

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q01 In which shop or shopping centre has your household spent most money on food and groceries over the past 6 months ?							
Aldi, Fulford Road, York, YO10 4PA	0.1%	1	1.3%	1	0.0%	0	0.0%
Alfred Jones (Warrington) Ltd, Lowther Street, York, YO31 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Walmart, Jockey Lane, Huntington, York, YO32 9LF	8.4%	54	2.5%	2	10.1%	7	8.5%
Budgens, Micklegate, York, YO1 6JH	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op - Late Shop, Beckfield Lane, York, YO26 5PW	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op - Late Shop, Broadway, York, YO10 4JX	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op - Late Shop, Church Street, Copmanthorpe, York, YO23 3SE	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op - Late Shop, East Parade, York, YO31 7YB	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op - Late Shop, Main Street, Bishopthorpe, York, YO23 2RA	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op - Late Shop, Market Place, Helmsley, York, YO62 5BH	0.3%	2	1.3%	1	1.4%	1	0.0%
Co-Op - Late Shop, Piercy End, Kirkbymoorside, York, YO62 6DG	0.7%	4	0.0%	0	5.8%	4	0.0%
Co-Op - Late Shop, Tadcaster Road, Dringhouses, York, YO24 1LQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op - Late Shop, Tang Hall Lane, York, YO10 3SD	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op - Late Shop, York Road, York, YO26 4LT	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Bridge Street, Helmsley, York, YO62 5DX	0.9%	6	7.5%	6	0.0%	0	0.0%
Costcutter, Commercial Street, Norton, Malton, YO17 9HX	0.5%	3	0.0%	0	0.0%	0	0.0%
Costcutter, Eastgate, Pickering, YO18 7DW	0.3%	2	0.0%	0	0.0%	0	1.5%
Costcutter, Heworth Road, York, YO31 0AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, High Street, Snainton, Scarborough, YO13 9AL	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Kirby Misperton, Malton, YO17 6UX	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Pickering Road, Thornton Dale, Pickering, YO18 7LG	0.2%	1	0.0%	0	0.0%	0	0.8%
Costcutter, Poppleton Road, York, YO26 4UN	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Front Street, Acomb, York, YO24 3BL	0.0%	0	0.0%	0	0.0%	0	0.0%
Forbuoys, Crichton Avenue, York, YO30 6EF	0.0%	0	0.0%	0	0.0%	0	0.0%
Heron, Wheelgate, Malton, YO17 7HT	0.1%	1	0.0%	0	0.0%	0	0.0%
Holland And Barrett, Coney Street, York, YO1 9ND	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Fulford Road, York, YO10 4HB	0.0%	0	0.0%	0	0.0%	0	0.0%
Jacksons Stores Ltd, Beckfield Lane, York, YO26 5PN	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Ryedale Retail Capacity Study for Roger Tym & Partners

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Jacksons Stores Ltd, Bootham, York, YO30 7BW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jacksons Stores Ltd, Burton Stone Lane, York, YO30 6DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jacksons Stores Ltd, Fardale Avenue, York, YO10 3PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jacksons Stores Ltd, Fulford Road, York, YO10 4DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jacksons Stores Ltd, Moorcroft Road, York, YO24 2RQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jacksons Stores Ltd, Newbiggin, Malton, YO17 7JE	0.8%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	3.0%	3
Jacksons Stores Ltd, Scarcroft Road, York, YO23 1ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Julian Graves, Coney Street, York, YO1 9NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Julian Graves, St Nicholas Avenue, Fulford, York, YO19 4TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kwik Save, Beagle Ridge Drive, York, YO24 3JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kwik Save, Hull Road, York, YO10 3JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kwik Save, Norton Road, Malton, YO17 7PD	5.4%	34	3.8%	3	5.8%	4	1.5%	2	5.3%	6	6.8%	9	9.9%	9
Kwik Save, Oakdale Road, York, YO30 4WL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Boroughbridge Road, York, YO26 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Garfield Terrace, York, YO26 4XU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Great North Way, Nether Poppleton, York, YO26 6RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Hull Road, York, YO10 3LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Main Street, Hovingham, York, YO62 4LF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Middleton, Pickering, YO18 8NS	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Londis, Tadcaster Road, Dringhouses, York, YO24 1LQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Pavement, York, YO1 8NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, St Marys Square, York, YO1 9NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, St Nicholas Avenue, Fulford, York, YO19 4TA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer Simply Food, Monks Cross Drive, Huntington, York, YO32 9GX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Clifton Moor Centre, York, YO30 4WZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Netto, Layerthorpe, York, YO31 7UZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Community Stores, Hambleton Road, Norton, Malton, YO17 9DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Community Stores, Walmgate, York, YO1 9UA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safeway Supermarket,	33.1%	213	26.3%	19	18.8%	14	14.6%	21	19.8%	24	56.4%	79	59.4%	57

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Castlegate, Malton, YO17 7DT														
Safeway Supermarket, Front Street, Acomb, York, YO24 3BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safeway Supermarket, Market Place, Pickering, YO18 7AE	5.4%	35	0.0%	0	7.2%	5	20.0%	29	0.0%	0	0.8%	1	0.0%	0
Sainsburys, Foss Bank, York, YO31 7JB	0.8%	5	1.3%	1	0.0%	0	2.3%	3	0.0%	0	0.0%	0	1.0%	1
Sainsburys, Jockey Lane, Huntington, York, YO32 9LG	4.3%	27	5.0%	4	5.8%	4	2.3%	3	0.0%	0	7.5%	11	5.9%	6
Spar, Main Street, East Ayton, Scarborough, YO13 9HL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Spar, Milton Avenue, Malton, YO17 7LB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Tang Hall Lane, York, YO10 3SD	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supersave Stores, Acomb Wood Drive, York, YO24 3XN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supersave Stores, Hambleton Road, Norton, Malton, YO17 9DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Supersave Stores, Walmgate, York, YO1 9UA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tates Spar, Bad Bargain Lane, York, YO31 0PF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tates Spar, Brockfield Park Drive, York, YO31 9ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tates Spar, East Parade, York, YO31 7YB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tates Spar, Hawthorn Terrace, New Earswick, York, YO32 4BL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tates Spar, Heworth Village, York, YO31 1AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tates Spar, Lowther Street, York, YO31 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tates Spar, Market Place, Kirkbymoorside, York, YO62 6DA	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tates Spar, Sim Balk Lane, Bishopthorpe, York, YO23 2QQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clifton Moor Centre, York, YO30 4XZ	6.6%	43	21.3%	16	10.1%	7	4.6%	7	0.8%	1	6.8%	9	3.0%	3
Tesco Extra, Tadcaster Road, Dringhouses, York, YO24 1LW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1
The Food Weighouse Ltd, Low Petergate, York, YO1 7HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittard, Parliament Street, York, YO1 8RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittard, St Nicholas Avenue, Fulford, York, YO19 4TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	5	0.0%	0	0.0%	0	1.5%	2	1.5%	2	0.8%	1	0.0%	0
Internet / online	2.1%	13	2.5%	2	4.3%	3	4.6%	7	0.8%	1	0.0%	0	1.0%	1
Beecham Health Foods, 16 Yorkersgate, Malton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central store, 28 St Hildas Street, Sherburn, Malton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W Fletcher & Sons, 2 Commercial Street, Norton, Malton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BW & DJ Glaves & Sons, 33-37 Cayley Lane, Brompton by Sawdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glaves & McNay, Pear Tree Farm, Main Road, Staxton,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Scarborough														
Heron, 15-17 Wheelgate, Malton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hovingham Stores, Main Street, Hovingham, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23 Vernon Road, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 7 Newborough Road, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dunslow Road, Eastfield, Scarborough	11.1%	71	0.0%	0	5.8%	4	13.8%	20	38.9%	46	0.0%	0	1.0%	1
Proudfoot, Main Street, Seamer, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proudfoot, Scalby Road, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Falsgrave Road, Scarborough	1.5%	9	1.3%	1	0.0%	0	0.8%	1	5.3%	6	0.0%	0	1.0%	1
Tesco, George Street, Driffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco, Westwood, Scarborough	3.6%	23	0.0%	0	1.4%	1	4.6%	7	13.0%	15	0.0%	0	0.0%	0
The Pantry, Bar Street, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Kirbymoorside	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Malton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Pickering	2.9%	19	0.0%	0	0.0%	0	13.1%	19	0.0%	0	0.0%	0	0.0%	0
Other stores, East Ayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Helmsley	0.4%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Ampleforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Rillington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Sherburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Thornton-le-Dale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Hovingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Butterwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Killingbeck Drive, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Heron, Newborough, Scarborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Kwik Save, Norton Road, Malton	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, East Road, Northallerton	0.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Thirsk	2.7%	18	13.8%	10	8.7%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Kwi Save, Middle Street South, Driffield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other stores, Snainton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
(Don't know)	0.6%	4	1.3%	1	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0
(Varies / no pattern)	2.9%	19	5.0%	4	7.2%	5	1.5%	2	3.8%	5	2.3%	3	0.0%	0
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

Q02 When your household undertakes its main food and grocery spend at (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips:

Those who do not conduct their main food shop via the internet at Q01

Always	9.6%	61	5.1%	4	9.1%	6	11.3%	15	10.8%	13	12.0%	17	6.0%	6
Normally	13.7%	86	12.8%	9	19.7%	14	15.3%	21	9.2%	11	10.5%	15	18.0%	17
Sometimes	25.9%	164	33.3%	24	22.7%	16	27.4%	38	19.2%	23	22.6%	32	34.0%	32
Rarely	7.1%	45	5.1%	4	7.6%	5	4.8%	7	4.6%	5	15.8%	22	2.0%	2
Never	42.8%	270	43.6%	31	40.9%	28	40.3%	55	55.4%	66	38.3%	54	38.0%	36
(Don't know)	0.8%	5	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.8%	1	2.0%	2
Weighted base:		631		72		69		137		118		140		95
Sample:		631		78		66		124		130		133		100

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q03 How does your household normally travel to (STORE MENTIONED AT Q01) ?														
<i>Those who do not conduct their main food shop via the internet at Q01</i>														
Car / van (as driver)	71.6%	452	71.8%	51	77.3%	54	66.9%	92	78.5%	93	71.4%	100	66.0%	62
Car / van (as passenger)	14.4%	91	15.4%	11	12.1%	8	10.5%	14	17.7%	21	16.5%	23	14.0%	13
Bus	3.0%	19	0.0%	0	1.5%	1	6.5%	9	1.5%	2	2.3%	3	4.0%	4
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.4%	53	9.0%	6	7.6%	5	10.5%	14	0.8%	1	8.3%	12	15.0%	14
Taxi	0.6%	4	1.3%	1	0.0%	0	0.8%	1	1.5%	2	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
Bicycle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't travel - goods delivered	1.5%	10	2.6%	2	0.0%	0	4.8%	7	0.0%	0	0.8%	1	0.0%	0
(Don't know)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Weighted base:		631		72		69		137		118		140		95
Sample:		631		78		66		124		130		133		100

Q04 In addition to a main food shop, does your household normally do any other 'top-up' shopping for food and grocery items at an individual shop or supermarket ?

Yes	70.3%	453	62.5%	46	75.4%	55	70.8%	102	68.7%	82	69.2%	97	75.2%	72
No	29.1%	187	37.5%	28	24.6%	18	28.5%	41	31.3%	37	28.6%	40	24.8%	24
(Don't know)	0.7%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.3%	3	0.0%	0
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q05 Where does your household undertake most 'top-up' food and grocery purchases ?							
<i>Those who carry out top-up shopping at Q04</i>							
Aldi, Fulford Road, York, YO10 4PA	0.0%	0	0.0%	0	0.0%	0	0.0%
Alfred Jones (Warrington) Ltd, Lowther Street, York, YO31 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Walmart, Jockey Lane, Huntington, York, YO32 9LF	1.1%	5	2.0%	1	0.0%	0	1.1%
Budgens, Micklegate, York, YO1 6JH	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op - Late Shop, Beckfield Lane, York, YO26 5PW	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op - Late Shop, Broadway, York, YO10 4JX	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op - Late Shop, Church Street, Copmanthorpe, York, YO23 3SE	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op - Late Shop, East Parade, York, YO31 7YB	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op - Late Shop, Main Street, Bishopthorpe, York, YO23 2RA	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op - Late Shop, Market Place, Helmsley, York, YO62 5BH	2.3%	10	20.0%	9	1.9%	1	0.0%
Co-Op - Late Shop, Piercy End, Kirkbymoorside, York, YO62 6DG	3.7%	17	0.0%	0	28.8%	16	1.1%
Co-Op - Late Shop, Tadcaster Road, Dringhouses, York, YO24 1LQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op - Late Shop, Tang Hall Lane, York, YO10 3SD	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op - Late Shop, York Road, York, YO26 4LT	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Bridge Street, Helmsley, York, YO62 5DX	2.3%	10	18.0%	8	1.9%	1	0.0%
Costcutter, Commercial Street, Norton, Malton, YO17 9HX	3.9%	18	0.0%	0	0.0%	0	1.1%
Costcutter, Eastgate, Pickering, YO18 7DW	2.2%	10	0.0%	0	0.0%	0	9.8%
Costcutter, Heworth Road, York, YO31 0AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, High Street, Snainton, Scarborough, YO13 9AL	0.6%	3	0.0%	0	0.0%	0	1.1%
Costcutter, Kirby Misperton, Malton, YO17 6UX	0.2%	1	0.0%	0	0.0%	0	0.0%
Costcutter, Pickering Road, Thornton Dale, Pickering, YO18 7LG	2.9%	13	0.0%	0	0.0%	0	13.0%
Costcutter, Poppleton Road, York, YO26 4UN	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Front Street, Acomb, York, YO24 3BL	0.0%	0	0.0%	0	0.0%	0	0.0%
Forbuoys, Crichton Avenue, York, YO30 6EF	0.0%	0	0.0%	0	0.0%	0	0.0%
Heron, Wheelgate, Malton, YO17 7HT	0.2%	1	0.0%	0	0.0%	0	0.0%
Holland And Barrett, Coney Street, York, YO1 9ND	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Fulford Road, York, YO10 4HB	0.0%	0	0.0%	0	0.0%	0	0.0%
Jacksons Stores Ltd, Beckfield Lane, York,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
YO26 5PN							
Jacksons Stores Ltd, Bootham, York, YO30 7BW	0.0%	0	0.0%	0	0.0%	0	0.0%
Jacksons Stores Ltd, Burton Stone Lane, York, YO30 6DG	0.0%	0	0.0%	0	0.0%	0	0.0%
Jacksons Stores Ltd, Farnedale Avenue, York, YO10 3PE	0.0%	0	0.0%	0	0.0%	0	0.0%
Jacksons Stores Ltd, Fulford Road, York, YO10 4DX	0.0%	0	0.0%	0	0.0%	0	0.0%
Jacksons Stores Ltd, Moorcroft Road, York, YO24 2RQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Jacksons Stores Ltd, Newbiggin, Malton, YO17 7JE	3.6%	16	0.0%	0	0.0%	0	2.2%
Jacksons Stores Ltd, Scarcroft Road, York, YO23 1ND	0.0%	0	0.0%	0	0.0%	0	0.0%
Julian Graves, Coney Street, York, YO1 9NA	0.0%	0	0.0%	0	0.0%	0	0.0%
Julian Graves, St Nicholas Avenue, Fulford, York, YO19 4TA	0.0%	0	0.0%	0	0.0%	0	0.0%
Kwik Save, Beagle Ridge Drive, York, YO24 3JQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Kwik Save, Hull Road, York, YO10 3JT	0.0%	0	0.0%	0	0.0%	0	0.0%
Kwik Save, Norton Road, Malton, YO17 7PD	6.8%	31	4.0%	2	0.0%	0	5.6%
Kwik Save, Oakdale Road, York, YO30 4WL	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Boroughbridge Road, York, YO26 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Garfield Terrace, York, YO26 4XU	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Great North Way, Nether Poppleton, York, YO26 6RB	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Hull Road, York, YO10 3LE	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Main Street, Hovingham, York, YO62 4LF	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Middleton, Pickering, YO18 8NS	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Tadcaster Road, Dringhouses, York, YO24 1LQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Foodhall, Pavement, York, YO1 8NB	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Foodhall, St Marys Square, York, YO1 9NY	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Foodhall, St Nicholas Avenue, Fulford, York, YO19 4TA	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Monks Cross Drive, Huntington, York, YO32 9GX	0.2%	1	0.0%	0	1.9%	1	0.0%
Netto, Clifton Moor Centre, York, YO30 4WZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Netto, Layerthorpe, York, YO31 7UZ	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop Community Stores, Hambleton Road, Norton, Malton, YO17 9DA	0.7%	3	0.0%	0	0.0%	0	3.3%
One Stop Community Stores, Walmgate, York, YO1 9UA	0.0%	0	0.0%	0	0.0%	0	0.0%

Weighted:

May 2005

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Safeway Supermarket, Castlegate, Malton, YO17 7DT	16.7%	76	8.0%	4	5.8%	3	3.3%	3	6.7%	5	33.7%	33	38.2%	27
Safeway Supermarket, Front Street, Acomb, York, YO24 3BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safeway Supermarket, Market Place, Pickering, YO18 7AE	9.0%	41	0.0%	0	7.7%	4	35.9%	36	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Foss Bank, York, YO31 7JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Jockey Lane, Huntington, York, YO32 9LG	0.5%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Spar, Main Street, East Ayton, Scarborough, YO13 9HL	2.0%	9	0.0%	0	0.0%	0	0.0%	0	11.1%	9	0.0%	0	0.0%	0
Spar, Milton Avenue, Malton, YO17 7LB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Spar, Tang Hall Lane, York, YO10 3SD	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supersave Stores, Acomb Wood Drive, York, YO24 3XN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supersave Stores, Hambleton Road, Norton, Malton, YO17 9DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supersave Stores, Walmgate, York, YO1 9UA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tates Spar, Bad Bargain Lane, York, YO31 0PF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tates Spar, Brockfield Park Drive, York, YO31 9ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tates Spar, East Parade, York, YO31 7YB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tates Spar, Hawthorn Terrace, New Earswick, York, YO32 4BL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tates Spar, Heworth Village, York, YO31 1AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tates Spar, Lowther Street, York, YO31 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tates Spar, Market Place, Kirkbymoorside, York, YO62 6DA	1.9%	8	0.0%	0	13.5%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tates Spar, Sim Balk Lane, Bishopthorpe, York, YO23 2QQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clifton Moor Centre, York, YO30 4XZ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1
Tesco Extra, Tadcaster Road, Dringhouses, York, YO24 1LW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
The Food Weighouse Ltd, Low Petergate, York, YO1 7HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittard, Parliament Street, York, YO1 8RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittard, St Nicholas Avenue, Fulford, York, YO19 4TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.1%	10	2.0%	1	0.0%	0	2.2%	2	6.7%	5	1.1%	1	0.0%	0
Internet / online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beecham Health Foods, 16 Yorkersgate, Malton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Central Store, 28 St Hildas Street, Sherburn, Malton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
W Fletcher & Sons, 2 Commercial Street, Norton, Malton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
BW & DJ Glaves & Sons, 33-37 Cayley Lane, Brompton by Sawdon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Glaves & McNay, Pear Tree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0

Column %ges.

Ryedale Retail Capacity Study for Roger Tym & Partners

Weighted:

May 2005

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Farm, Main Road, Staxton, Scarborough														
Heron, 15-17 Wheelgate, Malton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Hovingham Stores, Main Street, Hovingham, York	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23 Vernon Road, Scarborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Marks & Spencer, 7 Newborough Road, Scarborough	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Morrisons, Dunslow Road, Eastfield, Scarborough	1.6%	7	0.0%	0	0.0%	0	0.0%	0	8.9%	7	0.0%	0	0.0%	0
Proudfoot, Main Street, Seamer, Scarborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Proudfoot, Scalby Road, Scarborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsburys, Falsgrave Road, Scarborough	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0
Tesco, George Street, Driffield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Tesco, Westwood, Scarborough	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
The Pantry, Bar Street, Scarborough	0.7%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Other stores, Kirbymoorside	3.0%	14	0.0%	0	23.1%	13	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Other stores, Malton	4.7%	21	0.0%	0	0.0%	0	3.3%	3	0.0%	0	10.9%	11	10.5%	8
Other stores, Pickering	4.6%	21	0.0%	0	1.9%	1	18.5%	19	1.1%	1	0.0%	0	0.0%	0
Other stores, East Ayton	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0
Other stores, Helmsley	1.8%	8	18.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Ampleforth	0.6%	3	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Rillington	1.2%	5	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0	1.3%	1
Other stores, Sherburn	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0
Other stores, Thornton-le- Dale	0.5%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Other stores, Hovingham	0.4%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Norton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Other stores, Butterwick	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Asda, Killingbeck Drive, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Newborough, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kwik Save, Norton Road, Malton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, East Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Thirsk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kwik Save, Middle Street South, Driffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Snainton (Don't know)	1.1%	5	0.0%	0	1.9%	1	0.0%	0	2.2%	2	0.0%	0	2.6%	2
(Varies / no pattern)	8.6%	39	16.0%	7	7.7%	4	3.3%	3	14.4%	12	7.6%	7	6.6%	5
Weighted base:		453		46		55		102		82		97		72
Sample:		452		50		52		92		90		92		76

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q06 In which town centres, district centres or retail parks have the members of your household spent most money on clothes and shoes in the past six months ?														
<i>Most money spent</i>														
B&Q Warehouse, Hull Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Bessingby Road, Bridlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Retail Park, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridlington Town Centre	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Clifton Moor Retail Park, York	3.4%	22	8.8%	6	1.4%	1	2.3%	3	3.1%	4	3.8%	5	2.0%	2
Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Driffeld Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easingwold Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Filey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Castleford Outlet Centre, Glasshoughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Hornsea Outlet Village, Hornsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garforth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guisborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.4%	3	2.5%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haxby District Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helmsley District Centre	0.6%	4	2.5%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Hull City Centre	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Kirkbymoorside District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaresborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.9%	5	3.8%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Malton Town Centre	9.5%	61	6.3%	5	7.2%	5	3.1%	4	9.2%	11	12.0%	17	19.8%	19
McArthurGlen Designer Outlet, Fulford, York	1.1%	7	0.0%	0	0.0%	0	2.3%	3	1.5%	2	0.8%	1	1.0%	1
Middlesbrough City Centre	0.8%	5	0.0%	0	4.3%	3	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Monks Cross Shopping Park, Huntingdon, York	14.0%	90	16.3%	12	8.7%	6	15.4%	22	3.1%	4	26.3%	37	9.9%	9
Northallerton Town Centre	0.7%	5	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlcoates Centre, Pudsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pickering District Centre	1.5%	10	0.0%	0	1.4%	1	5.4%	8	0.8%	1	0.0%	0	0.0%	0
Pocklington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redcar Town Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scarborough Town Centre	17.1%	110	6.3%	5	8.7%	6	24.6%	35	39.7%	47	5.3%	7	9.9%	9
Selby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	32.8%	211	38.8%	28	34.8%	25	24.6%	35	21.4%	25	37.6%	53	46.5%	44
Abroad	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other	1.7%	11	0.0%	0	2.9%	2	1.5%	2	3.1%	4	0.8%	1	2.0%	2
Mail order / catalogue	3.2%	20	2.5%	2	5.8%	4	4.6%	7	2.3%	3	1.5%	2	3.0%	3
Internet / online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seamer Road Retail Park, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these items / don't buy these items anywhere else)	8.3%	53	5.0%	4	15.9%	12	10.0%	14	10.7%	13	5.3%	7	4.0%	4
(Don't know)	1.3%	8	0.0%	0	2.9%	2	1.5%	2	0.0%	0	1.5%	2	2.0%	2
(Varies / no pattern)	1.4%	9	1.3%	1	0.0%	0	0.8%	1	2.3%	3	3.0%	4	0.0%	0
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

Column %ges.

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
2nd most money spent														
B&Q Warehouse, Hull Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Bessingby Road, Bridlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Birstall Retail Park, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridlington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Clifton Moor Retail Park, York	2.4%	15	8.8%	6	1.4%	1	1.5%	2	1.5%	2	1.5%	2	2.0%	2
Darlington Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1
Driffeld Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Easingwold Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Filey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Castleford Outlet Centre, Glasshoughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Hornsea Outlet Village, Hornsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garforth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guisborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haxby District Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helmsley District Centre	0.5%	3	2.5%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Kingston upon Hull City Centre	0.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Kirkbymoorside District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaresborough Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	1.7%	11	3.8%	3	0.0%	0	1.5%	2	0.8%	1	3.8%	5	0.0%	0
Malton Town Centre	2.9%	19	3.8%	3	0.0%	0	2.3%	3	4.6%	5	3.8%	5	2.0%	2
McArthurGlen Designer Outlet, Fulford, York	2.0%	13	5.0%	4	0.0%	0	2.3%	3	0.0%	0	2.3%	3	3.0%	3
Middlesbrough City Centre	0.6%	4	1.3%	1	0.0%	0	1.5%	2	0.0%	0	0.8%	1	0.0%	0
Monks Cross Shopping Park, Huntingdon, York	5.7%	37	7.5%	6	5.8%	4	4.6%	7	3.8%	5	6.8%	9	6.9%	7
Northallerton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Norton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owicoates Centre, Pudsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pickering District Centre	0.5%	3	0.0%	0	1.4%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Pocklington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redcar Town Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scarborough Town Centre	13.0%	84	5.0%	4	15.9%	12	18.5%	27	12.2%	15	12.0%	17	10.9%	10
Selby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	17.2%	111	13.8%	10	15.9%	12	13.8%	20	20.6%	25	21.1%	29	15.8%	15
Abroad	1.1%	7	1.3%	1	1.4%	1	1.5%	2	1.5%	2	0.8%	1	0.0%	0
Other	0.8%	5	1.3%	1	1.4%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Mail order / catalogue	0.5%	3	2.5%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Internet / online	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seamer Road Retail Park, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these items / don't buy these items anywhere else)	43.1%	277	36.3%	27	50.7%	37	42.3%	61	48.1%	57	36.1%	50	47.5%	45
(Don't know)	3.6%	23	1.3%	1	2.9%	2	1.5%	2	3.8%	5	7.5%	11	3.0%	3
(Varies / no pattern)	2.4%	16	3.8%	3	0.0%	0	2.3%	3	0.0%	0	1.5%	2	7.9%	8
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q07 How does your household normally travel to (TOWN CENTRE, DISTRICT CENTRE OR RETAIL PARK MENTIONED AT Q06) ?														
<i>Those who buy clothes and shoes at Q06</i>														
Car / van (as driver)	72.6%	428	77.6%	54	75.9%	46	71.6%	92	77.8%	83	69.0%	91	67.0%	61
Car / van (as passenger)	15.1%	89	15.8%	11	13.8%	8	13.8%	18	12.8%	14	19.0%	25	14.4%	13
Bus	5.4%	32	1.3%	1	1.7%	1	6.0%	8	5.1%	5	5.6%	7	10.3%	9
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	1.4%	8	1.3%	1	0.0%	0	1.7%	2	0.0%	0	1.6%	2	3.1%	3
Taxi	0.3%	2	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0
Train	1.2%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	2	2.4%	3	2.1%	2
Bicycle	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
Don't travel - goods delivered	3.3%	19	2.6%	2	5.2%	3	5.2%	7	1.7%	2	2.4%	3	3.1%	3
(Don't know)	0.7%	4	1.3%	1	3.4%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		589		70		61		128		106		132		92
Sample:		590		76		58		116		117		126		97

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q08 In which town centres, district centres or retail parks have the members of your household spent most money on furniture / carpets / soft household furnishings in the past six months ?														
<i>Most money spent</i>														
B&Q Warehouse, Hull Road, York	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
B&Q Supercentre, Bessingby Road, Bridlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Birstall Retail Park, Leeds	0.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bridlington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Clifton Moor Retail Park, York	5.1%	33	5.0%	4	2.9%	2	3.8%	6	1.5%	2	11.3%	16	4.0%	4
Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Driffild Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.8%	1	0.0%	0
Easingwold Town Centre	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Filey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Castleford Outlet Centre, Glasshoughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Hornsea Outlet Village, Hornsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garforth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guisborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haxby District Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helmsley District Centre	1.1%	7	5.0%	4	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Kingston upon Hull City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Kirkbymoorside District Centre	0.3%	2	0.0%	0	1.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Knaresborough Town Centre	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	1.7%	11	2.5%	2	2.9%	2	0.8%	1	0.8%	1	3.0%	4	1.0%	1
Malton Town Centre	8.9%	57	5.0%	4	2.9%	2	2.3%	3	3.1%	4	19.5%	27	17.8%	17
McArthurGlen Designer Outlet, Fulford, York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Middlesbrough City Centre	0.5%	3	0.0%	0	1.4%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Monks Cross Shopping Park, Huntingdon, York	3.3%	21	1.3%	1	1.4%	1	1.5%	2	0.8%	1	7.5%	11	5.9%	6
Northallerton Town Centre	0.3%	2	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton District Centre	1.7%	11	6.3%	5	4.3%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Owlcoates Centre, Pudsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pickering District Centre	2.3%	15	0.0%	0	4.3%	3	6.2%	9	2.3%	3	0.0%	0	0.0%	0
Pocklington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redcar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scarborough Town Centre	6.3%	41	0.0%	0	7.2%	5	6.2%	9	19.1%	23	0.8%	1	3.0%	3
Selby Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.5%	3	1.3%	1	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Whitby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
York City Centre	9.7%	63	3.8%	3	11.6%	8	6.9%	10	9.9%	12	9.0%	13	17.8%	17
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.9%	6	1.3%	1	1.4%	1	0.8%	1	0.8%	1	0.8%	1	1.0%	1
Mail order / catalogue	1.3%	8	1.3%	1	1.4%	1	2.3%	3	1.5%	2	0.0%	0	1.0%	1
Internet / online	0.5%	3	1.3%	1	1.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seamer Road Retail Park, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these items / don't buy these items anywhere else)	49.2%	317	61.3%	45	49.3%	36	54.6%	78	53.4%	64	36.1%	50	45.5%	44
(Don't know)	1.9%	12	0.0%	0	0.0%	0	3.1%	4	0.8%	1	3.8%	5	2.0%	2
(Varies / no pattern)	2.3%	15	0.0%	0	4.3%	3	3.1%	4	1.5%	2	3.8%	5	0.0%	0
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
2nd most money spent														
B&Q Warehouse, Hull Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Bessingby Road, Bridlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Retail Park, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bridlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton Moor Retail Park, York	0.8%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	3	1.0%	1
Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Driffeld Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easingwold Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Filey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Castleford Outlet Centre, Glasshoughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Hornsea Outlet Village, Hornsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garforth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guisborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Haxby District Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helmsley District Centre	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Hull City Centre	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkbymoorside District Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaresborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.6%	4	0.0%	0	1.4%	1	0.0%	0	0.8%	1	1.5%	2	0.0%	0
Malton Town Centre	2.2%	14	1.3%	1	1.4%	1	1.5%	2	0.8%	1	5.3%	7	2.0%	2
McArthurGlen Designer Outlet, Fulford, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough City Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Monks Cross Shopping Park, Huntingdon, York	1.5%	9	0.0%	0	2.9%	2	0.8%	1	0.0%	0	3.8%	5	1.0%	1
Northallerton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Norton District Centre	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlcotes Centre, Pudsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pickering District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Pocklington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Redcar Town Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scarborough Town Centre	2.9%	19	0.0%	0	4.3%	3	4.6%	7	0.8%	1	3.0%	4	4.0%	4
Selby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Whitby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	4.8%	31	2.5%	2	4.3%	3	3.1%	4	4.6%	5	7.5%	11	5.9%	6
Abroad	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.0%	1
Other	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Mail order / catalogue	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Internet / online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seamer Road Retail Park, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these items / don't buy these items anywhere else)	78.6%	506	88.8%	65	73.9%	54	85.4%	123	86.3%	103	63.2%	88	77.2%	74
(Don't know)	2.5%	16	1.3%	1	2.9%	2	0.0%	0	2.3%	3	6.8%	9	1.0%	1
(Varies / no pattern)	2.6%	17	3.8%	3	0.0%	0	1.5%	2	2.3%	3	3.8%	5	4.0%	4
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q09 How does your household normally travel to (TOWN CENTRE, DISTRICT CENTRE OR RETAIL PARK MENTIONED AT Q08) ?														
<i>Those who buy furniture / carpets / soft household furnishings at Q08</i>														
Car / van (as driver)	73.8%	242	83.9%	24	82.9%	31	72.9%	47	78.7%	44	69.4%	62	65.5%	34
Car / van (as passenger)	14.3%	47	9.7%	3	11.4%	4	6.8%	4	16.4%	9	21.2%	19	14.5%	8
Bus	1.6%	5	0.0%	0	2.9%	1	5.1%	3	0.0%	0	0.0%	0	1.8%	1
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.3%	14	0.0%	0	0.0%	0	1.7%	1	0.0%	0	8.2%	7	10.9%	6
Taxi	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Train	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Bicycle	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
Don't travel - goods delivered	2.7%	9	6.5%	2	2.9%	1	5.1%	3	3.3%	2	0.0%	0	1.8%	1
(Don't know)	2.5%	8	0.0%	0	0.0%	0	8.5%	6	1.6%	1	0.0%	0	3.6%	2
Weighted base:		327		28		37		65		55		89		52
Sample:		326		31		35		59		61		85		55

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q10 In which town centres, district centres or retail parks have the members of your household spent most money on DIY and decorating goods in the past six months ?														
Most money spent														
B&Q Warehouse, Hull Road, York	14.0%	90	7.5%	6	20.3%	15	15.4%	22	0.8%	1	24.1%	34	13.9%	13
B&Q Supercentre, Bessingby Road, Bridlington	0.3%	2	0.0%	0	1.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Yafforth Road, Northallerton	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Retail Park, Leeds	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Bridlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton Moor Retail Park, York	6.8%	44	13.8%	10	5.8%	4	2.3%	3	3.1%	4	12.0%	17	5.9%	6
Darlington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Driffield Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.5%	2	0.0%	0
Easingwold Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Filey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Castleford Outlet Centre, Glasshoughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Hornsea Outlet Village, Hornsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garforth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guisborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haxby District Centre, York	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helmsley District Centre	0.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Hull City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkbymoorside District Centre	2.6%	17	1.3%	1	20.3%	15	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Knaresborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Malton Town Centre	13.1%	84	6.3%	5	2.9%	2	2.3%	3	5.3%	6	27.1%	38	31.7%	30
McArthurGlen Designer Outlet, Fulford, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough City Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Monks Cross Shopping Park, Huntingdon, York	0.5%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1
Northallerton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Owlcoates Centre, Pudsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pickering District Centre	1.8%	12	0.0%	0	1.4%	1	6.9%	10	0.8%	1	0.0%	0	0.0%	0
Pocklington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redcar Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scarborough Town Centre	10.2%	66	1.3%	1	1.4%	1	13.8%	20	32.8%	39	0.0%	0	5.0%	5
Selby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	5.4%	35	10.0%	7	4.3%	3	4.6%	7	0.0%	0	6.0%	8	9.9%	9
Abroad	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	5	0.0%	0	0.0%	0	1.5%	2	1.5%	2	0.8%	1	0.0%	0
Mail order / catalogue	0.5%	3	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Internet / online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scarborough	4.5%	29	0.0%	0	2.9%	2	7.7%	11	12.2%	15	0.8%	1	0.0%	0
Seamer Road Retail Park, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these items / don't buy these items anywhere else)	34.8%	224	53.8%	39	33.3%	24	37.7%	54	39.7%	47	21.1%	29	30.7%	29
(Don't know)	1.3%	8	0.0%	0	0.0%	0	2.3%	3	1.5%	2	1.5%	2	1.0%	1
(Varies / no pattern)	1.3%	8	1.3%	1	2.9%	2	1.5%	2	0.0%	0	2.3%	3	0.0%	0
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
2nd most money spent														
B&Q Warehouse, Hull Road, York	2.8%	18	0.0%	0	2.9%	2	2.3%	3	0.0%	0	9.0%	13	0.0%	0
B&Q Supercentre, Bessingby Road, Bridlington	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Retail Park, Leeds	0.3%	2	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton Moor Retail Park, York	2.1%	13	1.3%	1	1.4%	1	1.5%	2	0.8%	1	5.3%	7	1.0%	1
Darlington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Driffeld Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easingwold Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Filey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Castleford Outlet Centre, Glasshoughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Hornsea Outlet Village, Hornsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garforth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guisborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haxby District Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helmsley District Centre	0.4%	3	2.5%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Hull City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkbymoorside District Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaresborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malton Town Centre	4.1%	27	2.5%	2	2.9%	2	2.3%	3	0.8%	1	9.8%	14	5.0%	5
McArthurGlen Designer Outlet, Fulford, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monks Cross Shopping Park, Huntingdon, York	0.6%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.5%	2	1.0%	1
Northallerton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Owlcotes Centre, Pudsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pickering District Centre	1.3%	8	0.0%	0	2.9%	2	3.1%	4	0.8%	1	0.0%	0	1.0%	1
Pocklington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redcar Town Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scarborough Town Centre	3.2%	21	0.0%	0	2.9%	2	6.9%	10	1.5%	2	2.3%	3	4.0%	4
Selby Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	3.3%	21	0.0%	0	0.0%	0	3.1%	4	1.5%	2	3.8%	5	9.9%	9
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scarborough	0.5%	3	0.0%	0	1.4%	1	0.8%	1	0.8%	1	0.0%	0	0.0%	0
Seamer Road Retail Park, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these items / don't buy these items anywhere else)	73.2%	471	90.0%	66	72.5%	53	75.4%	108	87.8%	105	51.9%	72	70.3%	67
(Don't know)	5.2%	33	2.5%	2	7.2%	5	2.3%	3	4.6%	5	9.0%	13	5.0%	5
(Varies / no pattern)	1.3%	8	0.0%	0	0.0%	0	0.8%	1	0.8%	1	3.0%	4	2.0%	2
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q11 How does your household normally travel to (TOWN CENTRE, DISTRICT CENTRE OR RETAIL PARK MENTIONED AT Q10) ?														
<i>Those who buy DIY and decorating goods at Q10</i>														
Car / van (as driver)	74.8%	313	78.4%	27	78.3%	38	77.5%	68	75.9%	55	68.6%	76	75.7%	50
Car / van (as passenger)	15.3%	64	16.2%	6	8.7%	4	13.8%	12	20.3%	15	18.1%	20	11.4%	8
Bus	2.2%	9	0.0%	0	0.0%	0	3.8%	3	0.0%	0	2.9%	3	4.3%	3
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.6%	23	5.4%	2	8.7%	4	2.5%	2	0.0%	0	9.5%	11	7.1%	5
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Bicycle	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't travel - goods delivered	0.7%	3	0.0%	0	2.2%	1	1.3%	1	1.3%	1	0.0%	0	0.0%	0
(Don't know)	1.2%	5	0.0%	0	0.0%	0	1.3%	1	2.5%	2	1.0%	1	1.4%	1
Weighted base:		419		34		48		88		72		110		66
Sample:		417		37		46		80		79		105		70

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q12 In which town centres, district centres or retail parks have the members of your household spent most money on domestic appliances such as washing machines, fridges, cookers, TVs, video players and computers in the past six months ?														
Most money spent														
B&Q Warehouse, Hull Road, York	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Bessingby Road, Bridlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Retail Park, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridlington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Clifton Moor Retail Park, York	7.8%	50	13.8%	10	7.2%	5	6.2%	9	2.3%	3	12.0%	17	6.9%	7
Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Driffield Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Easingwold Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Filey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Castleford Outlet Centre, Glasshoughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Hornsea Outlet Village, Hornsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garforth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guisborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haxby District Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helmsley District Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Hull City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkbymoorside District Centre	2.2%	14	3.8%	3	15.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaresborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Malton Town Centre	16.6%	107	6.3%	5	7.2%	5	3.8%	6	7.6%	9	33.1%	46	37.6%	36
McArthurGlen Designer Outlet, Fulford, York	0.9%	6	0.0%	0	1.4%	1	0.8%	1	3.1%	4	0.0%	0	0.0%	0
Middlesbrough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monks Cross Shopping Park, Huntingdon, York	2.5%	16	2.5%	2	0.0%	0	1.5%	2	1.5%	2	6.0%	8	2.0%	2
Northallerton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlcoates Centre, Pudsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pickering District Centre	2.6%	17	0.0%	0	0.0%	0	11.5%	17	0.0%	0	0.0%	0	0.0%	0
Pocklington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Redcar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scarborough Town Centre	8.7%	56	0.0%	0	2.9%	2	15.4%	22	23.7%	28	0.8%	1	3.0%	3
Selby Town Centre	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	5.2%	34	7.5%	6	8.7%	6	6.2%	9	0.0%	0	4.5%	6	6.9%	7
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.6%	4	1.3%	1	1.4%	1	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Mail order / catalogue	1.7%	11	0.0%	0	0.0%	0	0.8%	1	3.1%	4	1.5%	2	4.0%	4
Internet / online	3.9%	25	6.3%	5	1.4%	1	6.2%	9	3.1%	4	3.0%	4	3.0%	3
B&Q, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seamer Road Retail Park, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these items / don't buy these items anywhere else)	43.3%	279	57.5%	42	49.3%	36	43.8%	63	51.9%	62	31.6%	44	33.7%	32
(Don't know)	1.3%	8	0.0%	0	0.0%	0	0.8%	1	0.8%	1	3.0%	4	2.0%	2
(Varies / no pattern)	1.3%	8	0.0%	0	2.9%	2	0.8%	1	0.8%	1	2.3%	3	1.0%	1
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
2nd most money spent														
B&Q Warehouse, Hull Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Bessingby Road, Bridlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Retail Park, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton Moor Retail Park, York	1.7%	11	1.3%	1	0.0%	0	0.0%	0	1.5%	2	5.3%	7	1.0%	1
Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Driffeld Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easingwold Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Filey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Castleford Outlet Centre, Glasshoughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Hornsea Outlet Village, Hornsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garforth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guisborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haxby District Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helmsley District Centre	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Hull City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkbymoorside District Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Knaresborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malton Town Centre	2.9%	19	0.0%	0	2.9%	2	2.3%	3	0.8%	1	6.0%	8	4.0%	4
McArthurGlen Designer Outlet, Fulford, York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Middlesbrough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monks Cross Shopping Park, Huntingdon, York	1.2%	8	1.3%	1	0.0%	0	0.8%	1	0.0%	0	1.5%	2	4.0%	4
Northallerton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlcotes Centre, Pudsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pickering District Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pocklington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redcar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scarborough Town Centre	2.7%	18	0.0%	0	2.9%	2	6.2%	9	3.1%	4	1.5%	2	1.0%	1
Selby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
York City Centre	2.5%	16	1.3%	1	0.0%	0	1.5%	2	0.8%	1	5.3%	7	5.0%	5
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / online	0.4%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
B&Q, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seamer Road Retail Park, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these items / don't buy these items anywhere else)	80.3%	517	90.0%	66	91.3%	66	83.1%	119	87.0%	104	66.2%	92	72.3%	69
(Don't know)	4.7%	30	2.5%	2	0.0%	0	3.1%	4	4.6%	5	9.0%	13	5.9%	6
(Varies / no pattern)	2.6%	17	0.0%	0	1.4%	1	2.3%	3	1.5%	2	3.0%	4	6.9%	7
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q13 How does your household normally travel to (TOWN CENTRE, DISTRICT CENTRE OR RETAIL PARK MENTIONED AT Q12) ?														
<i>Those who buy domestic appliances at Q12</i>														
Car / van (as driver)	69.5%	254	73.5%	23	80.0%	29	69.9%	56	71.4%	41	70.3%	67	58.2%	37
Car / van (as passenger)	10.5%	38	11.8%	4	5.7%	2	8.2%	7	11.1%	6	15.4%	15	7.5%	5
Bus	2.3%	8	0.0%	0	2.9%	1	5.5%	4	1.6%	1	0.0%	0	3.0%	2
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.1%	26	0.0%	0	8.6%	3	2.7%	2	1.6%	1	7.7%	7	19.4%	12
Taxi	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	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
Don't travel - goods delivered	8.7%	32	14.7%	5	2.9%	1	11.0%	9	11.1%	6	5.5%	5	9.0%	6
(Don't know)	1.6%	6	0.0%	0	0.0%	0	2.7%	2	3.2%	2	0.0%	0	3.0%	2
Weighted base:		365		31		37		81		57		96		63
Sample:		363		34		35		73		63		91		67

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q14 In which town centres, district centres or retail parks have the members of your household spent most money on specialist non-food items such as china, glass, books, jewellery, photographic goods, musical instruments and sports equipment in the past six months ?														
Most money spent														
B&Q Warehouse, Hull Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Bessingby Road, Bridlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Retail Park, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton Moor Retail Park, York	2.3%	15	2.5%	2	0.0%	0	0.8%	1	1.5%	2	5.3%	7	3.0%	3
Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Driffield Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Easingwold Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Filey Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Freeport Castleford Outlet Centre, Glasshoughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Hornsea Outlet Village, Hornsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garforth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guisborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haxby District Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helmsley District Centre	1.2%	8	5.0%	4	2.9%	2	0.8%	1	0.0%	0	0.0%	0	1.0%	1
Kingston upon Hull City Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Kirkbymoorside District Centre	0.7%	4	0.0%	0	4.3%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Knaresborough Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malton Town Centre	9.5%	61	6.3%	5	1.4%	1	3.8%	6	7.6%	9	15.8%	22	19.8%	19
McArthurGlen Designer Outlet, Fulford, York	0.5%	3	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.8%	1	0.0%	0
Middlesbrough City Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Monks Cross Shopping Park, Huntingdon, York	4.4%	28	5.0%	4	2.9%	2	7.7%	11	0.8%	1	6.0%	8	2.0%	2
Northallerton Town Centre	0.7%	5	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Norton District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Owlcoates Centre, Pudsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pickering District Centre	2.5%	16	0.0%	0	0.0%	0	9.2%	13	1.5%	2	0.0%	0	1.0%	1
Pocklington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Redcar Town Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scarborough Town Centre	9.4%	60	1.3%	1	4.3%	3	10.8%	15	28.2%	34	3.0%	4	3.0%	3
Selby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	17.2%	111	16.3%	12	23.2%	17	13.1%	19	9.2%	11	23.3%	33	20.8%	20
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other	0.6%	4	3.8%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Mail order / catalogue	2.4%	15	3.8%	3	1.4%	1	3.8%	6	1.5%	2	2.3%	3	1.0%	1
Internet / online	2.1%	14	1.3%	1	1.4%	1	0.8%	1	3.8%	5	1.5%	2	4.0%	4
B&Q, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seamer Road Retail Park, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these items / don't buy these items anywhere else)	39.9%	257	45.0%	33	50.7%	37	38.5%	55	42.7%	51	36.1%	50	31.7%	30
(Don't know)	1.8%	12	1.3%	1	0.0%	0	1.5%	2	0.8%	1	1.5%	2	5.9%	6
(Varies / no pattern)	3.4%	22	3.8%	3	5.8%	4	3.1%	4	1.5%	2	2.3%	3	5.9%	6
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

Column %ges.

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
2nd most money spent														
B&Q Warehouse, Hull Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Bessingby Road, Bridlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Retail Park, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton Moor Retail Park, York	0.8%	5	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.8%	1	2.0%	2
Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Driffeld Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easingwold Town Centre	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Filey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Castleford Outlet Centre, Glasshoughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Hornsea Outlet Village, Hornsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garforth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guisborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haxby District Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helmsley District Centre	0.3%	2	1.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Kingston upon Hull City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkbymoorside District Centre	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knaresborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.8%	5	1.3%	1	0.0%	0	0.0%	0	1.5%	2	1.5%	2	0.0%	0
Malton Town Centre	3.0%	19	1.3%	1	1.4%	1	2.3%	3	1.5%	2	7.5%	11	2.0%	2
McArthurGlen Designer Outlet, Fulford, York	0.7%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.3%	3	0.0%	0
Middlesbrough City Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Monks Cross Shopping Park, Huntingdon, York	1.9%	12	0.0%	0	0.0%	0	0.8%	1	1.5%	2	6.0%	8	1.0%	1
Northallerton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlcotes Centre, Pudsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pickering District Centre	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1
Pocklington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redcar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scarborough Town Centre	4.1%	26	2.5%	2	2.9%	2	5.4%	8	4.6%	5	3.8%	5	4.0%	4
Selby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	7.0%	45	3.8%	3	4.3%	3	7.7%	11	9.2%	11	9.8%	14	4.0%	4
Abroad	0.5%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	1.0%	1
Other	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Mail order / catalogue	0.5%	3	0.0%	0	1.4%	1	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Internet / online	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1
B&Q, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seamer Road Retail Park, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these items / don't buy these items anywhere else)	75.5%	486	86.3%	63	82.6%	60	74.6%	107	78.6%	94	61.7%	86	79.2%	76
(Don't know)	2.3%	15	1.3%	1	5.8%	4	0.8%	1	3.1%	4	3.0%	4	1.0%	1
(Varies / no pattern)	1.1%	7	0.0%	0	0.0%	0	2.3%	3	0.0%	0	1.5%	2	2.0%	2
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q15 How does your household normally travel to (TOWN CENTRE, DISTRICT CENTRE OR RETAIL PARK MENTIONED AT Q14) ?														
<i>Those who buy specialist non food items at Q14</i>														
Car / van (as driver)	70.3%	272	72.7%	29	73.5%	26	73.8%	65	73.0%	49	70.6%	63	59.4%	39
Car / van (as passenger)	12.7%	49	9.1%	4	11.8%	4	11.3%	10	10.8%	7	15.3%	14	15.9%	10
Bus	3.9%	15	2.3%	1	5.9%	2	5.0%	4	2.7%	2	3.5%	3	4.3%	3
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	3.1%	12	2.3%	1	2.9%	1	1.3%	1	0.0%	0	4.7%	4	7.2%	5
Taxi	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
Train	0.7%	3	2.3%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	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
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't travel - goods delivered	6.1%	24	11.4%	5	5.9%	2	7.5%	7	8.1%	5	1.2%	1	5.8%	4
(Don't know)	2.5%	10	0.0%	0	0.0%	0	1.3%	1	2.7%	2	2.4%	2	7.2%	5
Weighted base:		386		40		36		88		67		89		65
Sample:		386		44		34		80		74		85		69

Q16A What proportion of your household's total spending on all non-food goods is spent via the Internet ?

1% - 10%	17.7%	114	27.5%	20	23.2%	17	17.7%	25	15.3%	18	16.5%	23	10.9%	10
11% - 20%	3.6%	23	2.5%	2	1.4%	1	4.6%	7	8.4%	10	0.0%	0	4.0%	4
21% - 30%	1.2%	8	1.3%	1	1.4%	1	0.8%	1	1.5%	2	2.3%	3	0.0%	0
31% - 40%	0.8%	5	0.0%	0	1.4%	1	0.0%	0	0.8%	1	2.3%	3	0.0%	0
41% - 50%	1.5%	10	1.3%	1	1.4%	1	4.6%	7	0.8%	1	0.0%	0	0.0%	0
51% - 60%	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
61% - 70%	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
71% - 80%	0.9%	6	1.3%	1	1.4%	1	1.5%	2	1.5%	2	0.0%	0	0.0%	0
81% - 90%	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
91% - 100%	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't buy goods via the Internet)	72.5%	467	66.3%	49	68.1%	49	67.7%	97	69.5%	83	78.2%	109	83.2%	79
(Don't know)	1.0%	6	0.0%	0	1.4%	1	1.5%	2	0.0%	0	0.8%	1	2.0%	2
<i>Mean:</i>		16.5		11.9		14.1		22.0		22.0		10.6		9.9
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

Q16B What proportion of your household's total spending on all non-food goods is spent via Home catalogue shopping ?

1% - 10%	23.4%	151	25.0%	18	18.8%	14	24.6%	35	24.4%	29	22.6%	32	23.8%	23
11% - 20%	5.7%	37	6.3%	5	4.3%	3	6.2%	9	6.9%	8	3.8%	5	6.9%	7
21% - 30%	2.9%	19	3.8%	3	2.9%	2	3.8%	6	3.8%	5	1.5%	2	2.0%	2
31% - 40%	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
41% - 50%	2.0%	13	1.3%	1	2.9%	2	1.5%	2	1.5%	2	1.5%	2	4.0%	4
51% - 60%	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
61% - 70%	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
71% - 80%	0.5%	3	0.0%	0	0.0%	0	1.5%	2	0.8%	1	0.0%	0	0.0%	0
81% - 90%	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
91% - 100%	0.5%	3	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.8%	1	0.0%	0
(Don't buy goods via home catalogue shopping)	62.7%	404	61.3%	45	66.7%	48	60.8%	87	60.3%	72	66.9%	93	60.4%	58
(Don't know)	1.5%	10	2.5%	2	0.0%	0	0.8%	1	0.8%	1	2.3%	3	3.0%	3
<i>Mean:</i>		15.8		11.6		21.2		16.7		16.5		14.3		14.8
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

Ryedale Retail Capacity Study for Roger Tym & Partners

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q16C What proportion of your household's total spending on all non-food goods is spent via interactive TV services ?														
1% - 10%	4.9%	32	3.8%	3	7.2%	5	3.1%	4	6.9%	8	6.0%	8	3.0%	3
11% - 20%	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0
21% - 30%	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.8%	1	0.0%	0
31% - 40%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41% - 50%	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
51% - 60%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
61% - 70%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71% - 80%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
81% - 90%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
91% - 100%	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
(Don't buy goods via interactive TV services)	93.8%	604	96.3%	71	91.3%	66	96.9%	139	90.8%	108	91.0%	127	97.0%	93
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>	<i>11.8</i>		<i>4.0</i>		<i>12.2</i>		<i>4.8</i>		<i>11.1</i>		<i>18.2</i>		<i>4.0</i>	
Weighted base:	644		73		73		144		119		140		96	
Sample:	644		80		69		130		131		133		101	

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q17 In which town centre, district centre or out-of-centre location does your household spend most money on the following leisure and culture activities ?														
Cinema														
Alexandra Bowls Centre, Scarborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Beverley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Retail Park, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridlington Town Centre	0.4%	3	1.3%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Clifton Moor Retail Park, York	12.5%	81	27.5%	20	11.6%	8	10.8%	15	3.1%	4	18.8%	26	6.9%	7
Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Driffield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easingwold Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Filey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Castleford Outlet Centre, Glasshoughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Hornsea Outlet Village, Hornsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garforth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guisborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haxby District Centre, York	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helmsley District Centre	2.0%	13	10.0%	7	2.9%	2	1.5%	2	0.0%	0	0.0%	0	1.0%	1
Kingston upon Hull City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkbymoorside District Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Knaresborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Malton Town Centre	11.6%	75	2.5%	2	1.4%	1	1.5%	2	5.3%	6	25.6%	36	28.7%	27
McArthurGlen Designer Outlet, Fulford, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monks Cross Shopping Park, Huntingdon, York	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.5%	2	0.0%	0
Northallerton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owlcoates Centre, Pudsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pickering District Centre	6.2%	40	1.3%	1	5.8%	4	23.1%	33	0.8%	1	0.0%	0	1.0%	1
Pocklington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redcar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryedale Indoor Bowls & Leisure Centre, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scarborough Town Centre	2.2%	14	0.0%	0	0.0%	0	2.3%	3	8.4%	10	0.8%	1	0.0%	0
Selby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	15.4%	99	11.3%	8	13.0%	9	20.0%	29	14.5%	17	10.5%	15	21.8%	21
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ampleforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Howard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rillington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton-le-Dale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do these leisure or culture activities)	47.8%	308	45.0%	33	63.8%	46	39.2%	56	63.4%	76	41.4%	58	40.6%	39
(Varies / no pattern)	0.6%	4	0.0%	0	0.0%	0	0.8%	1	0.8%	1	1.5%	2	0.0%	0
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Pubs							
Alexandra Bowls Centre, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%
Beverley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Birstall Retail Park, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%
Bridlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Clifton Moor Retail Park, York	0.5%	3	0.0%	0	1.4%	1	0.0%
Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Driffeld Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Easingwold Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Filey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Freeport Castleford Outlet Centre, Glasshoughton	0.0%	0	0.0%	0	0.0%	0	0.0%
Freeport Hornsea Outlet Village, Hornsea	0.0%	0	0.0%	0	0.0%	0	0.0%
Garforth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Guisborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Haxby District Centre, York	0.1%	1	1.3%	1	0.0%	0	0.0%
Helmsley District Centre	5.3%	34	37.5%	28	5.8%	4	0.8%
Kingston upon Hull City Centre	0.1%	1	0.0%	0	0.0%	0	0.8%
Kirkbymoorside District Centre	4.6%	29	0.0%	0	36.2%	26	0.8%
Knaresborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Leeds City Centre	0.3%	2	0.0%	0	0.0%	0	0.8%
Malton Town Centre	18.1%	117	3.8%	3	2.9%	2	1.5%
McArthurGlen Designer Outlet, Fulford, York	0.0%	0	0.0%	0	0.0%	0	0.0%
Middlesbrough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Monks Cross Shopping Park, Huntingdon, York	0.0%	0	0.0%	0	0.0%	0	0.0%
Northallerton Town Centre	0.1%	1	1.3%	1	0.0%	0	0.0%
Norton District Centre	1.6%	10	0.0%	0	1.4%	1	0.0%
Owlcoates Centre, Pudsey	0.0%	0	0.0%	0	0.0%	0	0.0%
Pickering District Centre	7.5%	48	0.0%	0	1.4%	1	32.3%
Pocklington Town Centre	0.3%	2	0.0%	0	0.0%	0	1.5%
Redcar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Ryedale Indoor Bowls & Leisure Centre, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%
Scarborough Town Centre	3.8%	24	0.0%	0	1.4%	1	1.5%
Selby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitby Town Centre	0.1%	1	0.0%	0	0.0%	0	0.8%
White Rose Shopping Centre, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%
York City Centre	3.2%	20	2.5%	2	1.4%	1	3.1%
Other	7.5%	48	7.5%	6	8.7%	6	7.7%
Ampleforth	0.6%	4	5.0%	4	0.0%	0	0.0%
Rosedale	0.8%	5	0.0%	0	0.0%	0	3.1%
London	0.0%	0	0.0%	0	0.0%	0	0.0%
Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Howard	0.0%	0	0.0%	0	0.0%	0	0.0%
West Ayton	0.6%	4	0.0%	0	0.0%	0	0.0%
East Ayton	0.3%	2	0.0%	0	0.0%	0	0.0%
Rillington	0.6%	4	0.0%	0	0.0%	0	0.0%
Thornton-le-Dale	0.5%	3	0.0%	0	0.0%	0	2.3%
(Don't do these leisure or culture activities)	34.5%	222	36.3%	27	29.0%	21	37.7%
(Varies / no pattern)	9.0%	58	5.0%	4	10.1%	7	6.9%
Weighted base:	644		73		73		144
Sample:	644		80		69		130

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Restaurants														
Alexandra Bowls Centre, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Retail Park, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridlington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Clifton Moor Retail Park, York	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Driffeld Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Easingwold Town Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Filey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Castleford Outlet Centre, Glasshoughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Hornsea Outlet Village, Hornsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garforth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guisborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haxby District Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helmsley District Centre	4.7%	30	35.0%	26	1.4%	1	0.8%	1	0.0%	0	1.5%	2	0.0%	0
Kingston upon Hull City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Kirkbymoorside District Centre	2.1%	14	1.3%	1	15.9%	12	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Knaresborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Malton Town Centre	18.3%	118	3.8%	3	7.2%	5	3.8%	6	13.0%	15	31.6%	44	46.5%	44
McArthurGlen Designer Outlet, Fulford, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monks Cross Shopping Park, Huntingdon, York	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton District Centre	0.6%	4	0.0%	0	1.4%	1	0.0%	0	0.8%	1	1.5%	2	0.0%	0
Owlcoates Centre, Pudsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pickering District Centre	9.0%	58	0.0%	0	5.8%	4	35.4%	51	2.3%	3	0.0%	0	0.0%	0
Pocklington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Redcar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryedale Indoor Bowls & Leisure Centre, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scarborough Town Centre	8.0%	52	2.5%	2	2.9%	2	4.6%	7	32.1%	38	1.5%	2	1.0%	1
Selby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Whitby Town Centre	0.9%	6	2.5%	2	0.0%	0	2.3%	3	0.8%	1	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	6.2%	40	6.3%	5	2.9%	2	4.6%	7	0.8%	1	9.8%	14	12.9%	12
Other	4.1%	26	2.5%	2	2.9%	2	3.8%	6	6.9%	8	2.3%	3	5.9%	6
Ampleforth	0.6%	4	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosedale	0.7%	4	0.0%	0	0.0%	0	2.3%	3	0.8%	1	0.0%	0	0.0%	0
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Howard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ayton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
East Ayton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Rillington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Thornton-le-Dale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do these leisure or culture activities)	27.3%	176	33.8%	25	43.5%	32	23.8%	34	22.9%	27	27.1%	38	20.8%	20
(Varies / no pattern)	15.1%	97	6.3%	5	15.9%	12	14.6%	21	13.0%	15	23.3%	33	12.9%	12
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Health & fitness														
Alexandra Bowls Centre, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Retail Park, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton Moor Retail Park, York	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1
Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Driffeld Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easingwold Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Filey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Castleford Outlet Centre, Glasshoughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Hornsea Outlet Village, Hornsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garforth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guisborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haxby District Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helmsley District Centre	1.6%	10	13.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Hull City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkbymoorside District Centre	2.0%	13	0.0%	0	13.0%	9	1.5%	2	0.0%	0	0.0%	0	1.0%	1
Knaresborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malton Town Centre	7.6%	49	1.3%	1	0.0%	0	2.3%	3	5.3%	6	12.0%	17	22.8%	22
McArthurGlen Designer Outlet, Fulford, York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Middlesbrough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monks Cross Shopping Park, Huntingdon, York	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Northallerton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton District Centre	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	5.0%	5
Owlcoates Centre, Pudsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pickering District Centre	4.9%	31	1.3%	1	1.4%	1	18.5%	27	1.5%	2	0.0%	0	1.0%	1
Pocklington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redcar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryedale Indoor Bowls & Leisure Centre, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scarborough Town Centre	1.5%	10	0.0%	0	2.9%	2	0.0%	0	5.3%	6	0.8%	1	0.0%	0
Selby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	1.6%	10	1.3%	1	2.9%	2	0.8%	1	0.0%	0	3.0%	4	2.0%	2
Other	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Ampleforth	1.2%	7	8.8%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Howard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rillington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton-le-Dale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do these leisure or culture activities)	75.7%	488	73.8%	54	78.3%	57	75.4%	108	85.5%	102	74.4%	104	65.3%	62
(Varies / no pattern)	1.1%	7	0.0%	0	0.0%	0	1.5%	2	1.5%	2	0.8%	1	2.0%	2
Weighted base:	644		73		73		144		119		140		96	
Sample:	644		80		69		130		131		133		101	

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Family entertainment e.g. bingo / bowling							
Alexandra Bowls Centre, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%
Beverley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Birstall Retail Park, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%
Bridlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Clifton Moor Retail Park, York	5.6%	36	11.3%	8	10.1%	7	3.1%
Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Driffeld Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Easingwold Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Filey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Freeport Castleford Outlet Centre, Glasshoughton	0.0%	0	0.0%	0	0.0%	0	0.0%
Freeport Hornsea Outlet Village, Hornsea	0.0%	0	0.0%	0	0.0%	0	0.0%
Garforth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Guisborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Haxby District Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%
Helmsley District Centre	0.9%	6	6.3%	5	1.4%	1	0.0%
Kingston upon Hull City Centre	0.5%	3	0.0%	0	0.0%	0	0.8%
Kirkbymoorside District Centre	0.6%	4	1.3%	1	4.3%	3	0.0%
Knaresborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Malton Town Centre	2.3%	15	2.5%	2	0.0%	0	0.0%
McArthurGlen Designer Outlet, Fulford, York	0.0%	0	0.0%	0	0.0%	0	0.0%
Middlesbrough City Centre	0.2%	1	0.0%	0	1.4%	1	0.0%
Monks Cross Shopping Park, Huntingdon, York	0.3%	2	0.0%	0	0.0%	0	1.5%
Northallerton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Norton District Centre	0.7%	5	1.3%	1	0.0%	0	0.0%
Owlcoates Centre, Pudsey	0.0%	0	0.0%	0	0.0%	0	0.0%
Pickering District Centre	1.0%	7	0.0%	0	0.0%	0	4.6%
Pocklington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Redcar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Ryedale Indoor Bowls & Leisure Centre, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%
Scarborough Town Centre	3.1%	20	0.0%	0	1.4%	1	2.3%
Selby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitby Town Centre	0.2%	1	0.0%	0	0.0%	0	0.8%
White Rose Shopping Centre, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%
York City Centre	7.6%	49	3.8%	3	5.8%	4	11.5%
Other	0.6%	4	0.0%	0	0.0%	0	0.0%
Ampleforth	0.0%	0	0.0%	0	0.0%	0	0.0%
Rosedale	0.2%	1	0.0%	0	0.0%	0	0.8%
London	0.0%	0	0.0%	0	0.0%	0	0.0%
Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Howard	0.0%	0	0.0%	0	0.0%	0	0.0%
West Ayton	0.1%	1	0.0%	0	0.0%	0	0.0%
East Ayton	0.0%	0	0.0%	0	0.0%	0	0.0%
Rillington	0.1%	1	0.0%	0	0.0%	0	0.0%
Thornton-le-Dale	0.2%	1	0.0%	0	1.4%	1	0.0%
(Don't do these leisure or culture activities)	74.8%	482	73.8%	54	73.9%	54	72.3%
(Varies / no pattern)	1.0%	6	0.0%	0	0.0%	0	2.3%
Weighted base:	644		73		73		144
Sample:	644		80		69		130

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Theatre / Concerts							
Alexandra Bowls Centre, Scarborough	0.3%	2	0.0%	0	0.0%	0	0.0%
Beverley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Birstall Retail Park, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%
Bridlington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%
Clifton Moor Retail Park, York	0.2%	1	0.0%	0	0.0%	0	0.0%
Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Driffeld Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Easingwold Town Centre	0.1%	1	1.3%	1	0.0%	0	0.0%
Filey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Freeport Castleford Outlet Centre, Glasshoughton	0.0%	0	0.0%	0	0.0%	0	0.0%
Freeport Hornsea Outlet Village, Hornsea	0.0%	0	0.0%	0	0.0%	0	0.0%
Garforth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Guisborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Harrogate Town Centre	0.5%	3	0.0%	0	0.0%	0	1.5%
Haxby District Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%
Helmstley District Centre	2.9%	19	18.8%	14	5.8%	4	0.0%
Kingston upon Hull City Centre	0.5%	3	1.3%	1	0.0%	0	0.8%
Kirkbymoorside District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Knaresborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Leeds City Centre	1.6%	10	3.8%	3	4.3%	3	0.8%
Malton Town Centre	1.4%	9	0.0%	0	0.0%	0	0.8%
McArthurGlen Designer Outlet, Fulford, York	0.0%	0	0.0%	0	0.0%	0	0.0%
Middlesbrough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Monks Cross Shopping Park, Huntingdon, York	0.0%	0	0.0%	0	0.0%	0	0.0%
Northallerton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Norton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Owlcoates Centre, Pudsey	0.0%	0	0.0%	0	0.0%	0	0.0%
Pickering District Centre	2.7%	17	0.0%	0	4.3%	3	7.7%
Pocklington Town Centre	0.5%	3	1.3%	1	0.0%	0	1.5%
Redcar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Ryedale Indoor Bowls & Leisure Centre, Norton	0.2%	1	0.0%	0	0.0%	0	0.0%
Scarborough Town Centre	9.2%	59	0.0%	0	8.7%	6	14.6%
Selby Town Centre	0.1%	1	0.0%	0	0.0%	0	0.8%
Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
White Rose Shopping Centre, Leeds	0.2%	1	0.0%	0	0.0%	0	0.8%
York City Centre	16.3%	105	8.8%	6	18.8%	14	19.2%
Other	1.2%	8	2.5%	2	0.0%	0	0.8%
Ampleforth	0.0%	0	0.0%	0	0.0%	0	0.0%
Rosedale	0.2%	1	0.0%	0	0.0%	0	0.8%
London	1.2%	8	5.0%	4	0.0%	0	1.5%
Sheffield	1.3%	8	0.0%	0	1.4%	1	1.5%
Castle Howard	0.7%	5	1.3%	1	0.0%	0	0.8%
West Ayton	0.0%	0	0.0%	0	0.0%	0	0.0%
East Ayton	0.1%	1	0.0%	0	0.0%	0	0.8%
Rillington	0.1%	1	0.0%	0	0.0%	0	0.8%
Thornton-le-Dale	0.2%	1	0.0%	0	0.0%	0	0.8%
(Don't do these leisure or culture activities)	53.0%	342	56.3%	41	50.7%	37	40.8%
(Varies / no pattern)	5.2%	33	0.0%	0	5.8%	4	6.2%
Weighted base:		644		73		73	144
Sample:		644		80		69	130

Weighted:

May 2005

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Museums							
Alexandra Bowls Centre, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%
Beverley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Birstall Retail Park, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%
Bridlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Clifton Moor Retail Park, York	0.0%	0	0.0%	0	0.0%	0	0.0%
Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Driffeld Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Easingwold Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Filey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Freeport Castleford Outlet Centre, Glasshoughton	0.0%	0	0.0%	0	0.0%	0	0.0%
Freeport Hornsea Outlet Village, Hornsea	0.0%	0	0.0%	0	0.0%	0	0.0%
Garforth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Guisborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.8%
Harrogate Town Centre	0.3%	2	0.0%	0	0.0%	0	0.8%
Haxby District Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%
Helmsley District Centre	0.1%	1	1.3%	1	0.0%	0	0.0%
Kingston upon Hull City Centre	0.3%	2	0.0%	0	0.0%	0	0.8%
Kirkbymoorside District Centre	0.2%	1	0.0%	0	0.0%	0	0.8%
Knaresborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Leeds City Centre	0.8%	5	1.3%	1	0.0%	0	1.5%
Malton Town Centre	2.5%	16	1.3%	1	0.0%	0	4.6%
McArthurGlen Designer Outlet, Fulford, York	0.0%	0	0.0%	0	0.0%	0	0.0%
Middlesbrough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Monks Cross Shopping Park, Huntingdon, York	0.0%	0	0.0%	0	0.0%	0	0.0%
Northallerton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Norton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Owlcoates Centre, Pudsey	0.0%	0	0.0%	0	0.0%	0	0.0%
Pickering District Centre	3.5%	23	1.3%	1	1.4%	1	13.1%
Pocklington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.8%
Redcar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Ryedale Indoor Bowls & Leisure Centre, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%
Scarborough Town Centre	0.5%	3	0.0%	0	0.0%	0	0.8%
Selby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitby Town Centre	0.4%	3	0.0%	0	0.0%	0	1.5%
White Rose Shopping Centre, Leeds	0.2%	1	0.0%	0	0.0%	0	0.8%
York City Centre	12.2%	78	13.8%	10	15.9%	12	10.0%
Other	1.3%	8	0.0%	0	0.0%	0	3.1%
Ampleforth	0.0%	0	0.0%	0	0.0%	0	0.0%
Rosedale	0.0%	0	0.0%	0	0.0%	0	0.0%
London	1.2%	8	3.8%	3	0.0%	0	0.8%
Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Howard	0.1%	1	0.0%	0	0.0%	0	0.8%
West Ayton	0.3%	2	0.0%	0	0.0%	0	1.5%
East Ayton	0.1%	1	0.0%	0	0.0%	0	0.8%
Rillington	0.0%	0	0.0%	0	0.0%	0	0.0%
Thornton-le-Dale	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do these leisure or culture activities)	63.3%	408	62.5%	46	65.2%	47	50.0%
(Varies / no pattern)	12.4%	80	15.0%	11	17.4%	13	14.6%
Weighted base:	644		73		73		144
Sample:	644		80		69		130

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q18 How does your household normally travel to the town centre, district centre or retail park where most money is spent on leisure and culture activities, such as cinema, pubs, theatres and museums?														
Car / van (as driver)	68.3%	440	62.5%	46	72.5%	53	68.5%	98	72.5%	86	66.2%	92	67.3%	64
Car / van (as passenger)	14.6%	94	17.5%	13	8.7%	6	14.6%	21	13.0%	15	17.3%	24	14.9%	14
Bus	4.1%	27	0.0%	0	7.2%	5	6.9%	10	3.1%	4	1.5%	2	5.9%	6
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.1%	39	8.8%	6	5.8%	4	5.4%	8	4.6%	5	7.5%	11	5.0%	5
Taxi	1.5%	10	2.5%	2	1.4%	1	0.8%	1	3.1%	4	0.8%	1	1.0%	1
Train	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.0%	1
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.8%	31	8.8%	6	2.9%	2	3.8%	6	2.3%	3	6.8%	9	5.0%	5
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

Q19 Are you in paid employment?

Yes	52.9%	341	41.3%	30	55.1%	40	51.5%	74	47.3%	56	62.4%	87	55.4%	53
No	47.1%	303	58.8%	43	44.9%	33	48.5%	70	52.7%	63	37.6%	53	44.6%	43
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

Q20 How do you travel to your workplace?*Those in paid employment at Q19*

Car / van (as driver)	63.3%	216	60.6%	18	73.7%	29	64.2%	47	69.4%	39	65.1%	57	46.4%	25
Car / van (as passenger)	2.4%	8	0.0%	0	0.0%	0	1.5%	1	1.6%	1	4.8%	4	3.6%	2
Bus	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.4%	3
Motorcycle	1.1%	4	3.0%	1	0.0%	0	0.0%	0	1.6%	1	1.2%	1	1.8%	1
Walk	21.4%	73	30.3%	9	15.8%	6	25.4%	19	19.4%	11	13.3%	12	30.4%	16
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Bicycle	5.1%	17	0.0%	0	0.0%	0	1.5%	1	1.6%	1	13.3%	12	7.1%	4
Other	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Don't travel - I work from home	4.4%	15	6.1%	2	10.5%	4	4.5%	3	6.5%	4	1.2%	1	1.8%	1
(Don't know)	0.6%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:		341		30		40		74		56		87		53
Sample:		339		33		38		67		62		83		56

Q21 Which of the following do you consider to be your nearest Town Centre within the Ryedale District?

Helmsley Town Centre	9.3%	60	71.3%	52	10.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malton Town Centre	43.0%	277	23.8%	17	10.1%	7	7.7%	11	47.3%	56	67.7%	95	94.1%	90
Norton Town Centre	8.9%	57	0.0%	0	1.4%	1	0.0%	0	7.6%	9	31.6%	44	3.0%	3
Kirbymoorside Town Centre	7.4%	48	5.0%	4	58.0%	42	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Pickering Town Centre	31.5%	203	0.0%	0	20.3%	15	90.8%	130	45.0%	54	0.8%	1	3.0%	3
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q22 What are the best features of (TOWN CENTRE MENTIONED AT Q21) ?														
Near / convenient	23.9%	154	18.8%	14	26.1%	19	16.9%	24	19.1%	23	27.8%	39	36.6%	35
Good public transport links	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.0%	2
Parking is easy	4.8%	31	1.3%	1	5.8%	4	2.3%	3	3.8%	5	6.8%	9	8.9%	9
Parking is cheap	1.1%	7	1.3%	1	0.0%	0	0.0%	0	0.8%	1	3.0%	4	1.0%	1
Lack of congestion on roads	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised streets	0.4%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Little traffic-pedestrian conflict	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Good directional signs to the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient drop-off / pick-up stops for buses / good location of the bus station	0.6%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.5%	2	1.0%	1
Ease of access to all (with pushchairs, wheelchairs etc)	0.6%	4	0.0%	0	1.4%	1	0.8%	1	0.0%	0	0.0%	0	2.0%	2
Well signposted route ways / good local maps	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other accessibility / transport factor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
General cleanliness of shopping streets	0.9%	6	2.5%	2	2.9%	2	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Feels safe / absence of threatening individuals / groups	1.5%	10	2.5%	2	1.4%	1	1.5%	2	0.8%	1	0.8%	1	3.0%	3
Presence of police / other security measures	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Nice street furniture / floral displays	1.2%	8	1.3%	1	1.4%	1	0.0%	0	1.5%	2	1.5%	2	2.0%	2
Nice busy feel	2.3%	15	1.3%	1	0.0%	0	2.3%	3	0.0%	0	3.0%	4	6.9%	7
Not too crowded	2.5%	16	2.5%	2	5.8%	4	0.8%	1	0.8%	1	3.0%	4	4.0%	4
Character / atmosphere	12.1%	78	18.8%	14	15.9%	12	12.3%	18	7.6%	9	8.3%	12	14.9%	14
Historic buildings / tourist attractions	6.4%	41	15.0%	11	1.4%	1	8.5%	12	8.4%	10	1.5%	2	5.0%	5
Other environmental factor	1.5%	10	2.5%	2	0.0%	0	2.3%	3	1.5%	2	0.0%	0	3.0%	3
Selection / choice of independent / specialist shops	10.5%	68	13.8%	10	23.2%	17	3.1%	4	10.7%	13	8.3%	12	12.9%	12
Selection / choice of multiple shops	9.1%	58	8.8%	6	11.6%	8	6.2%	9	11.5%	14	9.0%	13	8.9%	9
Specified shops	3.7%	24	6.3%	5	10.1%	7	2.3%	3	1.5%	2	3.0%	4	3.0%	3
Quality of shops	3.7%	24	5.0%	4	2.9%	2	3.1%	4	4.6%	5	2.3%	3	5.0%	5
Prices are competitive compared to other town centres	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.0%	2
Play areas for children	0.6%	4	1.3%	1	0.0%	0	0.8%	1	0.8%	1	0.0%	0	1.0%	1
Range of places to eat	1.5%	10	1.3%	1	1.4%	1	0.8%	1	2.3%	3	0.8%	1	3.0%	3
Range of pubs / bars	0.9%	6	2.5%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	2.0%	2
Range of services (banks, insurance, hairdressers etc)	0.8%	5	1.3%	1	1.4%	1	0.8%	1	0.0%	0	0.8%	1	1.0%	1
Range of leisure facilities	1.6%	10	0.0%	0	1.4%	1	1.5%	2	0.8%	1	3.0%	4	2.0%	2
Other points on shops/attractions	0.4%	3	1.3%	1	1.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other	3.3%	21	5.0%	4	2.9%	2	4.6%	7	2.3%	3	3.8%	5	1.0%	1
I like everything about...Centre	9.0%	58	12.5%	9	7.2%	5	14.6%	21	3.8%	5	9.0%	13	5.9%	6
The market	5.9%	38	13.8%	10	2.9%	2	3.1%	4	6.9%	8	6.0%	8	5.0%	5
It is compact	2.2%	14	1.3%	1	0.0%	0	1.5%	2	3.8%	5	0.8%	1	5.9%	6
It has everything I need	1.2%	8	1.3%	1	0.0%	0	0.8%	1	1.5%	2	0.8%	1	3.0%	3
I have lived there all my life	1.4%	9	0.0%	0	1.4%	1	2.3%	3	0.0%	0	0.8%	1	4.0%	4
It is friendly	1.4%	9	1.3%	1	1.4%	1	1.5%	2	0.8%	1	1.5%	2	2.0%	2
It is quiet	0.8%	5	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.8%	1	2.0%	2
The North Yorkshire Railway	0.9%	6	0.0%	0	0.0%	0	1.5%	2	2.3%	3	0.0%	0	1.0%	1
(Don't know)	10.3%	66	2.5%	2	13.0%	9	13.8%	20	16.0%	19	6.8%	9	6.9%	7
(Nothing in particular)	15.7%	101	13.8%	10	10.1%	7	13.1%	19	20.6%	25	24.8%	35	5.9%	6
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q23 What are the worst features of (TOWN CENTRE MENTIONED AT Q21) ?														
Unsafe for pedestrians / traffic conflict	2.6%	17	1.3%	1	2.9%	2	3.1%	4	6.1%	7	0.8%	1	1.0%	1
Not enough pedestrianisation	0.6%	4	0.0%	0	1.4%	1	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Difficulties in parking	13.8%	89	18.8%	14	13.0%	9	12.3%	18	15.3%	18	11.3%	16	14.9%	14
Location of parking	4.9%	32	6.3%	5	7.2%	5	3.8%	6	3.8%	5	3.8%	5	6.9%	7
Parking is expensive	5.7%	37	5.0%	4	10.1%	7	2.3%	3	3.1%	4	5.3%	7	11.9%	11
Poor public transport links	1.8%	11	1.3%	1	7.2%	5	1.5%	2	0.8%	1	0.8%	1	1.0%	1
Road congestion	12.0%	77	8.8%	6	4.3%	3	15.4%	22	16.8%	20	13.5%	19	6.9%	7
Poor directional signs to the centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.8%	1	0.0%	0
Poor signage / routeways within centre / lack of maps of centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Inconvenient location of bus stops / bus station	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties with pushchairs, wheelchairs etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other accessibility / transport factor	0.5%	3	0.0%	0	0.0%	0	1.5%	2	0.8%	1	0.0%	0	0.0%	0
Dirty shopping streets	1.6%	10	0.0%	0	0.0%	0	0.8%	1	0.8%	1	5.3%	7	1.0%	1
Feels unsafe / presence of threatening individuals / groups	4.3%	28	0.0%	0	2.9%	2	10.0%	14	0.0%	0	6.0%	8	3.0%	3
Lack of police presence / other security measures	0.5%	3	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Lack of street furniture / floral displays	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Not busy enough	1.3%	8	0.0%	0	2.9%	2	2.3%	3	0.0%	0	1.5%	2	1.0%	1
Over-crowded	4.0%	26	12.5%	9	4.3%	3	6.2%	9	2.3%	3	1.5%	2	0.0%	0
Other environmental factor	1.2%	8	3.8%	3	0.0%	0	1.5%	2	1.5%	2	0.8%	1	0.0%	0
General lack of choice of multiple shops	7.9%	51	8.8%	6	5.8%	4	4.6%	7	6.9%	8	8.3%	12	14.9%	14
General lack of independent / specialist shops	7.1%	46	8.8%	6	8.7%	6	6.9%	10	4.6%	5	4.5%	6	11.9%	11
Quality of shops is inadequate	4.8%	31	8.8%	6	4.3%	3	2.3%	3	1.5%	2	6.8%	9	6.9%	7
Prices are uncompetitive compared to other town centres	2.0%	13	6.3%	5	1.4%	1	2.3%	3	0.0%	0	0.0%	0	4.0%	4
Absence of play areas for children	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Shops too small	1.1%	7	0.0%	0	2.9%	2	0.8%	1	0.0%	0	2.3%	3	1.0%	1
Lack of a large supermarket	2.6%	17	1.3%	1	2.9%	2	3.8%	6	0.8%	1	3.8%	5	2.0%	2
Specified shops absent	3.0%	19	3.8%	3	4.3%	3	3.8%	6	0.8%	1	3.8%	5	2.0%	2
Inadequate range of places to eat	0.6%	4	1.3%	1	1.4%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1
Inadequate range of services	0.6%	4	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Inadequate range of leisure facilities	0.9%	6	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.8%	1	3.0%	3
Poor opening times	0.9%	6	0.0%	0	1.4%	1	0.0%	0	1.5%	2	1.5%	2	1.0%	1
Poorly maintained public realm (paving, buildings, etc)	1.4%	9	0.0%	0	0.0%	0	1.5%	2	1.5%	2	3.0%	4	1.0%	1
Other	5.1%	33	5.0%	4	2.9%	2	3.1%	4	3.8%	5	9.0%	13	5.9%	6
I dislike everything about...Centre	1.3%	8	0.0%	0	0.0%	0	1.5%	2	1.5%	2	2.3%	3	1.0%	1
Too many empty shops	1.9%	12	0.0%	0	0.0%	0	0.0%	0	2.3%	3	5.3%	7	2.0%	2
Too many charity shops	1.0%	6	1.3%	1	0.0%	0	2.3%	3	0.0%	0	0.8%	1	1.0%	1
Lack of clothes shops	0.8%	5	0.0%	0	1.4%	1	0.8%	1	0.0%	0	1.5%	2	1.0%	1
There isn't a lot to do	0.8%	5	2.5%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.0%	2
(Don't know)	8.9%	57	1.3%	1	8.7%	6	5.4%	8	15.3%	18	9.8%	14	10.9%	10
(Nothing in particular)	22.3%	144	27.5%	20	24.6%	18	20.8%	30	25.2%	30	17.3%	24	22.8%	22
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

Weighted:

May 2005

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q24 How could (TOWN CENTRE MENTIONED AT Q21) best be improved ?														
New shops	7.8%	50	8.8%	6	2.9%	2	7.7%	11	5.3%	6	11.3%	16	8.9%	9
New, bigger supermarket	5.7%	37	6.3%	5	2.9%	2	10.8%	15	3.8%	5	6.0%	8	2.0%	2
Better choice of shops in general	15.2%	98	15.0%	11	13.0%	9	12.3%	18	13.0%	15	17.3%	24	20.8%	20
Better quality of shops	8.4%	54	11.3%	8	5.8%	4	6.9%	10	3.8%	5	12.0%	17	10.9%	10
More priority of pedestrians	1.0%	7	0.0%	0	0.0%	0	0.0%	0	3.8%	5	1.5%	2	0.0%	0
More shelter from wind / rain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment of centre	3.5%	22	1.3%	1	0.0%	0	1.5%	2	2.3%	3	9.8%	14	3.0%	3
Remove litter more often	1.3%	8	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.8%	5	2.0%	2
More parking	15.1%	97	22.5%	17	13.0%	9	16.9%	24	16.8%	20	8.3%	12	15.8%	15
Cheaper parking	7.9%	51	8.8%	6	13.0%	9	3.1%	4	2.3%	3	9.0%	13	15.8%	15
More accessible car parking	4.8%	31	5.0%	4	7.2%	5	5.4%	8	5.3%	6	3.0%	4	4.0%	4
Better bus services to the centre	1.3%	8	0.0%	0	4.3%	3	0.8%	1	1.5%	2	1.5%	2	0.0%	0
Less traffic / congestion	7.6%	49	6.3%	5	2.9%	2	10.8%	15	10.7%	13	6.8%	9	5.0%	5
Improved security measures	2.2%	14	0.0%	0	2.9%	2	3.1%	4	0.0%	0	2.3%	3	5.0%	5
Better signposting within the centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better night-life	1.2%	8	1.3%	1	1.4%	1	0.8%	1	0.8%	1	1.5%	2	2.0%	2
More / better eating places	1.4%	9	1.3%	1	2.9%	2	0.0%	0	0.8%	1	0.8%	1	4.0%	4
More / better cultural facilities	1.2%	8	2.5%	2	1.4%	1	0.0%	0	0.0%	0	1.5%	2	3.0%	3
Other	7.6%	49	11.3%	8	8.7%	6	9.2%	13	4.6%	5	4.5%	6	9.9%	9
Build a bypass	4.5%	29	1.3%	1	1.4%	1	10.0%	14	3.8%	5	3.0%	4	4.0%	4
Reduce shop rates	1.5%	10	0.0%	0	0.0%	0	0.8%	1	2.3%	3	2.3%	3	3.0%	3
More for youngsters / teenagers to do	1.3%	8	0.0%	0	0.0%	0	3.1%	4	0.0%	0	1.5%	2	2.0%	2
Improve road systems	0.8%	5	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.5%	2	1.0%	1
Improve public transport	0.8%	5	2.5%	2	1.4%	1	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Introduce a bank	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0
More clothes shops	0.7%	4	0.0%	0	1.4%	1	1.5%	2	0.0%	0	0.8%	1	0.0%	0
(Don't know)	19.7%	127	11.3%	8	29.0%	21	10.8%	15	33.6%	40	24.8%	35	7.9%	8
(None mentioned)	14.3%	92	22.5%	17	15.9%	12	14.6%	21	13.7%	16	9.0%	13	14.9%	14
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

Q25 Are there any types of leisure facilities that you feel (TOWN CENTRE MENTIONED AT Q21) is lacking in ?

Yes	27.8%	179	23.8%	17	34.8%	25	19.2%	28	21.4%	25	34.6%	48	36.6%	35
No	60.4%	389	65.0%	48	56.5%	41	76.9%	110	44.3%	53	61.7%	86	53.5%	51
(Don't know)	11.8%	76	11.3%	8	8.7%	6	3.8%	6	34.4%	41	3.8%	5	9.9%	9
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

Q26 Which types of leisure facilities do you feel (TOWN CENTRE MENTIONED AT Q21) is lacking in ?

Those who think their nearest town centre is lacking in certain leisure facilities at Q25

Cinema	9.9%	18	10.5%	2	16.7%	4	4.0%	1	17.9%	5	8.7%	4	5.4%	2
Bingo hall	2.8%	5	0.0%	0	0.0%	0	4.0%	1	7.1%	2	4.3%	2	0.0%	0
Leisure centre	48.6%	87	68.4%	12	70.8%	18	16.0%	4	42.9%	11	43.5%	21	59.5%	21
Health and fitness club	18.3%	33	31.6%	6	12.5%	3	12.0%	3	14.3%	4	21.7%	11	18.9%	7
Theatre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.7%	1
Pubs / bars	0.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	3.9%	7	0.0%	0	0.0%	0	8.0%	2	7.1%	2	2.2%	1	5.4%	2
Nightclubs	4.4%	8	5.3%	1	0.0%	0	4.0%	1	0.0%	0	4.3%	2	10.8%	4
Other	8.1%	14	5.3%	1	0.0%	0	16.0%	4	0.0%	0	13.0%	6	8.1%	3
Nothing	0.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Bowling alley	4.1%	7	0.0%	0	0.0%	0	12.0%	3	3.6%	1	6.5%	3	0.0%	0
Sports centre	4.0%	7	0.0%	0	0.0%	0	4.0%	1	0.0%	0	8.7%	4	5.4%	2
Somewhere for youngsters / teenagers to go	17.4%	31	21.1%	4	12.5%	3	24.0%	7	17.9%	5	17.4%	8	13.5%	5
(Don't know)	1.6%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	2	2.2%	1	0.0%	0
Weighted base:		179		17		25		28		25		48		35
Sample:		179		19		24		25		28		46		37

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q27 Where should these leisure facilities be located ?														
<i>Those who think their nearest town centre is lacking in certain leisure facilities at Q25</i>														
Other	35.3%	63	78.9%	14	50.0%	13	32.0%	9	14.3%	4	32.6%	16	24.3%	9
Malton	18.3%	33	5.3%	1	4.2%	1	0.0%	0	39.3%	10	19.6%	9	32.4%	11
Near the school, Malton	8.1%	15	5.3%	1	0.0%	0	0.0%	0	7.1%	2	8.7%	4	21.6%	8
Outskirts of Malton	6.5%	12	0.0%	0	0.0%	0	0.0%	0	14.3%	4	10.9%	5	8.1%	3
Pickering	4.8%	9	0.0%	0	4.2%	1	24.0%	7	3.6%	1	0.0%	0	0.0%	0
Near swimming pool, Pickering	4.2%	8	0.0%	0	0.0%	0	24.0%	7	3.6%	1	0.0%	0	0.0%	0
Outskirts of Norton	3.8%	7	0.0%	0	0.0%	0	0.0%	0	7.1%	2	6.5%	3	5.4%	2
Kirbymoorside	2.4%	4	0.0%	0	16.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton	2.3%	4	0.0%	0	0.0%	0	0.0%	0	3.6%	1	6.5%	3	0.0%	0
(Don't know / not sure)	16.5%	30	10.5%	2	25.0%	6	20.0%	6	10.7%	3	17.4%	8	13.5%	5
Weighted base:		179		17		25		28		25		48		35
Sample:		179		19		24		25		28		46		37

SEX Sex of respondent.

Male	27.5%	177	22.5%	17	26.1%	19	29.2%	42	26.0%	31	30.1%	42	27.7%	26
Female	72.5%	467	77.5%	57	73.9%	54	70.8%	102	74.0%	88	69.9%	98	72.3%	69
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

AGE Could I ask, how old are you ?

18 to 24	5.3%	34	2.5%	2	4.3%	3	5.4%	8	3.8%	5	6.0%	8	8.9%	9
25 to 34	11.1%	72	7.5%	6	11.6%	8	12.3%	18	8.4%	10	12.0%	17	13.9%	13
35 to 44	17.3%	112	16.3%	12	11.6%	8	15.4%	22	17.6%	21	21.1%	29	19.8%	19
45 to 54	19.1%	123	23.8%	17	26.1%	19	16.2%	23	21.4%	25	16.5%	23	15.8%	15
55 to 64	24.1%	155	21.3%	16	20.3%	15	25.4%	36	26.0%	31	26.3%	37	21.8%	21
65 +	22.5%	145	28.8%	21	24.6%	18	24.6%	35	22.9%	27	18.0%	25	18.8%	18
(Refused)	0.5%	3	0.0%	0	1.4%	1	0.8%	1	0.0%	0	0.0%	0	1.0%	1
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

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

None	10.5%	68	10.0%	7	11.6%	8	10.0%	14	6.1%	7	13.5%	19	11.9%	11
One	47.6%	307	48.8%	36	43.5%	32	46.2%	66	48.1%	57	44.4%	62	56.4%	54
Two	31.3%	202	27.5%	20	33.3%	24	26.9%	39	36.6%	44	35.3%	49	26.7%	26
Three or more	10.4%	67	13.8%	10	11.6%	8	16.2%	23	9.2%	11	6.8%	9	5.0%	5
(Refused)	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

CA2 Is there a car usually available for shopping and leisure purposes ?

Always available	80.2%	516	81.3%	60	87.0%	63	85.4%	123	80.2%	96	78.2%	109	69.3%	66
Usually available	10.9%	70	12.5%	9	7.2%	5	4.6%	7	14.5%	17	12.0%	17	15.8%	15
Rarely available	2.3%	15	2.5%	2	0.0%	0	4.6%	7	2.3%	3	0.8%	1	3.0%	3
Never available	6.3%	40	3.8%	3	5.8%	4	5.4%	8	2.3%	3	9.0%	13	10.9%	10
(Refused)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

WOR Which of the following best describes the chief wage earner of your household's current employment situation ?

Working full time	55.1%	355	43.8%	32	55.1%	40	50.8%	73	52.7%	63	63.9%	89	60.4%	58
Working part time	9.0%	58	11.3%	8	7.2%	5	8.5%	12	8.4%	10	8.3%	12	10.9%	10
Unemployed	1.1%	7	1.3%	1	0.0%	0	1.5%	2	0.8%	1	0.8%	1	2.0%	2
Retired	33.4%	215	41.3%	30	36.2%	26	36.2%	52	38.2%	45	26.3%	37	25.7%	25
A housewife	0.7%	4	1.3%	1	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
A student	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.5%	3	0.0%	0	1.4%	1	0.8%	1	0.0%	0	0.0%	0	1.0%	1
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

Ryedale Retail Capacity Study for Roger Tym & Partners

Weighted:

May 2005

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
SEG Socio-economic group														
A	3.4%	22	6.3%	5	1.4%	1	4.6%	7	4.6%	5	2.3%	3	1.0%	1
B	14.1%	91	20.0%	15	10.1%	7	18.5%	27	9.2%	11	12.8%	18	13.9%	13
C1	24.1%	155	17.5%	13	34.8%	25	24.6%	35	22.9%	27	24.1%	34	21.8%	21
C2	38.3%	247	40.0%	29	36.2%	26	36.9%	53	38.9%	46	41.4%	58	35.6%	34
D	17.5%	113	16.3%	12	15.9%	12	10.0%	14	22.1%	26	17.3%	24	25.7%	25
E	1.1%	7	0.0%	0	0.0%	0	3.1%	4	0.8%	1	0.8%	1	1.0%	1
(Refused)	1.4%	9	0.0%	0	1.4%	1	2.3%	3	1.5%	2	1.5%	2	1.0%	1
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101

ZON Zone														
Zone 1	11.4%	73	100.0%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	11.3%	73	0.0%	0	100.0%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	22.3%	144	0.0%	0	0.0%	0	100.0%	144	0.0%	0	0.0%	0	0.0%	0
Zone 4	18.5%	119	0.0%	0	0.0%	0	0.0%	0	100.0%	119	0.0%	0	0.0%	0
Zone 5	21.7%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	140	0.0%	0
Zone 6	14.8%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	96
Weighted base:		644		73		73		144		119		140		96
Sample:		644		80		69		130		131		133		101