Forms of Trading at 5.8% for comparison goods from Information Brief 09/02

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TABLE 7: TOTAL EXPENDITURE AVAILABLE (COMPARISON) - NO ALLOWANCE FOR GROWTH IN SFT

| ZONE | EXPENDITURE £(m) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | GROWTH | | | | | | | | | | | | | | | | | |
|--------------|------------------|--------------|--------------|--------------|---------------|--------------|--------------|---------------|--------------|---------------|--------------|--------------|--------------|--------------|---------------|--------------|--------------|---------------|--------------|---------------|--------------|--------------|--------------|--------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|--------------|--------------|---------------|---------------|--------------|----------------|---------------|---------------|-----------------|---------------|--------------|--------------|---------------|---------------|--------------|---------------|---------------|---------------|-----------------|--------------|---------------|---------------|---------------|
| | COMPARISON | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | ALL COMPARISON | | | | | | | | | | | | | | | | | |
| | 2007 | | | | | | | | | 2010 | | | | | | | | | 2015 | | | | | | | | | 2021 | | | | | | | | | 2026 | | | | | | | | | .07-10 | .07-15 | .07-21 | .07-26 | | | | | |
| | Furniture | Garden | DIY | Electrical | Clothes | CDs etc | Household | Recreation | Chemist | Total | Furniture | Garden | DIY | Electrical | Clothes | CDs etc | Household | Recreation | Chemist | Total | Furniture | Garden | DIY | Electrical | Clothes | CDs etc | Household | Recreation | Chemist | Total | Furniture | Garden | DIY | Electrical | Clothes | CDs etc | Household | Recreation | Chemist | Total | Furniture | Garden | DIY | Electrical | Clothes | CDs etc | Household | Recreation | Chemist | Total | | | | |
| 1 | 17.66 | 3.99 | 10.93 | 18.74 | 44.42 | 9.66 | 22.57 | 30.23 | 24.14 | 182.33 | 17.57 | 3.97 | 10.87 | 18.63 | 44.18 | 9.61 | 22.45 | 30.06 | 24.01 | 181.35 | 21.58 | 4.88 | 13.35 | 22.89 | 54.28 | 11.80 | 27.58 | 36.93 | 29.50 | 222.80 | 28.16 | 6.36 | 17.42 | 29.87 | 70.83 | 15.40 | 35.99 | 48.19 | 38.49 | 290.71 | 35.14 | 7.94 | 21.74 | 37.28 | 88.38 | 19.21 | 44.91 | 60.13 | 48.03 | 362.76 | -0.99 | 40.47 | 108.38 | 180.43 |
| 2 | 8.18 | 1.81 | 5.09 | 8.59 | 19.73 | 4.41 | 10.46 | 13.86 | 11.66 | 83.80 | 8.14 | 1.80 | 5.07 | 8.54 | 19.62 | 4.39 | 10.41 | 13.78 | 11.60 | 83.34 | 10.00 | 2.21 | 6.22 | 10.49 | 24.11 | 5.39 | 12.79 | 16.94 | 14.25 | 102.40 | 13.05 | 2.88 | 8.12 | 13.69 | 31.46 | 7.03 | 16.68 | 22.10 | 18.59 | 133.61 | 16.28 | 3.60 | 10.13 | 17.09 | 39.26 | 8.77 | 20.82 | 27.57 | 23.20 | 166.72 | -0.45 | 18.60 | 49.81 | 82.92 |
| 3 | 6.73 | 1.48 | 4.17 | 7.07 | 16.27 | 3.64 | 8.57 | 11.37 | 9.42 | 68.73 | 6.70 | 1.48 | 4.15 | 7.04 | 16.18 | 3.62 | 8.52 | 11.31 | 9.37 | 68.36 | 8.23 | 1.81 | 5.09 | 8.64 | 19.88 | 4.45 | 10.47 | 13.90 | 11.51 | 83.99 | 10.74 | 2.37 | 6.65 | 11.28 | 25.94 | 5.80 | 13.67 | 18.13 | 15.02 | 109.59 | 13.40 | 2.95 | 8.29 | 14.07 | 32.37 | 7.24 | 17.05 | 22.63 | 18.74 | 136.74 | -0.37 | 15.25 | 40.85 | 68.01 |
| 4 | 5.25 | 1.19 | 3.32 | 5.63 | 13.27 | 2.90 | 6.78 | 9.12 | 7.40 | 54.87 | 5.22 | 1.18 | 3.31 | 5.60 | 13.20 | 2.89 | 6.74 | 9.07 | 7.36 | 54.57 | 6.41 | 1.45 | 4.06 | 6.88 | 16.22 | 3.55 | 8.28 | 11.14 | 9.04 | 67.05 | 8.37 | 1.90 | 5.30 | 8.98 | 21.16 | 4.63 | 10.81 | 14.54 | 11.80 | 87.48 | 10.44 | 2.37 | 6.61 | 11.20 | 26.41 | 5.78 | 13.49 | 18.14 | 14.73 | 109.16 | -0.30 | 12.18 | 32.62 | 54.30 |
| 5 | 9.79 | 2.17 | 6.07 | 10.25 | 23.61 | 5.25 | 12.45 | 16.49 | 13.68 | 99.75 | 9.73 | 2.16 | 6.04 | 10.20 | 23.48 | 5.22 | 12.38 | 16.40 | 13.61 | 99.21 | 11.96 | 2.66 | 7.41 | 12.53 | 28.84 | 6.42 | 15.22 | 20.14 | 16.72 | 121.89 | 15.60 | 3.47 | 9.67 | 16.35 | 37.64 | 8.37 | 19.85 | 26.28 | 21.81 | 159.05 | 19.47 | 4.33 | 12.07 | 20.40 | 46.96 | 10.45 | 24.77 | 32.80 | 27.22 | 198.46 | -0.54 | 22.14 | 59.30 | 98.71 |
| 6 | 7.67 | 1.71 | 4.76 | 8.04 | 18.81 | 4.14 | 9.77 | 12.90 | 10.50 | 78.28 | 7.63 | 1.70 | 4.73 | 7.99 | 18.71 | 4.12 | 9.72 | 12.83 | 10.44 | 77.86 | 9.37 | 2.09 | 5.81 | 9.82 | 22.98 | 5.06 | 11.94 | 15.77 | 12.83 | 95.66 | 12.23 | 2.72 | 7.59 | 12.81 | 29.99 | 6.60 | 15.57 | 20.57 | 16.73 | 124.82 | 15.26 | 3.40 | 9.47 | 15.99 | 37.42 | 8.23 | 19.43 | 25.67 | 20.88 | 155.75 | -0.42 | 17.37 | 46.53 | 77.47 |
| 7 | 4.64 | 1.01 | 2.86 | 4.83 | 11.02 | 2.48 | 5.90 | 7.77 | 6.54 | 47.05 | 4.61 | 1.01 | 2.84 | 4.80 | 10.96 | 2.47 | 5.86 | 7.73 | 6.51 | 46.79 | 5.67 | 1.24 | 3.49 | 5.90 | 13.47 | 3.03 | 7.20 | 9.49 | 7.99 | 57.49 | 7.39 | 1.62 | 4.55 | 7.70 | 17.58 | 3.95 | 9.40 | 12.39 | 10.43 | 75.01 | 9.23 | 2.02 | 5.68 | 9.61 | 21.93 | 4.93 | 11.73 | 15.46 | 13.01 | 93.60 | -0.25 | 10.44 | 27.97 | 46.55 |
| 8 | 4.19 | 0.94 | 2.61 | 4.42 | 10.20 | 2.27 | 5.36 | 7.11 | 5.97 | 43.05 | 4.17 | 0.93 | 2.59 | 4.39 | 10.14 | 2.25 | 5.34 | 7.08 | 5.93 | 42.82 | 5.12 | 1.15 | 3.18 | 5.40 | 12.46 | 2.77 | 6.55 | 8.69 | 7.29 | 52.61 | 6.68 | 1.50 | 4.15 | 7.04 | 16.26 | 3.61 | 8.55 | 11.34 | 9.51 | 68.64 | 8.33 | 1.87 | 5.18 | 8.78 | 20.29 | 4.51 | 10.67 | 14.16 | 11.87 | 85.66 | -0.23 | 9.56 | 25.59 | 42.60 |
| TOTAL | 64.11 | 14.31 | 39.80 | 67.56 | 157.33 | 34.74 | 81.86 | 108.85 | 89.30 | 657.87 | 63.76 | 14.23 | 39.58 | 67.20 | 156.48 | 34.56 | 81.42 | 108.26 | 88.82 | 654.31 | 78.34 | 17.48 | 48.63 | 82.56 | 192.25 | 42.46 | 100.03 | 133.01 | 109.12 | 803.88 | 102.22 | 22.81 | 63.45 | 107.72 | 250.85 | 55.40 | 130.53 | 173.55 | 142.39 | 1,048.92 | 127.55 | 28.46 | 79.18 | 134.42 | 313.02 | 69.13 | 162.87 | 216.56 | 177.67 | 1,308.86 | -3.56 | 146.01 | 391.05 | 650.99 |

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Per Capita expenditure from MapInfo AnySite software (2007 data)
c. Projected forward using actual growth recorded between 2007 and 2010 (4.6%, -2.7% and 2.7%) and OEF forecasts from Information Brief 09/02 (September 2009), consistent with Table 3.3
d. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo
e. Excludes Special Forms of Trading at 5.8% for comparison goods from Information Brief 09/02

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STAFFORD & STONE TOWN CENTRE ASSESSMENT

TABLE 8: SHOPPING PATTERNS (CLOTHES/SHOES)

| DESTINATION | TOTAL CLOTHES/SHOES (%) | ZONE 1 CLOTHES/SHOES (%) | ZONE 2 CLOTHES/SHOES (%) | ZONE 3 CLOTHES/SHOES (%) | ZONE 4 CLOTHES/SHOES (%) | ZONE 5 CLOTHES/SHOES (%) | ZONE 6 CLOTHES/SHOES (%) | ZONE 7 CLOTHES/SHOES (%) | ZONE 8 CLOTHES/SHOES (%) |
|---|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| STAFFORD BOROUGH | | | | | | | | | |
| Stafford Town Centre | | | | | | | | | |
| Town Centre | 40.6 | 25.4 | 43.0 | 28.7 | 8.7 | 57.8 | 77.8 | 53.7 | 35.4 |
| <i>Edge-of-Centre/Out-of-Centre</i> | | | | | | | | | |
| Hough Retail Park | 0.3 | 0.0 | 0.9 | 0.0 | 0.0 | 1.5 | 0.0 | 0.0 | 0.0 |
| Madford Retail Park | 0.3 | 0.4 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 1.9 | 0.0 |
| Queens Retail Park | 5.7 | 5.2 | 2.8 | 1.2 | 1.5 | 13.3 | 5.6 | 9.3 | 4.6 |
| Asda, Queensway | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 0.9 | 1.9 | 0.0 |
| Tesco, Newport Road | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 0.9 | 0.0 | 0.0 |
| Sub-Total | 47.8 | 31.0 | 47.7 | 29.9 | 10.2 | 75.6 | 85.2 | 66.7 | 40.0 |
| Stone Town Centre | | | | | | | | | |
| Town Centre | 0.6 | 0.0 | 4.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.6 | 0.0 | 4.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Zone 2 | | | | | | | | | |
| Eccleshall | 0.3 | 0.4 | 0.9 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.3 | 0.4 | 0.9 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Zone 7 | | | | | | | | | |
| Bradley | 0.1 | 0.0 | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.1 | 0.0 | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB TOTAL | 48.8 | 31.4 | 53.3 | 32.2 | 10.2 | 75.6 | 85.2 | 66.7 | 40.0 |
| OUTSIDE STAFFORD BOROUGH | | | | | | | | | |
| Cannock Chase District | | | | | | | | | |
| Cannock | 7.2 | 23.0 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 1.9 | 6.2 |
| Rugeley | 1.6 | 4.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.7 | 0.0 |
| Orbital Retail Park, Cannock | 0.1 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Asda, Avon Road, Cannock | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 |
| Hednesford | 0.1 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 9.2 | 28.6 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 5.6 | 7.7 |
| Stoke-on-Trent | | | | | | | | | |
| Hanley | 3.3 | 0.0 | 15.0 | 0.0 | 5.8 | 0.7 | 6.5 | 1.9 | 0.0 |
| Stoke-on-Trent | 0.8 | 0.0 | 5.6 | 0.0 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 |
| Festival Retail Park, Stoke-on-Trent | 0.3 | 0.0 | 2.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Trentham Gardens | 0.3 | 0.0 | 0.9 | 0.0 | 0.0 | 0.0 | 1.9 | 0.0 | 0.0 |
| Longton | 0.6 | 0.0 | 2.8 | 0.0 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 5.4 | 0.0 | 27.1 | 0.0 | 10.2 | 0.7 | 8.3 | 1.9 | 0.0 |
| Telford | | | | | | | | | |
| Newport | 1.8 | 0.0 | 0.0 | 17.2 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 |
| Telford | 8.5 | 2.8 | 0.9 | 39.1 | 0.0 | 7.4 | 4.6 | 7.4 | 20.0 |
| Sub-total | 10.3 | 2.8 | 0.9 | 56.3 | 0.0 | 7.4 | 4.6 | 7.4 | 21.5 |
| Newcastle-under-Lyme | | | | | | | | | |
| Newcastle-under-Lyme | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.7 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.7 | 0.0 | 0.0 | 0.0 |
| East Staffordshire | | | | | | | | | |
| Uttoxeter | 2.4 | 0.4 | 0.0 | 0.0 | 29.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 2.4 | 0.4 | 0.0 | 0.0 | 29.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Lichfield | | | | | | | | | |
| Lichfield | 2.2 | 7.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Burntwood | 0.1 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 2.3 | 8.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | | | | | | | | | |
| Birmingham City Centre | 3.0 | 2.8 | 2.8 | 4.6 | 1.5 | 3.7 | 0.0 | 5.6 | 4.6 |
| Burton-upon-Trent | 3.1 | 3.6 | 0.0 | 0.0 | 21.7 | 0.7 | 0.0 | 0.0 | 3.1 |
| Walsall | 2.5 | 6.9 | 0.9 | 1.2 | 0.0 | 0.7 | 0.0 | 0.0 | 3.1 |
| Wolverhampton | 1.8 | 2.4 | 0.0 | 0.0 | 0.0 | 0.7 | 0.9 | 1.9 | 10.8 |
| Merry Hill | 0.5 | 1.2 | 0.0 | 0.0 | 0.0 | 0.7 | 0.0 | 0.0 | 0.0 |
| Ashbourne | 0.2 | 0.0 | 0.0 | 0.0 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| Chester | 0.8 | 0.4 | 0.9 | 0.0 | 2.9 | 0.7 | 0.0 | 1.9 | 1.5 |
| Derby | 1.0 | 0.8 | 0.0 | 0.0 | 10.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| Shrewsbury | 0.6 | 0.8 | 0.0 | 2.3 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 |
| Tamworth | 1.6 | 4.8 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 1.9 | 0.0 |
| Other | 6.4 | 4.8 | 12.2 | 3.5 | 11.6 | 8.2 | 0.9 | 7.4 | 6.2 |
| Sub-total | 21.5 | 28.6 | 17.7 | 11.5 | 50.7 | 15.6 | 1.9 | 18.5 | 30.8 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 51.2 | 68.5 | 46.7 | 67.8 | 89.9 | 24.4 | 14.8 | 33.3 | 60.0 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010)
c. Excludes 'don't know' varies'

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STAFFORD & STONE TOWN CENTRE ASSESSMENT

TABLE 9: SHOPPING EXPENDITURE RETENTION (CLOTHES/SHOES)

| DESTINATION | TOTAL CLOTHES/SHOES (£m) | ZONE 1 CLOTHES/SHOES (£m) | ZONE 2 CLOTHES/SHOES (£m) | ZONE 3 CLOTHES/SHOES (£m) | ZONE 4 CLOTHES/SHOES (£m) | ZONE 5 CLOTHES/SHOES (£m) | ZONE 6 CLOTHES/SHOES (£m) | ZONE 7 CLOTHES/SHOES (£m) | ZONE 8 CLOTHES/SHOES (£m) |
|---|--------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| STAFFORD BOROUGH | | | | | | | | | |
| Stafford Town Centre | | | | | | | | | |
| Town Centre | 63.0 | 11.2 | 8.4 | 4.7 | 1.1 | 13.6 | 14.6 | 5.9 | 3.6 |
| Edge-of-Centre/Out-of-Centre | | | | | | | | | |
| Hough Retail Park | 0.5 | 0.0 | 0.2 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 |
| Madford Retail Park | 0.6 | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 |
| Queens Retail Park | 8.9 | 2.3 | 0.5 | 0.2 | 0.2 | 3.1 | 1.0 | 1.0 | 0.5 |
| Asda, Queensway | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.2 | 0.2 | 0.0 |
| Travis, Newport Road | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.2 | 0.0 | 0.0 |
| Sub-Total | 74.7 | 13.7 | 9.4 | 4.8 | 1.3 | 17.7 | 15.9 | 7.3 | 4.1 |
| Stone Town Centre | | | | | | | | | |
| Town Centre | 0.9 | 0.0 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.9 | 0.0 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Zone 2 | | | | | | | | | |
| Eccleshall | 0.5 | 0.2 | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.5 | 0.2 | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Zone 7 | | | | | | | | | |
| Bradley | 0.2 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.2 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB TOTAL | 75.9 | 13.9 | 10.5 | 5.2 | 1.3 | 17.7 | 15.9 | 7.3 | 4.1 |
| | 48.5 | 31.4 | 53.3 | 32.2 | 10.1 | 75.6 | 85.2 | 66.7 | 40.0 |
| OUTSIDE STAFFORD BOROUGH | | | | | | | | | |
| Cannock Chase District | | | | | | | | | |
| Cannock | 11.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.6 |
| Rugeley | 2.5 | 2.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 |
| Orbital Retail Park, Cannock | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Asda, Avon Road, Cannock | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 |
| Hednesford | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 14.2 | 12.6 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.8 |
| | 9.1 | 28.6 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 5.6 | 7.7 |
| Stoke-on-Trent | | | | | | | | | |
| Hesley | 5.3 | 0.0 | 2.9 | 0.0 | 0.8 | 0.2 | 1.2 | 0.2 | 0.0 |
| Stoke-on-Trent | 1.3 | 0.0 | 1.1 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| Festival Retail Park, Stoke-on-Trent | 0.5 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Trentham Gardens | 0.5 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 |
| Longton | 0.9 | 0.0 | 0.5 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 8.6 | 0.0 | 5.3 | 0.0 | 1.3 | 0.2 | 1.6 | 0.2 | 0.0 |
| | 5.5 | 0.0 | 27.1 | 0.0 | 10.1 | 0.7 | 8.3 | 1.9 | 0.0 |
| Telford | | | | | | | | | |
| Newport | 2.9 | 0.0 | 0.0 | 2.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 |
| Telford | 13.2 | 1.2 | 0.2 | 6.3 | 0.0 | 1.7 | 0.9 | 0.8 | 2.0 |
| Sub-total | 16.1 | 1.2 | 0.2 | 9.1 | 0.0 | 1.7 | 0.9 | 0.8 | 2.2 |
| | 10.3 | 2.8 | 0.9 | 56.3 | 0.0 | 7.4 | 4.6 | 7.4 | 21.5 |
| Newcastle-under-Lyme | | | | | | | | | |
| Newcastle-under-Lyme | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| East Staffordshire | | | | | | | | | |
| Uttoxeter | 4.0 | 0.2 | 0.0 | 0.0 | 3.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 4.0 | 0.2 | 0.0 | 0.0 | 3.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| | 5.7 | 4.0 | 0.0 | 0.0 | 50.7 | 0.7 | 0.0 | 0.0 | 3.1 |
| Lichfield | | | | | | | | | |
| Lichfield | 3.4 | 3.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Burnwood | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 3.6 | 3.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| | 2.3 | 8.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | | | | | | | | | |
| Birmingham City Centre | 10.4 | 3.1 | 1.5 | 2.1 | 0.3 | 1.2 | 0.1 | 1.4 | 0.7 |
| Burton-upon-Trent (East Staffordshire) | 4.7 | 1.2 | 0.5 | 0.7 | 0.2 | 0.9 | 0.0 | 0.6 | 0.5 |
| Walsall | 3.0 | 1.5 | 0.0 | 0.0 | 2.9 | 0.0 | 0.0 | 0.0 | 0.3 |
| Wolverhampton | 2.7 | 1.1 | 0.0 | 0.0 | 0.0 | 0.2 | 0.2 | 0.2 | 1.1 |
| Merry Hill | 0.7 | 0.5 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 |
| Ashbourne | 0.4 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| Chester | 1.3 | 0.2 | 0.2 | 0.0 | 0.4 | 0.2 | 0.0 | 0.2 | 0.2 |
| Derby | 1.7 | 0.4 | 0.0 | 0.0 | 1.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| Shrewsbury | 0.9 | 0.4 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 |
| Farnworth | 2.5 | 2.1 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 |
| Other | 10.1 | 2.1 | 2.4 | 0.6 | 1.5 | 1.9 | 0.2 | 0.8 | 0.6 |
| Sub-total | 32.0 | 12.6 | 3.5 | 1.9 | 6.7 | 3.7 | 0.2 | 2.0 | 3.1 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 80.5 | 30.3 | 9.2 | 11.0 | 11.9 | 5.7 | 2.8 | 3.7 | 6.1 |
| TOTAL | 156.5 | 44.2 | 19.6 | 16.2 | 13.2 | 23.5 | 18.7 | 11.0 | 10.1 |

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 6, ST16 6
3 - TF10 0, TF10 8, TF10 9, TF10 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010)
c. Excludes 'don't know' varies

TABLE 10: SHOPPING PATTERNS (BOOKS, CDS, DVDS, ETC.)

| DESTINATION | TOTAL BOOKS, CDS, ETC. (%) | ZONE 1 BOOKS, CDS, ETC. (%) | ZONE 2 BOOKS, CDS, ETC. (%) | ZONE 3 BOOKS, CDS, ETC. (%) | ZONE 4 BOOKS, CDS, ETC. (%) | ZONE 5 BOOKS, CDS, ETC. (%) | ZONE 6 BOOKS, CDS, ETC. (%) | ZONE 7 BOOKS, CDS, ETC. (%) | ZONE 8 BOOKS, CDS, ETC. (%) |
|---|----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| STAFFORD BOROUGH | | | | | | | | | |
| <i>Stafford Town Centre</i> | | | | | | | | | |
| Town Centre | 51.9 | 21.3 | 47.7 | 34.0 | 4.8 | 88.0 | 92.3 | 81.6 | 53.1 |
| <i>Edge-of-Centre/Out-of-Centre</i> | | | | | | | | | |
| Madford Retail Park | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 0.0 | 0.0 |
| Asda, Queensway | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 1.0 | 2.6 | 0.0 | 0.0 |
| Sainsbury's, Chell Road | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 0.0 | 0.0 |
| Tesco, Newport Road | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 2.6 | 3.1 |
| Sub-Total | 53.3 | 21.3 | 47.7 | 34.0 | 4.8 | 89.0 | 98.7 | 84.2 | 56.3 |
| <i>Stone Town Centre</i> | | | | | | | | | |
| Town Centre | 3.2 | 0.0 | 26.2 | 0.0 | 0.0 | 0.0 | 0.0 | 2.6 | 0.0 |
| Sub-Total | 3.2 | 0.0 | 26.2 | 0.0 | 0.0 | 0.0 | 0.0 | 2.6 | 0.0 |
| <i>Zone 2</i> | | | | | | | | | |
| Eccleshall | 0.2 | 0.0 | 0.0 | 1.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.2 | 0.0 | 0.0 | 1.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| <i>Zone 7</i> | | | | | | | | | |
| Tixall | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.6 | 0.0 |
| Sub-Total | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.6 | 0.0 |
| SUB TOTAL | 56.9 | 21.3 | 73.8 | 35.9 | 4.8 | 89.0 | 98.7 | 89.5 | 56.3 |
| OUTSIDE STAFFORD BOROUGH | | | | | | | | | |
| <i>Cannock Chase District</i> | | | | | | | | | |
| Cannock | 9.6 | 33.6 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 0.0 | 3.1 |
| Rugeley | 3.7 | 12.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.6 | 0.0 |
| Orbital Retail Park, Cannock | 0.2 | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Asda, Avon Road, Cannock | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.1 |
| Sub-total | 13.7 | 47.1 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 2.6 | 6.3 |
| <i>Stoke-on-Trent</i> | | | | | | | | | |
| Hanley | 2.3 | 0.0 | 15.4 | 0.0 | 4.8 | 1.0 | 0.0 | 0.0 | 0.0 |
| Stoke-on-Trent | 0.4 | 0.0 | 1.5 | 0.0 | 0.0 | 1.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 2.7 | 0.0 | 16.9 | 0.0 | 4.8 | 2.0 | 0.0 | 0.0 | 0.0 |
| <i>Telford</i> | | | | | | | | | |
| Newport | 6.0 | 0.0 | 0.0 | 18.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Telford | 1.8 | 3.9 | 0.0 | 37.7 | 0.0 | 5.0 | 0.0 | 0.0 | 9.4 |
| Sub-total | 7.8 | 3.9 | 0.0 | 56.6 | 0.0 | 5.0 | 0.0 | 0.0 | 9.4 |
| <i>East Staffordshire</i> | | | | | | | | | |
| Uttoxeter | 4.6 | 0.0 | 0.0 | 0.0 | 59.5 | 0.0 | 0.0 | 2.6 | 0.0 |
| Sub-Total | 4.6 | 0.0 | 0.0 | 0.0 | 59.5 | 0.0 | 0.0 | 2.6 | 0.0 |
| <i>Lichfield</i> | | | | | | | | | |
| Lichfield | 2.8 | 9.0 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 | 2.6 | 0.0 |
| Burntwood | 0.4 | 1.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 3.2 | 10.3 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 | 2.6 | 0.0 |
| <i>Other</i> | | | | | | | | | |
| Birmingham City Centre | 2.0 | 3.9 | 3.1 | 3.8 | 0.0 | 1.0 | 0.0 | 0.0 | 0.0 |
| Burton-upon-Trent | 2.5 | 3.2 | 0.0 | 0.0 | 16.7 | 1.0 | 0.0 | 2.6 | 0.0 |
| Walsall | 0.9 | 3.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Wolverhampton | 1.2 | 1.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15.6 |
| Merry Hill | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.1 |
| Ashbourne | 0.2 | 0.0 | 0.0 | 0.0 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| Derby | 0.9 | 0.7 | 0.0 | 0.0 | 9.5 | 0.0 | 0.0 | 0.0 | 0.0 |
| Tamworth | 0.9 | 3.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | 2.5 | 1.9 | 4.6 | 3.8 | 2.4 | 2.0 | 0.0 | 0.0 | 9.4 |
| Sub-total | 11.3 | 17.4 | 7.7 | 7.5 | 31.0 | 4.0 | 0.0 | 2.6 | 28.1 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 43.2 | 78.7 | 26.2 | 64.2 | 95.2 | 11.0 | 1.3 | 10.5 | 43.8 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010)
c. Excludes 'don't know/ varies'

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TABLE 11: SHOPPING EXPENDITURE RETENTION (BOOKS, CDS, DVDS, ETC.)

| DESTINATION | TOTAL BOOKS, CDS, ETC. (£m) | ZONE 1 BOOKS, CDS, ETC. (£m) | ZONE 2 BOOKS, CDS, ETC. (£m) | ZONE 3 BOOKS, CDS, ETC. (£m) | ZONE 4 BOOKS, CDS, ETC. (£m) | ZONE 5 BOOKS, CDS, ETC. (£m) | ZONE 6 BOOKS, CDS, ETC. (£m) | ZONE 7 BOOKS, CDS, ETC. (£m) | ZONE 8 BOOKS, CDS, ETC. (£m) |
|---|-----------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| STAFFORD BOROUGH | | | | | | | | | |
| Stafford Town Centre | | | | | | | | | |
| Town Centre | 17.1 | 2.0 | 2.1 | 1.2 | 0.1 | 4.6 | 3.8 | 2.0 | 1.2 |
| <i>Edge-of-Centre/Out-of-Centre</i> | | | | | | | | | |
| Madford Retail Park | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 |
| Asda, Queensway | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 |
| Sainsbury's, Chell Road | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 |
| Tesco, Newport Road | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 |
| Sub-Total | 17.6 | 2.0 | 2.1 | 1.2 | 0.1 | 4.6 | 4.1 | 2.1 | 1.3 |
| <i>Stone Town Centre</i> | | | | | | | | | |
| Town Centre | 1.2 | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 |
| Sub-Total | 1.2 | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 |
| <i>Zone 2</i> | | | | | | | | | |
| Eccleshall | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| <i>Zone 7</i> | | | | | | | | | |
| Tixall | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 |
| Sub-Total | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 |
| SUB TOTAL | 18.9 | 2.0 | 3.2 | 1.3 | 0.1 | 4.6 | 4.1 | 2.2 | 1.3 |
| 54.7 | 21.3 | 73.8 | 35.9 | 4.8 | 89.0 | 98.7 | 89.5 | 56.2 | |
| OUTSIDE STAFFORD BOROUGH | | | | | | | | | |
| <i>Cannock Chase District</i> | | | | | | | | | |
| Cannock | 3.3 | 3.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 |
| Rugeley | 1.3 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 |
| Orbitol Retail Park, Cannock | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Keszi, Avon Road, Cannock | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Sub-total | 4.8 | 4.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 |
| 13.8 | 47.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 2.6 | 6.3 |
| <i>Stoke-on-Trent</i> | | | | | | | | | |
| Hanley | 0.9 | 0.0 | 0.7 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| Stoke-on-Trent | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |
| Sub-total | 1.0 | 0.0 | 0.7 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| 2.8 | 0.0 | 16.9 | 0.0 | 4.8 | 2.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| <i>Telford</i> | | | | | | | | | |
| Newport | 0.7 | 0.0 | 0.0 | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Telford | 2.2 | 0.4 | 0.0 | 1.4 | 0.0 | 0.3 | 0.0 | 0.0 | 0.2 |
| Sub-total | 2.9 | 0.4 | 0.0 | 2.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.2 |
| 8.4 | 3.9 | 0.0 | 56.6 | 0.0 | 5.0 | 0.0 | 0.0 | 9.4 | |
| <i>East Staffordshire</i> | | | | | | | | | |
| Litton | 1.8 | 0.0 | 0.0 | 0.0 | 1.7 | 0.0 | 0.0 | 0.1 | 0.0 |
| Sub-Total | 7.8 | 3.2 | 0.0 | 0.0 | 76.2 | 1.0 | 0.0 | 5.3 | 0.0 |
| <i>Lichfield</i> | | | | | | | | | |
| Lichfield | 1.0 | 0.9 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 |
| Bumwood | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 1.1 | 1.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 |
| 3.3 | 10.3 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.6 | 0.0 |
| <i>Other</i> | | | | | | | | | |
| Birmingham City Centre | 0.7 | 0.4 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |
| Burton-upon-Trent | 0.9 | 0.3 | 0.0 | 0.0 | 0.5 | 0.1 | 0.0 | 0.1 | 0.0 |
| Walsall | 0.3 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Wolverhampton | 0.5 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 |
| Merry Hill | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Keelbourne | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| Derby | 0.3 | 0.1 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| Tamworth | 0.3 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | 0.9 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.2 |
| Sub-total | 4.1 | 1.7 | 0.3 | 0.3 | 0.9 | 0.2 | 0.0 | 0.1 | 0.6 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 15.7 | 7.6 | 1.1 | 2.3 | 2.8 | 0.6 | 0.1 | 0.3 | 1.0 |
| TOTAL | 34.6 | 9.6 | 4.4 | 3.6 | 2.9 | 5.2 | 4.1 | 2.5 | 2.3 |

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 6, ST21 6
3 - TF16 7, TF16 8, TF16 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010)
c. Excludes 'don't know/ varies'

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TABLE 12: SHOPPING PATTERNS (SMALL HOUSEHOLD GOODS)

| DESTINATION | TOTAL HOUSEHOLD (%) | ZONE 1 HOUSEHOLD (%) | ZONE 2 HOUSEHOLD (%) | ZONE 3 HOUSEHOLD (%) | ZONE 4 HOUSEHOLD (%) | ZONE 5 HOUSEHOLD (%) | ZONE 6 HOUSEHOLD (%) | ZONE 7 HOUSEHOLD (%) | ZONE 8 HOUSEHOLD (%) |
|---|---------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| STAFFORD BOROUGH | | | | | | | | | |
| Stafford Town Centre | | | | | | | | | |
| Town Centre | 32.4 | 13.3 | 37.1 | 24.5 | 12.2 | 58.7 | 66.2 | 45.5 | 26.5 |
| <i>Edge-of-Centre/Out-of-Centre</i> | | | | | | | | | |
| Hough Retail Park | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 2.7 | 3.1 | 3.0 | 0.0 |
| Madford Retail Park | 0.4 | 0.6 | 0.0 | 0.0 | 0.0 | 1.3 | 0.0 | 0.0 | 0.0 |
| Queens Retail Park | 10.5 | 8.1 | 9.7 | 5.7 | 4.1 | 21.3 | 13.9 | 9.1 | 11.8 |
| Asda, Queensway | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 0.0 | 5.9 |
| Greyfriars, Retail Park | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.0 | 0.0 |
| Sainsbury's, Chell Road | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 0.0 | 0.0 |
| Tesco, Newport Road | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 1.5 | 0.0 | 0.0 |
| Sub-Total | 45.4 | 22.0 | 46.8 | 30.2 | 16.3 | 85.3 | 87.7 | 60.6 | 44.1 |
| Stone Town Centre | | | | | | | | | |
| Town Centre | 0.6 | 0.0 | 0.0 | 5.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.6 | 0.0 | 0.0 | 5.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Zone 2 | | | | | | | | | |
| Eccleshall | 0.2 | 0.0 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.2 | 0.0 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB TOTAL | 46.1 | 22.0 | 48.4 | 35.9 | 16.3 | 85.3 | 87.7 | 60.6 | 44.1 |
| OUTSIDE STAFFORD BOROUGH | | | | | | | | | |
| Cannock Chase District | | | | | | | | | |
| Cannock | 11.8 | 32.4 | 0.0 | 0.0 | 0.0 | 1.3 | 3.1 | 3.0 | 11.8 |
| Rugeley | 2.9 | 8.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.0 | 0.0 |
| Orbital Retail Park, Cannock | 1.7 | 4.1 | 0.0 | 0.0 | 0.0 | 1.3 | 0.0 | 0.0 | 2.9 |
| Longford Retail Park, Stafford | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 0.0 | 0.0 | 0.0 |
| Hednesford | 0.4 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 16.9 | 46.3 | 0.0 | 0.0 | 0.0 | 4.0 | 3.1 | 6.1 | 14.7 |
| Stoke-on-Trent | | | | | | | | | |
| Hanley | 2.6 | 0.0 | 16.1 | 0.0 | 6.1 | 0.0 | 0.0 | 3.0 | 0.0 |
| Fenton | 0.2 | 0.0 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Trentham Gardens | 0.2 | 0.0 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Longton | 0.4 | 0.0 | 3.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 3.3 | 0.0 | 22.6 | 0.0 | 6.1 | 0.0 | 0.0 | 3.0 | 0.0 |
| Telford | | | | | | | | | |
| Newport | 0.7 | 0.0 | 0.0 | 7.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Telford | 5.9 | 2.9 | 0.0 | 39.6 | 0.0 | 1.3 | 0.0 | 9.1 | 5.9 |
| Sub-total | 6.6 | 2.9 | 0.0 | 47.2 | 0.0 | 1.3 | 0.0 | 9.1 | 5.9 |
| Newcastle-under-Lyme | | | | | | | | | |
| Newcastle-under-Lyme | 0.4 | 0.0 | 1.6 | 0.0 | 0.0 | 0.0 | 1.5 | 0.0 | 0.0 |
| Sub-Total | 0.4 | 0.0 | 1.6 | 0.0 | 0.0 | 0.0 | 1.5 | 0.0 | 0.0 |
| East Staffordshire | | | | | | | | | |
| Uttoxeter | 2.8 | 0.0 | 0.0 | 0.0 | 30.6 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 2.8 | 0.0 | 0.0 | 0.0 | 30.6 | 0.0 | 0.0 | 0.0 | 0.0 |
| Lichfield | | | | | | | | | |
| Lichfield | 2.8 | 8.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.0 | 0.0 |
| Burntwood | 0.2 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 2.9 | 8.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.0 | 0.0 |
| Other | | | | | | | | | |
| Birmingham City Centre | 3.1 | 2.9 | 8.1 | 7.6 | 0.0 | 1.3 | 0.0 | 3.0 | 2.9 |
| Burton-upon-Trent | 3.1 | 2.9 | 1.6 | 0.0 | 20.4 | 0.0 | 0.0 | 3.0 | 0.0 |
| Walsall | 2.8 | 5.8 | 1.6 | 0.0 | 0.0 | 1.3 | 3.1 | 0.0 | 2.9 |
| Wolverhampton | 1.1 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 3.0 | 8.8 |
| Merry Hill | 0.2 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Ashbourne | 0.2 | 0.0 | 0.0 | 0.0 | 2.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Chester | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 0.0 | 0.0 | 0.0 |
| Derby | 0.7 | 0.0 | 0.0 | 0.0 | 8.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| Shrewsbury | 0.6 | 0.0 | 0.0 | 5.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Tamworth | 0.2 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | 8.8 | 6.9 | 16.1 | 3.8 | 16.3 | 5.3 | 3.1 | 9.1 | 20.6 |
| Sub-total | 21.0 | 20.2 | 27.4 | 17.0 | 46.9 | 9.3 | 7.7 | 18.2 | 35.3 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 53.8 | 78.1 | 51.6 | 64.2 | 83.7 | 14.6 | 12.3 | 39.4 | 55.9 |
| TOTAL | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010)
c. Excludes 'don't know/ varies'

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TABLE 13: SHOPPING EXPENDITURE RETENTION (SMALL HOUSEHOLD GOODS)

| DESTINATION | TOTAL HOUSEHOLD (£m) | ZONE 1 HOUSEHOLD (£m) | ZONE 2 HOUSEHOLD (£m) | ZONE 3 HOUSEHOLD (£m) | ZONE 4 HOUSEHOLD (£m) | ZONE 5 HOUSEHOLD (£m) | ZONE 6 HOUSEHOLD (£m) | ZONE 7 HOUSEHOLD (£m) | ZONE 8 HOUSEHOLD (£m) |
|-------------------------------------|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| STAFFORD BOROUGH | | | | | | | | | |
| Stafford Town Centre | | | | | | | | | |
| Town Centre | 27.5 | 3.0 | 3.9 | 2.1 | 0.8 | 7.3 | 6.4 | 2.7 | 1.4 |
| <i>Edge-of-Centre/Out-of-Centre</i> | | | | | | | | | |
| Hough Retail Park | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.3 | 0.2 | 0.0 |
| Madford Retail Park | 0.3 | 0.1 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 |
| Queens Retail Park | 0.7 | 1.8 | 1.0 | 0.5 | 0.3 | 2.6 | 1.3 | 0.5 | 0.6 |
| Node, Queensway | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.3 |
| Greyfriars, Retail Park | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 |
| Sainsbury's, Chell Road | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 |
| Trisco, Newport Road | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.1 | 0.0 | 0.0 |
| Sub-Total | 38.5 | 4.9 | 4.9 | 2.6 | 1.1 | 10.6 | 8.5 | 3.6 | 2.4 |
| Stone Town Centre | | | | | | | | | |
| Town Centre | 0.5 | 0.0 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.5 | 0.0 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Stoke | | | | | | | | | |
| Eccleshall | 0.2 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.2 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB TOTAL | 39.1 | 4.9 | 5.0 | 3.1 | 1.1 | 10.6 | 8.5 | 3.6 | 2.4 |
| 48.0 | 22.0 | 48.4 | 35.9 | 16.3 | 85.4 | 87.7 | 60.6 | 44.1 | |
| OUTSIDE STAFFORD BOROUGH | | | | | | | | | |
| Cannock Chase District | | | | | | | | | |
| Cannock | 8.5 | 7.3 | 0.0 | 0.0 | 0.0 | 0.2 | 0.3 | 0.2 | 0.6 |
| Rugeley | 2.1 | 1.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 |
| Orchard Retail Park, Cannock | 1.2 | 0.9 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.2 | 0.2 |
| Longford Retail Park, Stafford | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 |
| Hednesford | 0.3 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 12.7 | 10.4 | 0.0 | 0.0 | 0.0 | 0.6 | 0.2 | 0.4 | 0.9 |
| 15.1 | 16.2 | 0.0 | 0.0 | 0.0 | 4.0 | 3.1 | 6.1 | 14.7 | |
| Stoke-on-Trent | | | | | | | | | |
| Hanley | 2.3 | 0.0 | 1.7 | 0.0 | 0.4 | 0.0 | 0.0 | 0.2 | 0.0 |
| Fenton | 0.2 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Trentham Gardens | 0.2 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Longton | 0.3 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 2.9 | 0.0 | 2.4 | 0.0 | 0.4 | 0.0 | 0.0 | 0.2 | 0.0 |
| 3.6 | 0.0 | 22.6 | 0.0 | 6.1 | 0.0 | 0.0 | 3.0 | 0.0 | |
| Telford | | | | | | | | | |
| Newport | 0.6 | 0.0 | 0.0 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Telford | 5.0 | 0.6 | 0.0 | 3.4 | 0.0 | 0.2 | 0.0 | 0.5 | 0.3 |
| Sub-Total | 5.7 | 0.6 | 0.0 | 4.0 | 0.0 | 0.2 | 0.0 | 0.5 | 0.3 |
| 7.0 | 2.9 | 0.0 | 47.2 | 0.0 | 1.3 | 0.0 | 9.1 | 5.9 | |
| Newcastle-under-Lyme | | | | | | | | | |
| Newcastle-under-Lyme | 0.3 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 |
| Sub-Total | 0.3 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 |
| East Staffordshire | | | | | | | | | |
| Ilkeston | 2.1 | 0.0 | 0.0 | 0.0 | 2.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 5.4 | 2.9 | 1.6 | 0.0 | 51.0 | 0.0 | 0.0 | 3.0 | 0.0 |
| Lichfield | | | | | | | | | |
| Lichfield | 2.0 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 |
| Burntwood | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 2.1 | 1.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 |
| 2.6 | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.0 | 0.0 |
| Other | | | | | | | | | |
| Birmingham City Centre | 2.6 | 0.6 | 0.8 | 0.6 | 0.0 | 0.2 | 0.0 | 0.2 | 0.2 |
| Burton-upon-Trent | 2.4 | 0.6 | 0.2 | 0.0 | 1.4 | 0.0 | 0.0 | 0.2 | 0.0 |
| Walsall | 2.1 | 1.3 | 0.2 | 0.0 | 0.0 | 0.2 | 0.3 | 0.0 | 0.2 |
| Wolverhampton | 0.9 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.2 | 0.5 |
| Merry Hill | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Highbourne | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| Chester | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 |
| Derby | 0.6 | 0.0 | 0.0 | 0.0 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 |
| Shrewsbury | 0.5 | 0.0 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Hamworth | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | 7.2 | 1.6 | 1.7 | 0.3 | 1.1 | 0.7 | 0.3 | 0.5 | 1.1 |
| Sub-Total | 16.9 | 4.5 | 2.9 | 1.4 | 3.2 | 1.2 | 0.7 | 1.1 | 1.9 |
| 42.3 | 17.5 | 5.4 | 5.5 | 5.6 | 1.8 | 1.2 | 2.3 | 3.0 | |
| TOTAL | 81.4 | 22.5 | 10.4 | 8.5 | 6.7 | 12.4 | 9.7 | 5.9 | 5.3 |

Notes:
a. Post code sectors
1- WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2- ST12 9, ST15 6, ST15 8, ST15 14
3- TF10 7, TF10 8, TF10 9, ST20 0
4- ST14 5, ST14 7, ST14 8
5- ST13 0, ST17 4, ST19 9
6- ST16 1, ST16 2, ST16 3
7- ST18 0, ST18 9
8- ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010)
c. Excludes 'don't know' varies

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TABLE 14: SHOPPING PATTERNS (TOYS, RECREATIONAL GOODS, ETC.)

| DESTINATION | TOTAL TOYS (%) | ZONE 1 TOYS (%) | ZONE 2 TOYS (%) | ZONE 3 TOYS (%) | ZONE 4 TOYS (%) | ZONE 5 TOYS (%) | ZONE 6 TOYS (%) | ZONE 7 TOYS (%) | ZONE 8 TOYS (%) |
|---|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| STAFFORD BOROUGH | | | | | | | | | |
| Stafford Town Centre | | | | | | | | | |
| Town Centre | 36.0 | 16.2 | 35.9 | 28.1 | 6.7 | 61.7 | 75.0 | 61.9 | 33.3 |
| Edge-of-Centre/Out-of-Centre | | | | | | | | | |
| Hough Retail Park | 2.1 | 0.0 | 5.1 | 0.0 | 0.0 | 5.0 | 4.6 | 4.8 | 0.0 |
| Madford Retail Park | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 3.3 | 0.0 | 0.0 | 0.0 |
| Queens Retail Park | 5.0 | 0.8 | 0.0 | 0.0 | 3.3 | 20.0 | 6.8 | 4.8 | 3.7 |
| Asda, Queensway | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.3 | 0.0 | 3.7 |
| Tesco, Newport Road | 0.5 | 0.0 | 0.0 | 3.1 | 0.0 | 1.7 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 44.6 | 16.9 | 41.0 | 31.3 | 10.0 | 91.7 | 88.6 | 71.4 | 40.7 |
| Stone Town Centre | | | | | | | | | |
| Town Centre | 0.8 | 0.0 | 7.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.8 | 0.0 | 7.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB TOTAL | 45.4 | 16.9 | 48.7 | 31.3 | 10.0 | 91.7 | 88.6 | 71.4 | 40.7 |
| OUTSIDE STAFFORD BOROUGH | | | | | | | | | |
| Cannock Chase District | | | | | | | | | |
| Cannock | 12.0 | 32.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.8 | 11.1 |
| Rugeley | 4.7 | 12.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 9.5 | 0.0 |
| Orbital Retail Park, Cannock | 0.8 | 0.8 | 2.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.7 |
| Linkway Retail Park, Cannock | 1.0 | 2.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.7 |
| Longford Retail Park, Cannock | 0.3 | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Hednesford | 0.3 | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 19.1 | 49.2 | 2.6 | 0.0 | 0.0 | 0.0 | 0.0 | 14.3 | 18.5 |
| Stoke-on-Trent | | | | | | | | | |
| Hanley | 3.9 | 0.0 | 30.8 | 0.0 | 3.3 | 1.7 | 2.3 | 0.0 | 0.0 |
| Festival Retail Park, Stoke-on-Trent | 2.4 | 0.0 | 7.7 | 3.1 | 6.7 | 0.0 | 2.3 | 4.8 | 3.7 |
| Fenton | 0.3 | 0.0 | 2.6 | 0.0 | 3.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| Longton | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 6.8 | 0.0 | 41.0 | 3.1 | 13.3 | 1.7 | 4.5 | 4.8 | 3.7 |
| Telford | | | | | | | | | |
| Newport | 0.5 | 0.0 | 0.0 | 6.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Telford | 4.7 | 0.0 | 0.0 | 43.8 | 0.0 | 1.7 | 0.0 | 0.0 | 11.1 |
| Sub-total | 5.2 | 0.0 | 0.0 | 50.0 | 0.0 | 1.7 | 0.0 | 0.0 | 11.1 |
| Newcastle-under-Lyme | | | | | | | | | |
| Newcastle-under-Lyme | 0.3 | 0.0 | 2.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.3 | 0.0 | 2.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| East Staffordshire | | | | | | | | | |
| Uttoxeter | 3.4 | 1.5 | 0.0 | 0.0 | 36.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 3.4 | 1.5 | 0.0 | 0.0 | 36.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| Lichfield | | | | | | | | | |
| Lichfield | 3.4 | 10.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Burntwood | 0.5 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 3.9 | 11.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | | | | | | | | | |
| Birmingham City Centre | 1.0 | 1.5 | 0.0 | 3.1 | 0.0 | 0.0 | 0.0 | 4.8 | 0.0 |
| Burton-upon-Trent | 1.8 | 0.8 | 0.0 | 0.0 | 16.7 | 0.0 | 0.0 | 4.8 | 0.0 |
| Walsall | 3.1 | 6.9 | 0.0 | 3.1 | 0.0 | 1.7 | 0.0 | 0.0 | 3.7 |
| Wolverhampton | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.3 | 0.0 | 11.1 |
| Merry Hill | 0.5 | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.7 |
| Ashbourne | 0.3 | 0.0 | 0.0 | 0.0 | 3.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| Derby | 1.0 | 0.0 | 0.0 | 0.0 | 13.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| Shrewsbury | 1.3 | 0.0 | 0.0 | 9.4 | 0.0 | 0.0 | 2.3 | 0.0 | 3.7 |
| Farnworth | 3.7 | 10.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | 2.1 | 0.0 | 5.1 | 0.0 | 6.7 | 3.3 | 2.3 | 0.0 | 3.7 |
| Sub-total | 15.9 | 20.8 | 5.1 | 15.6 | 40.0 | 5.0 | 6.8 | 9.5 | 25.9 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 54.5 | 83.1 | 51.3 | 68.8 | 90.0 | 8.3 | 11.4 | 28.6 | 59.2 |
| TOTAL | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010)
c. Excludes 'don't know/ varies'

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TABLE 15: SHOPPING EXPENDITURE RETENTION (TOYS, RECREATIONAL GOODS, ETC.)

| DESTINATION | TOTAL TOYS (£m) | ZONE 1 TOYS (£m) | ZONE 2 TOYS (£m) | ZONE 3 TOYS (£m) | ZONE 4 TOYS (£m) | ZONE 5 TOYS (£m) | ZONE 6 TOYS (£m) | ZONE 7 TOYS (£m) | ZONE 8 TOYS (£m) |
|---|-----------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| STAFFORD BOROUGH | | | | | | | | | |
| Stafford Town Centre | | | | | | | | | |
| Town Centre | 40.5 | 4.9 | 4.9 | 3.2 | 0.6 | 10.1 | 9.6 | 4.8 | 2.4 |
| <i>Edge-of-Centre/Out-of-Centre</i> | | | | | | | | | |
| Hough Retail Park | 2.5 | 0.0 | 0.7 | 0.0 | 0.0 | 0.8 | 0.6 | 0.4 | 0.0 |
| Madford Retail Park | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 |
| Queens Retail Park | 5.3 | 0.2 | 0.0 | 0.0 | 0.3 | 3.3 | 0.9 | 0.4 | 0.3 |
| Node, Queensway | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.3 |
| Tesco, Newport Road | 0.6 | 0.0 | 0.0 | 0.4 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 50.0 | 5.1 | 5.7 | 3.5 | 0.9 | 15.0 | 11.4 | 5.5 | 2.9 |
| Stone Town Centre | | | | | | | | | |
| Town Centre | 1.1 | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 1.1 | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB TOTAL | 51.1 | 5.1 | 6.7 | 3.5 | 0.9 | 15.0 | 11.4 | 5.5 | 2.9 |
| OUTSIDE STAFFORD BOROUGH | | | | | | | | | |
| Cannock Chase District | | | | | | | | | |
| Cannock | 10.9 | 9.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.8 |
| Bugeley | 4.4 | 3.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.7 | 0.0 |
| Orbital Retail Park, Cannock | 0.8 | 0.2 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 |
| Linkway Retail Park, Cannock | 1.0 | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 |
| Longford Retail Park, Cannock | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Heddesford | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 17.6 | 14.8 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 1.1 | 1.3 |
| Stoke-on-Trent | 16.2 | 49.2 | 2.6 | 0.0 | 0.0 | 0.0 | 0.0 | 14.3 | 18.5 |
| Hanley | | | | | | | | | |
| Festival Retail Park, Stoke-on-Trent | 2.9 | 0.0 | 1.1 | 0.4 | 0.6 | 0.0 | 0.3 | 0.4 | 0.3 |
| Fenton | 0.7 | 0.0 | 0.4 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| Longton | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 8.7 | 0.0 | 5.7 | 0.4 | 1.2 | 0.3 | 0.6 | 0.4 | 0.3 |
| 8.0 | 0.0 | 41.0 | 3.1 | 13.3 | 1.7 | 4.5 | 4.8 | 3.7 | 3.7 |
| Telford | | | | | | | | | |
| Newport | 0.7 | 0.0 | 0.0 | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Telford | 6.0 | 0.0 | 0.0 | 4.9 | 0.0 | 0.3 | 0.0 | 0.0 | 0.8 |
| Sub-total | 6.7 | 0.0 | 0.0 | 5.7 | 0.0 | 0.3 | 0.0 | 0.0 | 0.8 |
| 6.2 | 0.0 | 0.0 | 50.0 | 0.0 | 1.7 | 0.0 | 0.0 | 11.1 | 11.1 |
| Newcastle-under-Lyme | | | | | | | | | |
| Newcastle-under-Lyme | 0.4 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.4 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| East Staffordshire | | | | | | | | | |
| Uttoxeter | 3.8 | 0.5 | 0.0 | 0.0 | 3.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 3.8 | 0.5 | 0.0 | 0.0 | 3.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| 5.5 | 2.3 | 0.0 | 0.0 | 53.3 | 0.0 | 0.0 | 4.8 | 0.0 | 0.0 |
| Lichfield | | | | | | | | | |
| Lichfield | 3.0 | 3.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Burtonwood | 0.5 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 3.5 | 3.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 3.2 | 11.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | | | | | | | | | |
| Birmingham City Centre | 1.2 | 0.5 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 |
| Burton-upon-Trent | 2.1 | 0.2 | 0.0 | 0.0 | 1.5 | 0.0 | 0.0 | 0.4 | 0.0 |
| Walsall | 3.0 | 2.1 | 0.0 | 0.4 | 0.0 | 0.3 | 0.0 | 0.0 | 0.3 |
| Wolverhampton | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.8 |
| Merry Hill | 0.5 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 |
| Ashbourne | 0.3 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| Derby | 1.2 | 0.0 | 0.0 | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| Shrewsbury | 1.6 | 0.0 | 0.0 | 1.1 | 0.0 | 0.0 | 0.3 | 0.0 | 0.3 |
| Farnworth | 3.2 | 3.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | 2.4 | 0.0 | 0.7 | 0.0 | 0.6 | 0.5 | 0.3 | 0.0 | 0.3 |
| Sub-total | 16.6 | 6.2 | 0.7 | 1.8 | 3.6 | 0.8 | 0.9 | 0.7 | 1.8 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 57.2 | 25.0 | 7.1 | 7.8 | 8.2 | 1.4 | 1.5 | 2.2 | 4.2 |
| TOTAL | 108.3 | 30.1 | 13.8 | 11.3 | 9.1 | 16.4 | 12.8 | 7.7 | 7.1 |

Notes:
a. Post code sectors
1- WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2- ST12 9, ST15 0, ST15 8, ST21 6
3- TF10 7, TF10 8, TF10 9, ST20 0
4- ST14 5, ST14 7, ST14 8
5- ST17 0, ST17 4, ST17 9
6- ST16 1, ST16 2, ST16 3
7- ST18 0, ST18 9
8- ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010)
c. Excludes 'don't know' varies

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TABLE 16: SHOPPING PATTERNS (CHEMIST GOODS)

| DESTINATION | TOTAL CHEMIST (%) | ZONE 1 CHEMIST (%) | ZONE 2 CHEMIST (%) | ZONE 3 CHEMIST (%) | ZONE 4 CHEMIST (%) | ZONE 5 CHEMIST (%) | ZONE 6 CHEMIST (%) | ZONE 7 CHEMIST (%) | ZONE 8 CHEMIST (%) |
|---|-------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| STAFFORD BOROUGH | | | | | | | | | |
| Stafford Town Centre | | | | | | | | | |
| Town Centre | 38.0 | 7.8 | 19.6 | 21.8 | 2.8 | 83.3 | 93.6 | 60.7 | 31.6 |
| Edge-of-Centre/Out-of-Centre | | | | | | | | | |
| Queens Retail Park | 2.5 | 0.0 | 0.0 | 1.2 | 0.0 | 10.4 | 0.0 | 8.2 | 1.8 |
| Asda, Queensway | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 3.5 | 2.8 | 1.6 | 1.8 |
| Sainsbury's, Chell Road | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.9 | 0.0 | 0.0 |
| Tesco, Newport Road | 0.7 | 0.0 | 0.0 | 1.2 | 0.0 | 0.7 | 1.8 | 1.6 | 1.8 |
| Sub-Total | 42.3 | 7.8 | 19.6 | 24.1 | 2.8 | 97.9 | 99.1 | 72.1 | 36.8 |
| Stone Town Centre | | | | | | | | | |
| Town Centre | 8.2 | 0.0 | 61.6 | 0.0 | 0.0 | 0.7 | 0.0 | 3.3 | 1.8 |
| Sub-Total | 8.2 | 0.0 | 61.6 | 0.0 | 0.0 | 0.7 | 0.0 | 3.3 | 1.8 |
| Zone 2 | | | | | | | | | |
| Eccleshall | 0.8 | 0.4 | 4.5 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Barlaston | 0.2 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Walton-on-the-Hill | 0.1 | 0.0 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 1.1 | 0.4 | 7.1 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Zone 3 | | | | | | | | | |
| Gnosall | 0.1 | 0.0 | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.1 | 0.0 | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Zone 5 | | | | | | | | | |
| Rising Brook, Stafford | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 |
| Sub-Total | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 |
| Zone 7 | | | | | | | | | |
| Great Haywood | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 6.6 | 0.0 |
| Sub-Total | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 6.6 | 0.0 |
| SUB TOTAL STAFFORD BOROUGH | 52.2 | 8.2 | 88.4 | 26.4 | 2.8 | 98.6 | 99.1 | 82.0 | 40.3 |
| OUTSIDE STAFFORD BOROUGH | | | | | | | | | |
| Cannock Chase District | | | | | | | | | |
| Cannock | 12.6 | 40.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 14.0 |
| Rugeley | 9.2 | 29.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 11.5 | 0.0 |
| Orbital Retail Park, Cannock | 0.7 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Asda, Avon Road, Cannock | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 |
| Hednesford | 1.6 | 5.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 24.1 | 78.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 13.1 | 15.8 |
| Stoke-on-Trent | | | | | | | | | |
| Hanley | 0.2 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Festival Retail Park, Stoke-on-Trent | 0.1 | 0.0 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Stoke-on-Trent | 0.7 | 0.0 | 5.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Langton | 0.1 | 0.0 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 1.1 | 0.0 | 8.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Telford | | | | | | | | | |
| Newport | 5.7 | 0.0 | 0.0 | 58.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Telford | 1.7 | 0.4 | 0.0 | 12.6 | 0.0 | 0.0 | 0.0 | 1.6 | 3.5 |
| Sub-total | 7.4 | 0.4 | 0.0 | 71.3 | 0.0 | 0.0 | 0.0 | 1.6 | 3.5 |
| South Staffordshire | | | | | | | | | |
| Brewood | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7.0 |
| Codsall | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 |
| Sub-Total | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.8 |
| East Staffordshire | | | | | | | | | |
| Uttoxeter | 7.5 | 0.4 | 0.0 | 0.0 | 91.6 | 0.0 | 0.0 | 1.6 | 0.0 |
| Sub-Total | 7.5 | 0.4 | 0.0 | 0.0 | 91.6 | 0.0 | 0.0 | 1.6 | 0.0 |
| Lichfield | | | | | | | | | |
| Lichfield | 1.9 | 6.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Burntwood | 0.1 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 2.0 | 7.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | | | | | | | | | |
| Birmingham City Centre | 0.2 | 0.4 | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Burton-upon-Trent | 0.7 | 1.2 | 0.0 | 0.0 | 2.8 | 0.7 | 0.0 | 0.0 | 0.0 |
| Walsall | 0.2 | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Wolverhampton | 0.5 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.3 |
| Merry Hill | 0.2 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 |
| Chester | 0.1 | 0.0 | 0.0 | 0.0 | 1.4 | 0.7 | 0.0 | 0.0 | 0.0 |
| Derby | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Tamworth | 0.1 | 0.0 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | 3.0 | 2.8 | 1.8 | 1.2 | 1.4 | 0.0 | 0.9 | 1.6 | 24.6 |
| Sub-total | 5.1 | 5.9 | 2.7 | 2.3 | 5.6 | 1.4 | 0.9 | 1.6 | 31.6 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 47.7 | 91.8 | 11.6 | 73.6 | 97.2 | 1.4 | 0.9 | 18.0 | 59.6 |
| TOTAL | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010)
c. Excludes 'don't know/ varies'

TABLE 17: SHOPPING EXPENDITURE RETENTION (CHEMIST GOODS)

| DESTINATION | TOTAL CHEMIST (£m) | ZONE 1 CHEMIST (£m) | ZONE 2 CHEMIST (£m) | ZONE 3 CHEMIST (£m) | ZONE 4 CHEMIST (£m) | ZONE 5 CHEMIST (£m) | ZONE 6 CHEMIST (£m) | ZONE 7 CHEMIST (£m) | ZONE 8 CHEMIST (£m) |
|---|--------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| STAFFORD BOROUGH | | | | | | | | | |
| Stafford Town Centre | | | | | | | | | |
| Town Centre | 33.3 | 1.9 | 2.3 | 2.0 | 0.2 | 11.3 | 9.8 | 3.9 | 1.9 |
| Edge-of-Centre/Out-of-Centre | | | | | | | | | |
| Queens Retail Park | 2.2 | 0.0 | 0.0 | 0.1 | 0.0 | 1.4 | 0.0 | 0.5 | 0.1 |
| Asda, Queensway | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | 0.3 | 0.1 | 0.1 |
| Stairbury's, Chel Road | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 |
| Focus, Newport Road | 0.6 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.2 | 0.1 | 0.1 |
| Sub-Total | 37.2 | 1.9 | 2.3 | 2.3 | 0.2 | 13.3 | 10.3 | 4.7 | 2.2 |
| Stone Town Centre | | | | | | | | | |
| Town Centre | 7.6 | 0.0 | 7.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.2 | 0.1 |
| Sub-Total | 7.6 | 0.0 | 7.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.2 | 0.1 |
| Zone 2 | | | | | | | | | |
| Redpath | 0.7 | 0.1 | 0.5 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Barlston | 0.2 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Millers-on-the-Hill | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 1.0 | 0.1 | 0.8 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Zone 3 | | | | | | | | | |
| Crossall | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Zone 4 | | | | | | | | | |
| Edna Brook, Stafford | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Sub-Total | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Zone 7 | | | | | | | | | |
| Great Haywood | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 |
| Sub-Total | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 |
| SUB TOTAL STAFFORD BOROUGH | 46.4 | 2.0 | 10.3 | 2.5 | 0.2 | 13.4 | 10.3 | 5.3 | 2.4 |
| OUTSIDE STAFFORD BOROUGH | | | | | | | | | |
| Cannock Chase District | | | | | | | | | |
| Cannock | 10.7 | 9.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.8 |
| Shoppy | 7.8 | 7.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.7 | 0.0 |
| Orbital Retail Park, Cannock | 0.6 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Asda, Avon Road, Cannock | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Wednesford | 1.3 | 1.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 20.5 | 18.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.9 | 0.9 |
| Stoke-on-Trent | | | | | | | | | |
| Harley | 0.2 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Central Retail Park, Stoke-on-Trent | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Stoke-on-Trent | 0.6 | 0.0 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Longton | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 1.2 | 0.0 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Telford | | | | | | | | | |
| Newport | 0.9 | 0.0 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Telford | 1.6 | 0.1 | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | 0.1 | 0.2 |
| Sub-Total | 2.5 | 0.1 | 0.0 | 1.7 | 0.0 | 0.0 | 0.0 | 0.1 | 0.2 |
| North Staffordshire | | | | | | | | | |
| Brerewood | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 |
| Coatall | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Sub-Total | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 |
| East Staffordshire | | | | | | | | | |
| Blithfield | 6.9 | 6.1 | 0.0 | 0.0 | 6.7 | 0.0 | 0.0 | 0.1 | 0.0 |
| Sub-Total | 6.9 | 6.1 | 0.0 | 0.0 | 6.7 | 0.0 | 0.0 | 0.1 | 0.0 |
| Leek | | | | | | | | | |
| Leekfield | 8.5 | 1.6 | 0.0 | 0.0 | 94.4 | 0.7 | 0.0 | 1.8 | 0.0 |
| Lichfield | 1.6 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Burtonwood | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 1.2 | 1.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | | | | | | | | | |
| Birmingham City Centre | 0.2 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Burton-upon-Trent | 0.6 | 0.3 | 0.0 | 0.0 | 0.2 | 0.1 | 0.0 | 0.0 | 0.0 |
| Walsall | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Wolverhampton | 0.4 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 |
| Herry Hill | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Chester | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |
| Derby | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| Leamworth | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | 2.7 | 0.2 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 1.5 |
| Sub-Total | 4.6 | 1.4 | 0.3 | 0.2 | 0.4 | 0.2 | 0.1 | 0.1 | 1.9 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 42.4 | 22.0 | 1.3 | 6.9 | 7.2 | 0.2 | 0.1 | 1.2 | 3.5 |
| TOTAL | 88.8 | 24.0 | 11.6 | 9.4 | 7.4 | 13.6 | 10.4 | 6.5 | 5.9 |

Notes:
a. Post code sectors
1 - WS2 2, WS2 3, WS2 4, WS2 5, WS2 6, WS2 7, WS2 8, WS2 9, WS2 10, WS2 11, WS2 12, WS2 13, WS2 14, WS2 15, WS2 16, WS2 17, WS2 18, WS2 19, WS2 20, WS2 21, WS2 22, WS2 23, WS2 24, WS2 25, WS2 26, WS2 27, WS2 28, WS2 29, WS2 30, WS2 31, WS2 32, WS2 33, WS2 34, WS2 35, WS2 36, WS2 37, WS2 38, WS2 39, WS2 40, WS2 41, WS2 42, WS2 43, WS2 44, WS2 45, WS2 46, WS2 47, WS2 48, WS2 49, WS2 50, WS2 51, WS2 52, WS2 53, WS2 54, WS2 55, WS2 56, WS2 57, WS2 58, WS2 59, WS2 60, WS2 61, WS2 62, WS2 63, WS2 64, WS2 65, WS2 66, WS2 67, WS2 68, WS2 69, WS2 70, WS2 71, WS2 72, WS2 73, WS2 74, WS2 75, WS2 76, WS2 77, WS2 78, WS2 79, WS2 80, WS2 81, WS2 82, WS2 83, WS2 84, WS2 85, WS2 86, WS2 87, WS2 88, WS2 89, WS2 90, WS2 91, WS2 92, WS2 93, WS2 94, WS2 95, WS2 96, WS2 97, WS2 98, WS2 99, WS2 100
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TP10 7, TP10 8, TP10 9, TP10 10, TP10 11, TP10 12, TP10 13, TP10 14, TP10 15, TP10 16, TP10 17, TP10 18, TP10 19, TP10 20, TP10 21, TP10 22, TP10 23, TP10 24, TP10 25, TP10 26, TP10 27, TP10 28, TP10 29, TP10 30, TP10 31, TP10 32, TP10 33, TP10 34, TP10 35, TP10 36, TP10 37, TP10 38, TP10 39, TP10 40, TP10 41, TP10 42, TP10 43, TP10 44, TP10 45, TP10 46, TP10 47, TP10 48, TP10 49, TP10 50, TP10 51, TP10 52, TP10 53, TP10 54, TP10 55, TP10 56, TP10 57, TP10 58, TP10 59, TP10 60, TP10 61, TP10 62, TP10 63, TP10 64, TP10 65, TP10 66, TP10 67, TP10 68, TP10 69, TP10 70, TP10 71, TP10 72, TP10 73, TP10 74, TP10 75, TP10 76, TP10 77, TP10 78, TP10 79, TP10 80, TP10 81, TP10 82, TP10 83, TP10 84, TP10 85, TP10 86, TP10 87, TP10 88, TP10 89, TP10 90, TP10 91, TP10 92, TP10 93, TP10 94, TP10 95, TP10 96, TP10 97, TP10 98, TP10 99, TP10 100
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST18 1, ST18 2, ST18 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
9. Market share derived directly from Stafford Household Survey (April 2010)
c. Excludes 'don't know' varied

TABLE 18: SHOPPING PATTERNS (ELECTRICAL GOODS)

| DESTINATION | TOTAL ELECTRICAL (%) | ZONE 1 ELECTRICAL (%) | ZONE 2 ELECTRICAL (%) | ZONE 3 ELECTRICAL (%) | ZONE 4 ELECTRICAL (%) | ZONE 5 ELECTRICAL (%) | ZONE 6 ELECTRICAL (%) | ZONE 7 ELECTRICAL (%) | ZONE 8 ELECTRICAL (%) |
|---|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| STAFFORD BOROUGH | | | | | | | | | |
| Stafford Town Centre | | | | | | | | | |
| Town Centre | 29.4 | 6.3 | 28.4 | 18.2 | 5.9 | 57.6 | 69.6 | 52.1 | 19.6 |
| Edge-of-Centre/Out-of-Centre | | | | | | | | | |
| Queens Retail Park | 4.2 | 1.5 | 8.0 | 4.6 | 0.0 | 9.4 | 6.3 | 0.0 | 2.2 |
| Asda, Queensway | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 0.0 | 0.0 |
| Hough Retail Park | 5.2 | 0.0 | 0.0 | 0.0 | 0.0 | 18.9 | 10.1 | 10.4 | 6.5 |
| Madford Retail Park | 5.8 | 1.5 | 6.8 | 6.1 | 3.9 | 7.6 | 8.9 | 16.7 | 4.4 |
| Greyfriars Business Park | 0.1 | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Tesco, Newport Road | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 1.9 | 1.3 | 0.0 | 2.2 |
| Sub-Total | 45.5 | 9.2 | 44.3 | 28.8 | 9.8 | 95.3 | 97.5 | 79.2 | 34.8 |
| Stone Town Centre | | | | | | | | | |
| Town Centre | 3.9 | 0.0 | 30.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 3.9 | 0.0 | 30.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Zone 2 | | | | | | | | | |
| Eccleshall | 0.1 | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.1 | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB TOTAL STAFFORD BOROUGH | 49.6 | 9.2 | 76.1 | 28.8 | 9.8 | 95.3 | 97.5 | 79.2 | 34.8 |
| OUTSIDE STAFFORD BOROUGH | | | | | | | | | |
| Cannock Chase District | | | | | | | | | |
| Cannock | 11.0 | 32.5 | 0.0 | 0.0 | 0.0 | 0.9 | 0.0 | 2.1 | 15.2 |
| Rugeley | 4.5 | 13.1 | 0.0 | 0.0 | 0.0 | 0.9 | 0.0 | 6.3 | 0.0 |
| Orbital Retail Park, Cannock | 6.5 | 17.5 | 0.0 | 0.0 | 0.0 | 0.9 | 1.3 | 2.1 | 13.0 |
| Longford Retail Park, Cannock | 1.7 | 3.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.7 |
| Linkway Retail Park, Cannock | 0.4 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 24.2 | 68.5 | 0.0 | 0.0 | 0.0 | 2.8 | 1.3 | 10.4 | 37.0 |
| Stoke-on-Trent | | | | | | | | | |
| Hanley | 1.6 | 0.5 | 6.8 | 0.0 | 3.9 | 0.0 | 0.0 | 4.2 | 0.0 |
| Festival Retail Park, Stoke-on-Trent | 1.2 | 0.0 | 6.8 | 0.0 | 3.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| Stoke-on-Trent | 0.7 | 0.0 | 2.3 | 0.0 | 0.0 | 0.0 | 1.3 | 2.1 | 2.2 |
| Meir Park | 0.1 | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 3.6 | 0.5 | 17.1 | 0.0 | 7.8 | 0.0 | 1.3 | 6.3 | 2.2 |
| Telford | | | | | | | | | |
| Newport | 2.6 | 0.0 | 0.0 | 27.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Telford | 4.6 | 0.5 | 0.0 | 37.9 | 0.0 | 0.0 | 0.0 | 2.1 | 10.9 |
| Sub-total | 7.3 | 0.5 | 0.0 | 65.2 | 0.0 | 0.0 | 0.0 | 2.1 | 10.9 |
| South Staffordshire | | | | | | | | | |
| Codsall | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.2 |
| Sub-Total | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.2 |
| East Staffordshire | | | | | | | | | |
| Uttoxeter | 4.1 | 1.0 | 0.0 | 0.0 | 51.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 4.1 | 1.0 | 0.0 | 0.0 | 51.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Lichfield | | | | | | | | | |
| Lichfield | 1.5 | 4.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 1.5 | 4.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | | | | | | | | | |
| Birmingham City Centre | 0.7 | 1.0 | 0.0 | 1.5 | 2.0 | 0.0 | 0.0 | 0.0 | 2.2 |
| Burton-upon-Trent | 1.9 | 3.4 | 0.0 | 0.0 | 11.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| Walsall | 1.6 | 4.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.2 |
| Wolverhampton | 0.7 | 0.5 | 1.1 | 0.0 | 0.0 | 0.9 | 0.0 | 2.1 | 2.2 |
| Derby | 0.7 | 0.0 | 0.0 | 0.0 | 9.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| Shrewsbury | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.2 |
| Farnworth | 0.4 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | 3.5 | 4.4 | 5.7 | 4.6 | 7.8 | 0.9 | 0.0 | 0.0 | 4.4 |
| Sub-total | 9.7 | 15.5 | 6.8 | 6.1 | 31.4 | 1.9 | 0.0 | 2.1 | 13.0 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 50.4 | 90.8 | 23.9 | 71.2 | 90.2 | 4.7 | 2.5 | 20.8 | 65.2 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010)
c. Excludes 'don't know/ varies'

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STAFFORD & STONE TOWN CENTRE ASSESSMENT

TABLE 19: SHOPPING EXPENDITURE RETENTION (ELECTRICAL GOODS)

| DESTINATION | TOTAL ELECTRICAL (£m) | ZONE 1 ELECTRICAL (£m) | ZONE 2 ELECTRICAL (£m) | ZONE 3 ELECTRICAL (£m) | ZONE 4 ELECTRICAL (£m) | ZONE 5 ELECTRICAL (£m) | ZONE 6 ELECTRICAL (£m) | ZONE 7 ELECTRICAL (£m) | ZONE 8 ELECTRICAL (£m) |
|---|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| STAFFORD BOROUGH | | | | | | | | | |
| Stafford Town Centre | | | | | | | | | |
| Town Centre | 20.0 | 1.2 | 2.4 | 1.3 | 0.3 | 5.9 | 5.6 | 2.5 | 0.9 |
| <i>Edge-of-Centre/Out-of-Centre</i> | | | | | | | | | |
| Queens Retail Park | 2.8 | 0.3 | 0.7 | 0.3 | 0.0 | 1.0 | 0.5 | 0.0 | 0.1 |
| Asda, Queensway | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 |
| Hough Retail Park | 3.5 | 0.0 | 0.0 | 0.0 | 0.0 | 1.9 | 0.8 | 0.5 | 0.3 |
| Madford Retail Park | 4.0 | 0.3 | 0.6 | 0.4 | 0.2 | 0.8 | 0.7 | 0.8 | 0.2 |
| Greyfriars Business Park | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Tesco, Newport Road | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.1 | 0.0 | 0.1 |
| Sub-Total | 30.9 | 1.7 | 3.8 | 2.0 | 0.5 | 9.7 | 7.8 | 3.8 | 1.5 |
| Stone Town Centre | | | | | | | | | |
| Town Centre | 2.6 | 0.0 | 2.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 2.6 | 0.0 | 2.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Zone 2 | | | | | | | | | |
| Etchell Hall | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB TOTAL STAFFORD BOROUGH | 33.6 | 1.7 | 6.5 | 2.0 | 0.5 | 9.7 | 7.8 | 3.8 | 1.5 |
| OUTSIDE STAFFORD BOROUGH | | | | | | | | | |
| Cannock Chase District | | | | | | | | | |
| Cannock | 6.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.7 |
| Rugeley | 2.8 | 2.4 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.3 | 0.0 |
| Orbital Retail Park, Cannock | 4.1 | 3.3 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.6 |
| Longford Retail Park, Cannock | 1.1 | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 |
| Linkway Retail Park, Cannock | 0.3 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 15.3 | 12.8 | 0.0 | 0.0 | 0.0 | 0.3 | 0.1 | 0.5 | 1.6 |
| Sub-Total | 22.7 | 68.4 | 0.0 | 0.0 | 0.0 | 2.8 | 1.3 | 10.4 | 37.0 |
| Stoke-on-Trent | | | | | | | | | |
| Hanley | 1.1 | 0.1 | 0.6 | 0.0 | 0.2 | 0.0 | 0.0 | 0.2 | 0.0 |
| Festival Retail Park, Stoke-on-Trent | 0.8 | 0.0 | 0.6 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| Stoke-on-Trent | 0.5 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 |
| Meir Park | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 2.5 | 0.1 | 1.5 | 0.0 | 0.4 | 0.0 | 0.1 | 0.3 | 0.1 |
| Sub-Total | 3.7 | 0.5 | 17.1 | 0.0 | 7.8 | 0.0 | 1.3 | 6.3 | 2.2 |
| Telford | | | | | | | | | |
| Newport | 1.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Telford | 3.3 | 0.1 | 0.0 | 2.7 | 0.0 | 0.0 | 0.0 | 0.1 | 0.5 |
| Sub-Total | 5.2 | 0.1 | 0.0 | 4.6 | 0.0 | 0.0 | 0.0 | 0.1 | 0.5 |
| Sub-Total | 7.8 | 0.5 | 0.0 | 65.1 | 0.0 | 0.0 | 0.0 | 2.1 | 19.9 |
| South Staffordshire | | | | | | | | | |
| Codsall | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Sub-Total | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| East Staffordshire | | | | | | | | | |
| Uttoxeter | 3.0 | 0.2 | 0.0 | 0.0 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 3.0 | 0.2 | 0.0 | 0.0 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 6.4 | 4.4 | 0.0 | 0.0 | 62.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| Lichfield | | | | | | | | | |
| Lichfield | 0.9 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.9 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 1.3 | 4.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | | | | | | | | | |
| Birmingham City Centre | 0.5 | 0.2 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 |
| Burton-upon-Trent | 1.3 | 0.6 | 0.0 | 0.0 | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| Walsall | 1.0 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Wolverhampton | 0.5 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.1 |
| Berby | 0.5 | 0.0 | 0.0 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 |
| Shrewsbury | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Farnworth | 0.3 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | 2.3 | 0.8 | 0.5 | 0.3 | 0.4 | 0.1 | 0.0 | 0.0 | 0.2 |
| Sub-Total | 6.2 | 2.9 | 0.6 | 0.4 | 1.8 | 0.2 | 0.0 | 0.1 | 0.6 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 33.6 | 16.9 | 2.0 | 5.0 | 5.1 | 0.5 | 0.2 | 1.0 | 2.9 |
| TOTAL | 67.2 | 18.6 | 8.5 | 7.0 | 5.6 | 10.2 | 8.0 | 4.8 | 4.4 |

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 6, ST15 6, ST15 6
3 - ST10 7, ST10 8, ST10 9, ST10 9
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 8
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010)
c. Excludes 'don't know' varies

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TABLE 20: SHOPPING PATTERNS (DIY GOODS)

| DESTINATION | TOTAL DIY (%) | ZONE 1 DIY (%) | ZONE 2 DIY (%) | ZONE 3 DIY (%) | ZONE 4 DIY (%) | ZONE 5 DIY (%) | ZONE 6 DIY (%) | ZONE 7 DIY (%) | ZONE 8 DIY (%) |
|--|---------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| STAFFORD BOROUGH | | | | | | | | | |
| Stafford Town Centre | | | | | | | | | |
| Town Centre | 9.1 | 2.6 | 15.6 | 1.3 | 0.0 | 10.3 | 28.9 | 12.5 | 5.2 |
| <i>Edge-of-Centre/Out-of-Centre</i> | | | | | | | | | |
| B&Q Mini Warehouse, Lichfield Road | 28.9 | 11.6 | 28.6 | 14.3 | 0.0 | 73.2 | 33.7 | 62.5 | 20.8 |
| Homebase, Greyfriars Business Park | 5.1 | 0.0 | 10.4 | 2.6 | 0.0 | 4.1 | 18.1 | 8.8 | 1.3 |
| Wickes, Madford Retail Park | 3.9 | 0.5 | 6.5 | 2.6 | 0.0 | 4.1 | 10.8 | 8.8 | 2.6 |
| Madford Retail Park | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 | 1.3 | 0.0 |
| Hough Retail Park | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 | 5.2 | 4.8 | 1.3 | 0.0 |
| Queens Retail Park | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 2.1 | 1.2 | 0.0 | 0.0 |
| Sub-Total | 49.1 | 14.7 | 61.1 | 20.8 | 0.0 | 99.0 | 98.7 | 95.2 | 29.9 |
| Stone Town Centre | | | | | | | | | |
| Town Centre | 1.5 | 0.0 | 11.7 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 0.0 |
| Sub-Total | 1.5 | 0.0 | 11.7 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 0.0 |
| SUB TOTAL STAFFORD BOROUGH | 50.5 | 14.7 | 72.8 | 20.8 | 0.0 | 99.0 | 98.7 | 96.5 | 29.9 |
| OUTSIDE STAFFORD BOROUGH | | | | | | | | | |
| Cannock Chase District | | | | | | | | | |
| B&Q Mini Warehouse, Vine Lane, Cannock | 11.9 | 30.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 48.1 |
| Homebase, Orbital Retail Park, Cannock | 3.1 | 9.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 3.9 |
| Wickes, Lichfield Road, Cannock | 3.4 | 10.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.2 |
| Cannock | 3.5 | 11.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.6 |
| Rugeley | 2.7 | 9.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Orbital Retail Park, Cannock | 0.4 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 |
| Linkway Retail Park, Cannock | 0.2 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Hednesford | 0.5 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 25.6 | 74.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 61.1 |
| Stoke-on-Trent | | | | | | | | | |
| Festival Retail Park, Stoke-on-Trent | 0.2 | 0.0 | 1.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Meir Park, Stoke | 1.0 | 0.0 | 3.9 | 0.0 | 6.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| Wickes, Victoria Road, Stoke-on-Trent | 0.2 | 0.0 | 1.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Stoke-on-Trent | 0.8 | 0.5 | 2.6 | 0.0 | 2.5 | 0.0 | 1.2 | 0.0 | 0.0 |
| B&Q, Whittle Road, Stoke-on-Trent | 2.7 | 0.0 | 11.7 | 0.0 | 15.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 4.8 | 0.5 | 20.8 | 0.0 | 24.1 | 0.0 | 1.2 | 0.0 | 0.0 |
| Telford | | | | | | | | | |
| Focus, Audley Avenue, Newport | 5.8 | 0.0 | 0.0 | 57.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Homebase, Wrekin Retail Park, Telford | 0.3 | 0.0 | 0.0 | 2.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| B&Q Supercentre, Telford Bridge Retail Park, Telford | 0.8 | 0.5 | 0.0 | 3.9 | 0.0 | 0.0 | 0.0 | 0.0 | 3.9 |
| Telford | 0.9 | 0.0 | 0.0 | 6.5 | 0.0 | 0.0 | 0.0 | 0.0 | 3.9 |
| Newport | 0.7 | 0.0 | 0.0 | 6.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 8.5 | 0.5 | 0.0 | 76.6 | 0.0 | 0.0 | 0.0 | 0.0 | 7.8 |
| Newcastle Under Lyme | | | | | | | | | |
| Focus, Springbank, Newcastle Under Lyme | 0.3 | 0.0 | 2.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Newcastle Under Lyme | 0.2 | 0.0 | 1.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Homebase, Wolstanton, Retail Park | 0.3 | 0.0 | 2.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.8 | 0.0 | 6.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| East Staffordshire | | | | | | | | | |
| Focus, Uttoxeter Road, Uttoxeter | 4.8 | 0.5 | 0.0 | 0.0 | 53.2 | 0.0 | 0.0 | 1.3 | 0.0 |
| Uttoxeter | 1.6 | 1.1 | 0.0 | 0.0 | 15.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 6.4 | 1.6 | 0.0 | 0.0 | 68.4 | 0.0 | 0.0 | 1.3 | 0.0 |
| Lichfield | | | | | | | | | |
| Lichfield | 0.3 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.3 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | | | | | | | | | |
| Birmingham City Centre | 0.2 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Market Drayton | 0.3 | 0.0 | 0.0 | 2.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Burton-upon-Trent | 0.9 | 1.6 | 0.0 | 0.0 | 5.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| Walsall | 0.2 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Wolverhampton | 0.2 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Wednesbury | 0.8 | 2.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 1.3 |
| Shrewsbury | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 1.0 | 0.0 | 0.0 | 0.0 |
| Derby | 0.2 | 0.0 | 0.0 | 0.0 | 2.5 | 0.0 | 0.0 | 0.0 | 0.0 |
| Tamworth | 0.2 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | 0.3 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-total | 3.2 | 6.8 | 0.0 | 2.6 | 7.6 | 1.0 | 0.0 | 1.3 | 1.3 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 49.5 | 85.3 | 27.3 | 79.2 | 100.1 | 1.0 | 1.2 | 3.9 | 70.2 |
| TOTAL | 100.0 | 100.0 | 100.1 | 100.0 | 100.1 | 100.0 | 99.9 | 100.4 | 100.1 |

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010)
c. Excludes 'don't know' varies'

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TABLE 21: SHOPPING EXPENDITURE RETENTION (DIY GOODS)

| DESTINATION | TOTAL DIY (£m) | ZONE 1 DIY (£m) | ZONE 2 DIY (£m) | ZONE 3 DIY (£m) | ZONE 4 DIY (£m) | ZONE 5 DIY (£m) | ZONE 6 DIY (£m) | ZONE 7 DIY (£m) | ZONE 8 DIY (£m) |
|--|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| STAFFORD BOROUGH | | | | | | | | | |
| Stafford Town Centre | | | | | | | | | |
| Town Centre | 3.6 | 0.3 | 0.8 | 0.1 | 0.0 | 0.6 | 1.4 | 0.4 | 0.1 |
| Edge-of-Centre/Out-of-Centre | | | | | | | | | |
| B&Q Mini Warehouse, Lichfield Road | 11.6 | 1.3 | 1.4 | 0.5 | 0.0 | 4.4 | 1.6 | 1.8 | 0.5 |
| Homebase, Greyfriars Business Park | 2.0 | 0.0 | 0.5 | 0.1 | 0.0 | 0.2 | 0.9 | 0.2 | 0.0 |
| Wickes, Madford Retail Park | 1.6 | 0.1 | 0.3 | 0.1 | 0.0 | 0.2 | 0.5 | 0.2 | 0.1 |
| Madford Retail Park | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 |
| Hough Retail Park | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.2 | 0.0 | 0.0 |
| Queens Retail Park | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 |
| Sub-Total | 19.7 | 1.6 | 3.1 | 0.9 | 0.0 | 6.0 | 4.7 | 2.7 | 0.8 |
| Stone Town Centre | | | | | | | | | |
| Town Centre | 0.6 | 0.0 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.6 | 0.0 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB TOTAL STAFFORD BOROUGH | 20.3 | 1.6 | 3.7 | 0.9 | 0.0 | 6.0 | 4.7 | 2.7 | 0.8 |
| OUTSIDE STAFFORD BOROUGH | | | | | | | | | |
| Cannock Chase District | | | | | | | | | |
| B&Q Mini Warehouse, Vine Lane, Cannock | 4.6 | 3.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 |
| Homebase, Orbital Retail Park, Cannock | 1.2 | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.1 |
| Wickes, Lichfield Road, Cannock | 1.3 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Cannock | 1.3 | 1.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Rugby | 1.0 | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Orbital Retail Park, Cannock | 0.2 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Linkway Retail Park, Cannock | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Hednesford | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 9.7 | 8.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 |
| Stoke-on-Trent | 24.6 | 74.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 61.0 |
| Festival Retail Park, Stoke-on-Trent | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Mear Park, Stoke | 0.4 | 0.0 | 0.2 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| Wickes, Victoria Road, Stoke-on-Trent | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Stoke-on-Trent | 0.3 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 |
| B&Q, Whittle Road, Stoke-on-Trent | 1.1 | 0.0 | 0.6 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 2.0 | 0.1 | 1.1 | 0.0 | 0.8 | 0.0 | 0.1 | 0.0 | 0.0 |
| Telford | 5.0 | 0.5 | 20.8 | 0.0 | 24.1 | 0.0 | 1.2 | 0.0 | 0.0 |
| Focus, Audley Avenue, Newport | 2.4 | 0.0 | 0.0 | 0.0 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| Homebase, Wrekes Retail Park, Telford | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| B&Q Supercentre, Telford Bridge Retail Park, Telford | 0.3 | 0.1 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Telford | 0.4 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Newport | 0.3 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 3.4 | 0.1 | 0.0 | 3.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 |
| Newcastle Under Lyme | 8.7 | 0.5 | 0.0 | 76.6 | 0.0 | 0.0 | 0.0 | 0.0 | 7.8 |
| Focus, Springbank, Newcastle Under Lyme | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Newcastle Under Lyme | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Homebase, Wolstanton, Retail Park | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.3 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| East Staffordshire | | | | | | | | | |
| Focus, Uttoxeter Road, Uttoxeter | 1.8 | 0.1 | 0.0 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| Uttoxeter | 0.6 | 0.1 | 0.0 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 2.2 | 0.2 | 0.0 | 0.0 | 2.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| Lichfield | 7.1 | 3.2 | 0.0 | 0.0 | 73.4 | 0.0 | 0.0 | 1.3 | 0.0 |
| Lichfield | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.3 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | | | | | | | | | |
| Birmingham City Centre | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Market Drayton | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Burton-upon-Trent | 0.3 | 0.2 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| Walsall | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Wolverhampton | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Wednesbury | 0.3 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Shrewsbury | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |
| Derby | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| Farnworth | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 1.2 | 0.7 | 0.0 | 0.1 | 0.3 | 0.1 | 0.0 | 0.0 | 0.0 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 19.3 | 9.3 | 1.4 | 3.3 | 3.3 | 0.1 | 0.1 | 0.1 | 1.8 |
| TOTAL | 39.6 | 10.9 | 5.1 | 4.1 | 3.3 | 6.0 | 4.7 | 2.9 | 2.6 |

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 6, ST16 6
3 - TF10 7, TF10 8, TF10 9, TF10 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010)
c. Excludes 'don't know' varies

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TABLE 22: SHOPPING PATTERNS (FURNITURE GOODS)

| DESTINATION | TOTAL FURNITURE (%) | ZONE 1 FURNITURE (%) | ZONE 2 FURNITURE (%) | ZONE 3 FURNITURE (%) | ZONE 4 FURNITURE (%) | ZONE 5 FURNITURE (%) | ZONE 6 FURNITURE (%) | ZONE 7 FURNITURE (%) | ZONE 8 FURNITURE (%) |
|--|---------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| STAFFORD BOROUGH | | | | | | | | | |
| Stafford Town Centre | | | | | | | | | |
| Town Centre | 21.4 | 1.9 | 20.8 | 13.2 | 0.0 | 39.0 | 54.8 | 40.5 | 11.2 |
| Edge of Centre (S) of Centre | | | | | | | | | |
| BMJ Mini Warehouse, Linfield Road | 2.0 | 1.9 | 3.1 | 1.9 | 0.0 | 3.9 | 0.0 | 4.5 | 0.0 |
| Homebase, Greyfriars Business Park | 0.4 | 0.0 | 1.5 | 0.0 | 0.0 | 1.3 | 0.0 | 0.0 | 0.0 |
| Proffers Business Park, Stafford | 1.6 | 0.0 | 4.0 | 0.0 | 0.0 | 1.3 | 0.0 | 0.0 | 0.0 |
| Wickes, Malsford Retail Park | 0.7 | 0.0 | 0.0 | 1.9 | 0.0 | 1.3 | 0.0 | 0.0 | 1.6 |
| Harlow Retail Park | 1.1 | 0.0 | 2.1 | 0.0 | 0.0 | 1.3 | 4.8 | 0.0 | 0.0 |
| Hough Retail Park | 2.0 | 0.0 | 1.5 | 1.9 | 0.0 | 7.8 | 3.2 | 0.0 | 1.6 |
| Queens Retail Park | 5.4 | 1.3 | 1.5 | 0.0 | 0.0 | 18.2 | 11.3 | 7.6 | 4.8 |
| Norwich Industrial Estate, Stafford | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.2 | 0.0 | 0.0 |
| Sub-Total | 35.0 | 3.2 | 46.1 | 18.9 | 0.0 | 74.1 | 80.5 | 63.7 | 19.1 |
| Stone Town Centre | | | | | | | | | |
| Town Centre | 1.5 | 0.0 | 12.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 1.5 | 0.0 | 12.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB TOTAL STAFFORD BOROUGH | 36.5 | 3.1 | 58.4 | 18.9 | 0.0 | 74.1 | 80.5 | 63.7 | 19.1 |
| OUTSIDE STAFFORD BOROUGH | | | | | | | | | |
| Cannock Chase District | | | | | | | | | |
| BMJ Mini Warehouse, Vine Lane, Cannock | 1.1 | 3.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 |
| Homebase, Cross Road, Cannock | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Wickes, Linfield Road, Cannock | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Cannock | 12.2 | 29.4 | 0.0 | 1.9 | 0.0 | 10.4 | 8.1 | 12.1 | 27.0 |
| Rugeley | 5.7 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 1.6 | 1.6 | 0.0 |
| Privey Street Shopping Centre, Rugeley | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 |
| Cannock Shopping Centre, Cannock | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Arford Retail Park, Cannock | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 0.0 | 0.0 | 0.0 |
| Arford Retail Park, Cannock | 5.3 | 12.5 | 0.0 | 0.0 | 0.0 | 3.9 | 0.0 | 0.0 | 14.2 |
| Wolverhampton Retail Park, Cannock | 0.7 | 1.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.8 |
| Hednesford | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 22.1 | 22.5 | 0.0 | 1.9 | 0.0 | 16.9 | 9.7 | 15.1 | 37.2 |
| Stoke-on-Trent | | | | | | | | | |
| Stoke | 0.2 | 0.0 | 2.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Festival Retail Park, Stoke-on-Trent | 0.3 | 0.0 | 0.0 | 0.0 | 3.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| BMJ Mini Warehouse, Stoke-on-Trent | 0.1 | 0.0 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| BMJ Warehouse, White Road, Stoke-on-Trent | 0.1 | 0.0 | 0.0 | 0.0 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 |
| Stoke-on-Trent | 2.3 | 0.6 | 6.2 | 0.0 | 7.9 | 1.3 | 1.6 | 3.6 | 1.6 |
| Upton Retail Park, Stoke-on-Trent | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 0.0 | 0.0 | 0.0 |
| Fenton | 0.4 | 0.0 | 3.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Longton | 0.2 | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 5.7 | 0.6 | 24.6 | 0.0 | 15.9 | 2.6 | 3.2 | 3.6 | 1.6 |
| Telford | | | | | | | | | |
| Newport | 2.8 | 0.0 | 0.0 | 43.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Telford | 0.2 | 1.3 | 0.0 | 22.6 | 0.0 | 1.3 | 0.0 | 0.0 | 3.2 |
| Focus, Audley Avenue, Newport | 0.2 | 0.0 | 0.0 | 1.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| BMJ Supercentre, Telford Bridge Retail Park, Telford | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 |
| Sub-Total | 3.3 | 1.3 | 0.0 | 67.9 | 0.0 | 1.3 | 0.0 | 0.0 | 4.8 |
| Walsall | | | | | | | | | |
| BMJ, Park Lane, Wednesbury | 2.3 | 2.1 | 1.3 | 1.9 | 0.0 | 1.3 | 1.6 | 1.6 | 1.6 |
| BMJ, Audley Way, Wednesbury | 0.2 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Linear Centre, Walsall | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 0.0 |
| Walsall | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 0.0 |
| Wednesbury | 0.2 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 2.9 | 3.7 | 1.3 | 1.9 | 0.0 | 1.3 | 1.6 | 3.1 | 1.6 |
| South Staffordshire | | | | | | | | | |
| Kenridge | 0.7 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7.9 |
| Sub-Total | 0.7 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7.9 |
| East Staffordshire | | | | | | | | | |
| Uttworth | 0.4 | 1.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Uttworth | 1.0 | 0.6 | 0.0 | 0.0 | 7.9 | 0.0 | 0.0 | 1.5 | 0.0 |
| Focus, Uttworth Retail Park, Uttworth | 0.4 | 0.0 | 0.0 | 0.0 | 4.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| Uttworth | 0.1 | 0.6 | 0.0 | 0.0 | 39.6 | 0.0 | 0.0 | 3.0 | 0.0 |
| Sub-Total | 1.9 | 2.5 | 0.0 | 0.0 | 49.3 | 0.0 | 0.0 | 4.5 | 0.0 |
| Lichfield | | | | | | | | | |
| Lichfield | 0.9 | 2.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 |
| Sub-Total | 0.9 | 2.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 |
| Other | | | | | | | | | |
| Birmingham City Centre | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 1.6 | 4.5 | 0.0 |
| Newcastle-under-Lyme | 0.9 | 0.0 | 6.2 | 1.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Halesowen | 1.0 | 1.2 | 0.0 | 0.0 | 0.0 | 1.3 | 1.6 | 0.0 | 1.6 |
| Nerry Hill | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 0.0 | 0.0 | 0.0 |
| Blithley | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Stalybridge | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Southall | 0.4 | 1.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | 3.1 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.5 | 1.6 |
| Sub-Total | 7.6 | 4.7 | 10.8 | 3.5 | 15.9 | 3.9 | 4.8 | 9.0 | 6.4 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 63.5 | 95.0 | 41.6 | 81.2 | 100.0 | 26.0 | 19.3 | 36.1 | 81.1 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes:
a. Post code sectors
1 - WS12 6, WS12 1, WS12 1, WS12 1, WS12 1, WS12 1, WS12 1, WS12 1, WS12 1
2 - ST12 6, ST12 6, ST12 6, ST12 6, ST12 6
3 - TF10 7, TF10 8, TF10 9, TF10 9, TF10 9
4 - ST14 5, ST14 7, ST14 8
5 - ST17 6, ST17 6, ST17 9
6 - ST14 1, ST14 2, ST14 3
7 - ST14 6, ST14 9
8 - ST14 5, ST14 9
9. Market share derived directly from Stafford Household Survey (April 2010)
c. Excludes 'Don't know' cases

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STAFFORD & STONE TOWN CENTRE ASSESSMENT

TABLE 23: SHOPPING EXPENDITURE RETENTION (FURNITURE GOODS)

| DESTINATION | TOTAL FURNITURE (£m) | ZONE 1 FURNITURE (£m) | ZONE 2 FURNITURE (£m) | ZONE 3 FURNITURE (£m) | ZONE 4 FURNITURE (£m) | ZONE 5 FURNITURE (£m) | ZONE 6 FURNITURE (£m) | ZONE 7 FURNITURE (£m) | ZONE 8 FURNITURE (£m) |
|--|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| STAFFORD BOROUGH | | | | | | | | | |
| Stafford Town Centre | | | | | | | | | |
| Town Centre | 14.2 | 0.2 | 2.5 | 0.9 | 0.0 | 3.8 | 4.2 | 2.1 | 0.5 |
| Edge of Centre/Out of Centre | | | | | | | | | |
| B&Q Mini Warehouse, Lichfield Road | 1.3 | 0.3 | 0.3 | 0.1 | 0.0 | 0.4 | 0.0 | 0.2 | 0.0 |
| Homebase, Greyfriars Business Park | 0.2 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |
| Greyfriars Business Park, Stafford | 1.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.1 | 0.2 | 0.3 | 0.0 |
| Wickes, Macford Retail Park | 0.4 | 0.1 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 |
| Macford Retail Park | 0.7 | 0.0 | 0.3 | 0.0 | 0.0 | 0.1 | 0.4 | 0.0 | 0.0 |
| Hooch Retail Park | 1.3 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.2 | 0.0 | 0.1 |
| Queens Retail Park | 3.5 | 0.2 | 0.1 | 0.0 | 0.0 | 1.8 | 0.5 | 0.4 | 0.2 |
| AutoFields Industrial Estate, Stafford | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 |
| Sub-Total | 22.0 | 0.9 | 3.8 | 1.1 | 0.0 | 7.2 | 6.2 | 2.9 | 0.8 |
| Stone Town Centre | | | | | | | | | |
| Town Centre | 1.0 | 0.0 | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 1.0 | 0.0 | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB TOTAL STAFFORD BOROUGH | 24.0 | 0.9 | 4.8 | 1.1 | 0.0 | 7.2 | 6.1 | 2.9 | 0.8 |
| OUTSIDE STAFFORD BOROUGH | | | | | | | | | |
| Cannock Chase District | | | | | | | | | |
| B&Q Mini Warehouse, Vine Lane, Cannock | 0.6 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Homebase, Orisale Retail Park, Cannock | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Wickes, Lichfield Road, Cannock | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Cannock | 10.4 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 1.0 |
| Shopney | 3.4 | 2.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 |
| Brewery Street Shopping Centre, Rugeley | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Cannock Shopping Centre, Cannock | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Longford Retail Park, Cannock | 0.8 | 0.4 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.3 |
| Orisale Retail Park, Cannock | 3.2 | 2.2 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.6 |
| Laneway Retail Park, Cannock | 0.4 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 |
| Hednesford | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 18.2 | 13.6 | 0.0 | 0.1 | 0.0 | 1.6 | 0.7 | 0.7 | 2.4 |
| Stoke-on-Trent | 30.1 | 77.4 | 0.0 | 1.9 | 0.0 | 16.9 | 9.7 | 15.1 | 57.1 |
| Handley | | | | | | | | | |
| Festival Retail Park, Stoke-on-Trent | 0.2 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| B&Q Mer Park, Stoke-on-Trent | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| B&Q Warehouse, Whittle Road, Stoke-on-Trent | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| Stoke-on-Trent | 1.5 | 0.1 | 0.5 | 0.0 | 0.4 | 0.1 | 0.1 | 0.1 | 0.1 |
| Etchopon Retail Park, Stoke-on-Trent | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |
| Newton | 0.3 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| London | 1.6 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 5.7 | 0.6 | 24.6 | 0.0 | 15.9 | 2.6 | 3.2 | 3.0 | 1.6 |
| Telford | | | | | | | | | |
| Newport | 2.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Telford | 2.0 | 0.2 | 0.0 | 1.5 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 |
| Focus, Audley Avenue, Newport | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| B&Q Supercentre, Telford Bridge Retail Park, Telford | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Sub-Total | 6.2 | 0.2 | 0.0 | 1.5 | 0.0 | 0.1 | 0.0 | 0.0 | 0.2 |
| Walsall | 0.0 | 1.3 | 0.0 | 0.0 | 0.0 | 1.3 | 0.0 | 0.0 | 4.8 |
| Press, park Lane, Wednesbury | 1.5 | 0.4 | 0.5 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.1 |
| B&Q, Audere Way, Wednesbury | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Quasar Centre, Walsall | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 |
| Walsall | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 |
| Wednesbury | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 2.9 | 0.7 | 0.5 | 0.1 | 0.0 | 0.1 | 0.1 | 0.2 | 0.1 |
| South Staffordshire | | | | | | | | | |
| Kenridge | 0.4 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 |
| Sub-Total | 0.4 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 |
| East Staffordshire | | | | | | | | | |
| Tamworth | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Burton-upon-Trent | 0.6 | 0.1 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.1 | 0.0 |
| Focus, Ulveston Retail Park, Uttoxeter | 0.3 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| Uttoxeter | 3.1 | 0.1 | 0.0 | 0.0 | 2.9 | 0.0 | 0.0 | 0.1 | 0.0 |
| Sub-Total | 4.2 | 0.4 | 0.0 | 0.0 | 3.6 | 0.0 | 0.0 | 0.2 | 0.0 |
| Lichfield | 0.6 | 2.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.5 | 0.0 |
| Lichfield | 0.8 | 2.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 |
| Sub-Total | 1.4 | 5.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.5 | 1.6 |
| Other | | | | | | | | | |
| Birmingham City Centre | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.2 | 0.0 |
| Newcastle-under-Lyme | 0.6 | 0.0 | 0.5 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Nowenhamston | 0.7 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.1 |
| Merry Hill | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |
| Strinesbury | 0.3 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 |
| Cherly | 0.5 | 0.0 | 0.0 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 |
| Solihull | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | 2.0 | 0.4 | 0.4 | 0.1 | 0.3 | 0.0 | 0.2 | 0.2 | 0.1 |
| Sub-Total | 4.9 | 1.1 | 0.9 | 0.6 | 0.8 | 0.4 | 0.4 | 0.4 | 0.3 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 39.4 | 16.7 | 3.4 | 5.4 | 5.2 | 2.5 | 1.4 | 1.7 | 3.4 |
| TOTAL | 63.8 | 17.6 | 8.1 | 6.7 | 5.2 | 9.7 | 7.6 | 4.6 | 4.2 |

Notes:
 a. Post code sectors
 1 - WS2 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
 2 - ST10 9, ST14 0, ST14 6, ST14 7
 3 - TF10 7, TF10 8, TF10 9, ST20 0
 4 - ST14 5, ST14 7, ST14 8
 5 - ST17 0, ST17 1, ST17 9
 6 - ST16 1, ST16 2, ST16 3
 7 - ST18 0, ST18 1
 8 - ST19 5, ST19 9
 b. Market shares derived directly from Stafford Household Survey (April 2010)
 c. Excludes 'don't know' value

TABLE 24: SHOPPING PATTERNS (GARDEN GOODS)

| DESTINATION | TOTAL GARDEN (%) | ZONE 1 GARDEN (%) | ZONE 2 GARDEN (%) | ZONE 3 GARDEN (%) | ZONE 4 GARDEN (%) | ZONE 5 GARDEN (%) | ZONE 6 GARDEN (%) | ZONE 7 GARDEN (%) | ZONE 8 GARDEN (%) |
|--|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| STAFFORD BOROUGH | | | | | | | | | |
| Stafford Town Centre | | | | | | | | | |
| Open Centre | 4.2 | 0.0 | 1.8 | 11.1 | 0.0 | 1.5 | 0.0 | 0.0 | 1.6 |
| Edge of Centre (Out of Centre) | | | | | | | | | |
| Amerton Garden Centre, Amerton, Stafford | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 3.0 | 0.0 | 1.8 | 0.0 |
| BSJ Mtn Warehouse, Lichfield Road, Stafford | 2.5 | 1.5 | 0.0 | 0.0 | 0.0 | 4.5 | 15.0 | 1.8 | 0.0 |
| Robson | 0.4 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 2.5 | 0.0 | 0.0 |
| Bradley Nurseries & Garden Centre, Oak Lane, Bradley | 6.9 | 2.2 | 0.0 | 8.2 | 0.0 | 17.9 | 15.0 | 15.8 | 3.1 |
| Futures Nurseries, Bradley, Stafford | 1.1 | 1.5 | 0.0 | 0.0 | 0.0 | 1.5 | 1.5 | 0.0 | 0.0 |
| Greenheat Plants, Hopton Hall Lane, Hopton | 0.3 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 0.0 |
| Stonifras Business Park, Stafford | 0.2 | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| His Water Gardens, Oak Lane, Bradley | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 0.0 | 0.0 | 0.0 |
| Wicks, Magford Retail Park, Stafford | 0.2 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 18.7 | 5.9 | 7.2 | 39.3 | 0.0 | 29.9 | 37.5 | 21.2 | 4.7 |
| Stone Town Centre | | | | | | | | | |
| Edge of Centre (Out of Centre) | | | | | | | | | |
| Bury Bank Nurseries, Bury Bank, Stone | 1.2 | 0.0 | 7.1 | 0.0 | 0.0 | 0.0 | 2.5 | 1.8 | 0.0 |
| Sub-Total | 1.2 | 0.0 | 7.1 | 0.0 | 0.0 | 0.0 | 2.5 | 1.8 | 0.0 |
| Zone 1 | | | | | | | | | |
| Beddow's Garden & Leisure Centre, Stone Road, Eccleshall | 18.8 | 0.0 | 53.6 | 3.3 | 0.0 | 6.8 | 20.8 | 12.3 | 0.8 |
| Johnson Hall Nurseries, Newport Road, Eccleshall | 1.9 | 0.0 | 1.8 | 9.8 | 0.0 | 1.5 | 2.5 | 1.8 | 0.0 |
| Sub-Total | 22.4 | 0.0 | 55.4 | 12.1 | 0.0 | 7.9 | 22.9 | 14.1 | 0.8 |
| Zone 2 | | | | | | | | | |
| Green Pk Nurseries, Swan Hill, Gnosal | 1.7 | 0.0 | 0.0 | 11.5 | 0.0 | 0.0 | 2.5 | 1.8 | 0.0 |
| Sub-Total | 1.7 | 0.0 | 0.0 | 11.5 | 0.0 | 0.0 | 2.5 | 1.8 | 0.0 |
| Zone 3 | | | | | | | | | |
| Rushey Garden Centre, Wehstrey Bridge, Stafford | 14.7 | 29.4 | 1.8 | 4.9 | 0.0 | 16.4 | 5.0 | 31.3 | 0.0 |
| Elmwood Nurseries, Stafford | 14.4 | 7.7 | 0.0 | 17.7 | 0.0 | 6.5 | 14.0 | 7.5 | 0.0 |
| Sub-Total | 29.1 | 36.8 | 1.8 | 4.9 | 3.7 | 20.9 | 7.5 | 47.3 | 0.0 |
| Zone 4 | | | | | | | | | |
| Rosegrove Nursery, Main Road, Great Haywood | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 0.0 | 0.0 | 0.0 |
| SUB TOTAL STAFFORD BOROUGH | 51.2 | 42.7 | 71.5 | 68.8 | 3.7 | 59.8 | 72.5 | 86.2 | 4.7 |
| OUTSIDE STAFFORD BOROUGH | | | | | | | | | |
| Cannock Chase District | | | | | | | | | |
| BSJ Mtn Warehouse, Vine Lane, Cannock | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.1 |
| Cannock | 2.2 | 7.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 3.5 | 11.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.1 |
| Cheeshire East | | | | | | | | | |
| Whitmore Garden World, Bridgeman, Nantwich | 3.0 | 0.0 | 12.4 | 3.1 | 1.9 | 3.0 | 2.5 | 3.5 | 0.0 |
| Sub-Total | 3.0 | 0.0 | 12.5 | 3.2 | 1.9 | 3.0 | 2.5 | 3.5 | 0.0 |
| East Staffordshire | | | | | | | | | |
| Burkley Garden Centre, Rangemere, Burton-on-Trent | 3.1 | 3.7 | 0.0 | 0.0 | 22.2 | 0.0 | 0.0 | 1.8 | 0.0 |
| Shroton | 4.8 | 0.0 | 0.0 | 0.0 | 22.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 7.9 | 3.7 | 0.0 | 0.0 | 79.6 | 0.0 | 0.0 | 1.8 | 0.0 |
| Lichfield | | | | | | | | | |
| Lichfield | 0.7 | 2.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.7 | 2.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| South Staffordshire | | | | | | | | | |
| Covent | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.1 |
| Robber's Garden World, Walsley Street, Galley | 13.6 | 8.1 | 1.8 | 3.3 | 3.7 | 22.4 | 17.5 | 1.8 | 20.3 |
| Polkshush, Worname Road, Sharncliffe | 9.4 | 86.5 | 0.0 | 0.0 | 0.0 | 6.0 | 2.5 | 0.0 | 5.3 |
| Super & Sons, Walsley Street, Galley | 1.8 | 0.7 | 0.0 | 0.0 | 0.0 | 4.5 | 0.0 | 1.8 | 10.9 |
| Sub-Total | 26.1 | 95.3 | 1.8 | 3.3 | 3.7 | 32.9 | 20.0 | 3.6 | 38.6 |
| Stoke-on-Trent | | | | | | | | | |
| BSJ Mtn Warehouse, Burton-on-Trent | 0.4 | 0.0 | 1.8 | 0.0 | 3.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| Proctor's Nurseries, High Lane, Stoke-on-Trent | 0.4 | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 2.5 | 0.0 | 0.0 |
| Trenton Garden Centre, Stone Road, Trenton | 2.9 | 0.7 | 10.7 | 0.0 | 1.9 | 4.5 | 2.5 | 5.3 | 0.0 |
| Sub-Total | 3.9 | 1.4 | 12.5 | 0.0 | 5.6 | 4.5 | 5.0 | 5.3 | 0.0 |
| Tamworth | | | | | | | | | |
| Tamworth | 0.2 | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.2 | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Telford | | | | | | | | | |
| Telford | 0.4 | 0.0 | 0.0 | 3.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.4 | 0.0 | 0.0 | 3.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | | | | | | | | | |
| Edar | 1.2 | 0.7 | 3.8 | 1.6 | 3.6 | 0.0 | 0.0 | 0.0 | 1.3 |
| Sub-Total | 1.2 | 0.7 | 3.8 | 1.6 | 3.6 | 0.0 | 0.0 | 0.0 | 1.3 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 48.8 | 57.3 | 28.6 | 31.2 | 98.4 | 40.4 | 27.5 | 14.2 | 95.3 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST19 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010)
c. Excludes 'don't know' values

TABLE 25: SHOPPING EXPENDITURE RETENTION (GARDEN GOODS)

| DESTINATION | TOTAL GARDEN (£m) | ZONE 1 GARDEN (£m) | ZONE 2 GARDEN (£m) | ZONE 3 GARDEN (£m) | ZONE 4 GARDEN (£m) | ZONE 5 GARDEN (£m) | ZONE 6 GARDEN (£m) | ZONE 7 GARDEN (£m) | ZONE 8 GARDEN (£m) |
|--|-------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| STAFFORD BOROUGH | | | | | | | | | |
| Stafford Town Centre | | | | | | | | | |
| Shellco John Centre | 0.5 | 0.0 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Edge of Centre Club at Centre | | | | | | | | | |
| Amerton Garden Centre, Amerton, Stafford | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |
| BSQ Mrs Warehouses, Litchfield Road, Stafford | 0.4 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |
| Robson | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Bradley Nurseries & Garden Centre, Oak Lane, Bradley | 1.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.4 | 0.3 | 0.2 | 0.0 |
| Futures Nurseries, Bradley, Stafford | 0.2 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 |
| Greenheart Plants, Hopton Hall Lane, Hopton | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Stonifras Business Park, Stafford | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| His Water Gardens, Oak Lane, Bradley | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Wicks, Magford Retail Park, Stafford | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 2.5 | 0.2 | 0.0 | 0.6 | 0.0 | 0.6 | 0.4 | 0.2 | 0.0 |
| Stone Town Centre | | | | | | | | | |
| Edge of Centre Club at Centre | | | | | | | | | |
| Bury Bank Nurseries, Bury Bank, Stone | 0.2 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.2 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Zone 1 | | | | | | | | | |
| Patton's Garden & Leisure Centre, Stone Road, Eccles | 1.6 | 0.0 | 1.0 | 0.0 | 0.0 | 0.1 | 0.3 | 0.1 | 0.0 |
| Johnson Hall Nurseries, Newport Road, Eccleshall | 0.3 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 1.9 | 0.0 | 1.0 | 0.1 | 0.0 | 0.1 | 0.3 | 0.1 | 0.0 |
| Zone 2 | | | | | | | | | |
| Green Pot Nurseries, Swan Hill, Goscal | 0.2 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.2 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Zone 3 | | | | | | | | | |
| Rusby Garden Centre, Whitestry Bridge, Stafford | 2.0 | 1.2 | 0.0 | 0.1 | 0.0 | 0.4 | 0.1 | 0.3 | 0.0 |
| Thomas Whitestry Bridge, Stafford | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 |
| Sub-Total | 2.7 | 1.2 | 0.0 | 0.1 | 0.0 | 0.5 | 0.1 | 0.4 | 0.0 |
| Zone 4 | | | | | | | | | |
| Rosegrove Nursery, Main Road, Great Haywood | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB TOTAL STAFFORD BOROUGH | 7.5 | 1.7 | 1.3 | 1.0 | 0.0 | 1.3 | 1.2 | 0.9 | 0.0 |
| OUTSIDE STAFFORD BOROUGH | | | | | | | | | |
| Canwick Chase District | | | | | | | | | |
| BSQ Mrs Warehouses, Vase Lane, Canwick | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Canwick | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Cheshire East | | | | | | | | | |
| Cheshire Garden World, Biddisford, Nantwich | 0.4 | 0.0 | 0.2 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.4 | 0.0 | 0.2 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |
| East Staffordshire | | | | | | | | | |
| Burkley Garden Centre, Rangemere, Burton-on-Trent | 0.4 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| Brookley | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 1.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| Lichfield | | | | | | | | | |
| Lichfield | 2.8 | 3.7 | 0.0 | 0.0 | 29.5 | 0.0 | 0.0 | 1.0 | 0.0 |
| Sub-Total | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| North Staffordshire | | | | | | | | | |
| Cooper | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Robb's Garden World, Watling Street, Galley | 1.9 | 0.3 | 0.0 | 0.0 | 0.0 | 0.5 | 0.3 | 0.0 | 0.7 |
| Polkshank, Worname Road, Shenston | 1.9 | 1.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 |
| Super & Sons, Watling Street, Galley | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 |
| Sub-Total | 3.5 | 1.4 | 0.0 | 0.0 | 0.0 | 0.7 | 0.3 | 0.0 | 0.9 |
| Stoke-on-Trent | | | | | | | | | |
| BSQ Mrs Warehouses, Stoke-on-Trent | 0.2 | 0.0 | 1.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Proctor's Nurseries, High Lane, Stoke-on-Trent | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Trentham Garden Centre, Stone Road, Trentham | 0.6 | 0.0 | 0.2 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 |
| Sub-Total | 0.9 | 0.0 | 1.2 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 |
| Tamworth | | | | | | | | | |
| Tamworth | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Telford | | | | | | | | | |
| Telford | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.4 | 0.1 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other | | | | | | | | | |
| Other | 1.0 | 2.2 | 0.0 | 23.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.2 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 6.8 | 2.3 | 0.5 | 0.5 | 1.1 | 0.9 | 0.3 | 0.1 | 0.9 |
| TOTAL | 14.2 | 4.0 | 1.8 | 1.5 | 1.2 | 2.2 | 1.7 | 1.0 | 0.9 |

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010)
c. Excludes 'don't know' value

TABLE 26: BENCHMARK EXISTING PROVISION (COMPARISON)

| DESTINATION | GROSS (sq m) (b) | SALES AREA (c) | CONVENIENCE SALES DENSITY (B) | BENCHMARK TURNOVER (AxB) | SURVEY TURNOVER £m |
|-------------------------------------|---------------------|-------------------|-------------------------------------|-----------------------------|-----------------------|
| STAFFORD BOROUGH | | | | | |
| <i>Stafford Town Centre</i> | | | | | |
| Town Centre | 35,370 | 26,528 | 5,000 | 132.6 | 219.8 |
| <i>Edge-of-Centre/Out-of-Centre</i> | | | | | |
| Supermarkets | | | | | |
| Asda, Queensway | 2,489 | 1,045 | 8,841 | 9.2 | 3.0 |
| Tesco, Newport Road | 3,067 | 1,043 | 9,318 | 9.7 | 2.6 |
| Sainsbury's, Chell Road | 3,160 | 2,370 | 7,646 | 18.1 | 0.3 |
| Sub Total | | | | 37.1 | 5.9 |
| Hough Retail Park | | | | | |
| SLEEPMASTER | 515 | 386 | 2,300 | 0.9 | |
| S C S | 800 | 600 | 2,030 | 1.2 | |
| COMET | 1,330 | 998 | 7,526 | 7.5 | |
| B & Q MINI WAREHOUSE | 6,950 | 5,213 | 1,919 | 10.0 | 13.4 |
| ARGOS | 1,030 | 773 | 20,208 | 15.6 | |
| MAPLIN | 515 | 386 | 6,620 | 2.6 | |
| Sub Total | | | | 37.8 | 22.6 |
| Madford Retail Park | | | | | |
| DREAMS | 840 | 630 | 1,463 | 0.9 | |
| BENSONS FOR BEDS | 890 | 668 | 2,300 | 1.5 | |
| M F C | 390 | 293 | 2,000 | 0.6 | |
| WICKES | 2,730 | 2,048 | 2,312 | 4.7 | 2.0 |
| MAGNET | 720 | 540 | 1,390 | 0.8 | |
| HALFORDS | 970 | 728 | 2,131 | 1.6 | |
| HOMEBASE | 3,350 | 2,513 | 1,300 | 3.3 | 2.3 |
| CURRYS | 1,500 | 1,125 | 6,610 | 7.4 | |
| VACANT RETAIL/SERVICE | 750 | 563 | | 0.0 | |
| VACANT RETAIL/SERVICE | 370 | 278 | | 0.0 | |
| VACANT RETAIL/SERVICE | 720 | 540 | | 0.0 | |
| VACANT RETAIL/SERVICE | 2,210 | 1,658 | | 0.0 | |
| Sub Total | | | | 20.8 | 10.6 |
| Queens Retail Park | | | | | |
| NEW LOOK | 970 | 728 | 3,552 | 2.6 | |
| NEXT | 1,090 | 818 | 5,570 | 4.6 | |
| MOTHERCARE | 800 | 600 | 2,737 | 1.6 | |
| BRANTANO | 830 | 623 | 5,000 | 3.1 | |
| PEACOCKS | 630 | 473 | 1,819 | 0.9 | |
| ...INSTORE | 940 | 705 | 2,000 | 1.4 | |
| DUNELM MILL | 1,850 | 1,388 | 2,409 | 3.3 | |
| CARPETRIGHT | 920 | 690 | 1,312 | 0.9 | |
| HOBBY CRAFT | 990 | 743 | 2,500 | 1.9 | |
| MATALAN | 2,880 | 2,160 | 2,166 | 4.7 | |
| BOOTS THE CHEMIST | 950 | 713 | 8,297 | 5.9 | |
| B & M BARGAINS | 940 | 705 | 2,500 | 1.8 | |
| PETS AT HOME | 970 | 728 | 2,258 | 1.6 | |
| NEXT HOME | 970 | 728 | 5,570 | 4.1 | |
| Sub-Total | | | | 38.3 | 31.7 |
| <i>Stone Town Centre</i> | | | | | |
| Town Centre | 6,540 | 4,905 | 3,000 | 14.7 | 15.5 |
| Sub Total | | | | 14.7 | 15.5 |
| Wm Morrisons, Mill Street | 2,118 | 424 | 9,182 | 3.9 | 0.0 |
| | | | | 3.9 | 0.0 |
| <i>OTHER STAFFORD AND STONE</i> | | | | | |
| OTHER | | | | 3.2 | 3.2 |
| Sub Total | | | | 7.6 | 7.6 |
| | | | | 10.9 | 10.9 |
| SUB-TOTAL STAFFORD BOROUGH | | | | 296.1 | 316.9 |

Notes:

- Post code sectors
 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
 - ST12 9, ST15 0, ST15 8, ST21 6
 - TF10 7, TF10 8, TF10 9, ST20 0
 - ST14 5, ST14 7, ST14 8
 - ST17 0, ST17 4, ST17 9
 - ST16 1, ST16 2, ST16 3
 - ST18 0, ST18 9
 - ST19 5, ST19 9
- Gross Floorspace figures taken from GOAD 2009 updated by WYG
- Gross to net sales area ratio is 75%
- Sales densities taken from Mintel Retail Rankings 2009, * WYG assumption



Appendix 7 – Statistical Tables (Leisure Capacity)



**WYG PLANNING & DESIGN
STAFFORD & STONE TOWN CENTRE ASSESSMENT**

TABLE 1A: RESIDENT POPULATION

| ZONE | POPULATION | | | |
|--------------|----------------|----------------|----------------|----------------|
| | 2010 | 2015 | 2021 | 2026 |
| 1 | 69,451 | 70,892 | 72,850 | 74,531 |
| 2 | 29,544 | 30,524 | 31,499 | 32,326 |
| 3 | 24,996 | 25,684 | 26,500 | 27,187 |
| 4 | 20,044 | 21,309 | 22,866 | 24,229 |
| 5 | 37,235 | 38,357 | 39,701 | 40,844 |
| 6 | 29,712 | 30,228 | 30,779 | 31,238 |
| 7 | 16,300 | 17,096 | 18,044 | 18,863 |
| 8 | 14,868 | 14,990 | 15,208 | 15,387 |
| TOTAL | 242,150 | 249,080 | 257,447 | 264,605 |

Notes:

a. Post code sectors

1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4

2 - ST12 9, ST15 0, ST15 8, ST21 6

3 - TF10 7, TF10 8, TF10 9, ST20 0

4 - ST14 5, ST14 7, ST14 8

5 - ST17 0, ST17 4, ST17 9

6 - ST16 1, ST16 2, ST16 3

7 - ST18 0, ST18 9

8 - ST19 5, ST19 9

d. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo

c. Adult population based on 81.3% of total population - derived from MapInfo/Census

2007 PRICES

TABLE 1B: RESIDENT POPULATION AGED OVER 18 YEARS OF AGE

| ZONE | POPULATION | | | |
|--------------|----------------|----------------|----------------|----------------|
| | 2010 | 2015 | 2021 | 2026 |
| 1 | 52,783 | 53,878 | 55,366 | 56,644 |
| 2 | 23,487 | 24,267 | 25,042 | 25,699 |
| 3 | 19,797 | 20,342 | 20,988 | 21,532 |
| 4 | 15,253 | 16,216 | 17,401 | 18,438 |
| 5 | 29,192 | 30,072 | 31,126 | 32,022 |
| 6 | 23,472 | 23,880 | 24,315 | 24,678 |
| 7 | 13,187 | 13,831 | 14,597 | 15,261 |
| 8 | 11,746 | 11,842 | 12,014 | 12,155 |
| TOTAL | 188,918 | 194,327 | 200,849 | 206,429 |

WYG PLANNING & DESIGN
STAFFORD & STONE TOWN CENTRE ASSESSMENT

TABLE 2A: PARTICIPATION RATES - CINEMA

| SURVEY ZONE | POPULATION | PARTICIPATION RATE | | STAFFORD'S MARKET SHARE | |
|--------------|----------------|--------------------|----------------|-------------------------|---------------|
| | | % | Population | % | Population |
| 1 | 69,451 | 43.7 | 30,350 | 6.9 | 2,094 |
| 2 | 29,544 | 62.5 | 18,465 | 12.7 | 2,345 |
| 3 | 24,996 | 44.1 | 11,023 | 9.7 | 1,069 |
| 4 | 20,044 | 62.0 | 12,427 | 1.7 | 211 |
| 5 | 37,235 | 50.0 | 18,618 | 63.1 | 11,748 |
| 6 | 29,712 | 37.0 | 10,993 | 59.0 | 6,486 |
| 7 | 16,300 | 38.0 | 6,194 | 50.0 | 3,097 |
| 8 | 14,868 | 52.0 | 7,731 | 15.7 | 1,214 |
| TOTAL | 242,150 | 47.9 | 115,990 | 24.8 | 28,765 |

TABLE 2B: MARKET SHARES OF EXISTING CINEMAS BY ZONE

| DESTINATION | SURVEY ZONE (%) | | | | | | | | TOTAL |
|---|-----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| Within Stafford Borough | | | | | | | | | |
| Apollo Cinema, Newport Road, Stafford | 6.9 | 12.7 | 9.7 | 1.7 | 63.1 | 59.0 | 50.0 | 15.7 | 24.8 |
| SUB TOTAL STAFFORD | 6.9 | 12.7 | 9.7 | 1.7 | 63.1 | 59.0 | 50.0 | 15.7 | 24.8 |
| Outside Stafford Borough | | | | | | | | | |
| Cineworld, Bentley Bridge Leisure Park, Wolverhampton | 16.7 | 0.0 | 0.0 | 0.0 | 3.1 | 5.1 | 0.0 | 52.9 | 9.1 |
| Cineworld, Broad Street, Birmingham | 1.0 | 0.0 | 0.0 | 0.0 | 1.5 | 2.6 | 0.0 | 0.0 | 0.8 |
| Cineworld, Middle Way Park, Burton-on-Trent | 7.8 | 0.0 | 0.0 | 8.6 | 0.0 | 0.0 | 2.8 | 0.0 | 3.1 |
| Odeon, Bolebridge Street, Tamworth | 15.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.1 |
| Odeon, Brierley Hill, Dudley | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 |
| Odeon, Etruria Road, Stoke-on-Trent (Festival Park) | 0.0 | 15.9 | 0.0 | 1.7 | 1.5 | 2.6 | 8.3 | 2.0 | 3.8 |
| Odeon, Forgegate, Telford | 1.0 | 0.0 | 82.9 | 0.0 | 1.5 | 0.0 | 5.6 | 13.7 | 9.3 |
| Showcase Cinema, Bentley Mill Way, Walsall | 36.3 | 0.0 | 2.4 | 0.0 | 13.8 | 17.9 | 2.8 | 13.7 | 14.8 |
| VUE Cinema, High Street, Newcastle-under-Lyme | 0.0 | 66.7 | 0.0 | 0.0 | 7.7 | 12.8 | 16.7 | 0.0 | 14.1 |
| VUE Cinema, Star City, Birmingham | 2.9 | 0.0 | 0.0 | 0.0 | 1.5 | 0.0 | 0.0 | 2.0 | 1.2 |
| Other | 2.0 | 3.2 | 2.4 | 3.4 | 4.6 | 0.0 | 0.0 | 0.0 | 2.4 |
| Cinebowl, Dovefields Retail Park, Uttoxeter | 0.0 | 1.6 | 0.0 | 84.5 | 1.5 | 0.0 | 13.9 | 0.0 | 10.0 |
| Electric Palace, Walsall Road, Cannock | 8.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.3 |
| Shrewsbury | 0.0 | 0.0 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 |
| SUB-TOTAL OUTSIDE STAFFORD | 93.2 | 87.4 | 90.1 | 98.2 | 36.7 | 41.0 | 50.1 | 84.3 | 75.2 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes:

- a. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo
- b. Participation rates and markets shares derived from Stafford Household Survey (April 2010)
- c. Excludes respondents who do not participate in this activity

WYG PLANNING & DESIGN
STAFFORD & STONE TOWN CENTRE ASSESSMENT

TABLE 3A: PARTICIPATION RATES - HEALTH AND FITNESS

| SURVEY ZONE | ADULT POPULATION | PARTICIPATION RATE | | STAFFORD'S MARKET SHARE | |
|--------------|------------------|--------------------|---------------|-------------------------|---------------|
| | | % | Population | % | Population |
| 1 | 52,783 | 30.2 | 15,940 | 1.4 | 223 |
| 2 | 23,487 | 36.5 | 8,573 | 73.5 | 6,301 |
| 3 | 19,797 | 29.4 | 5,820 | 22.2 | 1,292 |
| 4 | 15,253 | 42.0 | 6,406 | 7.9 | 506 |
| 5 | 29,192 | 27.6 | 8,057 | 91.8 | 7,396 |
| 6 | 23,472 | 20.4 | 4,788 | 90.5 | 4,333 |
| 7 | 13,187 | 35.0 | 4,615 | 70.5 | 3,254 |
| 8 | 11,746 | 27.0 | 3,171 | 11.1 | 352 |
| TOTAL | 188,918 | 30.7 | 57,372 | 40.6 | 23,658 |

TABLE 3B: MARKET SHARES OF EXISTING HEALTH AND FITNESS FACILITIES BY ZONE

| DESTINATION | SURVEY ZONE (%) | | | | | | | | TOTAL |
|---|-----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| Within Stafford Borough | | | | | | | | | |
| Stafford | | | | | | | | | |
| Beaconside Sports Centre, Beaconside, Stafford | 0.0 | 0.0 | 0.0 | 0.0 | 2.7 | 4.8 | 2.9 | 0.0 | 1.0 |
| Elite 2000 Fitness Centre, St Patricks Street, Stafford | 0.0 | 0.0 | 0.0 | 0.0 | 2.7 | 0.0 | 0.0 | 0.0 | 0.4 |
| Esporta Fitness Centre, Stafford | 0.0 | 0.0 | 0.0 | 0.0 | 5.4 | 9.5 | 2.9 | 3.7 | 2.0 |
| Gym & Tonic, Queensville Retail Park, Stafford | 0.0 | 0.0 | 7.4 | 2.6 | 8.1 | 4.8 | 5.9 | 0.0 | 3.0 |
| Riverside Recreation Centre, Lammascote Road, Stafford | 0.0 | 8.8 | 7.4 | 0.0 | 37.8 | 19.0 | 35.3 | 0.0 | 11.8 |
| Stafford | 1.4 | 5.9 | 7.4 | 5.3 | 21.6 | 47.6 | 11.8 | 7.4 | 11.0 |
| Stafford Gymophobics, Greyfriars, Stafford | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.9 | 0.0 | 0.2 |
| Stafford Sports Arena, Queensville Retail Park, Stafford | 0.0 | 0.0 | 0.0 | 0.0 | 10.8 | 4.8 | 5.9 | 0.0 | 2.5 |
| Stone | | | | | | | | | |
| Alleyne's Sports Centre, Oulton Road, Stone | 0.0 | 26.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.6 |
| Stone | 0.0 | 8.8 | 0.0 | 0.0 | 0.0 | 0.0 | 2.9 | 0.0 | 1.4 |
| Westbridge Park Fitness Centre, Westbridge Park, Stone | 0.0 | 17.6 | 0.0 | 0.0 | 2.7 | 0.0 | 0.0 | 0.0 | 2.8 |
| Other | | | | | | | | | |
| Yarnfield | 0.0 | 5.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 |
| SUB TOTAL STAFFORD BOROUGH | 1.4 | 73.5 | 22.2 | 7.9 | 91.8 | 90.5 | 70.5 | 11.1 | 40.6 |
| Outside Stafford Borough | | | | | | | | | |
| Cannock District | | | | | | | | | |
| Active Images, Cardigan Place, Cannock | 2.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 |
| Cannock | 17.6 | 0.0 | 0.0 | 0.0 | 2.7 | 0.0 | 0.0 | 0.0 | 5.6 |
| Cannons Health Club, East Cannock Road, Hednesford | 5.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 |
| Chase Leisure Centre, Stafford Road, Cannock | 13.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 11.1 | 4.6 |
| Fitness First, Wyrley Brook Road, Cannock | 2.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.7 | 1.0 |
| Penkridge | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7.4 | 0.4 |
| Penkridge Leisure Centre, Cannock Road, Penkridge | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 4.8 | 0.0 | 33.3 | 2.8 |
| Quality Living Health Club, Pinfold Lane, Penkridge | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.9 | 3.7 | 0.4 |
| Rugeley | 2.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 |
| Rugeley Leisure Centre, Burnt Hill Lane, Rugeley | 25.7 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 | 2.9 | 0.0 | 8.2 |
| Wow Fitness, Canal View Business Park, Rugeley | 4.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 |
| Stoke-on-Trent | | | | | | | | | |
| Greens Health & Fitness Club, George Eastham Avenue, Stoke-on-Trent | 0.0 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 |
| Stoke-on-Trent | 0.0 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 |
| Newcastle Under Lyme | | | | | | | | | |
| Gymophobics, High Street, Newcastle-under-Lyme | 0.0 | 5.9 | 0.0 | 0.0 | 0.0 | 0.0 | 2.9 | 0.0 | 1.0 |
| Total Fitness, Newcastle Road, Newcastle-under-Lyme | 0.0 | 5.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 |
| East Staffs | | | | | | | | | |
| Burton-upon-Trent | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 |
| Uttoxeter | 1.4 | 0.0 | 0.0 | 84.2 | 0.0 | 0.0 | 5.9 | 0.0 | 9.9 |
| South Staffs | | | | | | | | | |
| Wheaton Aston | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.7 | 0.2 |
| Codsall | 0.0 | 0.0 | 3.7 | 0.0 | 0.0 | 0.0 | 0.0 | 14.8 | 1.2 |
| Lichfield | | | | | | | | | |
| Lichfield | 6.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.8 | 0.0 | 2.7 |
| Burntwood | 9.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.8 |
| Telford & Wrekin | | | | | | | | | |
| Telford | 0.0 | 0.0 | 25.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.4 |
| Newport | 0.0 | 0.0 | 33.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.1 |
| Fitness First, Stafford Park, Telford | 0.0 | 0.0 | 11.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.0 |
| Other | | | | | | | | | |
| Other | 1.4 | 5.9 | 0.0 | 7.9 | 2.7 | 0.0 | 2.9 | 7.4 | 3.1 |
| Fitness First, Lichfield Road, Walsall | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 |
| Merry Hill | 0.0 | 0.0 | 0.0 | 0.0 | 2.7 | 0.0 | 0.0 | 0.0 | 0.4 |
| Shrewsbury | 0.0 | 0.0 | 3.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 |
| Tamworth | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 |
| Walsall | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.9 | 0.0 | 0.2 |
| Wolverhampton | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.8 | 0.0 | 3.7 | 0.6 |
| SUB-TOTAL OUTSIDE STAFFORD BOROUGH | 99.1 | 26.4 | 77.7 | 92.1 | 8.1 | 9.6 | 29.2 | 88.8 | 59.5 |
| TOTAL | 101 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes:
a. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo
b. Participation rates and markets shares derived from Stafford Household Survey (April 2010)
c. Excludes respondents who do not participate in this activity

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TABLE 4A: PARTICIPATION RATES - TEN-PIN BOWLING

| SURVEY ZONE | ADULT POPULATION | PARTICIPATION RATE | | STAFFORD'S MARKET SHARE | |
|--------------|------------------|--------------------|---------------|-------------------------|---------------|
| | | % | Population | % | Population |
| 1 | 69,451 | 28.2 | 19,585 | 77.4 | 15,159 |
| 2 | 29,544 | 37.5 | 11,079 | 84.6 | 9,373 |
| 3 | 24,996 | 25.5 | 6,374 | 72.7 | 4,634 |
| 4 | 20,044 | 42.0 | 8,418 | 4.9 | 413 |
| 5 | 37,235 | 23.9 | 8,899 | 100.0 | 8,899 |
| 6 | 29,712 | 25.0 | 7,428 | 100.0 | 7,428 |
| 7 | 16,300 | 21.0 | 3,423 | 90.0 | 3,081 |
| 8 | 14,868 | 35.0 | 5,204 | 66.7 | 3,471 |
| TOTAL | 242,150 | 29.3 | 70,411 | 74.7 | 52,457 |

TABLE 4B: MARKET SHARES OF EXISTING TEN-PIN BOWLING FACILITIES BY ZONE

| DESTINATION | SURVEY ZONE (%) | | | | | | | | TOTAL | |
|---|-----------------|-------------|-------------|-------------|--------------|--------------|-------------|-------------|-------------|--|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | | |
| Within Stafford Borough | | | | | | | | | | |
| Tenpin, Greyfriars Place, Stafford | 77.4 | 84.6 | 72.7 | 4.9 | 100.0 | 100.0 | 90.0 | 66.7 | 74.7 | |
| SUB TOTAL STAFFORD BOROUGH | 77.4 | 84.6 | 72.7 | 4.9 | 100.0 | 100.0 | 90.0 | 66.7 | 74.7 | |
| Outside Stafford Borough | | | | | | | | | | |
| Cinebowl, Dovefields Retail Park, Uttoxeter | 0.0 | 0.0 | 0.0 | 90.2 | 0.0 | 0.0 | 10.0 | 0.0 | 11.5 | |
| GT Leisure Bowl, Revival Street, Walsall | 8.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.1 | |
| Strykers Bowling, Shaw Road, Wolverhampton | 3.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 21.2 | 2.5 | |
| Tenpin, Festival Park, Stoke on Trent | 0.0 | 15.4 | 0.0 | 4.9 | 0.0 | 0.0 | 0.0 | 3.0 | 3.4 | |
| Other | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.0 | 0.7 | |
| Shrewsbury | 0.0 | 0.0 | 4.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | |
| Tamworth | 9.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.5 | |
| Telford | 0.0 | 0.0 | 22.7 | 0.0 | 0.0 | 0.0 | 0.0 | 6.1 | 2.3 | |
| SUB-TOTAL OUTSIDE STAFFORD BOROUGH | 22.6 | 15.4 | 27.2 | 95.1 | 0.0 | 0.0 | 10.0 | 33.3 | 25.3 | |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |

Notes:

- a. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo
- b. Participation rates and markets shares derived from Stafford Household Survey (April 2010)
- c. Excludes respondents who do not participate in this activity

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TABLE 5A: PARTICIPATION RATES - BINGO

| SURVEY ZONE | ADULT POPULATION | PARTICIPATION RATE | | STAFFORD'S MARKET SHARE | |
|--------------|------------------|--------------------|--------------|-------------------------|--------------|
| | | % | Population | % | Population |
| 1 | 52,783 | 5.2 | 2,745 | 60.0 | 1,647 |
| 2 | 23,487 | 0.0 | 0 | 0.0 | 0 |
| 3 | 19,797 | 2.9 | 574 | 66.8 | 384 |
| 4 | 15,253 | 2.0 | 305 | 0.0 | 0 |
| 5 | 29,192 | 3.7 | 1,080 | 100.0 | 1,080 |
| 6 | 23,472 | 8.3 | 1,948 | 100.0 | 1,948 |
| 7 | 13,187 | 3.0 | 396 | 100.0 | 396 |
| 8 | 11,746 | 8.0 | 940 | 62.5 | 587 |
| TOTAL | 188,918 | 4.3 | 7,987 | 76.0 | 6,042 |

TABLE 5B: MARKET SHARES OF EXISTING BINGO FACILITIES BY ZONE

| DESTINATION | SURVEY ZONE (%) | | | | | | | | TOTAL |
|---|-----------------|------------|-------------|--------------|--------------|--------------|--------------|-------------|-------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| Within Stafford Borough | | | | | | | | | |
| Gala Bingo, Queensville Retail Park, Stafford | 60 | 0 | 33.4 | 0 | 100 | 75 | 100 | 62.5 | 67.39 |
| Stafford | 0 | 0 | 0 | 0 | 0 | 25 | 0 | 0 | 6.02 |
| Gnosall | 0 | 0 | 33.4 | 0 | 0 | 0 | 0 | 0 | 2.63 |
| SUB TOTAL STAFORD BOROUGH | 60.0 | 0.0 | 66.8 | 0.0 | 100.0 | 100.0 | 100.0 | 62.5 | 76.0 |
| Outside Stafford Borough | | | | | | | | | |
| Gala Bingo, Albion Square, Hanley | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Gala Bingo, Anchor Road, Walsall | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3.03 |
| Gala Bingo, Jerome Retail Park, Walsall | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Gala Bingo, Spinning School Lane, Tamworth | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Gala Bingo, Whitmore Street, Wolverhampton | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 12.5 | 1.65 |
| Hollywood Clubs, Victoria Street, Hednesford | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3.03 |
| Mecca Bingo, Southwater Square, Telford | 0 | 0 | 33.4 | 0 | 0 | 0 | 0 | 0 | 2.63 |
| Mecca Bingo, the Octagon, Hanley | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other | 10 | 0 | 0 | 50 | 0 | 0 | 0 | 12.5 | 6.82 |
| Rugeley | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3.03 |
| Brewood | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 12.5 | 1.65 |
| Uttoxeter | 0 | 0 | 0 | 50 | 0 | 0 | 0 | 0 | 2.15 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 40.0 | 0.0 | 33.4 | 100.0 | 0.0 | 0.0 | 0.0 | 37.5 | 24.0 |
| TOTAL | 100 | 0 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes:

- a. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo
- b. Participation rates and markets shares derived from Stafford Household Survey (April 2010)
- c. Excludes respondents who do not participate in this activity
- d. Based on adult population only (81.3% of total population)

TABLE 6A: PARTICIPATION RATES - PUBS, BARS AND NIGHTCLUBS

| SURVEY ZONE | ADULT POPULATION | PARTICIPATION RATE | | STAFFORD'S MARKET SHARE | |
|--------------|------------------|--------------------|---------------|-------------------------|---------------|
| | | % | Population | % | Population |
| 1 | 52,783 | 49.6 | 26,180 | 8.6 | 2,252 |
| 2 | 23,487 | 61.5 | 14,445 | 95.2 | 13,751 |
| 3 | 19,797 | 42.2 | 8,354 | 26.4 | 2,206 |
| 4 | 15,253 | 49.0 | 7,474 | 7.2 | 538 |
| 5 | 29,192 | 56.0 | 16,348 | 91.3 | 14,925 |
| 6 | 23,472 | 47.2 | 11,079 | 94.1 | 10,425 |
| 7 | 13,187 | 49.0 | 6,461 | 76.7 | 4,956 |
| 8 | 11,746 | 50.0 | 5,873 | 17.7 | 1,039 |
| TOTAL | 188,918 | 50.6 | 96,215 | 52.1 | 50,093 |

TABLE 6B: MARKET SHARES OF EXISTING PUBS/ BARS/ NIGHTCLUBS BY ZONE

| DESTINATION | SURVEY ZONE (%) | | | | | | | | TOTAL |
|---|-----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| Within Stafford Borough | | | | | | | | | |
| Stafford | 5.1 | 6.5 | 21.1 | 4.8 | 89.9 | 94.1 | 39.5 | 13.3 | 34.36 |
| Stone | 0 | 79 | 0 | 2.4 | 1.4 | 0 | 7 | 2.2 | 12.94 |
| Eccleshall | 0 | 6.5 | 0 | 0 | 0 | 0 | 2.3 | 0 | 1.12 |
| Gnosall | 0 | 0 | 5.3 | 0 | 0 | 0 | 0 | 2.2 | 0.56 |
| Great Haywood | 0 | 0 | 0 | 0 | 0 | 0 | 11.6 | 0 | 0.69 |
| Haughton | 0 | 0 | 0 | 0 | 0 | 0 | 2.3 | 0 | 0.14 |
| Hednesford | 2.6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.73 |
| Hilderstone | 0 | 1.6 | 0 | 0 | 0 | 0 | 0 | 0 | 0.25 |
| Hixon | 0 | 0 | 0 | 0 | 0 | 0 | 4.7 | 0 | 0.28 |
| Little Haywood | 0.9 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.24 |
| Swynnerton | 0 | 1.6 | 0 | 0 | 0 | 0 | 0 | 0 | 0.25 |
| Derrington | 0 | 0 | 0 | 0 | 0 | 0 | 2.3 | 0 | 0.14 |
| Seighford | 0 | 0 | 0 | 0 | 0 | 0 | 2.3 | 0 | 0.14 |
| Weston | 0 | 0 | 0 | 0 | 0 | 0 | 4.7 | 0 | 0.28 |
| SUB TOTAL STAFFORD BOROUGH | 8.6 | 95.2 | 26.4 | 7.2 | 91.3 | 94.1 | 76.7 | 17.7 | 52.1 |
| Outside Stafford Borough | | | | | | | | | |
| Birmingham City Centre | 3.4 | 0 | 2.6 | 0 | 2.9 | 0 | 7 | 2.2 | 2.22 |
| Burton-upon-Trent | 0.9 | 0 | 0 | 4.8 | 0 | 0 | 0 | 0 | 0.59 |
| Cannock | 43.6 | 0 | 0 | 0 | 1.4 | 0 | 2.3 | 4.4 | 13.06 |
| Hanley | 0 | 1.6 | 0 | 2.4 | 0 | 0 | 0 | 0 | 0.42 |
| Lichfield | 7.7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2.19 |
| London | 0.9 | 0 | 0 | 0 | 1.4 | 0 | 0 | 0 | 0.49 |
| Manchester | 0 | 0 | 0 | 0 | 0 | 0 | 2.3 | 0 | 0.14 |
| Newcastle-under-Lyme | 0 | 1.6 | 0 | 0 | 0 | 0 | 0 | 0 | 0.25 |
| Newport | 0 | 0 | 47.4 | 0 | 1.4 | 0 | 0 | 0 | 4.05 |
| Rugeley | 22.2 | 0 | 0 | 0 | 1.4 | 0 | 4.7 | 0 | 6.85 |
| Stoke-on-Trent | 0 | 1.6 | 0 | 2.4 | 0 | 2 | 0 | 0 | 0.66 |
| Telford | 0.9 | 0 | 2.6 | 0 | 0 | 0 | 0 | 0 | 0.46 |
| Walsall | 1.7 | 0 | 2.6 | 0 | 0 | 2 | 0 | 0 | 0.94 |
| Wolverhampton | 0.9 | 0 | 2.6 | 0 | 0 | 2 | 0 | 4.4 | 0.96 |
| Other | 6 | 0 | 10.5 | 19 | 0 | 0 | 7 | 6.7 | 4.74 |
| Brewood | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 13.3 | 0.8 |
| Burntwood | 2.6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.73 |
| Penkridge | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 46.7 | 2.79 |
| Shrewsbury | 0 | 0 | 5.3 | 0 | 0 | 0 | 0 | 0 | 0.42 |
| Uttoxeter | 0.9 | 0 | 0 | 64.3 | 0 | 0 | 0 | 0 | 4.9 |
| Wheaton Aston | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4.4 | 0.27 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 91.7 | 4.8 | 73.6 | 92.9 | 8.5 | 6.0 | 23.3 | 82.1 | 47.9 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes:

- a. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo
- b. Participation rates and markets shares derived from Stafford Household Survey (April 2010)
- c. Excludes respondents who do not participate in this activity
- d. Based on adult population only (81.3% of total population)

TABLE 7A: PARTICIPATION RATES - RESTAURANTS

| SURVEY ZONE | ADULT POPULATION | PARTICIPATION RATE | | STAFFORD'S MARKET SHARE | |
|--------------|------------------|--------------------|----------------|-------------------------|---------------|
| | | % | Population | % | Population |
| 1 | 52,783 | 79.4 | 41,910 | 9.4 | 3,939 |
| 2 | 23,487 | 85.6 | 20,105 | 93.9 | 18,879 |
| 3 | 19,797 | 75.5 | 14,947 | 26.8 | 4,006 |
| 4 | 15,253 | 75.0 | 11,440 | 8.8 | 1,007 |
| 5 | 29,192 | 78.4 | 22,887 | 85.5 | 19,568 |
| 6 | 23,472 | 75.0 | 17,604 | 97.3 | 17,129 |
| 7 | 13,187 | 70.0 | 9,231 | 72.0 | 6,646 |
| 8 | 11,746 | 82.0 | 9,631 | 27.0 | 2,601 |
| TOTAL | 188,918 | 77.9 | 147,755 | 51.4 | 73,775 |

TABLE 7B: MARKET SHARES OF EXISTING RESTAURANTS BY ZONE

| DESTINATION | SURVEY ZONE (%) | | | | | | | | TOTAL |
|---|-----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| Within Stafford Borough | | | | | | | | | |
| Stafford | 7.6 | 10.8 | 23.2 | 1.8 | 81.9 | 94.7 | 49.1 | 21.4 | 35.1 |
| Stone | 0.6 | 78.3 | 0.0 | 7.0 | 1.2 | 1.3 | 14.0 | 1.4 | 13.6 |
| Eccleshall | 0.0 | 4.8 | 1.8 | 0.0 | 0.0 | 0.0 | 1.8 | 1.4 | 1.1 |
| Codsall | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.4 | 0.1 |
| Derrington | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 0.0 | 0.1 |
| Gnosall | 0.0 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 |
| Great Haywood | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.5 | 1.4 | 0.3 |
| Haughton | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | 0.2 |
| Hednesford | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 |
| Milford | 0.6 | 0.0 | 0.0 | 0.0 | 1.2 | 1.3 | 0.0 | 0.0 | 0.5 |
| Weston | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 0.0 | 0.1 |
| SUB TOTAL STAFFORD BOROUGH | 9.4 | 93.9 | 26.8 | 8.8 | 85.5 | 97.3 | 72.0 | 27.0 | 51.4 |
| Outside Stafford Borough | | | | | | | | | |
| Acton Trussell | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 |
| Birmingham City Centre | 0.6 | 0.0 | 3.6 | 0.0 | 3.6 | 1.3 | 3.5 | 1.4 | 1.5 |
| Brewood | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.9 | 0.2 |
| Burntwood | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 |
| Burton-upon-Trent | 0.6 | 0.0 | 0.0 | 5.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 |
| Cannock | 38.6 | 0.0 | 0.0 | 0.0 | 2.4 | 0.0 | 0.0 | 11.4 | 12.1 |
| Lichfield | 14.6 | 0.0 | 0.0 | 1.8 | 2.4 | 0.0 | 3.5 | 0.0 | 4.8 |
| London | 2.5 | 1.2 | 0.0 | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | 1.1 |
| Merry Hill | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | 0.2 |
| Newcastle-under-Lyme | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 |
| Newport | 0.0 | 0.0 | 41.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.6 |
| Other | 8.9 | 1.2 | 7.1 | 14.0 | 1.2 | 1.3 | 8.8 | 4.3 | 5.5 |
| Penkridge | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 | 0.0 | 0.0 | 34.3 | 2.5 |
| Ranton | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 0.0 | 0.1 |
| Rugeley | 19.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.3 | 1.4 | 6.0 |
| Shrewsbury | 0.0 | 0.0 | 5.4 | 0.0 | 0.0 | 0.0 | 0.0 | 1.4 | 0.6 |
| Stoke-on-Trent | 0.0 | 1.2 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 |
| Telford | 1.3 | 0.0 | 12.5 | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | 1.6 |
| Uttoxeter | 0.6 | 1.2 | 0.0 | 68.4 | 0.0 | 0.0 | 1.8 | 0.0 | 5.4 |
| Walsall | 1.3 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 1.8 | 0.0 | 0.6 |
| Wheaton Aston | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.9 | 0.2 |
| Wolverhampton | 0.6 | 0.0 | 1.8 | 0.0 | 0.0 | 0.0 | 1.8 | 12.9 | 1.3 |
| SUB TOTAL OUTSIDE STAFFORD BOROUGH | 90.4 | 6.0 | 73.3 | 91.3 | 14.4 | 2.6 | 28.3 | 72.9 | 48.6 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes:

- a. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo
- b. Participation rates and markets shares derived from Stafford Household Survey (April 2010)
- c. Excludes respondents who do not participate in this activity
- d. Based on adult population only (81.3% of total population)

TABLE 8A: PARTICIPATION RATES - ART/CULTURE FACILITIES (I.E. THEATRES/GALLERIES/MUSEUMS)

| SURVEY ZONE | POPULATION | PARTICIPATION RATE | | STAFFORD'S MARKET SHARE | |
|--------------|----------------|--------------------|----------------|-------------------------|---------------|
| | | % | Population | % | Population |
| 1 | 69,451 | 47.6 | 33,059 | 4.5 | 1,488 |
| 2 | 29,544 | 57.7 | 17,047 | 5.7 | 972 |
| 3 | 24,996 | 58.8 | 14,698 | 12.5 | 1,837 |
| 4 | 20,044 | 57.0 | 11,425 | 10.6 | 1,211 |
| 5 | 37,235 | 58.2 | 21,671 | 50.0 | 10,835 |
| 6 | 29,712 | 51.9 | 15,421 | 59.2 | 9,129 |
| 7 | 16,300 | 57.0 | 9,291 | 26.5 | 2,462 |
| 8 | 14,868 | 69.0 | 10,259 | 13.8 | 1,416 |
| TOTAL | 242,150 | 55.7 | 132,870 | 21.9 | 29,350 |

TABLE 8B: MARKET SHARES OF EXISTING ART/CULTURE FACILITIES BY ZONE

| DESTINATION | SURVEY ZONE (%) | | | | | | | | TOTAL |
|---|-----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| Within Stafford Borough | | | | | | | | | |
| Stafford | 4.5 | 5.7 | 12.5 | 10.6 | 50.0 | 59.2 | 26.5 | 13.8 | 21.9 |
| SUB TOTAL Stafford Borough | 4.5 | 5.7 | 12.5 | 10.6 | 50.0 | 59.2 | 26.5 | 13.8 | 21.9 |
| Outside Stafford Borough | | | | | | | | | |
| Birmingham City Centre | 24.3 | 7.5 | 25.0 | 12.8 | 14.7 | 16.3 | 24.5 | 26.2 | 19.0 |
| Burton-upon-Trent | 0.0 | 0.0 | 0.0 | 2.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 |
| Cannock | 9.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 2.8 |
| Dudley | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 0.0 | 0.0 | 0.0 | 0.2 |
| Hanley | 0.9 | 32.1 | 4.2 | 19.1 | 8.8 | 4.1 | 6.1 | 1.5 | 8.7 |
| Hanley | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 0.0 | 0.0 | 0.0 | 0.2 |
| Lichfield | 12.6 | 0.0 | 0.0 | 2.1 | 0.0 | 0.0 | 0.0 | 1.5 | 3.6 |
| London | 15.3 | 5.7 | 6.3 | 14.9 | 7.4 | 8.2 | 8.2 | 13.8 | 10.4 |
| Manchester | 0.0 | 1.9 | 2.1 | 0.0 | 4.4 | 0.0 | 0.0 | 0.0 | 1.2 |
| Newcastle-under-Lyme | 0.0 | 5.7 | 2.1 | 0.0 | 0.0 | 0.0 | 2.0 | 0.0 | 1.1 |
| Other | 10.8 | 3.8 | 2.1 | 10.6 | 4.4 | 6.1 | 0.0 | 4.6 | 6.2 |
| Rugeley | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 |
| Shrewsbury | 0.0 | 0.0 | 8.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 |
| Stoke-on-Trent | 0.9 | 37.7 | 10.4 | 25.5 | 5.9 | 6.1 | 28.6 | 3.1 | 11.9 |
| Telford | 0.0 | 0.0 | 4.2 | 0.0 | 1.5 | 0.0 | 2.0 | 0.0 | 0.8 |
| Uttoxeter | 0.0 | 0.0 | 0.0 | 2.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 |
| Walsall | 1.8 | 0.0 | 2.1 | 0.0 | 0.0 | 0.0 | 0.0 | 3.1 | 0.9 |
| Wolverhampton | 18.0 | 0.0 | 20.8 | 0.0 | 0.0 | 0.0 | 2.0 | 30.8 | 9.6 |
| SUB TOTAL OUTSIDE Stafford Borough | 95.4 | 94.4 | 87.6 | 89.2 | 50.1 | 40.8 | 73.4 | 86.1 | 78.1 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes:

- a. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo
- b. Participation rates and markets shares derived from Stafford Household Survey (April 2010)
- c. Excludes respondents who do not participate in this activity
- d. Based on adult population only (81.3% of total population)

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TABLE 9A: CAPACITY FOR ADDITIONAL CINEMAS

| Year | Population | Stafford's Market Share (%) | Catchment Population | Cinema visits per person | Attendance (000s) | Number of Visitors Required to Support a Cinema Screen | Screens Supported |
|-------------|-------------------|------------------------------------|-----------------------------|---------------------------------|--------------------------|---|--------------------------|
| 2010 | 242,150 | 24.8 | 60,053 | 2.9 | 174,154 | 43,384 | 4.0 |
| 2015 | 249,080 | 24.8 | 61,772 | 2.9 | 179,138 | 43,384 | 4.1 |
| 2021 | 257,447 | 24.8 | 63,847 | 2.9 | 185,156 | 43,384 | 4.3 |
| 2026 | 264,605 | 24.8 | 65,622 | 2.9 | 190,304 | 43,384 | 4.4 |

Notes:

- a. Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo
- b. Participation rates and markets shares derived from Stafford Household Survey (April 2010)
- d. Cinema visits per person based on the 2007 estimate identified by Mintel (2006)
- e. Numbers of visitors required to support a cinema screen based on the average number of people per screen in the North West as identified by Mintel (2006)

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TABLE 10: CAPACITY FOR ADDITIONAL BOWLING FACILITIES

| Centre | Study Area Population | Participation Rate (%) | Catchment Population | Stafford's Market Share (%) | Catchment Population | Persons per Lane | Provision Current | Lanes Supported | Residual Capacity |
|--------|-----------------------|------------------------|----------------------|-----------------------------|----------------------|------------------|-------------------|-----------------|-------------------|
| 2010 | 242,150 | 29.3 | 70,950 | 74.7 | 53,028 | 1,250 | 20 | 42.4 | 22.4 |
| 2015 | 249,080 | 29.3 | 72,980 | 74.7 | 54,546 | 1,250 | 20 | 43.6 | 23.6 |
| 2021 | 257,447 | 29.3 | 75,432 | 74.7 | 56,378 | 1,250 | 20 | 45.1 | 25.1 |
| 2026 | 264,605 | 29.3 | 77,529 | 74.7 | 57,945 | 1,250 | 20 | 46.4 | 26.4 |

Notes:

- a. Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo
- b. Participation rates and market shares derived from Stafford Household Survey April 2010)
- c. Persons per lane based on UK annual visits of 6.2 million people supporting 4,964 lanes

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TABLE 11: CAPACITY FOR ADDITIONAL BINGO FACILITIES

| Centre | Study Area Population | Participation Rate (%) | Catchment Population | Stafford's Market Share (%) | Catchment Population | Average Visits per year | Total Visits | Catchment Required to Support Club | Residual Capacity |
|--------|-----------------------|------------------------|----------------------|-----------------------------|----------------------|-------------------------|--------------|------------------------------------|-------------------|
| 2009 | 188,918 | 4 | 8,123 | 76 | 6,177 | 17.6 | 108,717 | 60,000 | 1.8 |
| 2014 | 194,327 | 4 | 8,356 | 76 | 6,354 | 17.6 | 111,830 | 60,000 | 1.9 |
| 2019 | 200,849 | 4 | 8,637 | 76 | 6,567 | 17.6 | 115,583 | 60,000 | 1.9 |
| 2024 | 206,429 | 4 | 8,876 | 76 | 6,750 | 17.6 | 118,794 | 60,000 | 2.0 |

Notes:

- a. Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo
- b. Participation rates and market shares derived from Stafford Household Survey (April 2010)
- d. Market share of existing facilities in the Borough derived from Stafford Household Survey (April 2010)
- e. Average visits per year:
 - GB Admissions (1999) - 95m
 - GB Participation - 5.4m
 - Average 17.6 visits / participating person /year
- f. Assumes that a bingo facility requires a potential catchment population of 60,000 people to support an additional facility ('Business in Sport and Leisure')



Appendix 8 – Stafford Town Centre Health Check





STAFFORD HEALTH CHECK ASSESSMENT

Introduction

Set out below is WYG's assessment of the vitality and viability of Stafford.

The Importance of Town Centres

Stafford has an important role to play in the Borough serving the needs of the local community. The centre forms a focal point for the community and provides a wide range of services that are accessible to the local population, including retail, employment, leisure, education and transport.

Planning Policy Statement 4 (PPS4) 'Planning for Sustainable Economic Growth', emphasises the need for local authorities to monitor the 'health' of their town centres and how they are changing over time. Indeed, vital and viable town centres help to foster civic pride and local identity and can contribute towards the aims of sustainable development.

Since the turn of the century, town centres nationally have witnessed high levels of vitality and viability with strong retail sales growth and the implementation of major town centre redevelopment schemes. Therefore, despite the growth of out-of-centre retail development, development activity has been focused within established centres primarily linked to the ambitious expansion plans of national department stores and key retailers such as Debenhams, Next, Primark, etc. However, the onset of the recession has had an impact on consumer spending which in turn has had an impact on the vitality of the high street nationally.



Purpose

It is important that Stafford remains competitive in light of increased competition and continues to attract shoppers, visitors and businesses. To achieve this, Stafford must continually strive to build on its strengths, alleviate its weaknesses and continually improve the facilities it provides to the community. Successful town centres must respond effectively to the changing needs and demand of their users.

The Town Centre Health Check for Stafford serves a number of important functions:

1. help assess the success of retail policies in the existing Stafford Borough Local Plan and will assist in the formulation of new policies where necessary;
2. provide a starting point for any retail strategy that may be produced in the future;
3. provide useful baseline data that will facilitate a process of monitoring that can be undertaken each year to assess how the town centre is performing over time;
4. allow positive and negative aspects of the town centre to be identified and appropriate action taken;
5. provide data that can be used to compare the performance of town centres in the Borough to other neighbouring centres in the region and to ensure that Stafford remains competitive.



Regional Hierarchy

Table 1 illustrates the position of these centres (where applicable) within the hierarchy of centres based on the Venuescore's UK Shopping Venue Rankings (2010). The index ranks 2,106 retail venues within the UK (including town centres, stand-alone malls, retail warehouse parks and factory outlet centres) based on current retail provision. Towns and major shopping centres are rated using a straightforward scoring system which takes account of the presence in each location of multiple retailers – including anchor stores, fashion operators and non-fashion multiples.

Table 1: The Sub-Regional Shopping Hierarchy

| Centre | Venuescore | Location Grade | Rank 2010 | Rank 2007 | Rank 2005 | Change in Rank 2007 - 2010 |
|----------------------|------------|-----------------|--------------|------------|------------|----------------------------|
| Birmingham | 535 | Major City | 3 | 3 | 2 | 0 |
| Wolverhampton | 220 | Regional | 49 | 68 | 65 | 19 |
| Stoke-on-Trent | 196 | Regional | 65 | 63 | 44 | -2 |
| Shrewsbury | 158 | Regional | 109 | 101 | 92 | -8 |
| Walsall | 141 | Regional | 143 | 132 | 96 | -11 |
| Stafford | 140 | Regional | 147 | 177 | 145 | 30 |
| Telford | 137 | Sub-regional | 151 | 113 | 126 | -38 |
| Newcastle-under-Lyme | 100 | Sub-regional | 226 | 220 | 214 | -6 |
| Lichfield | 80 | Major District | 290 | 269 | 260 | -21 |
| Cannock | 69 | Major District | 349 | 301 | 330 | -48 |
| Rugeley | 33 | Minor District | 725 | 473 | 514 | -252 |
| Uttoxeter | 28 | Minor District | 845 | 759 | 691 | -86 |
| Market Drayton | 19 | Local | 1,192 | 1,231 | 1,148 | 39 |
| Stone | 17 | Local | 1,313 | 990 | 927 | -323 |
| Newport | 14 | Local | 1,526 | 1,096 | 894 | -430 |

Source: Venuescore (2010)

Stafford is classed as a regional centre by Venuescore. It is currently ranked 147th of retail venues surveyed, placing it within the top 7% of UK shopping venues. Since 2007, it has risen in ranking by 30 places, when it was ranked 177th.

Stone is classed as a local centre by Venuescore. It is currently ranked 1,313th of retail venues surveyed. Since 2007, it has fallen in ranking by 323 places, when it was ranked 990th.



Date of Site Visit: 29 April 2010

Status: Town Centre (Stafford Borough Local Plan (1998))

Centre Overview

Stafford is situated in the Stafford Borough authority area. The main shopping facilities are located on Chapel Street, Crabbery Street, Gaolgate Street, Greengate Street, Market Square, Market Street, Martin Street and Princes Street. The Asda, Sainsbury's and Tesco Extra foodstores anchor the town, whilst the Marks & Spencer and Co-op department stores are two of the largest comparison retailers in the centre.

Photographs of Stafford Town Centre



Figure 1 (top left): Co-op store, Gaolgate Street

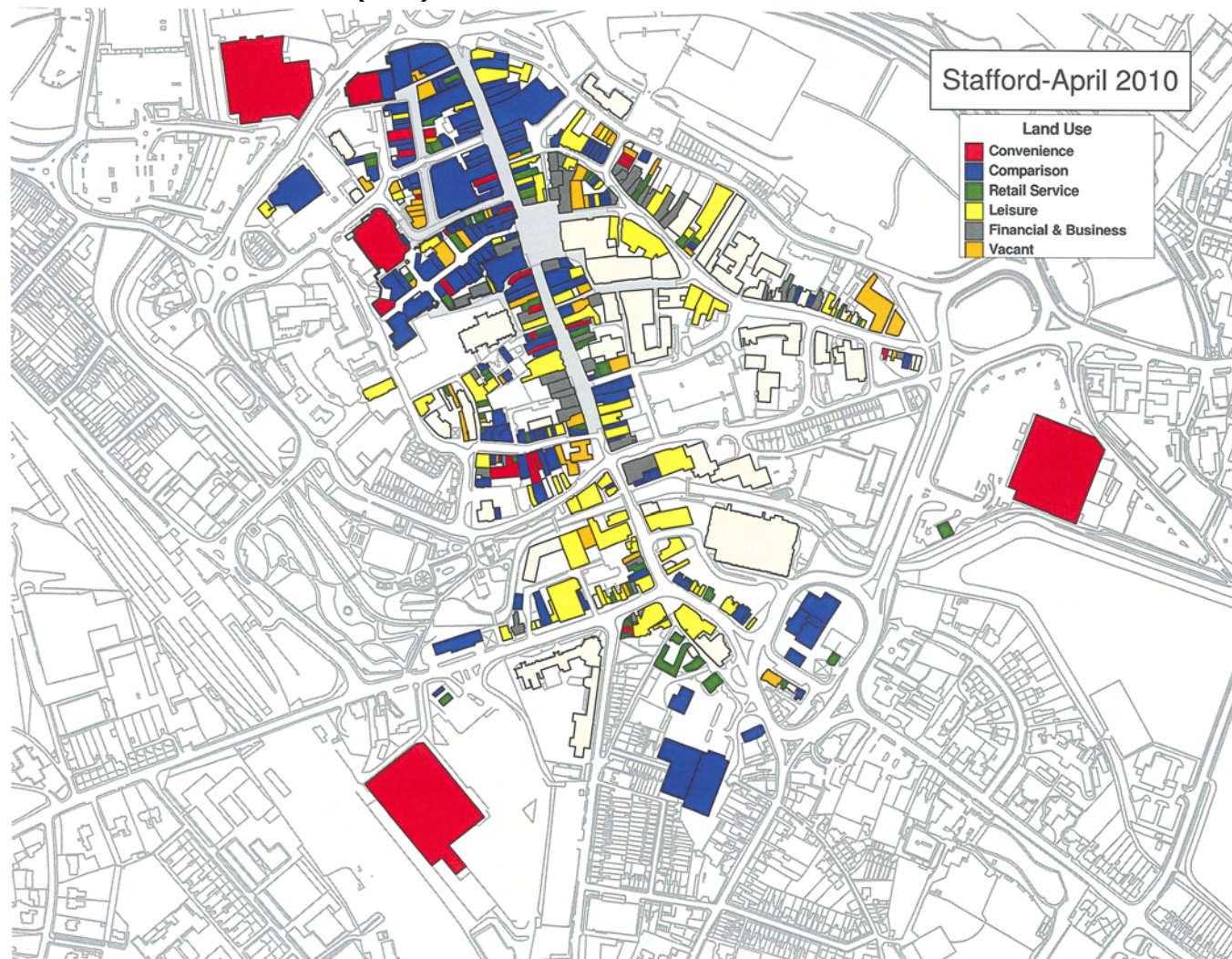
Figure 2 (top centre): Marks & Spencer store, Gaolgate Street

Figure 3 (top right): Retail frontages, Gaolgate Street

Figure 4 (bottom left): Retail frontages, Gaolgate Street

Figure 5 (bottom right): The Guildhall entrance, Market Square

Figure 6: Land Use Plan for Stafford Town Centre (2010)



Source: Experian Goad Plan Updated by WYG Site Visit (April 2010)

Table 2: Diversity of Uses in Stafford Town Centre (1999)

| Number of Units | | | |
|-----------------|----------|--------------|------------|
| | Number | Stafford (%) | UK (%) |
| Convenience | - | 19.2 | 14.3 |
| Comparison | - | 55.0 | 53.7 |
| Service | - | 17.1 | 20.2 |
| Vacant | - | 7.8 | 10.1 |
| Miscellaneous | - | 0.8 | 1.7 |
| Total | - | 100 | 100 |

Source: Chesterton Study (1999)

Table 4: Diversity of Uses in Stafford Town Centre (2009)

| Number of Units | | | |
|---------------------------------|------------|--------------|------------|
| | Number | Stafford (%) | UK (%) |
| Convenience | 26 | 6.5 | 8.8 |
| Comparison | 140 | 35.2 | 34.8 |
| Retail Service | 61 | 15.3 | 13.0 |
| Leisure Services | 74 | 18.6 | 21.4 |
| Financial and Business Services | 44 | 11.1 | 11.2 |
| Vacant | 53 | 13.3 | 10.4 |
| Total | 398 | 100 | 100 |

Source: Experian Goad Report (March 2009)

Table 6: Diversity of Uses in Stafford Town Centre (2010)

| Number of Units | | | |
|---------------------------------|------------|--------------|------------|
| | Number | Stafford (%) | UK (%) |
| Convenience | 29 | 7.3 | 8.8 |
| Comparison | 143 | 35.8 | 33.8 |
| Retail Service | 59 | 14.8 | 13.1 |
| Leisure Services | 76 | 19.0 | 21.7 |
| Financial and Business Services | 44 | 11.0 | 11.0 |
| Vacant | 49 | 12.3 | 11.2 |
| Total | 400 | 100 | 100 |

Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

* Goad definition of Town Centre not comparable to that defined in the Local Plan

Table 3: Existing Floorspace in Stafford Town Centre (1999)

| Existing Floorspace | | | |
|---------------------|----------|--------------|------------|
| | Sq m | Stafford (%) | UK (%) |
| Convenience | - | 9.3 | 9.6 |
| Comparison | - | 57.2 | 49.5 |
| Service | - | 23.6 | 27.0 |
| Vacant | - | 9.3 | 12.6 |
| Miscellaneous | - | 0.7 | 1.3 |
| Total | - | 100 | 100 |

Source: Chesterton Study (1999)

Table 5: Existing Floorspace in Stafford Town Centre (2009)

| Existing Floorspace | | | |
|---------------------------------|----------------|--------------|------------|
| | Sq m | Stafford (%) | UK (%) |
| Convenience | 27,480 | 24.9 | 14.1 |
| Comparison | 34,570 | 31.4 | 38.2 |
| Retail Service | 7,100 | 6.4 | 7.0 |
| Leisure Services | 19,750 | 17.9 | 22.7 |
| Financial and Business Services | 7,740 | 7.0 | 8.8 |
| Vacant | 13,550 | 12.3 | 8.5 |
| Total | 110,190 | 100 | 100 |

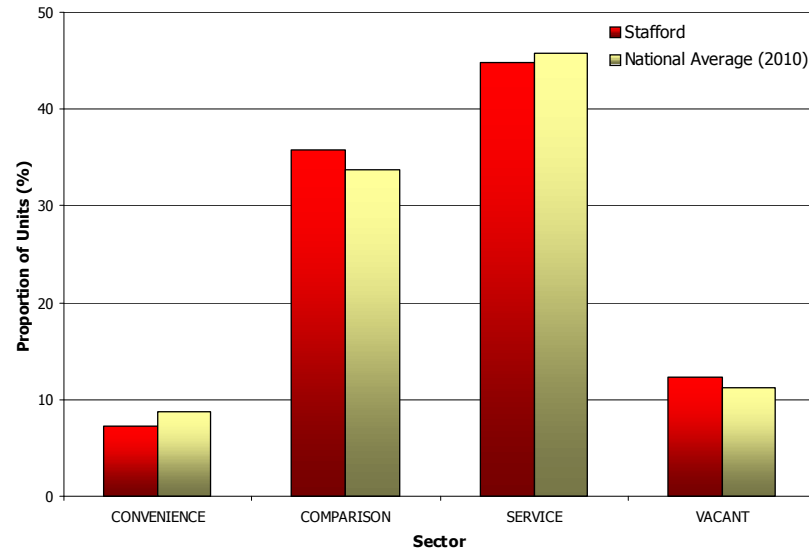
Source: Experian Goad Report (March 2009)

Table 7: Existing Floorspace in Stafford Town Centre (2010)

| Existing Floorspace | | | |
|---------------------------------|----------------|--------------|------------|
| | Sq m | Stafford (%) | UK (%) |
| Convenience | 27,680 | 25.1 | 14.4 |
| Comparison | 35,370 | 32.1 | 37.1 |
| Retail Service | 6,760 | 6.1 | 7.0 |
| Leisure Services | 19,960 | 18.1 | 22.8 |
| Financial and Business Services | 7,800 | 7.1 | 8.6 |
| Vacant | 12,490 | 11.3 | 9.5 |
| Total | 110,060 | 100 | 100 |

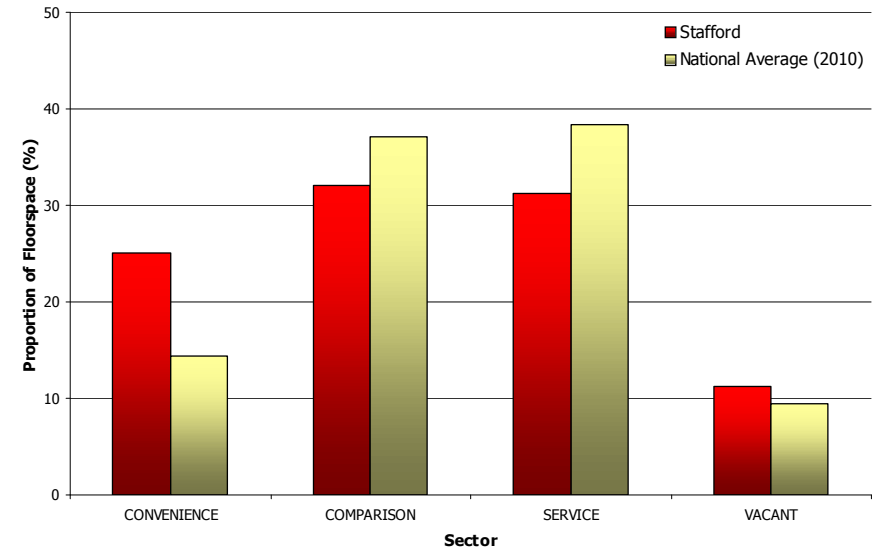
Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 7: Proportion of Units in Stafford Town Centre (2010)



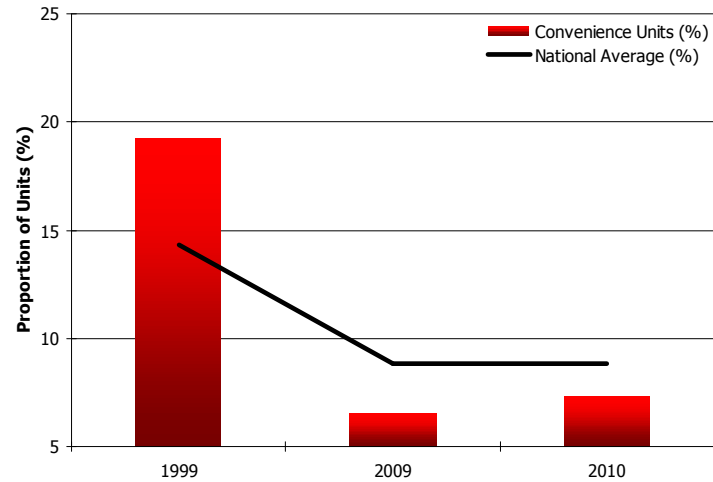
Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 8: Proportion of Floorspace in Stafford Town Centre (2010)



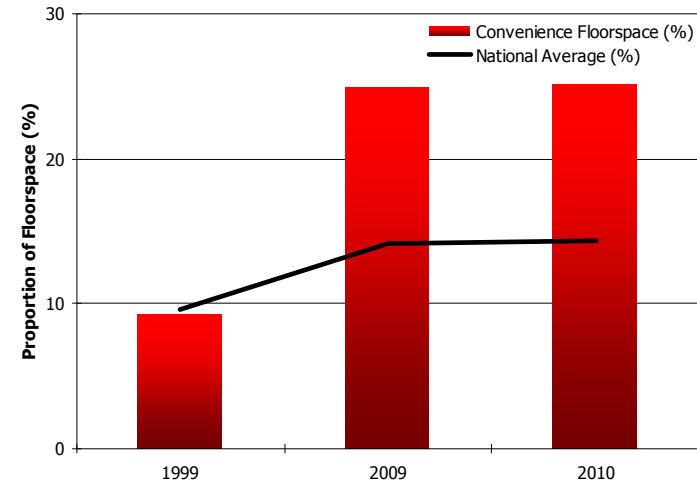
Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 5: Proportion of Convenience Units in Stafford Town Centre



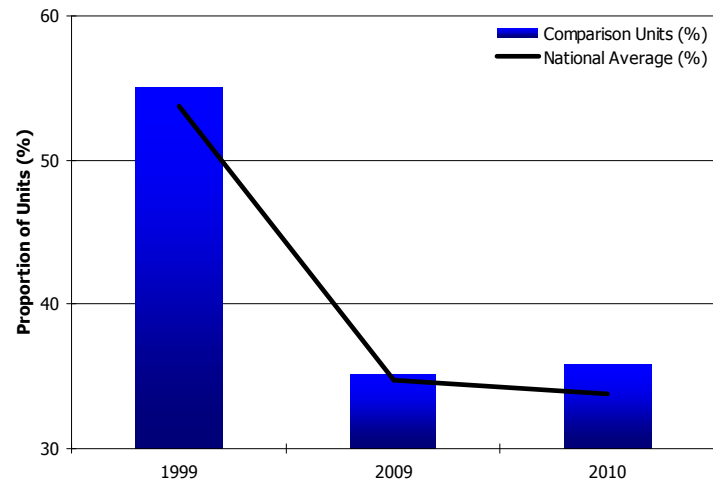
Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 6: Proportion of Convenience Floorspace in Stafford Town Centre



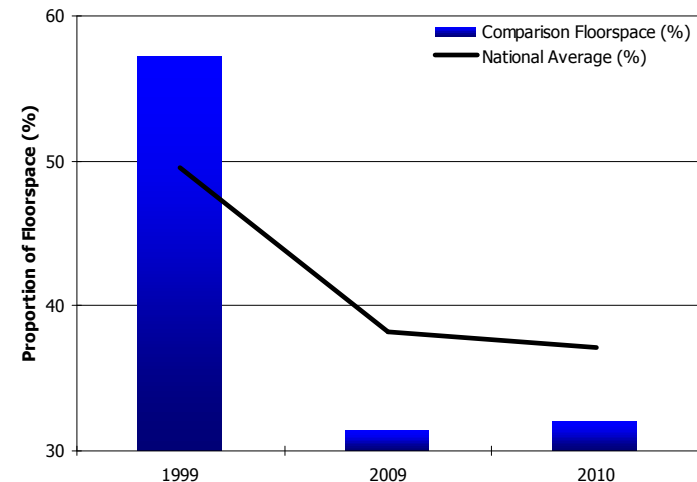
Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 7: Proportion of Comparison Units in Stafford Town Centre



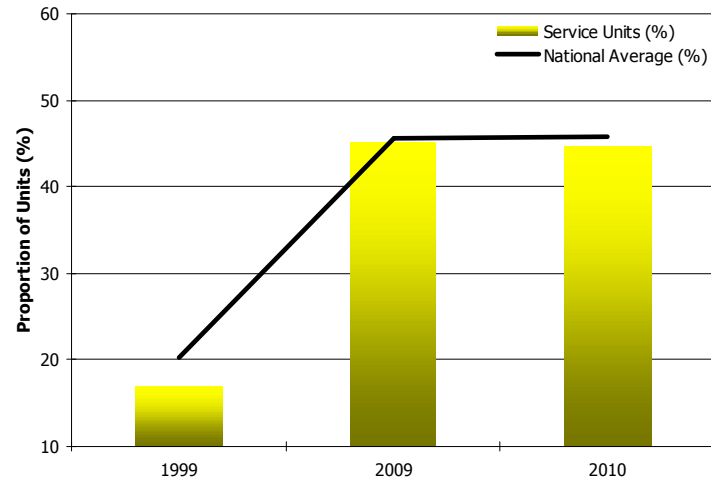
Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 8: Proportion of Comparison Floorspace in Stafford Town Centre



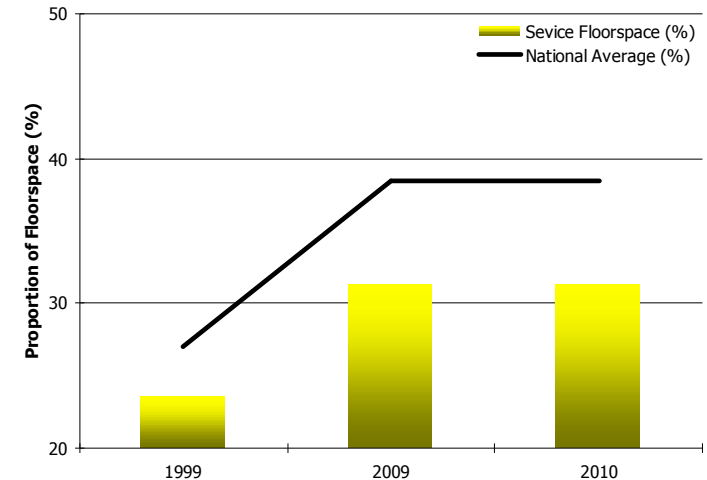
Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 9: Proportion of Service Units in Stafford Town Centre



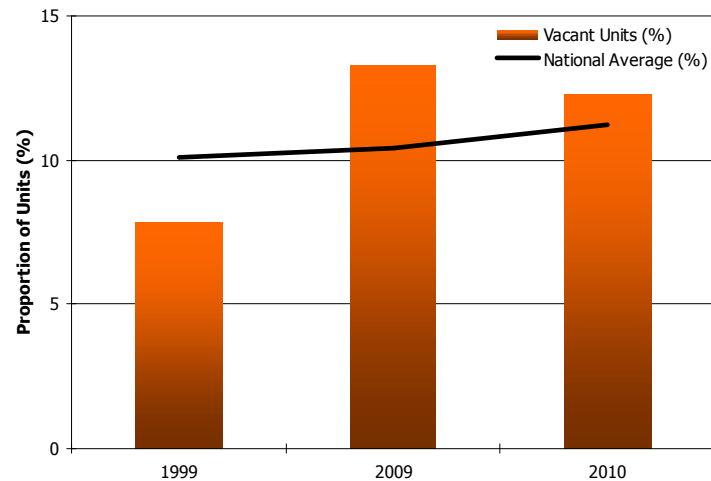
Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 10: Proportion of Service Floorspace in Stafford Town Centre



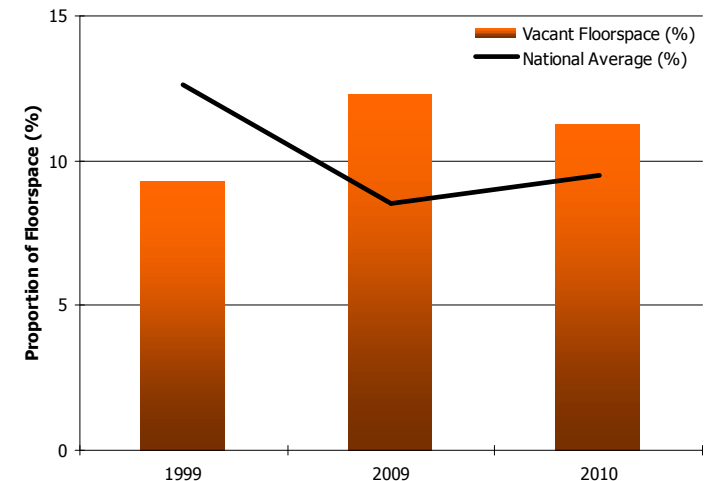
Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 11: Proportion of Vacant Units in Stafford Town Centre



Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 12: Proportion of Vacant Floorspace in Stafford Town Centre



Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Retailer Requirements

Table 8: Retailer Requirements

| | Number of Requirements | Minimum Floorspace (sq m) | Maximum Floorspace (sq m) |
|--------------------|------------------------|---------------------------|---------------------------|
| Convenience | 1 | 93 | 139 |
| Comparison | 5 | 516 | 859 |
| Service | 3 | 400 | 650 |
| TOTAL | 9 | 1,009 | 1,648 |

Source: Focus Report (September 2010)

At September 2010 there were 9 retailer seeking representation within Stafford, collectively requiring up to 1,648 sq m (gross) retail floorspace. Comparison traders account for the highest number of requirements in outlet terms (5) and are seeking the highest amount of floorspace (859 sq m gross).

Vacancies

Table 9: Vacancies in Stafford (2010)

| | Vacancy | | |
|--------------|---------|--------------|--------|
| | Total | Stafford (%) | UK (%) |
| No. of Units | 49 | 12.3 | 11.2 |
| Floorspace | 12,490 | 11.3 | 9.5 |

Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

At 2010, there were 49 vacant retail units in the town centre, which occupy a floorspace of 12,490 sq m. This represents 12.3% of all units and 11.3% of floorspace, compared to respective national averages of 11.2% and 9.5%. From examining the Experian Goad plan of Stafford, it can be seen that six of the vacant units are located on Princes Street, with four of the vacant units on Eastgate Street and four vacant units at the Guildhall Shopping Centre. The remaining vacant units are sporadically placed throughout the centre. The largest vacant units are located at Bridge Street (4,920 sq m), Eastgate Street (1,020 sq m) and Mill Bank (450 sq m).

However, since 1999, the proportion of vacant units has increased by 4.5%, whilst the proportion of vacant floorspace has increased by 2.0%. Comparing the vacancy rates since 2009, the proportion of vacant units has decreased by 1.0%, whilst the proportion of vacant floorspace has also decreased by 1.0%.



Rents

The table below identifies the changes in Zone A rents in Stafford Town Centre between 2001 and 2009 and compares them to other nearby centres.

Table 10: Prime Pitch Zone A Rents (£/sq m)

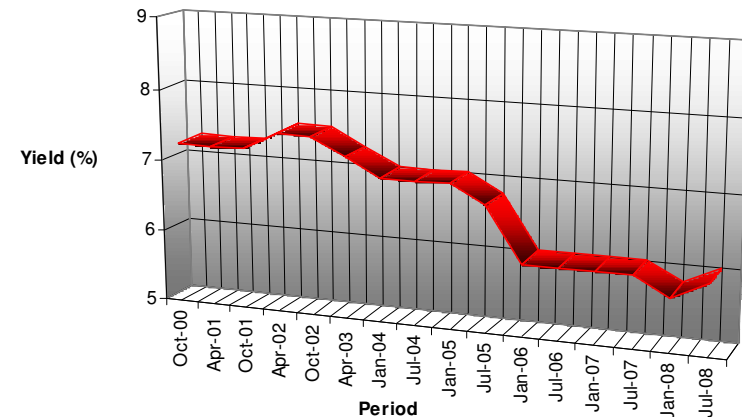
| Centre | June '01 | June '02 | June '03 | June '04 | June '05 | June '06 | June '07 | June '08 | June '09 | % |
|----------------------|------------|------------|------------|--------------|--------------|--------------|--------------|--------------|------------|-----------|
| Cannock | 484 | 538 | 538 | 538 | 592 | 807 | 807 | 807 | 700 | 45 |
| Newcastle-under-Lyme | 538 | 592 | 646 | 646 | 754 | 861 | 754 | 754 | 592 | 10 |
| Rugeley | - | 377 | 377 | 377 | 377 | 377 | 377 | 377 | - | 0 |
| Shrewsbury | 1,238 | 1,238 | 1,238 | 1,292 | 1,292 | 1,507 | 1,507 | 1,399 | 1,238 | 0 |
| Stafford | 700 | 807 | 807 | 1,023 | 1,076 | 1,076 | 1,076 | 1,076 | 969 | 38 |
| Stoke-on-Trent | 1,938 | 1,938 | 1,938 | 2,045 | 2,260 | 2,260 | - | 2,260 | - | 17 |
| Telford | 1,830 | 1,830 | 1,884 | 1,884 | 1,884 | 1,938 | 1,938 | 1,830 | 1,561 | 15 |

Source: Focus Report (September 2009) based on Colliers CRE's opinion of open market Zone A rents

Zone A rents for Stafford Town Centre have increased by 38% between June 2001 and June 2009, from £700/sq m to £969/sq m. Cannock, Newcastle-under-Lyme, Stoke-on-Trent and Telford have all witnessed increases. Zone A rents in Rugeley have remained constant, whilst zone A rents in Shrewsbury have fallen back to the level they were at in June 2001.

Yields

Figure 11: Retail Yields in Stafford



| | | | | | | | | | | | | | | | |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Oct-00 | Apr-01 | Oct-01 | Apr-02 | Oct-02 | Apr-03 | Jan-04 | Jul-04 | Jan-05 | Jul-05 | Jan-06 | Jul-06 | Jan-07 | Jul-07 | Jan-08 | Jul-08 |
| 7.25 | 7.25 | 7.25 | 7.5 | 7.5 | 7.25 | 7 | 7 | 7 | 6.75 | 6 | 6 | 6 | 6 | 5.75 | 6 |

Source: Valuation Office Agency (VOA): Property Market Report (PMR), March 2010

The commercial yield of Stafford has varied over the past decade. Commercial yields were at 7.25% in October 2000. They increased to 7.5% in April 2002 and remained at this level until October 2002. From this point until January 2008, commercial yields fell, reaching a low of 5.75% in January 2008. Commercial yields increased to 6% by July 2008. This recent increase suggests a decrease in investor confidence in Stafford Town Centre. This reflects the trend in many UK town centres and is probably due to the economic downturn.

Footnote: 'Rental Yield' is the percentage of the property's value received in rental income per year. Therefore, the lower the yield the higher the asking price for property which is a reflection of investor confidence and investor demand.



Appendix 9 – Stone Town Centre Health Check





STONE HEALTH CHECK ASSESSMENT

Introduction

Set out below is WYG's assessment of the vitality and viability of Stone.

The Importance of Town Centres

Stone has an important role to play in the Borough serving the needs of the local community in the north of the Borough and its rural hinterland. The centre forms a focal point for the community and provides a wide range of services that are accessible to the local population, including retail, employment, leisure, education and transport.

Planning Policy Statement 4 (PPS4) 'Planning for Sustainable Economic Growth', emphasises the need for local authorities to monitor the 'health' of their town centres and how they are changing over time. Indeed, vital and viable town centres help to foster civic pride and local identity and can contribute towards the aims of sustainable development.

Since the turn of the century, town centres nationally have witnessed high levels of vitality and viability with strong retail sales growth and the implementation of major town centre redevelopment schemes. Therefore, despite the growth of out-of-centre retail development, development activity has been focused within established centres primarily linked to the ambitious expansion plans of national department stores and key retailers such as Debenhams, Next, Primark, etc. However, the onset of the recession has had an impact on consumer spending which in turn has had an impact on the vitality of the high street nationally.



Purpose

It is important that Stone remains competitive in light of increased competition and continues to attract shoppers, visitors and businesses. To achieve this, Stone must continually strive to build on its strengths, alleviate its weaknesses and continually improve the facilities it provides to the community. Successful town centres must respond effectively to the changing needs and demand of their users.

The Town Centre Health Check for Stone serves a number of important functions:

1. help assess the success of retail policies in the existing Stafford Borough Local Plan and will assist in the formulation of new policies where necessary;
2. provide a starting point for any retail strategy that may be produced in the future;
3. provide useful baseline data that will facilitate a process of monitoring that can be undertaken each year to assess how the town centre is performing over time;
4. allow positive and negative aspects of the town centre to be identified and appropriate action taken;
5. provide data that can be used to compare the performance of town centres in the Borough to other neighbouring centres in the region and to ensure that Stone remains competitive.



Regional Hierarchy

Table 1 illustrates the position of Stone within the hierarchy of centres based on the Venuescore's UK Shopping Venue Rankings (2010). The index ranks 2,106 retail venues within the UK (including town centres, stand-alone malls, retail warehouse parks and factory outlet centres) based on current retail provision. Towns and major shopping centres are rated using a straightforward scoring system which takes account of the presence in each location of multiple retailers – including anchor stores, fashion operators and non-fashion multiples.

Table 1: The Sub-Regional Shopping Hierarchy

| Centre | Venuescore | Location Grade | Rank 2010 | Rank 2007 | Rank 2005 | Change in Rank 2007 - 2010 |
|----------------------|------------|-----------------|--------------|------------|------------|----------------------------|
| Birmingham | 535 | Major City | 3 | 3 | 2 | 0 |
| Wolverhampton | 220 | Regional | 49 | 68 | 65 | 19 |
| Stoke-on-Trent | 196 | Regional | 65 | 63 | 44 | -2 |
| Shrewsbury | 158 | Regional | 109 | 101 | 92 | -8 |
| Walsall | 141 | Regional | 143 | 132 | 96 | -11 |
| Stafford | 140 | Regional | 147 | 177 | 145 | 30 |
| Telford | 137 | Sub-regional | 151 | 113 | 126 | -38 |
| Newcastle-under-Lyme | 100 | Sub-regional | 226 | 220 | 214 | -6 |
| Lichfield | 80 | Major District | 290 | 269 | 260 | -21 |
| Cannock | 69 | Major District | 349 | 301 | 330 | -48 |
| Rugeley | 33 | Minor District | 725 | 473 | 514 | -252 |
| Uttoxeter | 28 | Minor District | 845 | 759 | 691 | -86 |
| Market Drayton | 19 | Local | 1,192 | 1,231 | 1,148 | 39 |
| Stone | 17 | Local | 1,313 | 990 | 927 | -323 |
| Newport | 14 | Local | 1,526 | 1,096 | 894 | -430 |

Source: Venuescore (2010)

Stone is classed as a regional centre by Venuescore. It is currently ranked 1,313 of retail venues surveyed, placing it within the top 60% of UK shopping venues. Since 2007, it has declined in ranking by 323 places, when it was ranked 990th.



Date of Site Visit: 29 April 2010

Status: Town Centre (Stafford Borough Local Plan (1998))

Centre Overview

Stone is situated in the north area of Stafford Borough authority area, between Stafford and the Stoke-on-Trent conurbation. The main shopping facilities are located on the pedestrianised High Street. The town is anchored by a Morrisons supermarket off Mill Lane and the Co-op store on the High Street. The town benefits from a central located library.

Photographs of Stone Town Centre



Figure 1 (top left): Southern Approach, Stafford Street

Figure 2 (top centre): High Street (south view)

Figure 3 (top right): high Street (north view)

Figure 4 (bottom left): Granville Square

Figure 5 (bottom centre): Crown Street

Figure 5 (bottom right): Christchurch Way

Figure 6: Land Use Plan for Stone Town Centre (2010)



Source: Experian Goad Plan Updated by WYG Site Visit (April 2010)

Table 2: Diversity of Uses in Stone Town Centre (2001)

| Number of Units | | | |
|---------------------------------|------------|------------|------------|
| | Number | Stone (%) | UK (%) |
| Convenience | 13 | 8.7 | 9.5 |
| Comparison | 52 | 34.7 | 38.0 |
| Retail Service | 28 | 18.7 | 12.1 |
| Leisure Services | 27 | 18.0 | 18.5 |
| Financial and Business Services | 20 | 13.3 | 12.1 |
| Vacant | 10 | 6.7 | 9.8 |
| Total | 150 | 100 | 100 |

Source: GOAD (2001)

Table 6: Diversity of Uses in Stone Town Centre (2010)

| Number of Units | | | |
|---------------------------------|------------|------------|------------|
| | Number | Stone (%) | UK (%) |
| Convenience | 29 | 7.3 | 8.8 |
| Comparison | 143 | 35.8 | 33.8 |
| Retail Service | 59 | 14.8 | 13.1 |
| Leisure Services | 76 | 19.0 | 21.7 |
| Financial and Business Services | 44 | 11.0 | 11.0 |
| Vacant | 49 | 12.3 | 11.2 |
| Total | 400 | 100 | 100 |

Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

* Goad definition of Town Centre not comparable to that defined in the Local Plan

Table 3: Existing Floorspace in Stone Town Centre (2001)

| Existing Floorspace | | | |
|---------------------------------|---------------|------------|------------|
| | Sq m | Stone (%) | UK (%) |
| Convenience | 6,490 | 25.1 | 14.5 |
| Comparison | 6,910 | 26.8 | 40.4 |
| Retail Service | 2,720 | 10.5 | 7.2 |
| Leisure Services | 6,340 | 24.6 | 20.2 |
| Financial and Business Services | 2,510 | 9.7 | 10.2 |
| Vacant | 840 | 3.3 | 7.4 |
| Total | 25,810 | 100 | 100 |

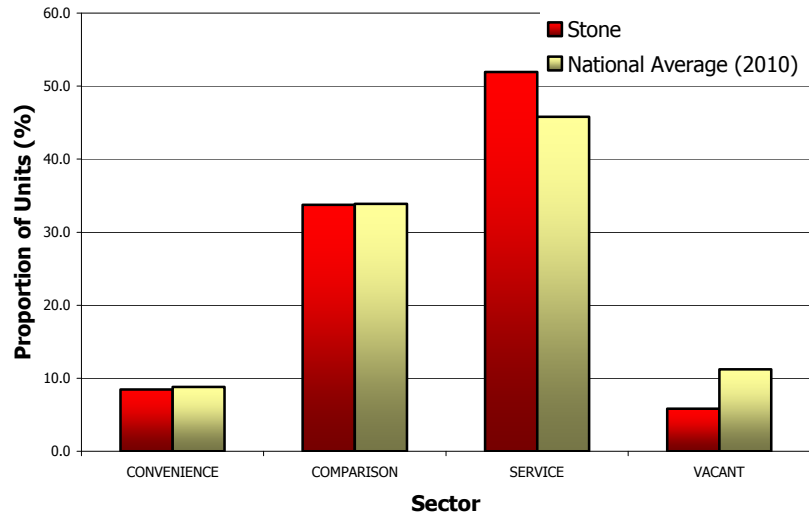
Source: GOAD (2001)

Table 7: Existing Floorspace in Stone Town Centre (2010)

| Existing Floorspace | | | |
|---------------------------------|----------------|------------|------------|
| | Sq m | Stone (%) | UK (%) |
| Convenience | 27,680 | 25.1 | 14.4 |
| Comparison | 35,370 | 32.1 | 37.1 |
| Retail Service | 6,760 | 6.1 | 7.0 |
| Leisure Services | 19,960 | 18.1 | 22.8 |
| Financial and Business Services | 7,800 | 7.1 | 8.6 |
| Vacant | 12,490 | 11.3 | 9.5 |
| Total | 110,060 | 100 | 100 |

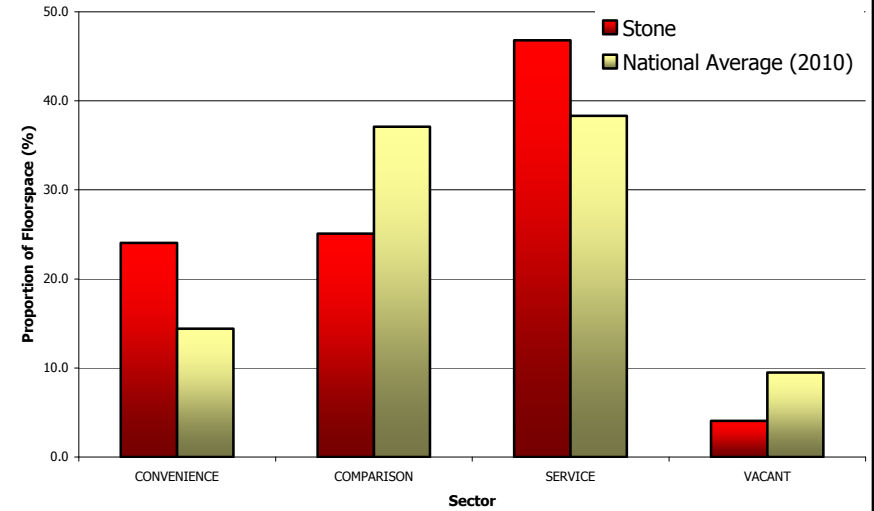
Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 7: Proportion of Units in Stone Town Centre (2010)



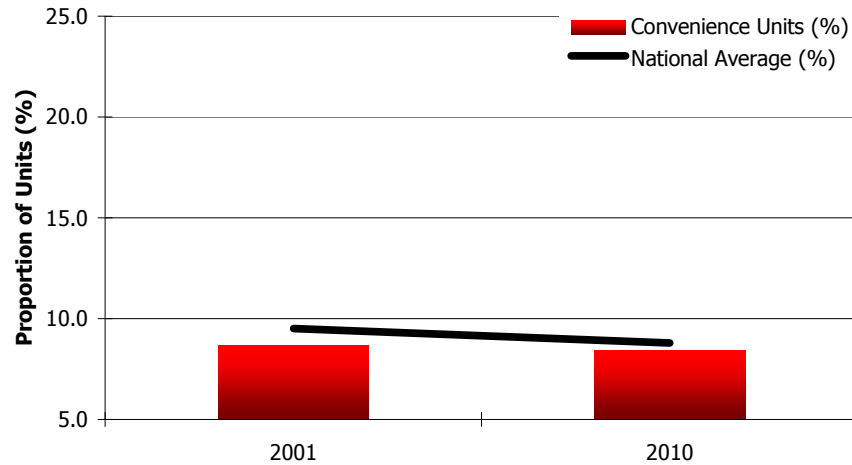
Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 8: Proportion of Floorspace in Stone Town Centre (2010)



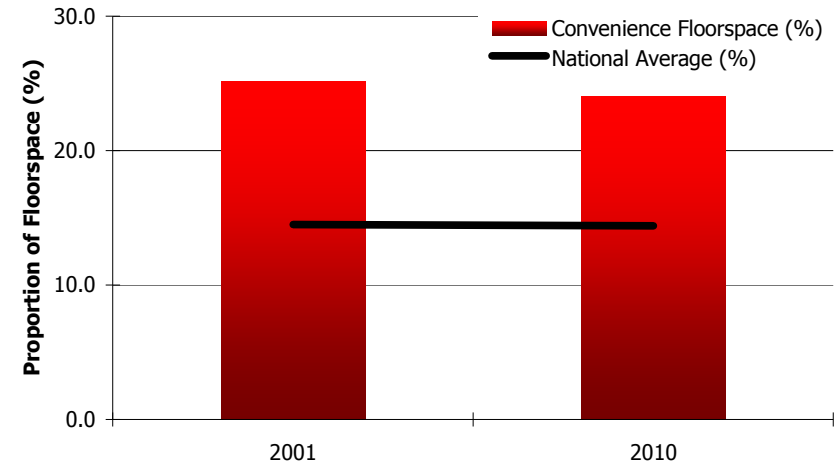
Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 5: Proportion of Convenience Units in Stone Town Centre



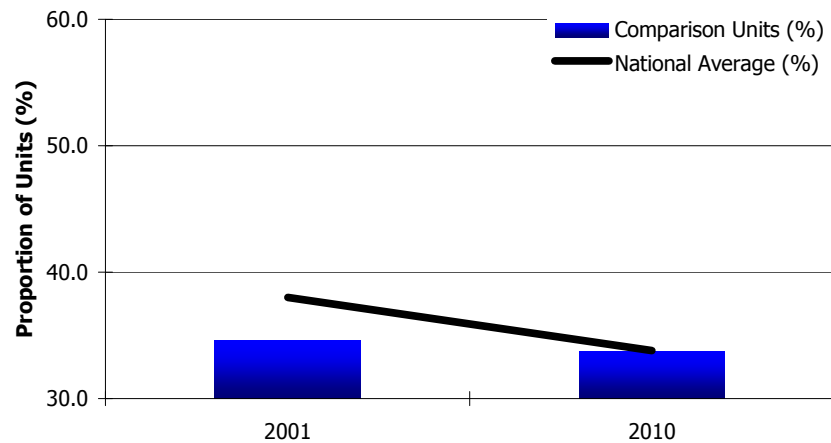
Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 6: Proportion of Convenience Floorspace in Stone Town Centre



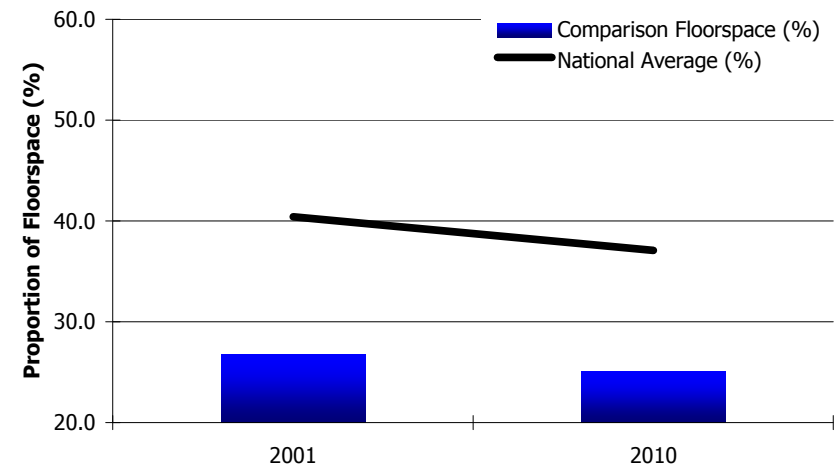
Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 7: Proportion of Comparison Units in Stone Town Centre



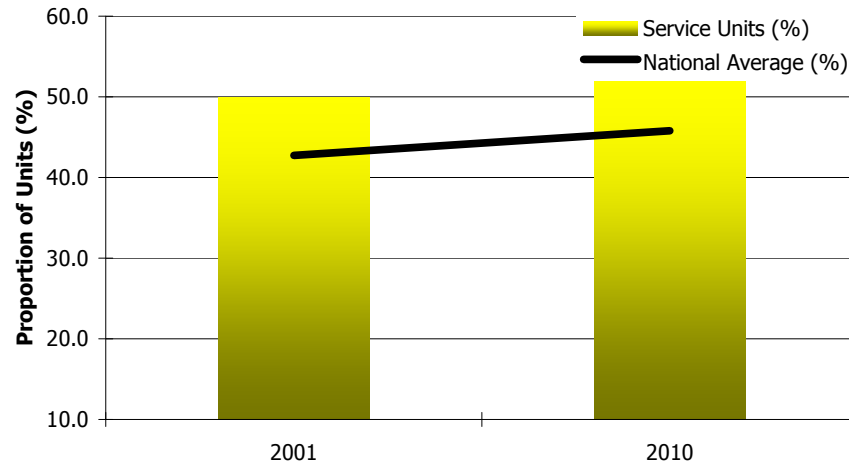
Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 8: Proportion of Comparison Floorspace in Stone Town Centre



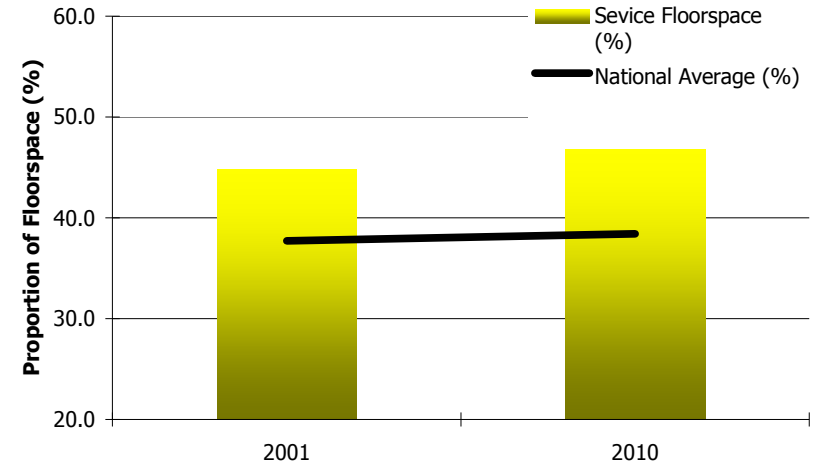
Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 9: Proportion of Service Units in Stone Town Centre



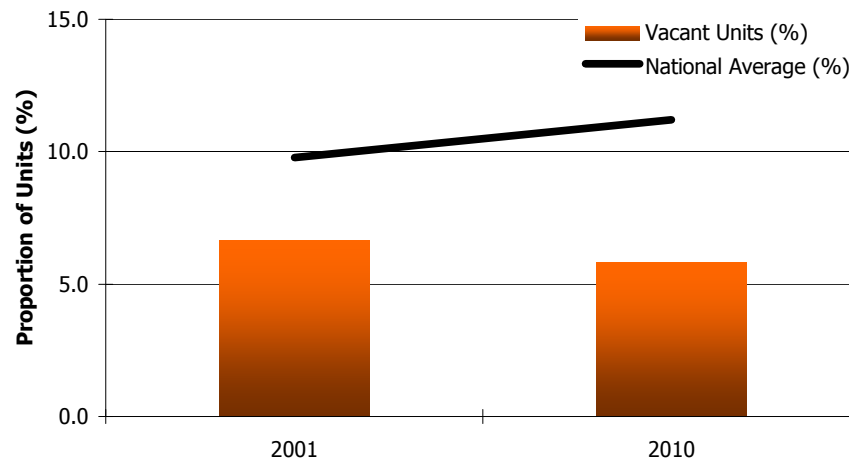
Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 10: Proportion of Service Floorspace in Stone Town Centre



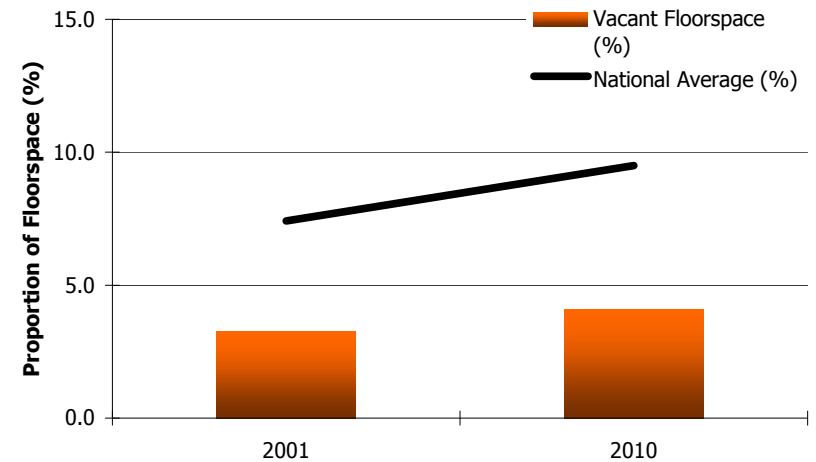
Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 11: Proportion of Vacant Units in Stone Town Centre



Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Figure 12: Proportion of Vacant Floorspace in Stone Town Centre



Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

Retailer Requirements

Table 8: Retailer Requirements

| | Number of Requirements | Minimum Floorspace (sq m) | Maximum Floorspace (sq m) |
|--------------------|------------------------|---------------------------|---------------------------|
| Convenience | | | |
| Comparison | 1 | 90 | 140 |
| Service | 1 | 210 | 325 |
| TOTAL | | 300 | 465 |

Source: Focus Report (September 2010)

At September 2010 there were just 2 retailers seeking representation within Stone, collectively requiring up to 465 sq m (gross) retail floorspace. Comparison traders account for the highest amount of floorspace seeking (325 sq m gross).

Rents & Yields

There is no available data on up to date on retail rental or yields for Stone.

Vacancies

Table 9: Vacancies in Stone (2010)

| | Vacancy | | |
|--------------|---------|-----------|--------|
| | Total | Stone (%) | UK (%) |
| No. of Units | 9 | 5.8 | 11.2 |
| Floorspace | 1,060 | 4.1 | 9.5 |

Source: Experian Goad Report Updated by WYG Site Visit (April 2010)

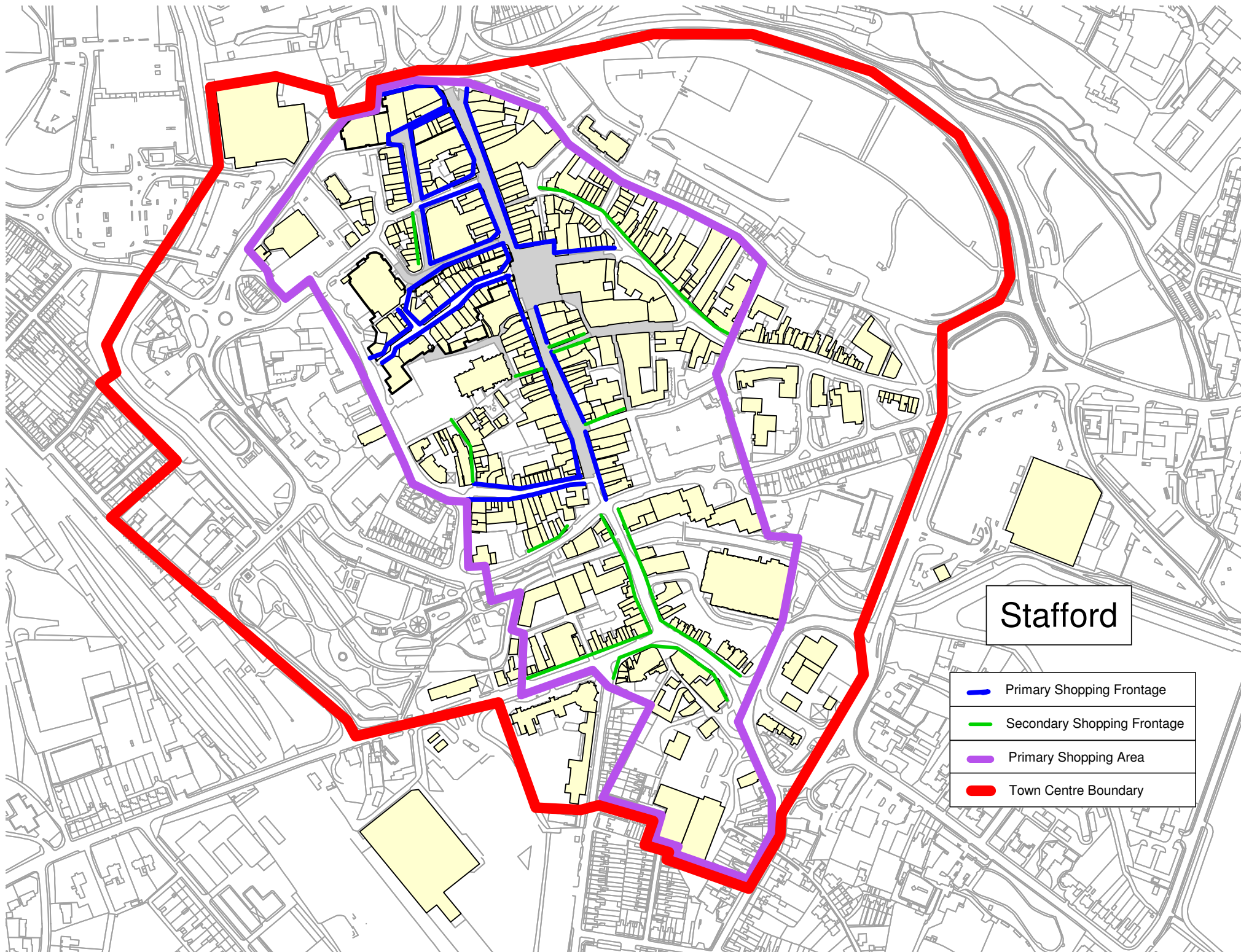
At 2010, there were just 9 vacant retail units in the town centre, which occupy a floorspace of 1,060 sq m. This represents 5.8% of all units and 4.1% of floorspace, compared to respective national averages of 11.2% and 9.5%. From examining the Experian Goad plan of Stone, it can be seen that four e vacant units are located on the primary shopping frontage of High Street with other vacancies on Secondary frontages such as Church Street (2), Radford Street (2) and Crown Street (1).

However, since 2001, the proportion of vacant units has decreased by 1.1% percent points, whilst the proportion of vacant floorspace has increased by 0.8% percent points. Two of the vacancies on the high street at long term vacant units (the former Thresher and the former Mayfair Cleaners).



Appendix 10 – Proposed Boundaries – Stafford Town Centre





Stafford

- Primary Shopping Frontage
- Secondary Shopping Frontage
- Primary Shopping Area
- Town Centre Boundary

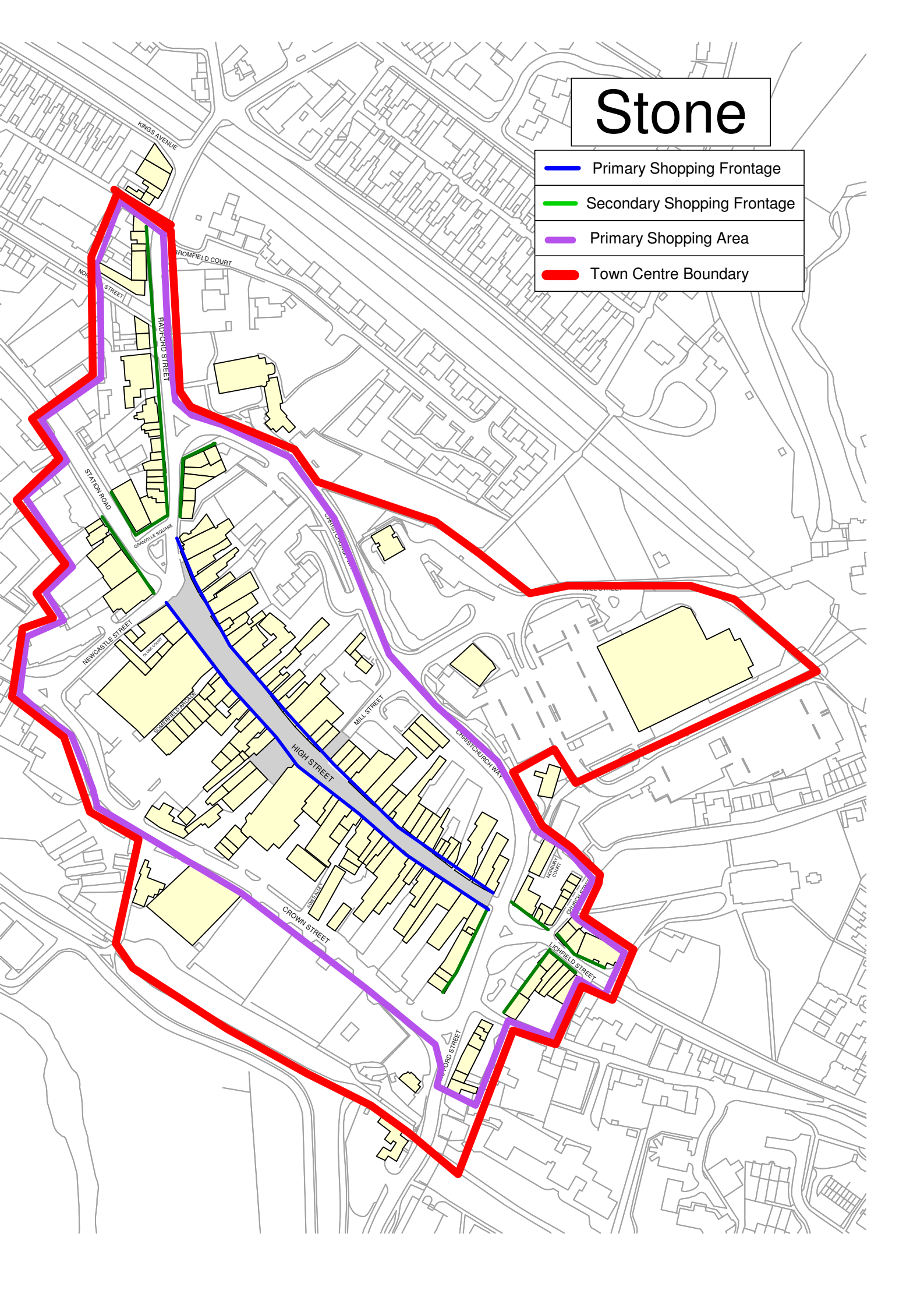


Appendix 11 – Proposed Boundaries – Stone Town Centre



Stone

- Primary Shopping Frontage
- Secondary Shopping Frontage
- Primary Shopping Area
- Town Centre Boundary





Appendix 12 – Retailer Gap Analysis by Cheetham & Mortimer



New Retailers

| Retailer | Requirement | Comments |
|--------------------|--|--|
| Booths | 25-35,000 sq ft GIA + approx 150+ car parking spaces | Due to current representation and logistics in respect of servicing and distribution they are unlikely to consider Stafford in the short to medium term. |
| Morrisons | 72,000 sq ft gross (39,000 sq ft net) on a site of approximately 6-7 acres + car parking | Confirmed requirement although due to current representation of the other main 3 food stores with full line offers would need to be their largest format store in order to compete. |
| Waitrose | 20-25,000 sq ft GIA + car parking | Although not confirmed requirements they did advise that if a suitable opportunity for the larger store format were identified within Stafford then they would consider representation. In addition they further advised that they would also consider representation in Stone dependant on location and competition. |
| Aldi | 16,000 sq ft + car parking | Although recently acquired a store on Stafford Road, Stone, advised that if a suitable opportunity were identified in Stafford they would possibly seek representation. The requirement would be for a new build store on either a freehold, long leasehold or leasehold basis in either an in town or out of town location. |
| Lidl | 16-17,500 + car parking | Although not a confirmed requirement if a suitable opportunity were identified in Stone then it is possible that they would consider representation on either a freehold, long leasehold or leasehold basis in either an in town or out of town location. |
| John Lewis at Home | 50,000 sq ft GIA + parking | Advised they had considered Stafford but its current offer and catchment were perceived too small with better opportunities in stronger trading towns /locations. Would possibly re-evaluate in approximately 5 years or with the advent of a more comprehensive offer. |

| | | |
|-------------|---|---|
| Jane Norman | 2,500 – 5,000 sq ft | Although performing relatively well as a retailer the parent company suffered in light of the recent economic downturn and therefore the acquisition programme has been significantly rationalised. Advised not a priority requirement but that they may consider representation within Stafford in time, although any opportunity would need to be deal led in line with current market condition. |
| Henleys | 2,000- 3,000 sq ft | Selective acquisition programme at present and due to the perceived limited catchment, Stafford would be considered low priority in the short to medium term. |
| Zara | 10-25,000 sq ft | Undertaking limited acquisitions at present and historically not performed in regional towns/cities. As such Stafford would be deemed low priority with any requirement unlikely in the short to medium term. |
| H&M | 10- 15,000+ sq ft | Not a confirmed requirement but if part of a comprehensive scheme of suitable critical mass and fashion brand adjacencies then they would consider representation. |
| Bank | 2,000 sq ft + 750 sq ft ancillary | Confirmed that if a suitable opportunity were identified, preferably as part of a more comprehensive scheme with suitable adjacencies, then they would consider representation. |
| Debenhams | 50-70,000 sq ft GIA | Confirmed requirement for the town for a store in, or in close proximity to, the existing prime retail core. Advised would consider representation as an anchor store within a new comprehensive scheme of suitable critical mass and adjacencies. However, Stafford would be perceived a finite market and as such they would require the usual incentives to facilitate fit out etc, associated with department store transactions. |
| Primark | 45-50,000 sq ft GIA | Affirmed positive view of town and due to poor representation along the M6 corridor would definitely consider representation either within the existing prime retail core or as part of a new comprehensive scheme of suitable critical mass and adjacencies. |
| BHS | 20-25,000 sq ft trading equating to approximately 35-40,000 GIA | Confirmed that as a well ranked relatively strong trading town, would consider representation either in existing prime retail core or as part of a comprehensive scheme of suitable critical mass, subject to incentives in line with current market conditions. |

| | | |
|-------------------|-------------------------------------|---|
| Republic | 4,000 sq ft + 2,000 sq ft ancillary | Advised now starting to focus on more mid-ranking towns and as such Stafford would be considered a requirement, possibly in existing prime retail core or preferably within a new comprehensive scheme of suitable critical mass and adjacencies. |
| Oasis | 1,500- 2,000 sq ft | Although previously in administration they have now stabilised as a company. They are doing very little in terms of acquisitions other than selective large scale comprehensive developments with significant incentives, therefore Stafford may be considered on this basis. |
| French Connection | 3- 5,000 sq ft | Have suffered in recent years in line with market conditions and as such are not acquisitive at present. Notwithstanding did confirm that Stafford would be deemed low priority. |

Existing Retailers

| | | |
|--------------|---------------------------------------|---|
| HMV | | Affirmed the town as a trading location, although considered a finite market. Advised their store was somewhat compromised in terms of location and therefore if a comprehensive scheme were proposed of suitable critical mass and adjacencies then they may consider relocating, subject to a suitable exit strategy in respect of their existing liability. |
| Waterstones | 10,000 sq ft+ | Currently have dual representation within the town of which they are in the process of trying to rationalise. Affirmed the town as a trading location although considered a finite market and therefore if a comprehensive scheme were proposed of suitable critical mass and adjacencies then they may consider relocating, subject to a suitable exit strategy in respect of their existing liability. |
| Boots | 15,000 sq ft+ | Have in town and out of town representation and confirmed both were strong trading stores within their portfolio. Indeed they advised that the edge of town store had had a limited impact on their town centre offer and as such there were no plans to rationalise or relocate in the short to medium term. |
| Poundland | 6,000 sq ft+ | Although their unit within the Guildhall Shopping Centre is a relatively recent acquisition, at 4,000 sq ft it is somewhat smaller than their optimum store size for the town. Therefore, on the understanding that any comprehensive scheme proposals would take a number of years to deliver, therefore enabling them to write down their shop fit, then they would consider relocating to a larger store format. |
| River Island | Min 6,000 sq ft (3,000 + 3,000 sq ft) | Advised that they are starting to focus on small mid-ranking towns again and as such Stafford would be considered for a relocation to better configured accommodation, preferably as part of a more comprehensive scheme with suitable adjacencies. Likely to be rent sensitive therefore ideal configuration would be 3,000 sq ft+ with full cover trading. |
| Arcadia | 5,000 sq ft + 2,500 sq ft ancillary | Although not a priority they confirmed that they did have a requirement to upsize the Topshop/Topman premises as indicated. Preference would be given to a new build comprehensive scheme with suitable adjacencies, subject to suitable incentives and exit strategy in respect of their existing accommodation. |

| | | |
|-----------|--------------------|---|
| M&S | 60,000 sq ft GIA | Although they have recently extended their town centre store to accommodate the Simply Food offer, it is still considered undersized and poorly configured. Confirmed their existing store was part of the Sale and Leaseback Diamond portfolio and as such would have periodic break clauses providing a suitable exit strategy. Therefore if a comprehensive scheme were proposed of suitable critical mass, car parking and adjacencies then they would consider representation. Although not confirmed we would envisage substantial incentives being required. |
| Clarks | 1,500-2,500 sq ft | Again affirmed that the town is a strong trading location and that they had recently relocated within the Guildhall Shopping Centre. Therefore, although they were happy with their current store, dependent on any new developments likely to impact on the existing prime retail core, they may consider a move into a comprehensive scheme with suitable adjacencies. Notwithstanding, as their current lease expiry is not until 2019 this may have a significant impact on any relocation proposals. |
| New Look | 7-12,000 sq ft GIA | Now represented in both in town and out of town locations with no plans to relocate in the short to medium term. |
| Next | 15,000 sq ft+ GIA | Again represented in both in town and out of town locations and have recently acquired an additional Home Store on the Queens Retail Park. Confirmed that all stores traded satisfactorily and indeed the out of town acquisition had had a limited impact on their town centre trade. Although significantly undersized, due to their out of town representation and the fact that the town centre store is held freehold, they have no plans to relocate in the short to medium term. |
| Superdrug | 5-7,500 sq ft | Although currently satisfactorily represented within the town, they did advise that if comprehensive scheme with suitable adjacencies were delivered then they would possibly consider representation. |
| Argos | 15-25,000 sq ft | Again currently have out of town and in town representation and as such are unlikely to consider a relocation in the short to medium term. |
| Monsoon | 2,500-3,500 sq ft | Confirmed that they are satisfactorily represented within the town for both their Accessorize and Monsoon trading formats and as such had no relocation proposals. Notwithstanding, they did confirm that due to economies of scale their preferred trading format would be for both fascias in one unit. Furthermore, if any new scheme proposals were likely to shift the town's prime retail core to the detriment of the existing offer, they may |

| | | |
|---------------|--------------------|---|
| | | seek to relocate. |
| Sports Direct | 10-15,000 sq ft | Recently acquired the former Woolworths unit fronting Gaolgate Street with no further plans for the town in the short to medium term. |
| Wilkinsons | 25,000 sq ft + GIA | <p>Although they advised they had satisfactory representation within the town, they did confirm the store was undersized and therefore if a suitable opportunity were identified they may seek to relocate.</p> <p>Due to the restrictive rental parameters associated with the value retailers, we would envisage any relocation to new build accommodation being economically unviable.</p> |

Footnote – Unless stipulated otherwise, all comments refer to Stafford.







Appendix 13 – Site Proformas










**STAFFORD BOROUGH COUNCIL
STAFFORD & STONE RETAIL CAPACITY STUDY – 2010 – 2026**



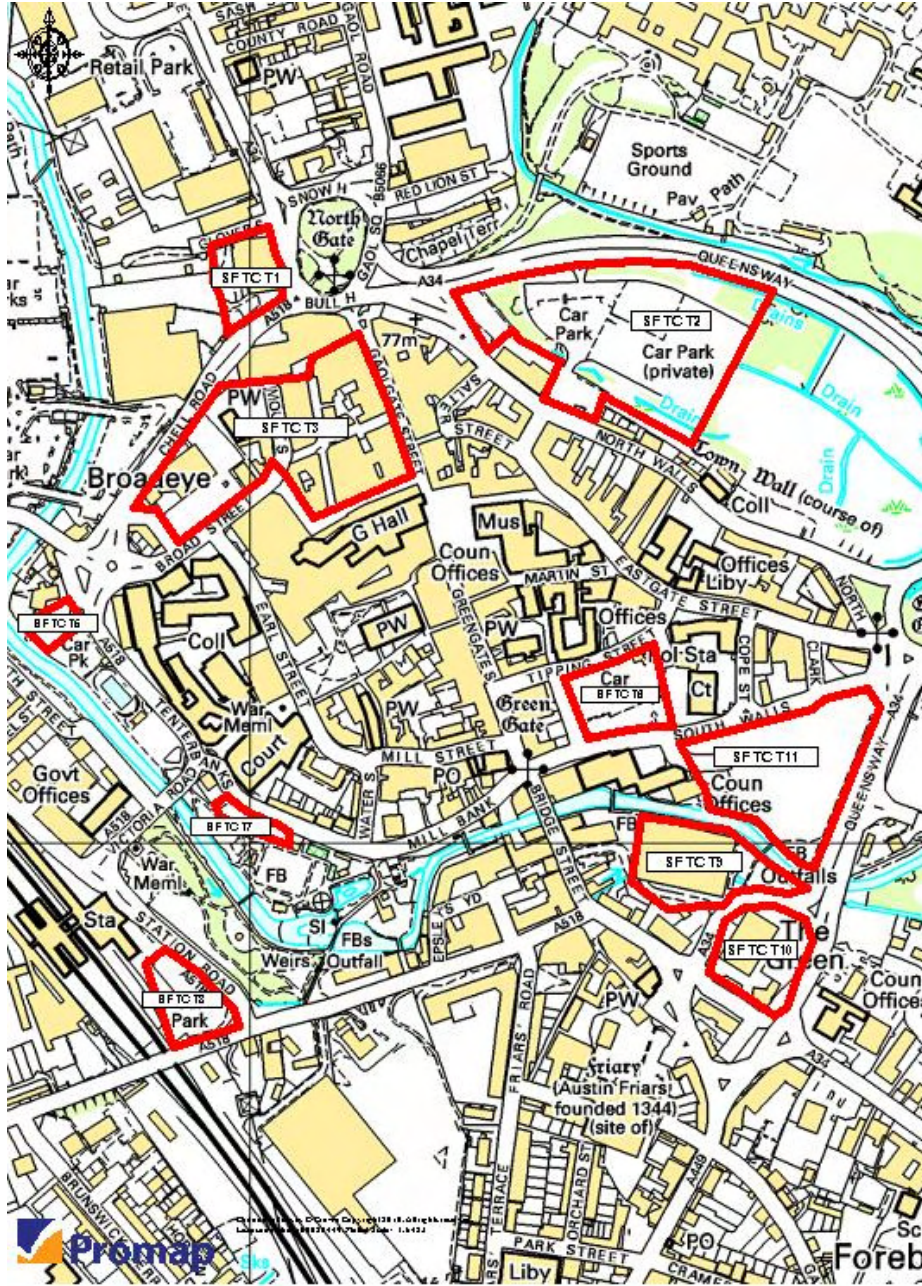
INITIAL TRANCHE

| Site Ref | Address | Site Size | Available | Active Use | Comments | |
|-----------------|-----------------------------------|-----------|-----------|------------|--|---|
| Stafford | (See Plan 1 for location) | | | | | |
| SF TC T1 | Aviva Building at Foregate Street | 0.4ha | No | Yes | Constrained site in active industrial use. Unavailable. |  |
| SF TC T2 | Kingsmead (off Queensway) | 4.0ha | Yes | Yes | See detailed proforma |  |
| SF TC T3 | Wilkinson store, Broad Street | 0.7ha | No | Yes | See detailed proforma |  |
| SF TC T5 | Castle Hill car park, Tentebanks | 0.15ha | Yes | Yes | Small long stay public car park. Not suitable for retail, infill development more appropriate | |
| SF TC T6 | Tipping Street | 0.73ha | No | Yes | Office development being constructed for Staffordshire Country Council. Unavailable |  |
| SF TC T7 | Tenterbanks / Mill Bank car park | 0.14ha | No | Yes | Small short stay public car park. Not suitable for retail, infill development more appropriate | |

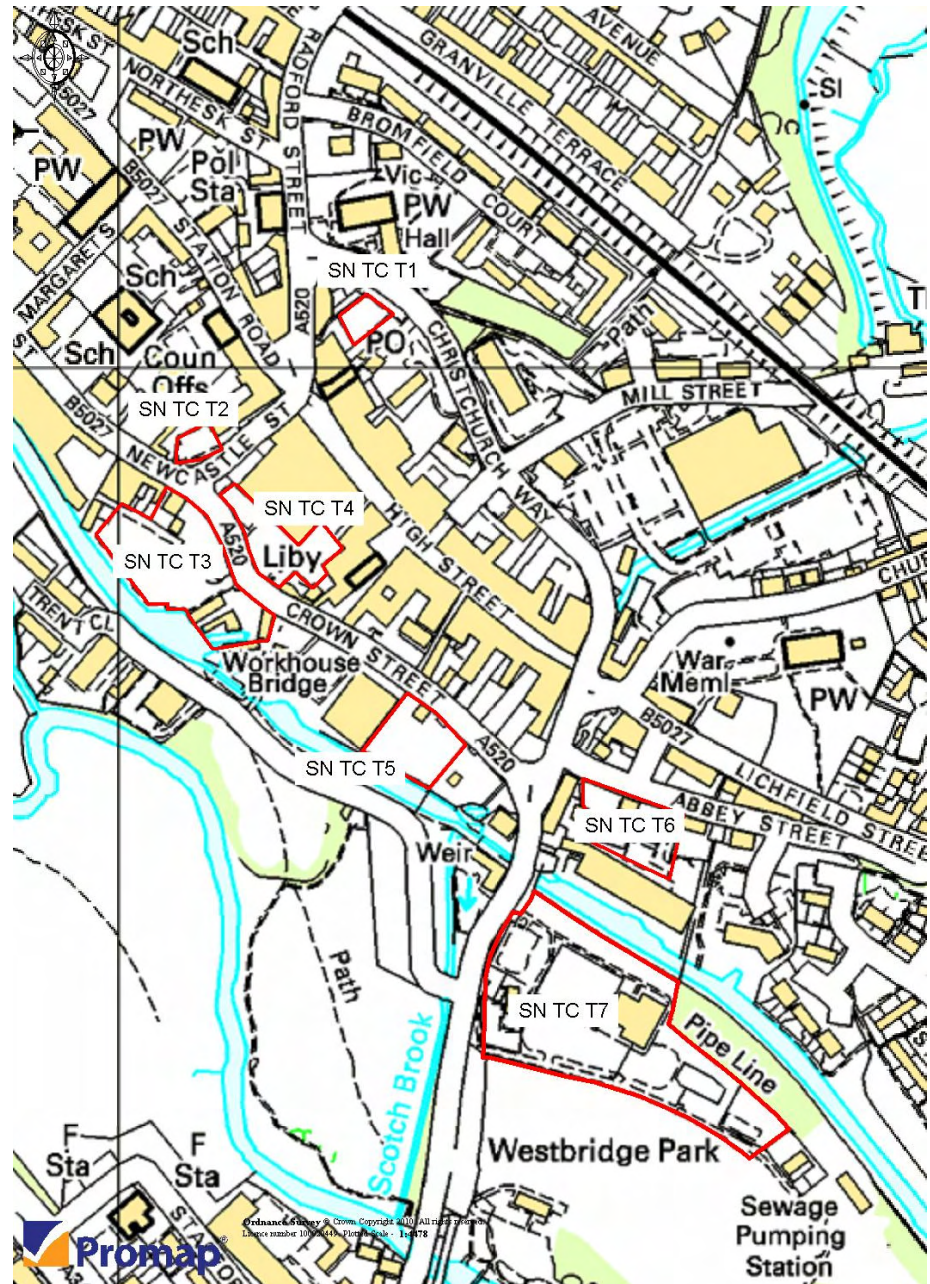
| | | | | | | |
|--|--|--------|-----------|------------|--|---|
| SF TC T8 | Stafford Rail Station Car Park, Station Road | 0.7ha | No | Yes | Recently been developed for railway customers car park, unavailable. |  |
| SF TC T9 | Former Tesco store, Bridge Street | 0.8ha | Yes | No | Former Tesco and multi-storey car park (see detailed proforma) |  |
| SF TC T10 | Wolverhampton Road/Lichfield Road Island | 0.6ha | No | Yes | Variety of active uses, including garages and car showrooms. (see detailed proforma) |  |
| SF TC T11 | Land off South Walls (Riverside) | | Yes | Yes (temp) | Currently used as temporary car park (see detailed proforma) |  |
| Stone (See Plan 2 for location) | | | | | | |
| SN TC T1 | Back Radfords, off Christchurch Lane | 0.06ha | No | Yes | Constrained private customer car parking. Unsuitable for commercial development. |  |
| SN TC T2 | Land off Newcastle Street | 0.05ha | No | Yes | Constrained private customer car parking. Unsuitable for commercial development. | |
| SN TC T3 | Stone boat yard, off Newcastle Road | 0.6ha | Partially | Yes | Existing operational boatbuilding yard and informal car parking. Also former garden site. Majority of site is unavailable. |  |
| SN TC T4 | Land off Crown Street (1) | 0.2ha | No | Yes | Existing Co-op Foodstore customer car parking. Unsuitable and unavailable. | |

| | | | | | | |
|----------|---------------------------|--------|-----|-----|--|---|
| SN TC T5 | Land off Crown Street (2) | 0.2ha | Yes | Yes | Existing short stay public car park and public toilets. Suitable for development but provides important car park facility. |  |
| SN TC T6 | Land of Stafford Street | 0.15ha | No | Yes | Small constrained site to rear of commercial properties. Infill development appropriate, not commercial |  |
| SN TC T7 | Westbridge Park | 1.5ha | No | Yes | Currently used as leisure centre including tennis courts and surface level parking. |  |

PLAN 1: STAFFORD SITE LOCATIONS



Plan 2: STONE SITE LOCATIONS



**STAFFORD BOROUGH COUNCIL
STAFFORD & STONE RETAIL CAPACITY STUDY – 2010 - 2026**



Settlement Stafford
 Site No SF TC T3 + existing blocks
 Address Princes Street/Stafford Street/Crabbett Street
 Site Area 2.5 ha gross
 Existing Use Commercial (Retail Precinct)
 Opportunity Type Brownfield
 Owner Unknown
 Land Allocation Core and Primary Retail Frontage (Site in Sites and Monument Record)
 Site Description The area is focused on the north westerly part of the town which is strategically located between the primary shopping area of Gaolgate Street and the Sainsbury supermarket on Chell Road.

The site covers two existing retail blocks centred on Gaolgate Street, Stafford Street, Princes Street, Crabbert Street and Broad Street. The two main retailers are the Co-op Department store, Sports Direct store and the freestanding Wilkinson's store on Broad Street. The subject area current has 11,810 sq.m of commercial floorspace, of which 1,060 sq.m is vacant, which is well below the national average. 81% of the current floorspace is retail floorspace.

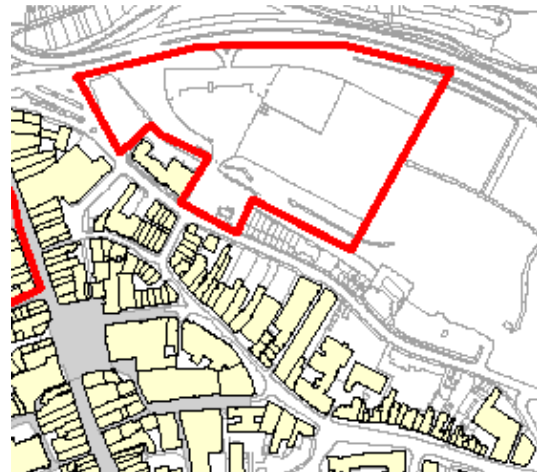


| Availability | | Score (0-5-10) | |
|---|-------------|-----------------------|--|
| Can satisfactory Access be readily achieved | Yes | 10 | |
| Is the site in single ownership | No | 0 | |
| Is the site vacant | No | 0 | |
| Is the site being marketed | Partially | 5 | |
| Suitability | | | |
| Location | In Centre | 10 | |
| Frontage | Primary | 10 | |
| Regeneration Benefits | Yes | 10 | |
| Situated outside Flood Risk (1, 2 or 3) | 1 | 10 | |
| Is Retail the only likely use | Yes | 10 | |
| Well located to existing retail activity | Yes | 10 | |
| Visual prominence | Partial | 5 | |
| Topography (level) | Yes | 10 | |
| Is the site accessible to: | | | |
| - Public transport nodes | Yes | 10 | |
| - Major employment | Yes | 10 | |
| Viability | | | |
| Free of Buildings requiring demolition | No | 0 | |
| Likely to be contaminated | No | 10 | |
| Strong retail market | Yes | 10 | |
| Relocation of Other Facilities/Business | Yes | 0 | |
| Listed Buildings / Conservation Area | Adjacent CA | 5 | |
| Potential for associated car parking | Partial | 5 | |
| Overall Assessment Score (Total 200) | | 140 | |
| Existing Commercial Floorspace (gross) (sq.m) | | 11,800 | |
| Potential Levels of Commercial | | 2 | |
| Potential ground footprint (gross) (sq. m) | | 30,000 | |
| Potential Net Floorspace (sq. m) | | 21,000 | |
| Estimated Delivery Timescale | | 2015 to 2021 | |

**STAFFORD BOROUGH COUNCIL
STAFFORD & STONE RETAIL CAPACITY STUDY – 2010 - 2026**



Settlement Stafford
 Site No SF TC T2
 Address Kingsmead (off Queensway)
 Site Area 4.0 ha gross
 Existing Use Surface Level Car Parking
 Opportunity Type Brownfield
 Owner SBC
 Land Allocation None (Site in Sites and Monument Record)
 Site Description The site sits in the north easterly area of the town centre and is located between the Queensway bypass and Northwalls. The site covers a gross area of 3ha, and mainly comprises mainly surface level car parking which is accessed off Queensway and North Walls. The site is well located to the existing bus station.



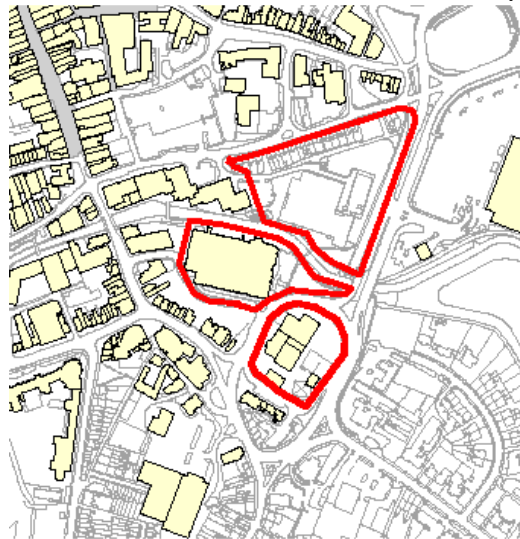
| Availability | | Score (0-5-10) | |
|---|--------------------|-----------------------|---|
| Achievable satisfactory access | Yes | 10 | |
| Is the site in single ownership | Mostly | 10 | |
| Is the site vacant | No | 5 | |
| Is the site being marketed | Yes | 10 | |
| Suitability | | | |
| Location | Edge | 5 | |
| Micro location | - | 0 | |
| Regeneration Benefits | Yes | 10 | |
| Flood Zone (1, 2 or 3) | 3 | 0 | |
| Is Retail the only likely use | No | 0 | |
| Well located to existing retail activity | No | 0 | |
| Visual prominence | Yes | 10 | |
| Topography (level) | Yes | 10 | |
| Is the site accessible to: | | | |
| - Public transport nodes | Yes | 10 | |
| - Major employment | Yes | 10 | |
| Viability | | | |
| Free of Buildings requiring demolition | No | 10 | |
| Likely to be contaminated | No | 10 | |
| Strong retail market | No | 0 | |
| Relocation of Other Facilities/Business | No | 10 | |
| Listed Buildings / Conservation Area | No | 10 | |
| Potential for associated car parking | Yes | 10 | |
| Overall Assessment Score (Total 200) | | 140 | |
| Existing Commercial Floorspace (gross) (sq.m) | | | 0 |
| Potential Levels of Commercial | | | 2 |
| Potential ground footprint (gross) (sq. m) | 21,000/23,000 sq.m | | |
| Potential Net Floorspace (sq. m) | 30,000/32,000 sq.m | | |
| Estimated Delivery Timescale | | 2010 to 2021 | |

**STAFFORD BOROUGH COUNCIL
STAFFORD & STONE RETAIL CAPACITY STUDY – 2010 - 2026**



Settlement: Stafford
 Site No: SF TC T9, SF TC T10, SF TC T11
 Address: Land off South Walls 'Riverside'
 Site Area: 3.2 ha gross
 Existing Use: Temporary Surface Level Car Parking, empty building and part active units
 Opportunity Type: Brownfield
 Owner: Unknown
 Land Allocation: Green Network (River course)
 Site Description: The sites are located in the south easterly part of the existing town centre. The site forms an area around the former Riverside recreation centre and the former Tesco supermarket offering a number of opportunities. The two sites are physically divorced by the river Sow which runs through the middle of the sites. The site is located in close proximity to the Asda supermarket located on Queensbury.

The first (Riverside) site is cleared and is used for temporary surface car parking. The second site comprises a vacant multi storey building with ground floor retail unit.
 In addition to the above, there is a parcel land which comprises 0.7ha, which in effect acts as an island encircled by the Queensway trunk road. The site has a number of active uses (including Kwik Fit).

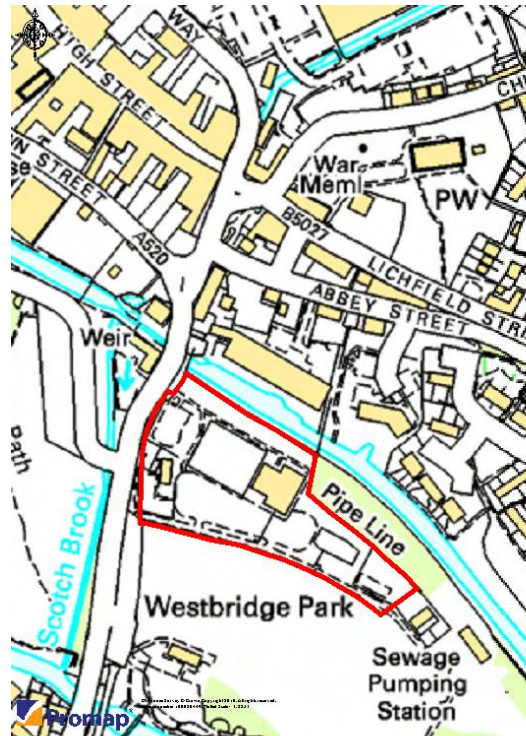


| Availability | | Score (0-5-10) |
|---|---------|-----------------------|
| Achievable satisfactory access | Yes | 10 |
| Is the site in single ownership | Partial | 5 |
| Is the site vacant | Partial | 5 |
| Is the site being marketed | Yes | 10 |
| Suitability | | |
| Location | Edge | 5 |
| Micro location | - | 0 |
| Regeneration Benefits | Yes | 10 |
| Flood Zone (1, 2 or 3) | 3 | 0 |
| Is Retail the only likely use | No | 5 |
| Well located to existing retail activity | Partial | 5 |
| Visual prominence | Yes | 10 |
| Topography (level) | Yes | 10 |
| Is the site accessible to: | | |
| - Public transport nodes | Yes | 10 |
| - Major employment | Yes | 10 |
| Viability | | |
| Free of Buildings requiring demolition | Partial | 5 |
| Likely to be contaminated | No | 10 |
| Strong retail market | Partial | 5 |
| Relocation of Other Facilities/Business | No | 10 |
| Listed Buildings / Conservation Area | No | 10 |
| Potential for associated car parking | Yes | 10 |
| Overall Assessment Score (Total 200) | | 145 |
| Existing Commercial Floorspace (gross) (sq.m) | | 7,050 |
| Potential Levels of Commercial | | 2 |
| Potential ground footprint (gross) (sq. m) | | 18,000/20,000 sq.m |
| Potential Net Floorspace (sq. m) | | 26,000/28,000 sq.m |
| Estimated Delivery Timescale | | 2010 to 2021 |

**STAFFORD BOROUGH COUNCIL
STAFFORD & STONE RETAIL CAPACITY STUDY – 2010 - 2026**



Settlement Stone
 Site No 4
 Address Westbridge Park
 Site Area 1.5 ha gross
 Existing Use Leisure Centre and car parking (children’s playground)
 Opportunity Type Brownfield
 Owner SBC
 Land Allocation Green Network
 Site Description The site comprises the current purpose built leisure centre and tennis courts, with associated surface level parking. The site also has a number of children’s playgrounds and skate park that would need to be relocated if redeveloped, as well Girl Guides centre. The site is well positioned on Stafford Street providing strong visual prominence on the southern entry route into Stone town centre.



| Availability | | Score (0-5-10) | |
|---|-----------------------------|-----------------------|--|
| Achievable satisfactory access | Yes | 10 | |
| Is the site in single ownership | Yes | 10 | |
| Is the site vacant | No | 0 | |
| Is the site being marketed | No | 0 | |
| Suitability | | | |
| Location | Edge | 5 | |
| Micro location | - | 0 | |
| Regeneration Benefits | Partial | 5 | |
| Flood Zone (1, 2 or 3) | 3 | 0 | |
| Is Retail the only likely use | No | 5 | |
| Well located to existing retail activity | No | 0 | |
| Visual prominence | Yes | 10 | |
| Topography (level) | Yes | 10 | |
| Is the site accessible to: | | | |
| - Public transport nodes | Yes | 10 | |
| - Major employment | Yes | 10 | |
| Viability | | | |
| Free of Buildings requiring demolition | No | 0 | |
| Likely to be contaminated | No | 10 | |
| Strong retail market | Yes | 10 | |
| Relocation of Other Facilities/Business | Yes | 5 | |
| Listed Buildings / Conservation Area | No | 10 | |
| Potential for associated car parking | Yes | 10 | |
| Overall Assessment Score (Total 200) | | 120 | |
| Existing Commercial Floorspace (gross) (sq.m) | Building 850 (Tennis Court) | 1,740 | |
| Potential Levels of Commercial | | 1 | |
| Potential ground footprint (gross) (sq. m) | | 2,500 | |
| Potential Net Floorspace (sq. m) | | 1,500 | |
| Estimated Delivery Timescale | | 2010-2015 | |



Appendix 14 – Vacant Office Accommodation (2010)



WYG PLANNING & DESIGN
STAFFORD & STONE TOWN CENTRE ASSESSMENT



TABLE 1: STAFFORD BOROUGH - VACANT OFFICE PROPERTY

| Stafford Town Centre | sq.m |
|-----------------------------|--------------|
| Primary Shopping Frontage | 595 |
| Secondary Shopping Frontage | 2,843 |
| Primary Shopping Area | 1,483 |
| Town Centre Boundary | 1,102 |
| Total | 6,023 |

| Stafford Out-of-Centre | sq. m |
|---|---------------|
| Beacon Business Park, Weston Road | 4,097 |
| St Georges Park | 2,323 |
| Astonfields Industrial Estate, Stafford | 988 |
| Tollgate Business Park, Stafford | 1,394 |
| Staffordshire Technology Park | 9,515 |
| Other | 2,186 |
| Total | 20,501 |

| Stone Town Centre | sq. m |
|---------------------------|------------|
| Primary Shopping Frontage | 293 |
| Total | 293 |

| Stone Out-of-Centre | sq. m |
|--------------------------------------|--------------|
| Brookside Industrial Estate, Stone | 921 |
| Whitebridge Industrial Estate, Stone | 1,096 |
| Other Stone | 132 |
| Total | 2,149 |

| No. | Property Reference No. | Site Address | Postcode | Maximum Sq Ft. | Maximum Sq M | Location |
|-----|------------------------|--------------------------------------|----------|----------------|---------------|---------------------------------------|
| 1 | 5784 | 55 Lichfield Road | ST17 4LL | 136 | 13 | Out of Centre-South East |
| 2 | 8949 | 9 Eastgate Street | ST16 2NQ | 255 | 24 | Secondary Shopping Frontage-Stafford |
| 3 | 6649 | Parkfield Business Centre | ST17 4AL | 375 | 35 | Out of Centre-South |
| 4 | 8845 | 42 High Street, STONE | ST15 8AU | 377 | 35 | Primary Shopping Frontage-Stone |
| 5 | 9174 | 4 Eastgate Street | ST16 2NQ | 390 | 36 | Secondary Shopping Frontage-Stafford |
| 6 | 9274 | Common Lane, STONE | ST15 0BX | 447 | 42 | Out of Centre-Stone-South West |
| 7 | 9271 | Mount Road, STONE | ST15 8LJ | 447 | 42 | Out of Centre-Stone-North West |
| 8 | 9116 | Brookside Business Park, STONE | ST15 0RZ | 459 | 43 | Out of Centre-Stone-West (miles away) |
| 9 | 8950 | St Mary's Place | ST16 2AP | 480 | 45 | Primary Shopping Area |
| 10 | 8657 | St Mary's Place | ST16 2AP | 480 | 45 | Primary Shopping Area |
| 11 | 8337 | Sugnall Business Centre, ECCLESHALL | ST21 6NF | 530 | 49 | Miles Away |
| 12 | 8951 | St Mary's Place | ST16 2AP | 570 | 53 | Primary Shopping Area |
| 13 | 8952 | Astonfields Industrial Estate | ST16 3HJ | 600 | 56 | Out of Centre-North |
| 14 | 6896 | Friars Road | ST17 4AA | 690 | 64 | Town Centre Boundary |
| 15 | 7769 | 64 Lichfield Road | ST17 4LW | 700 | 65 | Out of Centre-South East |
| 16 | 9119 | Brookside Business Park, STONE | ST15 0RZ | 760 | 71 | Out of Centre-Stone-West (miles away) |
| 17 | 7186 | Crabbery Street | ST16 2BA | 780 | 72 | Primary Shopping Frontage |
| 18 | 9092 | Mill Street | ST16 2AJ | 784 | 73 | Primary Shopping Frontage |
| 19 | 6665 | Rowley Street | ST16 2RH | 810 | 75 | Out of Centre-north |
| 20 | 6897 | Eastgate Street | ST16 2NQ | 825 | 77 | Secondary Shopping Frontage-Stafford |
| 21 | 9101 | Martin Street | ST16 2LB | 825 | 77 | Secondary Shopping Frontage-Stafford |
| 22 | 6306 | Astonfields Industrial Estate | ST16 3DP | 900 | 84 | Out of Centre-North |
| 23 | 8093 | Staffordshire Technology Park | ST18 0LQ | 932 | 87 | Out of Centre-north east |
| 24 | 7474 | Staffordshire Technology Park | ST18 0LQ | 982 | 91 | Out of Centre-north east |
| 25 | 1845 | Staffordshire Technology Park | ST18 0AD | 1,000 | 93 | Out of Centre-north east |
| 26 | 8956 | Staffordshire Technology Park | ST18 0WN | 1,000 | 93 | Out of Centre-north east |
| 27 | 8957 | St Mary's Place | ST16 2AP | 1,020 | 95 | Primary Shopping Area |
| 28 | 1481 | Newport Road | ST16 2EZ | 1,032 | 96 | Secondary Shopping Frontage-Stafford |
| 29 | 7187 | Crabbery Street | ST16 2BA | 1,075 | 100 | Primary Shopping Frontage |
| 30 | 9173 | Eastgate Street | ST16 2NQ | 1,141 | 106 | Secondary Shopping Frontage-Stafford |
| 31 | 8131 | Tixall Lodge | ST18 0XS | 1,170 | 109 | Out of Centre-east-miles away |
| 32 | 8959 | Marston Road | ST16 3BS | 1,200 | 111 | Out of Centre-north |
| 33 | 9120 | Brookside Business Park, STONE | ST15 0RZ | 1,282 | 119 | Out of Centre-Stone-West (miles away) |
| 34 | 7016 | Greyfriars | ST16 2SA | 1,325 | 123 | Out of Centre-north |
| 35 | 9027 | Staffordshire Technology Park | ST18 0GB | 1,509 | 140 | Out of Centre-north east |
| 36 | 9028 | Staffordshire Technology Park | ST18 0GB | 1,522 | 141 | Out of Centre-north east |
| 37 | 8812 | Castle Street | ST16 2EB | 1,540 | 143 | Out of Centre-west |
| 38 | 9026 | Staffordshire Technology Park | ST18 0GB | 1,652 | 153 | Out of Centre-north east |
| 39 | 8955 | Gaolgate Street | ST16 2NT | 1,660 | 154 | Primary Shopping Frontage |
| 40 | 6661 | Broad Street | ST16 2DE | 1,835 | 170 | Primary Shopping Area |
| 41 | 5689 | Staffordshire Technology Park | ST18 0GP | 1,850 | 172 | Out of Centre-north east |
| 42 | 7048 | Chapel Street | ST16 2BX | 1,875 | 174 | Primary Shopping Area |
| 43 | 6915 | Eastgate Street | ST16 2NQ | 1,994 | 185 | Secondary Shopping Frontage-Stafford |
| 44 | 5381 | Gaolgate Street | ST16 2BG | 2,110 | 196 | Primary Shopping Frontage |
| 45 | 7026 | Staffordshire Technology Park | ST18 0LQ | 2,200 | 204 | Out of Centre-north east |
| 46 | 6340 | Staffordshire Technology Park | ST18 0LQ | 2,225 | 207 | Out of Centre-north east |
| 47 | 8925 | Staffordshire Technology Park | ST16 3JS | 2,250 | 209 | Out of Centre-north east |
| 48 | 8926 | Staffordshire Technology Park | ST16 3JS | 2,250 | 209 | Out of Centre-north east |
| 49 | 8929 | Staffordshire Technology Park | ST18 0WP | 2,287 | 212 | Out of Centre-north east |
| 50 | 9272 | Whitebridge Industrial Estate, STONE | ST15 8LQ | 2,296 | 213 | Out of Centre-Stone-NW |
| 51 | 5933 | Chapel Street | ST16 2BX | 2,300 | 214 | Primary Shopping Area |
| 52 | 8961 | Staffordshire Technology Park | ST18 0GP | 2,360 | 219 | Out of Centre-north east |
| 53 | 8362 | Foregate Street | ST16 2PT | 2,410 | 224 | Out of Centre-North |
| 54 | 9121 | Brookside Business Park, STONE | ST15 0RZ | 2,414 | 224 | Out of Centre-Stone-West (miles away) |
| 55 | 9090 | Staffordshire Technology Park | ST18 0WN | 2,474 | 230 | Out of Centre-north east |
| 56 | 8132 | High Street, STONE | ST15 8AU | 2,775 | 258 | Primary Shopping Frontage-Stone |
| 57 | 7018 | Water Street | ST16 2AG | 2,800 | 260 | Town Centre Boundary |
| 58 | 7938 | Victoria Road | ST16 2AF | 2,863 | 266 | Town Centre Boundary |
| 59 | 9248 | Wolverhampton Road | ST17 4AG | 2,910 | 270 | Out of Centre-south |
| 60 | 7995 | Staffordshire Technology Park | ST18 0WP | 3,000 | 279 | Out of Centre-north east |
| 61 | 8811 | Castle Works | ST16 2EB | 3,000 | 279 | Out of Centre-west |
| 62 | 8041 | Staffordshire Technology Park | ST18 0WP | 3,220 | 299 | Out of Centre-north east |
| 63 | 8517 | Staffordshire Technology Park | ST18 0WP | 3,360 | 312 | Out of Centre-north east |
| 64 | 8518 | Staffordshire Technology Park | ST18 0WP | 3,365 | 313 | Out of Centre-north east |
| 65 | 9276 | Whitebridge Industrial Estate, STONE | ST15 8LQ | 3,500 | 325 | Out of Centre-Stone-NW |
| 66 | 7579 | Newport Road | ST16 1BF | 3,816 | 355 | Secondary Shopping Frontage-Stafford |
| 67 | 7483 | Hurricane Close | ST16 1GZ | 3,900 | 362 | Out of Centre-north |
| 68 | 8960 | Hurricane Close | ST16 1GZ | 4,050 | 376 | Out of Centre-north |
| 69 | 6600 | Astonfields Industrial Estate | ST16 3EL | 4,235 | 393 | Out of Centre-North |
| 70 | 8214 | Princes Street | ST16 2BT | 4,260 | 396 | Secondary Shopping Frontage-Stafford |
| 71 | 6687 | Staffordshire Technology Park | ST18 0TW | 4,500 | 418 | Out of Centre-north east |
| 72 | 8361 | Salter Street | ST16 2JU | 4,545 | 422 | Secondary Shopping Frontage-Stafford |
| 73 | 7380 | Staffordshire Technology Park | ST18 0ES | 4,765 | 443 | Out of Centre-north east |
| 74 | 8212 | Astonfields Industrial Estate | ST16 3EL | 4,895 | 455 | Out of Centre-North |
| 75 | 635 | Brookside Business Park, STONE | ST15 0RZ | 5,000 | 465 | Out of Centre-Stone-West (miles away) |
| 76 | 8213 | Tollgate Business Park | ST16 3HS | 5,000 | 465 | Out of Centre-north east |
| 77 | 9088 | Staffordshire Technology Park | ST18 0WN | 5,250 | 488 | Out of Centre-north east |
| 78 | 1771 | Victoria Road | ST16 2AB | 5,514 | 512 | Town Centre Boundary |
| 79 | 9275 | Whitebridge Estate, STONE | ST15 8LQ | 6,000 | 557 | Out of Centre-West |
| 80 | 4220 | Mount Street | ST16 2BZ | 7,400 | 687 | Primary Shopping Area |
| 81 | 8930 | Staffordshire Technology Park | ST18 0SJ | 9,943 | 924 | Out of Centre-north east |
| 82 | 5687 | Staffordshire Technology Park | ST18 0WP | 9,945 | 924 | Out of Centre-north east |
| 83 | 7874 | Tollgate Business Park | ST16 3HS | 10,000 | 929 | Out of Centre-north east |
| 84 | 7684 | Eastgate Street | ST16 2NQ | 11,515 | 1,070 | Secondary Shopping Frontage-Stafford |
| 85 | 3584 | Staffordshire Technology Park | ST18 0AR | 12,000 | 1,115 | Out of Centre-north east |
| 86 | 6958 | Staffordshire Technology Park | ST18 0AR | 16,580 | 1,540 | Out of Centre-north east |
| 87 | 5718 | St Georges Park | ST16 3AG | 25,000 | 2,323 | Out of Centre-north east |
| 88 | 7863 | Beacon Business Park, Weston Road | ST18 0WL | 44,100 | 4,097 | Out of Centre-east |
| | | | | 311,798 | 28,966 | |

Source: Instaffs (2010)