Mansfield District Retail & Commercial Leisure Study Update 2017

On behalf of **Mansfield District Council**

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1 Introduction

1.1 Introduction

1.1.1 Mansfield District Council ('the Council') has commissioned Peter Brett Associates ('PBA') to update the quantitative retail and leisure capacity forecasts contained within the Mansfield District Retail & Commercial Leisure Study 2014 Addendum Report (the '2014 Update'). The 2014 Update report updated the quantitative retail and leisure capacity forecasts contained within the previous Mansfield District Retail & Leisure Study 2011 (the '2011 Study') prepared by Roger Tym & Partners (now PBA). The quantitative retail and leisure capacity figures set out in this report will supersede those in the 2014 Update (Sections 5 and 6) and form an addendum to the 2011 Study.

1.1.2 This study is required to inform emerging local planning policy for Mansfield and ensure that the retail evidence base covers the local plan period up to 2033.

1.1.3 A new household telephone survey of spending patterns has been undertaken in support of this study to provide an updated picture of residents' retail and leisure spending habits. This study will also bring the Council's retail and leisure capacity forecasts up to date with current empirical forecasts for per capita expenditure, expenditure growth rates and special forms of trading which are provided by Experian for the comparison (non-food) retail, convenience (food) retail and leisure sectors. Current commitments for new retail and leisure floorspace are also taken into account.

1.1.4 The 2014 Update's capacity forecasts were based on the assumption that Mansfield district would retain a constant market share over the then study period up to 2033. As well as updating the constant market share scenario for comparison, convenience and leisure capacity forecasts this report will also explore the suitability of preparing an alternative declining market share scenario for the district.

1.1.5 This study will assess the level of retail need generated by housing allocations proposed in the emerging local plan and consider the most appropriate way of meeting these needs, be that through the improvement of existing centres or through the development of new centres of an appropriate scale.

1.1.6 Finally, this report will set out updated strategic recommendations. This will include reviewing the recommendation of the 2014 Update to allocate 95% of comparison need to Mansfield town centre and exploring alternatives which align with areas of housing growth. Section 7 will also recommend if any changes are required to the district's retail hierarchy, including where any new centres might sit in a future iteration of the hierarchy.

1.1.7 Because our terms of reference do not include undertaking any qualitative assessment of the designated town and district centres, the key findings of this report should be read alongside the wider recommendations set out in Sections 3, 9 and 10 of the 2011 Study.

1.2 Structure of report

1.2.1 This report is set out as follows:

- Section 2: summarises the 2014 Update's key findings on quantitative comparison, convenience and leisure floorspace needs;
- Section 3: reviews the changes to key data inputs which inform our retail and leisure capacity update;
- Section 4: reviews current retail and leisure spending patterns based on the 2017 household survey;

- Section 5: sets out our updated quantitative comparison, convenience and leisure capacity forecasts;
- Section 6: identifies the level of comparison and convenience floorspace need generated by housing growth across the district;
- Section 7: sets out our conclusions on the updated capacity forecasts.

2 Summary of previous findings

2.1 Introduction

2.1.1 This section presents a summary of the key findings on retail capacity from the 2014 Update to provide context to the updated capacity forecasts set out in Section 5 of this report. Section 4 of this report presents the findings of the 2017 household survey and draws comparisons with the results of the 2011 survey which formed the basis of both the 2011 Study and 2014 Update.

2.2 Quantitative comparison need

2.2.1 The 2014 Update presents three sets of forecasts for quantitative comparison retail needs. The baseline forecasts assume that the planning permission for the redevelopment of Stockwell Gate South[1] in Mansfield town centre will be built out as approved for a mix of town centre uses including 8,970 sqm gross A1 floorspace. The 2014 Update also tests two alternative scenarios: Scenario 1 assumes that the Stockwell Gate South planning permission does not come forward while Scenario 2 assumes that 100% of permitted retail floorspace at Stockwell Gate South comes forward as comparison floorspace.

2.2.2 For all three scenarios, the market share is presented on the basis of both a static retention rate (constant market share) and increasing retention rate (increased market share). The static approach assumes that shopping patterns identified in the 2011 household survey will remain unchanged over the remainder of the study period. The increasing retention rate approach assumes that the market share of Mansfield district will increase by 3% (from 46% to 49%) over the study period. Table 2.1 compares the three sets of comparison forecasts which are presented on a cumulative basis and rounded.

Table 2.1 Mansfield district comparison goods floorspace need to 2031 (sqm net)

Scenario	2014	2017	2021	2026	2031
Baseline					
Static retention	-1,800	1,700	5,900	14,600	25,200
Increasing retention	-1,800	4,800	10,100	21,100	32,700
Scenario 1					
Static retention	-1,800	3,000	7,300	15,900	26,600
Increasing retention	-1,800	6,100	11,400	22,400	34,100
Scenario 2					
Static retention	-1,800	100	4,300	13,000	23,600
Increasing retention	-1,800	3,200	8,500	19,500	31,000

Source: Table CM7a, CM7b, CM8a, CM8b, CM9a & CM9b, Appendix B, 2014 Update

[1] 2015/0273/ST

2.2.3 The 2014 Update advised caution when considering the increasing retention rate; the figures would only be considered achievable if a high quality comparison goods-led retail development was delivered in Mansfield town centre in the short-to-medium term.

2.2.4 Due to uncertainty regarding the future of the Stockwell Gate commitment, the 2014 Update recommended that the Council plan for a range of comparison floorspace over its study period, with a 'minimum' and 'maximum' figure derived the various scenarios tested above, as follows:

- *'By 2017: up to 6,400 sqm net additional comparison goods floorspace;*
- *By 2021: between 4,300 sqm net and 12,800 sqm net additional comparison goods floorspace; and*
- *By 2031: between 23,600 sqm net and 43,900 sqm net additional comparison goods floorspace – however, we would advise that these figures are considered indicative only and should be subject to further testing throughout the Plan period.'*

2.2.5 The 2014 Update recommended that, should the Stockwell Gate permission lapse, then the Council should revert to the 'static retention' floorspace requirements, as follows:

- *'By 2017: up to 3,000 sq.m net additional comparison goods floorspace;*
- *By 2021: between 5,900 sq.m net and 7,300 sq.m net additional comparison goods floorspace; and*
- *By 2031: between 25,200 sq.m net and 26,600 sq.m net additional comparison goods floorspace – again, these figures should be subject to regular review throughout the Plan period.'*

2.3 Quantitative convenience need

2.3.1 The 2014 Update presented two sets of forecasts for quantitative convenience retail needs. The baseline forecast assumed that all convenience commitments at 2014 would come forward over the study period. The 2014 Update also tested an alternative scenario which assumed that the Stockwell Gate South and Burns Lane, Market Warsop commitments would not come forward.

2.3.2 For both scenarios, forecasts were produced based on a static retention rate and increasing retention rate. The static retention rate approach assumed the shopping patterns identified in the 2011 household survey would remain unchanged over the study period. The increasing retention rate approach assumed that the market share of Mansfield district would increase by 3% (from 51% to 54%) over the study period. Table 2.2 compares the results of both sets of convenience forecasts which are rounded.

Table 2.2 Mansfield district convenience goods floorspace need to 2031 (sqm net)

Scenario	2014	2017	2021	2026	2031
Baseline					
Static retention	1,500	-100	500	1,400	2,300
Increasing retention	1,500	1,300	1,900	2,900	3,900
Alternative scenario 1					

Scenario	2014	2017	2021	2026	2031
Static retention	1,500	1,800	2,400	3,200	4,200
Increasing retention	1,500	3,200	3,800	4,800	5,800

Source: Table CV7a CV7b, CV8a & CV8b, Appendix B, 2014 Update

2.3.3 The 2014 Update recommended that there is not a need to plan for any new supermarket provision prior to 2021 assuming all committed convenience floorspace comes forward but that by 2021 a modest requirement for between 500 sqm and 2,000 sqm net convenience floorspace would arise. The 2014 Update identified that a more significant need for convenience floorspace would arise in the long term but advised that long-term needs should be subject to regular review.

2.3.4 However, in the instance that the foodstore commitments were not delivered at Stockwell Gate South and Burns Lane, Market Warsop the 2014 Update recommended that the Council should plan for new supermarket provision earlier in its Plan period. Under this scenario there was a requirement of up to 3,200 sqm net by 2017 rising to between 4,200 sqm net and 5,800 sqm by 2031.

2.3.5 The 2014 Update recommended that any additional convenience provision should be concentrated in Mansfield town centre in the first instance since there are no main supermarket operators in the centre. This would further enhance the attractiveness of the town centre as a retail destination and, given the high public transport accessibility of the town centre, would be a sustainable location for residents in deprived areas to the east and west of the town centre.

2.4 Leisure capacity forecasts

2.4.1 The 2014 Update presented a quantitative assessment for additional food and drink (Class A3-A5) provision across the district up to 2031 as summarised in Table 2.3. The assessment assumed that the spending patterns identified in the 2011 household survey would remain constant over the study period.

Table 2.3 Mansfield district food and drink floorspace need to 2031 (sqm gross)

Sqm net	2014	2017	2021	2026	2031
Baseline static retention	-1,370	-360	450	1,650	3,060

Source: Table L5, Appendix B, 2014 Update

2.4.2 The 2014 Update did not identify a quantitative requirement for additional food and drink floorspace across the district in the short or medium term because existing commitments were expected to absorb any capacity up to 2021. The main commitment was for three new restaurant units at Mansfield Leisure Park, providing 1,200 sqm gross A3 floorspace.

2.4.3 However, the 2014 Update recognised that there was a qualitative need to diversify the range of food and drink options available in Mansfield town centre by providing additional mid-market restaurants. It was recommended that applications which sought to provide improved food and drink provision should be considered favourably by the Council.

2.4.4 The updated assessment demonstrated that growth in spending on this type of commercial leisure activity would continue to outstrip other forms of leisure spending growth, and, allied with the qualitative recommendations, there was a clear opportunity for Mansfield town centre to capitalise on this spending growth.

2.4.5 Although the 2014 Update did not contain a full refresh of need for other types of leisure activities, the report identified a qualitative requirement for additional cinema provision to serve the growing population of the district over the study period which should be directed to Mansfield town centre in the first instance.

2.5 Distribution of floorspace

2.5.1 The 2014 Update allocated the district-wide floorspace requirements between Mansfield town centre and the two district centres of Mansfield Woodhouse and Market Warsop. The majority of the district's comparison floorspace (95%) was allocated to Mansfield town centre based on the results of the Council's review of the district centres which found they had limited physical capacity to accommodate an expanded retail offer.

2.5.2 Under the 'baseline' comparison goods scenario, the 2014 Update stated that the Council should seek to provide the following floorspace in Mansfield town centre over the Plan period to 2031:

- *'Between 24,000 sqm net and 40,000 sqm net comparison goods floorspace;*
- *Up to 3,700 sqm net convenience goods floorspace; and*
- *Up to 2,900 sqm net A3, A4 and A5 commercial leisure floorspace.'*

2.5.3 The report states that the Council should seek to provide the following quantum of floorspace in both Mansfield Woodhouse and Market Warsop district centres over the Plan period to 2031:

- *'Between 600 sq.m net and 1,100 sqm net comparison goods floorspace;*
- *Up 100 sqm net convenience goods floorspace; and*
- *Up to 100 sqm net A3, A4 and A5 commercial leisure floorspace.'*

2.5.4 However, the report recommended that any applications which fall above these thresholds and are within or well-connected to an existing district centre should be considered on their individual planning merits.

3 Updates to data inputs

3.1 Introduction

3.1.1 In this section we provide an overview of changes to key data inputs which inform the capacity update presented in Section 5. The following data inputs have been updated in our assessment:

- Population forecasts;
- Per capita expenditure data;
- Special forms of trading (such as online shopping);
- Sales density growth for existing retailers (also known as efficiency gain);
- Commitments to new retail floorspace; and
- Convenience trading performance assessment.

3.2 Population forecasts

3.2.1 This capacity update adopts Experian's population data for each output year across the study area's nine zones. Experian's data is aligned with the ONS's 2014-based sub-national population projections (SNPP). The 2014 SNPP are also used in the current Mansfield District SHMA and as such provide a consistent basis for planning for housing and retail growth across the district. Tables CM1 and CV1 (Appendix D) provide a summary of the population growth expected to come forward in each of the study zones and the study area as a whole by 2035. Table 3.1 summarises the base year (2017) population and the forecasts scale of population growth for each output year.

Table 3.1 Study area population forecasts 2017-2033

2017	2021	2026	2031	2033	Growth 2017-33	Growth 2017-33 (%)
325,134	331,522	338,701	344,663	347,464	22,330	6.87%

Source: Tables CM1 & CV1, Appendix D

3.2.2 The total population of the study area is expected to increase by 22,330 persons over the study period from 2017 to 2033. By comparison, the 2014 Update report estimated that the population would increase by 31,912 persons over the study period from 2014 to 2031 based on Experian population data aligned with the ONS's 2010 based sub (SNPP). When considering population growth, it is important to note that the study area extends beyond Mansfield district as explained in section 4.2 of this report.

3.3 Expenditure growth rates

3.3.1 Updated 2015-based comparison and convenience per capita spending data is provided by Experian for each study zone. In order to calculate how much spending per capita will be available in each output year we have applied expenditure growth rates sourced from Experian Retail Planner Briefing Note 14 (ERPBN 14) (November 2016) to the 2015 spending figures. The available per capita expenditure and growth rates for comparison and convenience goods are presented in Tables CM2 and CV2 (Appendix D).

3.3.2 The 2014 Update was informed by empirical forecasts contained within the ERPBN 12. Since the 2014 Update was prepared there has been a decrease in both comparison and convenience expenditure growth rates according to Experian. In ERPBN 14, Experian identify the outcome of the June 2016 referendum vote in favour of exiting the EU as the main reason for the forecast decline in retail expenditure growth rates. Experian expect that economic uncertainty caused by the Brexit vote will result in slower employment growth and higher inflation which in turn will reduce retail sales growth to just 1% in the short-term (2017-2018).

3.3.3 In the comparison sector, the current medium-term (2016-2025) annual expenditure growth rate is 2.7%. This represents a reduction compared with the 2014 Update medium-term (2015-2025) annual growth rate of 3.3%. However, the current long-term annual growth rate at 3.2% does not represent a significant departure from the 2014 Update long-term annual growth rate (2022-2035) at 3.3%.

3.3.4 In the convenience sector, the current medium-term (2016-2025) annual expenditure growth rate shows a negative growth rate of -0.1%. This represents a significant reduction compared with the 2014 Update medium-term (2015-2025) annual growth rate at 0.6% per annum. The current long-term (2024-2035) annual expenditure growth rate at 0.1% also represents a significant reduction compared with the 2014 Update long-term (2022-2035) growth rate of 0.6%.

3.4 Special forms of trading

3.4.1 Special forms of trading (‘SFT’) is expenditure which is diverted from traditional retail outlets towards channels such as online shopping, markets and TV shopping. SFT acts as a claim on the expenditure available to support the turnover of physical retail outlets. As such, SFT is removed from total comparison and convenience expenditure capacity in our assessment in Tables CM3 and CV3 (Appendix D).

3.4.2 ERPBN 14 provides Experian’s most up-to-date forecast and guidance on SFT. In line with the approach taken in the 2014 Update, we have adopted Experian’s ‘adjusted’ SFT rates for our assessment. The adjusted figures make an allowance for store picked online transactions where products ordered online are processed by the nearest local retail branch as opposed to a retail distribution warehouse.

3.4.3 Table 3:2 identifies the SFT rates derived from ERPBN 14 for each output for the current study period (2017-2033) and those used in the 2014 Update taken from ERPBN 12.

Table 3.2 SFT rates summary

	Comparison		Convenience	
	SFT discount (2017 Update)	SFT discount (2014 Update)	SFT discount (2017 Update)	SFT discount (2014 Update)
2014	11.7%	11.7%	2.4%	2.6%
2017	13.8%	14.0%	3.2%	3.3%
2021	15.6%	15.9%	3.9%	4.4%
2026	16.1%	15.9%	4.6%	5.0%
2031	16.3%	15.5%	5.0%	5.6%
2033	16.4%	-	5.1%	-

Source: Figure 5, Appendix 3, ERPBN 14 & Appendix 3, ERPBN 12

3.4.4 Since the 2014 Update was published, according to Experian, there has been a substantial increase in the claim of SFT as a proportion of total comparison spending. In 2014, Experian forecast that the growth of SFT, as a proportion of total comparison spending, would decline after 2024. However, the current Experian forecasts (ERPBN 14) predict that SFT will continue to grow as a proportion of total comparison spending up until the end of the forecasting period reaching 16.5% by 2035.

3.4.5 The convenience sector has also seen an increase in SFT rates, although not to the same extent. According to Experian the increased sustained growth in SFT spending has been driven by the take up of multi-channel retail shopping (such as click and collect) and new technologies such as mobile shopping.

3.4.6 Table 3.3 shows that £510.5m of comparison expenditure is expected to come forward across the Mansfield Study Area ('MSA') between 2017 and 2033 including an allowance for SFT. The data is taken from Table CM3 (Appendix D) and all values are held constant at 2015 prices.

Table 3.3 MSA comparison expenditure growth 2017-2033

	2017	2021	2026	2031	2033	Change 2017-33
Expenditure £m	1,042.3	1,106.1	1,317.8	1,569.8	1,685.4	643.1
SFT %	13.8%	15.6%	16.1%	16.3%	16.4%	-
SFT £m	143.8	172.5	212.2	255.9	276.4	-
Residual expenditure £m	898.5	933.5	1,105.6	1,313.9	1,409.0	510.5

Source: Table CM3, Appendix D

3.4.7 Table 3.4 shows that £32.4m of convenience expenditure is expected to come forward across the MSA between 2017 and 2033 including an allowance for SFT. The data is taken from Table CV3 (Appendix D) and all values are held constant at 2015 prices.

Table 3.4 MSA convenience expenditure growth 2017-2033

	2017	2021	2026	2031	2033	Change 2017-33
Expenditure £m	686.4	693.6	710.8	726.9	734.3	47.9
SFT %	3.20%	3.90%	4.60%	5.00%	5.10%	-
SFT £m	22.0	27.1	32.7	36.3	37.4	-
Residual expenditure £m	664.4	666.6	678.1	690.6	696.8	32.4

Source: Table CV3, Appendix D

3.5 Sales density growth

3.5.1 Sales density growth, also referred to as floorspace efficiency growth, is the ability of retailers to achieve increases in their turnover year-on-year above inflation. Retail assessments take this into account to allow for a certain amount of expenditure growth to be 'ring-fenced' to be spent within existing businesses. This is also important for retailers to remain viable over time. Allowances for sales density growth are linked to expenditure growth rates and also to the quality and configuration of floorspace. Modern large format retail units have greater potential to grow their sales density year on year compared with small traditional shop units. Table 3.5 compares the sales density growth rates applied in this study with those applied to the 2014 Update.

Table 3.5 Sales density growth rates

Comparison		Convenience	
2017 Update (% per annum)	2014 Update (% per annum)	2017 Update (% per annum)	2014 Update (% per annum)
1.5%	1.7%	0.0%	0.3%

3.5.2 Sales density growth rates for the comparison sector have been decreased slightly relative to the position in the 2014 Update to reflect the reduced comparison expenditure growth rates contained within current empirical forecasts (explained in section 3.3). This study does not make an allowance for the turnover of existing convenience floorspace to grow whereas the 2014 Update made a small allowance for existing floorspace turnover to grow by 0.3% per annum. This is considered to be a robust approach which is consistent with the associated decline in convenience expenditure growth rates explained in section 3.3.

3.6 Commitments to new retail floorspace

3.6.1 The capacity assessment is based on a new household survey undertaken in July 2017. In order to provide an accurate indication of the surplus expenditure available to support additional retail floorspace it is necessary to deduct the turnover of commitments to new floorspace from the total available expenditure. Commitments include retail developments which have been granted planning permission but not trading at the time the survey was undertaken.

3.6.2 Since the 2014 Update was based on the 2011 household survey, the capacity assessment made an allowance for a significant number of comparison and convenience developments granted since 2011. These commitments have been reviewed in consultation with the Council in order to establish which should be carried forward into the current update and which are now trading or are no longer extant permissions. Additional planning permissions for new retail floorspace granted since 2014 have also been identified by the Council and are included in the revised schedule of comparison and convenience commitments in Tables CM6 and CV6 (Appendix D).

Comparison commitments

3.6.3 The schedule of comparison floorspace commitments included in the 2014 Update is presented at Table CM6 (Appendix B). Table CM6 (Appendix D) in this report shows the commitments which have been carried over from the 2014 Update together with new and amended commitments. The forecast comparison turnover of individual commitments in 2021 is set out below:

- 30 Leeming Lane South, Mansfield Woodhouse - £2.04m;

- Land adjacent to unit 3 St Peters Retail Park, Station Street, Mansfield Town Centre - £0.54m;
- Land between, Church Street and Burns Lane, Market Warsop district centre - £0.51m;
- St Peters Retail Park, Station Street, Mansfield Town Centre - £0.93m;
- Vape HQ, Woodhouse Road, Mansfield - £0.97m and;
- Oakleaf Close, Mansfield, NG18 4GH - £1.60m

3.6.4 Table CM6 (Appendix D) shows that the comparison floorspace commitments have a combined turnover of £6.58m in 2021 and a combined floorspace of 1,109sqm net. There are currently no major comparison commitments in Mansfield. The largest single commitment is the proposed Aldi foodstore at 30 Leeming Lane South, Mansfield Woodhouse[2] (£2.04m) which comprises a mix of comparison and convenience floorspace (see paragraph 3.6.7). Table 3.6 shows the turnover growth of commitments over the study period.

Table 3.6 Updated comparison commitments

Year	2017	2021	2026	2031	2033
Turnover (£m)	0.00	6.58	7.09	7.63	7.86

Source: Table CM6 and CM7a, Appendix D

3.6.5 The 2014 Update identified that commitments would account for 4,171 sqm net and turnover £16.71m in 2017 (Table CM6, Appendix D). As set out above, the turnover of comparison commitments has declined significantly since 2014. This is primarily because the extant Stockwell Gate South planning permission has not been included as a comparison commitment in Table CM6 due to the uncertainty regarding the future of the scheme.

Convenience commitments

3.6.6 The schedule of convenience commitments included in the 2014 Update is presented at Table CV6 (Appendix B). Table CV6 (Appendix D) in this report shows the commitments which have been carried over from the 2014 Update into the current assessment together with new and amended commitments. The forecast convenience turnover of commitments in 2021 is set out below:

- Adjacent to the Ladybrook, 190 Ladybrook Lane, Mansfield - £2.40m;
- 30 Leeming Lane South, Mansfield Woodhouse - £13.38m;
- The Reindeer Inn, 17 Southwell Road West, Mansfield - £1.96m;
- Land Between, Church Street and Burns Lane, Warsop - £4.29m;
- Land Adjacent to the A617 Mansfield Ashfield Regeneration Route - £6.00m; and
- Oakleaf Close, Mansfield, NG18 4GH - £10.49m.

3.6.7 Table CV6 (Appendix D) shows that convenience floorspace commitments have a combined turnover of £38.52m and a combined floorspace of 4,725sqm net which amounts to a considerable amount of floorspace. The largest single convenience commitment is the proposed Aldi foodstore at 30 Leeming Lane South, Mansfield Woodhouse[3] (£13.38m) which

[2] Ref: 2014/0621/NT

[3] Ref: 2014/0621/NT

comprises a mix of comparison and convenience floorspace (see paragraph 3.6.4). Table 3.7 shows the turnover of commitments over the study period.

Table 3.7 Updated convenience commitments

Year	2017	2021	2026	2031	2033
Turnover (£m)	0.00	38.52	38.52	38.52	38.52

Source: Table CV7a, Appendix D

3.6.8 The turnover of convenience commitments has also reduced since 2014 which is a product of lower forecast expenditure growth rates. The 2014 Update identified that commitments would turnover £43.92m in 2017 although the total convenience floorspace was lower at 3,837 sqm net (Table CV6, Appendix B).

3.7 Convenience trading performance

3.7.1 The 2014 Update included a convenience benchmark trading assessment of the main foodstores in Mansfield district. Table CV7a & CV7b (Appendix B) identify that main foodstores in Mansfield were trading at £39.24m above company benchmark sales densities in 2014.

3.7.2 The trading performance assessment uses national average data on the ratio of convenience and comparison floorspace and sales densities published in Mintel 2015 UK Retail Rankings to calculate the benchmark turnover for each major food store operator. The level of over / under trading for each store is the difference between the household survey derived turnover and the benchmark turnover. The published sales densities used in this report are slightly earlier than the base year although this is considered the most appropriate approach where there has been little growth in the convenience sector. Therefore, it provides a robust, and industry-accepted, method of assessing current trading performance.

3.7.3 A convenience benchmark trading assessment update has been undertaken in the notes to Table CV7 (Appendix D) for the main foodstores in Mansfield. This identifies that main foodstores in Mansfield are currently trading at £2.87m above company benchmark sales densities.

3.7.4 Section 5 sets out the updated comparison and convenience capacity forecasts making an allowance for the various claims on expenditure (SFT, sales density growth and commitments) outlined in this section.

3.8 Key findings

- **Population growth**: the study area population is forecast to increase by 22,330 persons over the study period (2017 to 2033). The 2014 Update identified far higher population growth at 31,912 additional persons over the study period (2014 to 2031).

- **Expenditure growth rates:** since 2014 comparison and convenience expenditure growth rates have both declined although the convenience growth rates have declined far more significantly. Experian's current growth forecasts have been reduced to reflect the economic uncertainty caused by the June 2016 referendum result in favour of exiting the EU.

- **Special forms of trading:** since 2014 there has been an increase in the claim of SFT as a proportion of total comparison and convenience spending forecast across the study period (2017 to 2033). The growth of SFT spending has been driven by the uptake of new technology (such as mobile shopping) and SFT growth is significantly higher for comparison goods.

- **Sales density growth:** since 2014 PBA's assumed sales density growth rates have decreased for comparison spending from 1.7% to 1.5%. This study does not make an allowance for the turnover of existing convenience floorspace to grow whereas the 2014 Update made a small allowance at 0.3%.

- **Comparison commitments:** the scale and turnover of comparison commitments has declined significantly since 2014 primarily because the Stockwell Gate South scheme has been removed as a commitment.

- **Convenience commitments:** the turnover of convenience commitments has declined significantly since 2014 although the quantum of floorspace is broadly similar. This is a product of reduced forecast convenience expenditure growth rates.

- **Convenience trading performance:** the level of over trading in Mansfield's main foodstores has reduced significantly from £39.24m in 2014 to £2.87m in the current base year (i.e. in 2017).

4 Spending patterns

4.1 Introduction

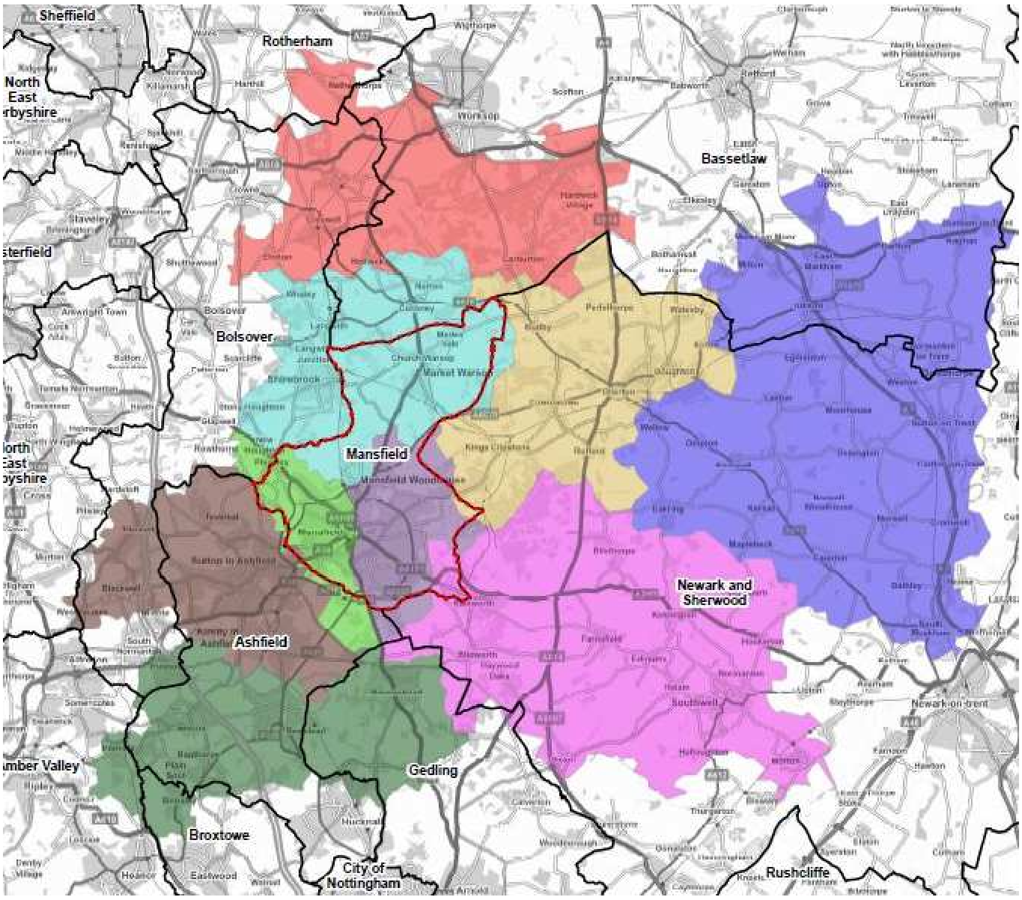
4.1.1 In this section the results from the 2017 household telephone survey are reviewed in order to identify current patterns of retail and leisure spending. In order to identify trends in the performance of Mansfield and competing centres this section will draw comparisons with the results of the household survey undertaken in April 2011 in support of the 2011 Study.

4.2 The Mansfield Study Area

4.2.1 The first step in assessing the need for retail and leisure floorspace is to define a suitable catchment area over which to assess shopping and leisure patterns of residents. The study area adopted for the 2011 household survey has been retained to provide a consistent basis for comparing spending patterns data from 2011 and 2017.

4.2.2 A plan of the MSA which forms the basis of the 2017 household telephone survey and our updated assessment is enclosed at Appendix A and an extract is provided in Figure 4:1 for ease of reference.

Figure 4:1 Mansfield Study Area plan extract



Source: Appendix A

4.2.3 The MSA places Mansfield at the centre, and extends over a wide geographical area which forms a catchment area from which Mansfield could potentially draw trade. In order to provide a sufficiently fine-grain analysis of shopping patterns, the MSA is divided into nine survey zones. The MSA extends beyond the boundary of Mansfield district to include surrounding areas of Sutton-in-Ashfield, Shirebrook, Creswell, New Ollerton, Newstead and Kirkby-in-Ashfield. The MSA also includes the McArthur Glen East Midlands Designer Outlet located to the west of Mansfield adjacent to the M1.

4.2.4 This study is primarily concerned with the performance of centres located in Mansfield district which is referred to as the Mansfield district area ('MDA') throughout this report. Zones 1-3 relate most closely to the Mansfield district administrative boundary however there are some destinations in these zones which lay outside of the boundary (for example Shirebrook in Zone 3). Table 4.1 summarises the main centres and postcode sectors within each of the nine study zones.

Table 4.1 Mansfield Study Area

Zone	Geography	Main centres	Postcode sectors
Zone 1	Mansfield East	None	NG18 2, NG18 3, NG18 4, NG19 0, NG19 9
Zone 2	Mansfield Central & West	Mansfield town centre, Pleasley	NG18 1, NG18 5, NG19 6, NG19 7
Zone 3	Warsop & Shirebrook	Mansfield Woodhouse district centre, Market Warsop district centre, Meden Vale, Shirebrook, Langwith/Whaley	NG19 8, NG20 8, NG20 0, NG20 9
Zone 4	South of Worksop	Creswell, Whitwell	S80 3, S80 4
Zone 5	New Ollerton	New Ollerton, Clipstone, Edwinstowe	NG21 9, NG22 9
Zone 6	Rural East Nottinghamshire	Tuxford	NG22 0, NG23 6
Zone 7	Southwell	Blidworth, Bilsthorpe, Rainworth, Southwell	NG21 0, NG22 8, NG25 0
Zone 8	South Ashfield	Jacksdale, Ravenshead, Selston, Underwood	NG15 0, NG15 8, NG15 9, NG16 5, NG16 6, NG17 9
Zone 9	Kirkby & Sutton	Kirkby-in-Ashfield, Sutton-in-Ashfield, Huthwaite, Tibshelf	DE55 5, NG17 1, NG17 2, NG17 3, NG17 4, NG17 5, NG17 6, NG17 7, NG17 8

Source: PBA

4.2.5 Within the study area, completed surveys were obtained from 900 households across the nine study zones. Questions were asked on convenience, comparison and leisure spending patterns. The raw survey data is provided at Appendix B. Weightings derived from the survey results are applied to main food, top-up and local convenience shopping patterns and the range of comparisons goods identified to achieve a composite market share for spending on convenience and comparison goods; these composite shares inform our quantitative assessment of retail needs.

4.3 Spending patterns

4.3.1 The spending patterns data is provided in Tables CM5, CV5 and L4 for comparison, convenience and leisure spending in Appendix D.

4.3.2 The convenience and comparison spending patterns tables follow a standard step-by-step approach: by first calculating total comparison and convenience expenditure in 2017 (Tables CM3 and CV3) and then distributing this spending to destinations based on the results of the household survey (Tables CM4 and CV4).

4.4 Comparison

4.4.1 Table 4.2 summarises comparison spending patterns data for the MDA (zones 1-3) and the MSA as a whole (zones 1-9) derived from the 2017 household survey. The table shows the level of comparison expenditure retention and leakage for the district across the MDA and the MSA in order to understand the sustainability of shopping patterns. The table also shows inflow – this is the total turnover of Mansfield destinations drawn from within the MSA but outside of MDA (i.e. zones 4-9). The expenditure data is shown in monetary terms and as a proportion of total expenditure generated within the MDA and the MSA.

Table 4.2 Comparison spending patterns 2017

Expenditure	MDA		MSA	
	£m	**%**	**£m**	**%**
Retained	206.0	63.9%	367.4	40.9%
Leakage	116.3	36.1%	531.1	59.1%
Total	**322.3**	**100.0%**	**898.5**	**100.0%**
Inflow	161.4	-	-	-

Source: Table CM5, Appendix D

4.4.2 The level of comparison expenditure retained by destinations in the district is equivalent to 63.9% of the total comparison expenditure generated in the MDA (zones 1-3 only). The level of comparison expenditure retained by destinations in the district is equivalent to 40.9% of the total comparison expenditure generated in the MSA as a whole (zones 1-9). Table 4.3 compares the 2017 convenience spending patterns with the results of the 2011 survey.

Table 4.3 Comparison spending patterns 2011 and 2017

Expenditure	MDA			MSA		
	2011	**2017**	**Change**	**2011**	**2017**	**Change**
Retained	77.6%	63.9%	-13.7%	45.5%	40.9%	-6.3%
Leakage	22.4%	36.1%	13.7%	54.5%	59.1%	6.3%

Source: Table CM5, Appendix D & Table CM5, Appendix B, 2014 Update

4.4.3 The level of comparison expenditure leakage from the district increased considerably across both the MDA and the MSA between 2011 and 2017. Further analysis has been undertaken in Table 4.4 in order to understand changes in spending patterns at zonal level.

4.4.4 Table 4.4 compares the zonal comparison market shares of the MDA based on the 2011 and 2017 survey results. Between 2011 and 2017 the comparison market share of the MDA decreased in each zone except for zones 8 and 9 with the greatest reductions observed in zones 3, 5 and 7.

Table 4.4 MDA zonal comparison market shares 2011 and 2017

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	MSA Total
2011	76.2%	72.1%	71.5%	5.2%	61.2%	5.4%	66.0%	13.8%	25.6%	45.5%
2017	65.4%	66.3%	59.4%	2.8%	39.6%	1.7%	38.4%	24.6%	33.1%	40.9%
Change	-10.8%	-5.8%	-12.2%	-2.4%	-21.6%	-3.7%	-27.6%	10.9%	7.4%	-4.7%

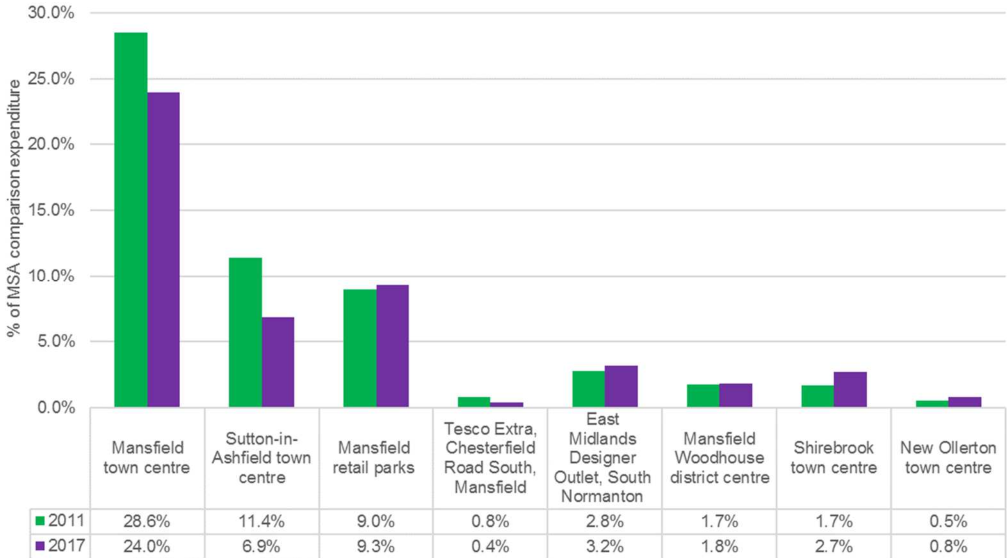
Source: Table CM5, Appendix D & Table CV5, Appendix B, 2014 Update

4.4.5 Figure 4:2 and Figure 4:3 present the turnover of comparison destinations in the MSA and competing comparison destinations in 2011 and 2017. The expenditure data is presented as a proportion of total comparison expenditure generated within the MSA in 2011 and 2017.

4.4.6 The five destinations which experienced the greatest decrease in comparison turnover between 2011 and 2017 include: Mansfield town centre (-4.6%), Sutton-in-Ashfield town centre (-4.5%), Alfreton town centre (-2.7%), Chesterfield town centre and retail parks (-1.1%) and Derby city centre and retail parks (-0.6%).

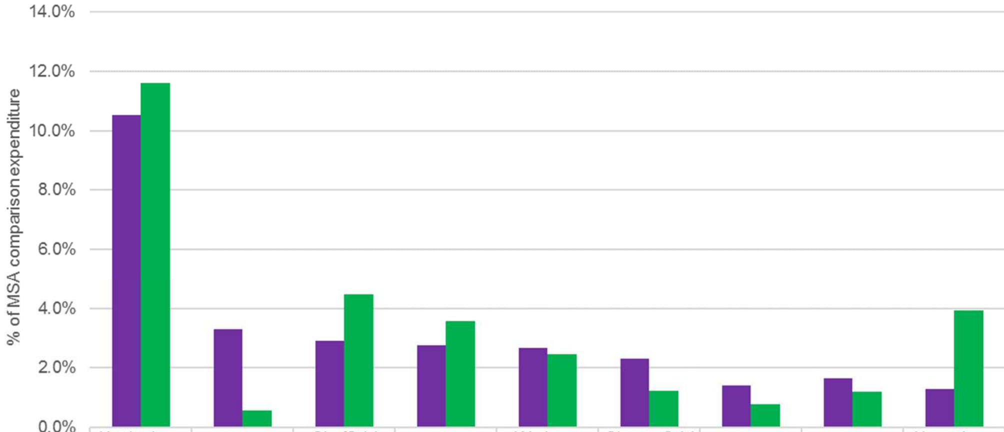
4.4.7 The five destinations which experienced the greatest increase in comparison turnover between 2011 and 2017 include: Newark-on Trent town centre and retail parks (2.6%), Sheffield city centre and retail parks (1.5%), Nottingham city centre and retail parks (1.1%), Shirebrook town centre (1.0%) and Giltbrook Retail Park, Nottingham (0.8%).

Figure 4:2 MSA comparison destinations 2011 and 2017



Source: Table CM5 Appendix D and Table 4 Appendix 5 2011 Study

Figure 4:3 Competing comparison destinations 2011 and 2017



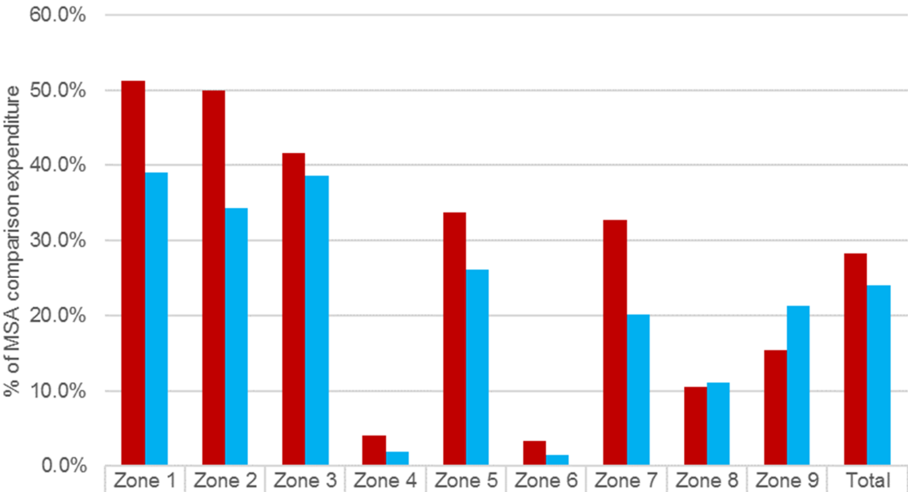
	Nottingham (city centre and retail parks)	Alfreton town centre	Sheffield (city centre and retail parks)	Giltbrook Retail Park, Nottingham	Worksop (town centre and retail parks)	Chesterfield (town centre and retail parks)	Derby (all centres/stores)	Retford town centre	Newark-on Trent (town centre and retail parks)
2011	10.5%	3.3%	2.9%	2.7%	2.7%	2.3%	1.4%	1.6%	1.3%
2017	11.6%	0.6%	4.5%	3.6%	2.5%	1.2%	0.8%	1.2%	3.9%

Source: Table CM5, Appendix D & Table 4, Appendix 5, 2011 Study

4.4.8 Our analysis indicates that in general, the performance of major competing comparison destinations located outside the MSA have improved in recent years at the expense of smaller comparison destinations in the MSA. However, a number of comparison destinations in the MSA have experienced a moderate improvement since 2011 including: East Midlands Designer Outlet, South Normanton (0.4%), Mansfield retail parks (0.3%), New Ollerton town centre (0.3%) and Mansfield Woodhouse district centre (0.1%).

4.4.9 The influence that Mansfield town centre exerts over comparison shopping patterns in the MSA has declined significantly since 2011. Figure 4:2 shows that Mansfield town centre experienced the greatest decrease in total turnover out of all destinations in the MSA. Figure 4:4 shows the zonal market share of the town centre has declined in each zone save for zones 8 and 9.

Figure 4:4 Mansfield town centre zonal market shares 2011 and 2017



	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total
2011	51.2%	50.0%	41.6%	4.1%	33.8%	3.4%	32.8%	10.6%	15.5%	28.2%
2017	39.0%	34.4%	38.6%	1.9%	26.1%	1.5%	20.1%	11.1%	21.3%	24.0%

Source: Table CM5, Appendix D & Table 4, Appendix 5, 2011 Study

4.4.10 The comparison spending maps at Appendix C show the zonal market shares achieved by Mansfield town centre and competing comparison destinations in 2017.

4.4.11 Table 4.5 shows the three most popular comparison shopping destinations for each MSA zone and includes the zonal market share. In the text below the data in Table 4.5 (based on the 2017 survey) is compared to Table 5.6 from the 2011 Study (which carried out an identical exercise based on the results of the 2011 survey).

Table 4.5 Most popular comparison goods shopping destinations by zone

	Most popular		Second most popular		Third most popular	
Zone 1 – Mansfield East	Mansfield town centre	39.0%	Nottingham city centre	11.8%	St Peter's Retail Park, Mansfield	10.9%
Zone 2 - Mansfield Central & West	Mansfield town centre	34.4%	St Peter's Retail Park, Mansfield	13.1%	Nottingham city centre	8.8%
Zone 3 - Warsop & Shirebrook	Mansfield town centre	38.6%	Shirebrook town centre	9.0%	Mansfield Woodhouse district centre	5.2%
Zone 4 - South of Worksop	Worksop town centre	30.3%	Sheffield - Meadowhall Shopping Centre	18.6%	Chesterfield town centre	9.1%
Zone 5 - New Ollerton	Mansfield town centre	26.1%	New Ollerton town centre	8.9%	Nottingham city centre	7.8%
Zone 6 - Rural East Nottingham shire	Newark-on-Trent town centre	33.0%	Retford town centre	12.7%	Newark-on-Trent retail parks	9.5%
Zone 7 - Southwell	Mansfield town centre	30.6%	Nottingham city centre	20.1%	Newark-on-Trent town centre	10.5%
Zone 8 - South Ashfield	Nottingham city centre	18.2%	Giltbrook Retail Park, Nottingham	13.4%	Mansfield town centre	11.1%
Zone 9 - Kirkby & Sutton	Sutton-in-Ashfield town centre	23.4%	Mansfield town centre	21.3%	Kirkby-in-Ashfield town centre	8.5%

Source: Table CM4, Appendix D & Table 4, Appendix 5, 2011 Study

4.4.12 According to the 2017 survey, Mansfield town centre is the most popular comparison destination in five out of nine zones across the MSA including each of the MDA zones with a market share of 26% or more. The 2011 survey also identified Mansfield town centre as the most popular destination in these zones; however, Mansfield town centre had a much higher market share at 50% or more.

4.4.13 According to both the 2017 and 2011 surveys, Mansfield town centre is identified as the second-most popular comparison destination in just one study zone (zone 9). However, according to the 2017 survey, the market share of Mansfield town centre in that zone is considerably higher (21.3%) compared to the 2011 survey (15.0%).

4.4.14 The 2017 survey identifies Mansfield town centre as the third-most popular comparison destination in zone 8, with a 11.1% market share. The 2011 survey identified Mansfield town centre as the third-most popular destination in two zones (zones 4 and 8) with a market share of 4.0% and 11.0% respectively.

4.4.15 The 2017 survey identifies Mansfield Woodhouse district centre as the third-most popular comparison destination in zone 3 with a 5.2% market share while the 2011 survey identified Mansfield Woodhouse district centre as the second-most popular comparison destination in zone 3 with an 11.0% market share. Market Warsop district centre is not considered to be a main comparison destination; the centre exerts a limited influence over shopping patterns in its local zone (zone 3) with a 3.07% market share.

4.4.16 The 2017 survey identifies St Peter's Retail Park Mansfield as the second-most popular comparison destination in zone 2 behind Mansfield town centre and as the third-most popular comparison destination in zone 1 behind Mansfield town centre and Nottingham city centre.

Summary

4.4.17 In summary, the updated comparison spending patterns analysis shows that:

- Mansfield town centre fulfils its function within the district retail hierarchy - the centre is the dominant centre in all three zones within the MDA as well as zones 5 and 7;
- However, Mansfield town centre’s influence over shopping patterns in the MSA has declined since 2011: the zonal market share of the town centre has declined in seven out of nine zones;
- Mansfield faces increased competition from major competing comparison destinations- Newark-on Trent, Sheffield and Nottingham have all increased their influence over shopping patterns in the MSA in recent years;
- Mansfield Woodhouse district centre fulfils its function within the district retail hierarchy- the centre is the third most popular shopping destination in its local zone (zone 3);
- Mansfield Woodhouse district centre’s influence over shopping patterns in the MSA has increased moderately since 2011; and
- Market Warsop district centre is not a main comparison destination and exerts only a limited influence over shopping patterns in its local zone (zone 3) with a 3.07% market share.

4.5 Convenience

4.5.1 Table 4.6 summarises convenience spending patterns from the 2017 household survey results for both the MDA and the MSA as a whole.

4.5.2 The table shows the level of convenience expenditure retention and leakage from the district across the MDA (zones 1-3 only) and the MSA (zones 1-9) in order to understand the sustainability of shopping patterns. The table also shows inflow: this is the turnover of the district drawn from within the MSA but outside MDA zones 1-3 (i.e. zones 4-9). Again, the expenditure data is shown in monetary terms and as a proportion of total expenditure generated within the MDA and MSA.

Table 4.6 Convenience spending patterns 2017

Expenditure	MDA		MSA	
	£m	%	£m	%
Retained	196.9	79.5%	664.4	43.3%
Leakage	50.9	20.5%	376.4	56.7%
Total	247.7	100.0%	1,040.8	100.0%
Inflow	91.1	-	-	-

Source: Table CV4 & CV5, Appendix D

4.5.3 The level of convenience expenditure retained by destinations in the district is equivalent to 79.5% of the total convenience expenditure generated in the MDA (zones 1-3 only). The level of convenience expenditure retained by destinations in the district is equivalent to 43.3% of the total convenience expenditure generated in the MSA as a whole (zones 1-9). The convenience retention rate across the MSA is considerably lower which is unsurprising given the rural nature of the MSA catchment.

Table 4.7 Convenience spending patterns 2011 and 2017

	MDA			MSA		
	2011	2017	Change	2011	2017 %	Change
Retained	92.1%	79.5%	-12.6%	50.9%	43.3%	-7.6%
Leakage	7.9%	20.5%	12.6%	49.1%	56.7%	7.6%

Source: Table CV5, Appendix D & Table CV5, Appendix B, 2014 Update

4.5.4 Table 4.7 compares the 2017 convenience spending patterns with the results of the 2011 survey. This shows that the level of convenience expenditure leakage from the district has increased considerably across the both the MDA and the MSA between 2011 and 2017.

4.5.5 In order to understand these changes in spending patterns at zonal level Table 4.8 shows the proportion of expenditure retained within the MDA for each survey zone based on the 2011 and 2017 survey results. The data is presented as a proportion of the total expenditure generated within each zone. Table 4.8 shows that between 2011 and 2017 the convenience market shares of destinations located within the MDA decreased in all zones except zones 8 and 9. The greatest reduction in market share occurred in zones 3, 5, and 7.

Table 4.8 MDA zonal convenience market shares 2011 and 2017

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total
2011	90.0%	92.4%	95.0%	3.2%	59.0%	5.2%	79.3%	8.0%	17.7%	50.9%
2017	87.2%	85.5%	63.1%	1.9%	21.3%	2.4%	49.2%	17.3%	21.1%	43.3%
Change	-2.8%	-6.9%	-31.9%	-1.3%	-37.7%	-2.9%	-30.0%	9.3%	3.5%	-7.6%

Source: Table CV5, Appendix D & Table CV5, Appendix B, 2014 Update

4.5.6 Table 4.9 shows the level of expenditure retained within the MSA for each survey zone based on the 2011 and 2017 survey results. The data is presented as a proportion of the total expenditure generated within each zone. Table 4.9 shows that between 2011 and 2017 the convenience market shares of destinations located within the MSA increased in all zones except zone 7.

Table 4.9 MSA zonal convenience market shares 2011 and 2017

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total
2011	84.0%	83.3%	83.4%	11.8%	79.9%	14.2%	84.1%	26.3%	66.1%	75.5%
2017	92.7%	98.5%	87.8%	31.8%	85.4%	26.6%	75.0%	61.1%	94.4%	80.7%
Change	8.7%	15.2%	4.4%	20.1%	5.4%	12.4%	-9.1%	34.8%	28.3%	5.2%

Source: Table CV5, Appendix D & Table CV5, Appendix B, 2014 Update

4.5.7 The survey results indicate that improvements to the convenience offer in neighbouring authorities within the MSA has reduced the amount of expenditure leaked to destinations located outside the MSA. This has also reduced the amount of expenditure inflow that the MDA receives from neighbouring authorities thereby reducing the market share of the MDA. The following improvements in the convenience shopping offer have been identified in the MSA since 2011:

- A new Aldi store opened in 2015 in Shirebrook (zone 3) which attracts a significant market share from zone 3 (10.43%);
- Asda moved into the old Netto store in New Ollerton (zone 5) and the market share of this store increase from 0.66% to 3.28% as a result of the change in operator between 2011 and 2017; and
- A new Asda store opened in Newark town centre (zone 7) in 2016 which attracts a 4.00% market share from zone 7.

4.5.8 Table 4.10 shows the turnover of the most popular convenience destinations across the MSA in 2017. The expenditure data is presented in monetary terms and as a proportion of total convenience expenditure generated within the MSA. Table 5.9 in the 2011 Study carried out an identical exercise.

Table 4.10 Most popular convenience shopping destinations in MSA

Destination	Turnover (£m)	% of total expenditure
Tesco Extra, Oaktree Lane, Mansfield (Zone 1)	53.7	8.1%
Asda, Old Mill Lane, Mansfield Woodhouse (Zone 1)	47.0	7.1%
Morrisons, Ashfield Precinct, Kirkby in Ashfield (Zone 9)	41.9	6.3%
Asda, Priestsic Road, Sutton-in-Ashfield (Zone 9)	40.4	6.1%
Sainsbury's, Nottingham Road, Mansfield (Zone 2)	36.2	5.5%
Morrisons, Sutton Road, Mansfield (Zone 2)	27.0	4.1%
Tesco Extra, Chesterfield Road South, Mansfield (Zone 2)	24.5	3.7%

Destination	Turnover (£m)	% of total expenditure
Aldi, Nottingham Road, Mansfield (Zone 2)	24.1	3.6%
Tesco, Forest Road, New Ollerton, Newark (Zone 5)	23.4	3.5%
Morrisons, High Street, Mansfield Woodhouse (Zone 3)	22.9	3.4%
Sub-total for main MSA convenience destinations	341.2	51.0%

Source: Table CV5, Appendix D & Table 5, Appendix 5, 2011 Study

4.5.9 This analysis shows that the 10 most popular convenience stores account for 51.0% of expenditure available to the MSA and that seven of these are located within the MDA. The 2011 survey results identified that 60.7% of available expenditure was accounted for by the 10 most popular convenience stores and that six of these were located in the district. The results of the 2017 survey show that the largest convenience stores exert less influence over shopping patterns now than in 2011.

4.5.10 Table 4.11 shows the turnover of the most popular competing convenience destinations located outside the MSA in 2017. The expenditure data is presented in monetary terms and as a proportion of total convenience expenditure generated within the MSA.

Table 4.11 Most popular competing convenience shopping destinations

Destination	Turnover (£m)	% of total expenditure
Tesco, Chestnut Drive, Clowne	11.1	1.7%
Waitrose, Ossington Way, Newark	8.9	1.3%
Tesco Express, Annesley Road, Hucknall	8.0	1.2%
Asda, Wharf Road, East Retford	6.8	1.0%
Morrisons, Derby Road, Eastwood	6.8	1.0%
Morrisons, Kings Road, Newark-on-Trent	6.2	0.9%
Morrisons, Idle Valley Road, Retford	5.0	0.7%
Aldi, Mill Green Way, Clowne	3.6	0.5%
Aldi, Northgate, Newark	3.1	0.5%
Aldi, Gateford Road, Worksop	2.9	0.4%
Other destinations outside MSA	65.8	9.9%
Sub-total destinations outside MSA	128.1	19.3%

Source: Table CV5, Appendix D & Table 5, Appendix 5, 2011 Study

4.5.11 According to the 2017 survey, 19.3% of convenience expenditure leaks to competing destinations outside the MSA and, of this 9.4% is accounted for by the 10 most popular stores. The 2011 survey identified that 24.5% of expenditure leaked to competing destinations and 14.5% of this expenditure was accounted for by the 10 most popular stores.

4.5.12 Table 4.12 summarises the three most popular convenience shopping destinations for each MSA zone and includes the zonal market share. Table 5.13 from the 2011 Study carried out an identical exercise based on the results of the 2011 survey.

Table 4.12 Most popular convenience shopping destinations by zone

	Most popular		Second most popular		Third most popular	
Zone 1 – Mansfield East	Tesco Extra, Oaktree Lane, Mansfield	23.5%	Asda, Old Mill Lane, Mansfield Woodhouse	20.4%	Morrisons, High Street, Mansfield Woodhouse	8.5%
Zone 2 - Mansfield Central & West	Tesco Extra, Chesterfield Road South, Mansfield	20.2%	Morrisons, Sutton Road, Mansfield	17.3%	Sainsbury's, Nottingham Road, Mansfield	13.0%
Zone 3 - Warsop & Shirebrook	Aldi, Carter Lane, Shirebrook	13.9%	Asda, Old Mill Lane, Mansfield Woodhouse	12.7%	Morrisons, High Street, Mansfield Woodhouse	11.8%
Zone 4 - South of Worksop	Tesco, Chestnut Drive, Clowne	29.2%	Aldi, Mill Green Way, Clowne	10.7%	Sainsbury's, High Grounds Road, Rhodesia	10.2%
Zone 5 - New Ollerton	Tesco, Forest Road, New Ollerton, Newark	42.0%	Asda, Forest Road, New Ollerton, Nottingham	7.0%	Tesco Extra, Oaktree Lane, Mansfield	6.6%
Zone 6 - Rural East Nottinghamshire	Waitrose, Ossington Way, Newark	19.3%	Morrisons, Kings Road, Newark-on-Trent	12.9%	Morrisons, Idle Valley Road, Retford	8.8%
Zone 7 - Southwell	Tesco Extra, Oaktree Lane, Mansfield	23.6%	Southwell town centre, Nottingham	13.9%	Asda, Old Mill Lane, Mansfield Woodhouse	8.0%
Zone 8 - South Ashfield	Morrisons, Ashfield Precinct, Kirkby in Ashfield	13.4%	Aldi, Urban Road, Kirkby in Ashfield	9.3%	Morrisons, Derby Road, Eastwood	7.4%

	Most popular		Second most popular		Third most popular	
Zone 9 - Kirkby & Sutton	Asda, Priestsic Road, Sutton-in-Ashfield	20.2%	Morrisons, Ashfield Precinct, Kirkby in Ashfield	17.6%	Aldi, Mansfield Road, Sutton-in-Ashfield	6.9%

Source: Table CV4, Appendix D & Table 4, Appendix 5, 2011 Study

4.5.13 Table 4.12 shows that, according to the 2017 survey, the top three convenience destinations in zones 1-3 are foodstores located in the MDA as do the 2011 survey results. However, the market shares of the three popular destinations in zones 1, 2 and 3 have decreased since 2011. This reflects our earlier conclusion from paragraph 4.5.10, that the largest convenience stores exert less influence over shopping patterns than in 2011.

4.5.14 According to the 2011 survey, foodstores located in the MDA were the most popular destination in five zones, second most popular in four zones and the third most popular in six zones. By comparison, the 2017 results show that foodstores located in the MDA are the most popular destination in four zones, second most popular in three zones and the third most popular in five zones. Overall the results of this exercise show that the MDA influence over convenience shopping patterns has reduced since 2011.

Summary

4.5.15 In summary, the updated convenience spending patterns analysis shows that:

- Mansfield is self-sustaining in terms of convenience shopping since local resident's needs are largely met within the district– between 87.2% and 63.1% of total expenditure generated in zones 1-3 is retained by destinations in the MDA (zones 1-3) (see Table 4.8);
- Very few Mansfield residents travel outside of the MSA to undertake convenience shopping – between 87.8% and 98.5% of total expenditure generated in zones 1-3 is retained by destinations in the MSA (zones 1 – 9) (see Table 4.9);
- Mansfield contains a good range of food stores providing local residents with choice - the three most popular destinations in the MDA zones are foodstores located in the district itself (see Table 4.10);
- Mansfield convenience shopping destinations also play a role in meeting the convenience shopping needs of the wider MSA, particularly zone 5, 7 and 9 where destinations in the MDA attract a market share of 21.1% or more (see Table 4.8);
- The influence that the district exerts over shopping patterns has declined in recent years - the MDA market share has decreased in eight out of nine zones since 2011 (see Table 4.8);
- A number of neighbouring authorities in the MSA have developed an improved convenience offer which has reduced the amount of expenditure leakage from the MSA since 2011 (see Table 4.9); and
- This has also had the effect of reducing the amount of expenditure inflow that the MDA receives from neighbouring authorities thereby reducing the MDA market share (see Table 4.8).

4.6 Leisure

4.6.1 Table 4.13 summarises food and drink (Class A3-A5) spending patterns for the MSA (zones 1-9) based on the 2011 and 2017 household survey results. The table shows the level of food and drink expenditure retained and leaked from the district across the MSA zones. The expenditure data is shown as a proportion of total expenditure generated within the MSA.

4.6.2 According to the 2017 survey results, the level of food and drink expenditure leakage from the MDA has increased by 5.0% since 2011. Further analysis has been undertaken in Table 4.14 in order to understand these changes in spending patterns at zonal level.

Table 4.13 MSA food and drink spending patterns 2011 and 2017

	MDA		
	2011	**2017**	**Change**
Retained	39.8%	34.8%	-5.0%
Leakage	60.2%	65.2%	5.0%

Source: Table L4, Appendix D & Table L4, Appendix B, 2014 Update

4.6.3 Table 4.14 compares the zonal food and drink market shares for the district based on the 2011 and 2017 survey results.

Table 4.14 MDA Zonal food and drink market shares 2011 and 2017

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total
2011	69.7%	68.8%	74.0%	2.3%	47.3%	1.6%	41.5%	8.7%	23.0%	39.8%
2017	72.1%	75.6%	47.1%	9.6%	24.3%	0.8%	15.8%	15.9%	21.8%	34.8%
Change	2.4%	6.8%	-26.9%	7.3%	-23.0%	-0.8%	-25.6%	7.2%	-1.2%	-5.0%

Source: Table L4, Appendix D & Table L4, Appendix B, 2014 Update

4.6.4 The food and drink market share of the district decreased in five study zones between 2011 and 2017 and the market share has declined significantly (25% or more) in three zones. The district has experienced the greatest growth in market share in zones 4 and 8 (7.3% or more). The district's food and drink market share has increased in two out of three zones across the MDA (zones 1-3); however, the market share of zone 3 has declined significantly.

4.7 Key findings

- Mansfield district has a comparison retention rate of 40.9% across the MSA according to the 2017 household survey.
- The comparison retention rate of the district decreased from 45.5% to 40.9% across the MSA between 2011 and 2017 according to the household survey results.
- The main competing comparison shopping destinations include: Nottingham, Alfreton, Sheffield, Giltbrook Retail Park in Nottingham and Worksop.
- According to the 2017 household survey Newark-on-Trent, Sheffield and Nottingham have achieved the greatest increase in comparison market share since 2011.
- Mansfield district has a convenience retention rate of 43.3% across the MSA according to the 2017 household survey
- The convenience retention rate of the district decreased from 50.9% to 43.3% across the MSA between 2011 and 2017 according to the household survey results.
- Mansfield district has a food and drink (Class A3-A5) retention rate of 34.8% across the MSA according to the 2017 household survey.
- The food and drink (Class A3-A5) retention rate of the district decreased from 39.8% to 34.8% across the MSA between 2011 and 2017.

5 Retail and leisure capacity forecast update

5.1 Introduction

5.1.1 The previous sections identified revisions to the key data inputs and spending patterns data which inform the updated capacity forecasts. At the outset we emphasise that capacity forecasts should be subject to regular review throughout the Council's plan period in order to ensure an up-to-date evidence base which is based on accurate economic and market trends. We advise that long-term quantitative forecasts (post-2026) should be treated as indicative only and reviewed within the next three to five years.

5.1.2 The key findings of this section should be considered alongside the following:

- **Appendix D**: updated quantitative comparison, convenience and leisure tables; and,
- **Appendix E**: summary of standard method for calculating retail need.

5.2 Structure of quantitative retail capacity assessment

5.2.1 The quantitative comparison and convenience data tables (Appendix D) follow a standard format as explained in Table 5.1.

Table 5.1 Structure of quantitative retail assessment

Table	Description
CM1 CV1 L1	Summarises the updated population projections for each study zone (1-9) and the study area as a whole in the base year (2017) and output years (2022, 2026, 2031, 2033).
CM2 CV2	Shows per capita expenditure on comparison and convenience goods for each study zone in 2017 and the output years.
CM3 CV3	Shows updated estimates of total comparison / convenience expenditure for each study zone in 2017 and the output years. This is calculated by multiplying the population figures (Tables CM1 / CV1) with per capita expenditure figures (Tables CM2 / CV2). A discount is applied at each output year for SFT as explained in Section 3.4.
CM4 CV4	Presents the current market shares in percentage terms (%) for all comparison / convenience destinations based on the results of the 2017 household survey.
CM5 CV5	Shows current comparison / convenience spending patterns in monetary terms (£m) based on the 2017 household survey. The turnover (£m) of each destination is calculated by applying the market shares (Tables CM4 / CV4) to the total available comparison / convenience expenditure (Tables CM3 / CV3).
CM6 CV6	Summarises the commitments for comparison / convenience floorspace (including extant and implemented planning permissions) which act as a claim on the total available comparison and convenience expenditure (Tables CM3 / CV3).

Table	Description
CM7 CV7	Summarises the updated comparison / convenience capacity forecasts for Mansfield district. Table CM7a presents the baseline comparison capacity forecasts – it is assumed that the Mansfield district market share will remain constant across the study period. Table CM7b presents a decreasing market share scenario - it is assumed that the Mansfield district market share will decrease by 2% over the study period. Table CV7 presents the baseline convenience capacity forecasts – it is assumed that the Mansfield district market share will remain constant across the study period.

Source: Appendix D

5.2.2 The revised comparison and convenience capacity forecasts are summarised in Table CM7a / CM7b and Table CV7 respectively (Appendix D). Both sets of tables are structured as summarised below:

- Row A shows the total comparison / convenience goods expenditure available to the study area in the base year (2017) and the study output years (2021, 2026, 2031, 2033).
- Row B shows the proportion of comparison / convenience goods expenditure which is retained within Mansfield district. For Table CM7a this amounts to 41% of total comparison expenditure. In Table CV7 this amounts to 43% of total convenience expenditure assuming a constant market share from 2017-2033;
- Row C converts the Mansfield district market share from Row B into monetary terms, at the base year of 2014 and for each of the outputs years under a ‘no development’ scenario (i.e. assuming that current shopping patterns remain unchanged over the duration of the study period);
- Row D shows the proportion of expenditure inflow into Mansfield district and row E shows the amount of inflow in monetary terms. In Table CM7a / CM7b inflow is set at 3% from 2017 and in Table CM7a inflow is set at 1% from 2017 since convenience shopping is a more localised activity;
- Row F shows the baseline comparison / convenience turnover of destinations in Mansfield district in the base year (i.e. the retained expenditure plus inflow) which is held constant over the study period up to 2033;
- Row G shows the growth in retained expenditure – this makes an allowance for the turnover of existing floorspace to increase over the study period. Table CM7a shows that by 2026 there will be £87.33m surplus comparison expenditure and by 2033 there will be £215.24m surplus comparison expenditure in Mansfield district. Table CV7 shows that by 2026 there will be £6.00m surplus convenience expenditure and by 2033 there will be £14.20m surplus convenience expenditure in Mansfield district;
- Rows H - J summarise the clams on expenditure. Row H summarises the sales efficiency growth in existing retailers. In Table CM7a / CM7b a sales efficiency rate of 1.5% per annum has been applied for comparison goods. In Table CV7 an allowance has not been made for the turnover of existing convenience floorspace to grow as explained in Section 3.5;
- Row I summarises the ‘claim’ on expenditure from commitments as outlined in Section 3.6. In Table CM7a / CM7b comparison commitments amount to a ‘claim’ of £6.58m at 2021 and the turnover of committed floorspace is increased up to 2035 in line with sales density growth rates (1.5%). In Table CV7 convenience commitments amount to a ‘claim’ of £38.52m at 2021; as explained above, we have not allowed the turnover of convenience floorspace to grow for the reasons explained in Section 3.5;

- Row K summarises the surplus expenditure capacity available in Mansfield district. Table CM7a shows that there is surplus expenditure to support comparison floorspace amounting to £87.33 by 2026 and £ 215.24m by 2033. Table CV7 shows that there is surplus expenditure to support convenience floorspace amounting to £6.00m by 2026 and £14.20m by 2033.

- Row L summarises total claims on capacity (Row I) which includes an allowance for the turnover of existing commitments to new floorspace and the sales efficiency growth in existing retailers.

- Row M in Table CV7 summarises the ‘claim’ on convenience goods expenditure from the over trading of existing foodstores. Table CV7 shows that foodstores in Mansfield district are slightly overtrading at £2.87m above company averages in the base year (2017). Since we have not allowed convenience turnover to grow, as explained in Section 3.5, the allowance for convenience overtrading remains constant at £2.87m up to 2033;

- Row M (Tables CM7a / CM7b) and Row N (Table CV7) show the residual expenditure (£m). For Tables CM7a / CM7b this is calculated by detracting the total claims on capacity (Row L) from the initial surplus of comparison goods expenditure (Row K). For table CV7 this is this is calculated by detracting the total claims on capacity (Row L) and foodstore trading performance allowance (Row M) from the initial surplus of comparison goods expenditure (Row K). See Section 3.7 of this report for an explanation of the foodstore trading performance assessment method.

- Row N (Tables CM7a / CM7b) and Row O (Table CV7) show the sales density (i.e. turnover per sqm) which is used to translate the residual expenditure to a floorspace requirement. In Tables CM7a / CM7b a turnover of £5,000 per sqm at 2017 is applied which increases in line with our sales density growth estimates to £6,345 per sqm by 2035. In Table CV7 a turnover of £10,000 per sqm at 2017 which remains constant across the study period since we have not allowed convenience turnover to grow;

- Row O (Tables CM7a / CM7b) and Row P (Table CV7) show the net comparison / convenience floorspace for Mansfield district, by applying Row N to Row M (Tables CM7a / CM7b) or Row O to Row N (Table CV7); and

- Row P (Tables CM7a / CM7b) and Row Q (Table CV7) translate the net floorspace requirements in the previous row to a gross floorspace figure by applying a net to gross of 70:30 for comparison and convenience floorspace.

5.3 Summary of comparison floorspace requirements

5.3.1 Tables CM7a and CM7b (Appendix D) set out our revised comparison capacity forecasts for Mansfield district over the study period. These figures supersede those set out in Tables 5.2, 5.3 and 5.4 of the 2014 Update.

5.3.2 Table CM7a forecasts comparison needs on the basis that the district will maintains a static retention rate over the study period (i.e. current spending patterns identified in the 2017 survey will remain unchanged over the remainder of the study period). Table CM7b forecasts comparison needs on the basis that the district will experience a declining market share over the study period (equivalent to 2%). Since the district’s comparison market share declined by 6.3% between 2011 and 2017 (see Section 4) this alternative scenario has been tested to understand the impact on capacity if the district’s market share continued to decline.

5.3.3 Both comparison forecasts assume that the Stockwell Gate South permission will not be implemented over the study period. Although the planning permission is not due to expire until July 2018 PBA have been informed by the Council that it is highly unlikely that the scheme will be delivered by 2031.

5.3.4 Table 5.2 summarises the comparison capacity forecasts, the figures are presented on a cumulative basis and rounded for consistency with the 2014 Update. The assessment assumes that the district is trading in equilibrium in the base year (2017).

Table 5.2 Mansfield district comparison floorspace needs to 2033 (sqm net)

Scenario	2017	2021	2026	2031	2033
Static retention	0	-6,300	1,100	9,500	13,200
Declining retention	0	-7,200	-900	6,200	8,600

Source: Table CV7a, Appendix D

5.3.5 Tables CM7a and CM7b (Appendix D) identify a significant requirement for additional comparison floorspace in the district over the study period up to 2033 under both scenarios'. However, we advise that that long-term quantitative forecasts (post-2026) should be treated as indicative only.

5.3.6 Under the static retention scenario, existing retailers and commitments will absorb a significant amount of the surplus expenditure available to support new floorspace up to 2021 and as a result capacity for additional comparison floorspace does not emerge until 2026. The assessment assumes that all comparison commitments shown in Table CM6 will be trading in 2021 (Appendix D).

5.3.7 Under the declining retention scenario existing commitments will absorb a significant amount of the surplus expenditure available to support new floorspace up to 2026 and, as a result, capacity for additional comparison floorspace does not emerge until later on in the study period (2031).

5.3.8 Table 5.2 shows that applying the declining retention rate scenario significantly reduces the district's long-term floorspace needs (up to 2033) and capacity for additional floorspace only emerges later in the study period (2031 as opposed to 2026).

5.3.9 Table 5.3 presents the comparison needs from the 2014 Update and the revised capacity forecasts under the static retention scenario. The revised comparison capacity forecasts are somewhat lower than the forecasts contained in the 2014 Update. Tables CM7a and CM7b both apply a constant market share and assume that the Stockwell Gate South permission will not be implemented over the study period.

Table 5.3 2017 and 2014-based Mansfield district comparison floorspace needs (sqm net)

Sqm net	2017	2021	2026	2031	2033
2017 Static retention	0	-6,300	1,100	9,500	13,200
2014 Scenario 1 - static retention	3,000	7,270	15,940	26,590	-

Source: Table CM7a, Appendix D & Table CM8a, Appendix B, 2011 Update

5.3.10 The revised comparison capacity forecasts for the district have reduced since 2014 for two reasons. First, the district's market share reduced from 45.5% in 2011 to 40.9% in 2017 according to the 2017 survey. Secondly, current empirical forecasts show that since 2014 expenditure growth rates have fallen while SFT growth rates have increased; as a result, the amount of expenditure growth now expected to come forward over the current study period (2017-2033) is significantly lower at £511m than the expenditure forecast to come forward over the 2014 Update study period (2014-2031) at £650m.

5.3.11 The NPPF paragraphs 156 and 157 require local plans to contribute to the achievement of sustainable development and local authorities to plan positively for the development and infrastructure requirements of the area over an appropriate time scale (preferably 15-year time period).

5.3.12 In light of the NPPF requirement for authorities to plan positively, it is recommended that the Council plan to meet the baseline comparison retail capacity forecast since this scenario assumes Mansfield town centre and the district centres will maintain their current performance over the study period. In summary, based on applying the static retention rate and the assumption that commitments will be delivered this report forecasts a district wide quantitative requirement for:

- By 2017: no capacity for additional comparison floorspace;
- By 2026: 1,100 sqm net additional comparison floorspace; and
- By 2031: 13,200 sqm net additional comparison floorspace up to 2035.

5.4 Summary of convenience floorspace requirements

5.4.1 Table CV7 (Appendix D) sets out our revised convenience capacity forecasts for Mansfield district over the study period. These figures supersede those set out in Tables 5.5 and 5.6 of the 2014 Update.

5.4.2 Table CV7 forecasts convenience needs on the basis that the district will maintain a static retention rate over the study period (i.e. current spending patterns identified in the 2017 survey will remain unchanged over the remainder of the study period). Table 5.4 summarises the convenience capacity forecasts for ease of reference, the figures are again presented on a cumulative basis rounded to the nearest 10 for consistency.

Table 5.4 Mansfield district convenience floorspace needs to 2033 (sqm net)

Sqm net	2017	2021	2026	2031	2033
Static retention	300	-3,500	-3,000	-2,400	-2,100

Source: Table CV7, Appendix D

5.4.3 Table 5.4 and Table CV7 (Appendix D) identify that there is no quantitative need for additional convenience floorspace over the study period as a whole (up to 2033). In the short term there is a requirement for a limited amount of floorspace however because the Council have already granted planning permission for additional convenience floorspace need for floorspace should be considered over the longer term (i.e. up to 2026 and beyond). The convenience commitments are summarised in Section 2.11 of this report and Table CM 6 (Appendix D).

5.4.4 Table CV7 shows that the need for additional convenience floorspace will decrease between 2017 and 2033. This is because from 2021 commitments and existing floorspace will absorb surplus expenditure which would otherwise be available to support new floorspace.

5.4.5 Table CV7 also makes an allowance for the trading performance of foodstores. The notes to Table CV7 show that main foodstores in the district are slightly overtrading at £2.87m above average company sales densities. Our analysis finds that there is a significant variation between the performance of the district's foodstores; Tesco Extra Oak, Tree, Mansfield is found to be overtrading by £18.1m whereas Tesco Extra, Chesterfield Road South, Mansfield is found to be under trading by -£9.6m.

5.4.6 Table 5.5 presents the convenience needs from the 2014 Update and the updated capacity forecasts under the static retention scenario. The revised convenience capacity forecasts are significantly lower than the 2014 Update. Tables CV7 and CV8a of the 2014 Update both applied a constant market share and made an allowance for new committed foodstores at Stockwell Gate South or Burns Lane, Market Warsop.

Table 5.5 2014 and 2017 based Mansfield district convenience floorspace needs (sqm net)

Sqm net	2017	2021	2026	2031	2033
2017 Static retention	300	-3,500	-3,000	-2,400	-2,100
2014 Scenario 1 - static retention	1,780	2,350	3,240	4,210	-

Source: Table CV7, Appendix D & Table CV8a, Appendix B, 2014 Update

5.4.7 The revised convenience capacity forecasts for the district have reduced since 2014 for two reasons. First, the district's market share reduced from 50.9% in 2011 to 43.3% in 2017 (see Table 4.4). Secondly, current empirical forecasts show that since 2014 expenditure growth rates have fallen significantly and SFT growth rates have increased. As a result, the amount of expenditure growth now expected to come forward over the current study period (2017-2033) is significantly lower at £32.45m than the expenditure forecast to come forward over the 2014 Update study period (2014-2031) at £95.42m.

5.4.8 In summary, this report does not identify a quantitative requirement for additional convenience floorspace across the district on the basis that all commitments identified in Table CV6 (Appendix D) will be delivered over the study period.

5.5 Structure of quantitative leisure capacity assessment

5.5.1 Tables L1 to L5 (Appendix D) set out the updated assessment of the capacity for additional commercial food and beverage uses (Class A3-A5) in Mansfield district over the study period. These figures supersede those set out in Table 5.7 of the 2014 Update.

5.5.2 The leisure capacity tables at Appendix D (L1-5) are structured as follows:

- Table L1: presents the population projections for the nine zones which make up the MSA (these reflect the figures used in Table CM1 and CV1 in the retail capacity assessment set out above);
- Table L2: presents updated per capita expenditure on different leisure categories including accommodation services (e.g. hotels), cultural services (e.g. art galleries), museums and live music, games of chance (e.g. bingo), hairdressing salons & personal grooming, recreational & sporting services, and restaurants & cafes);
- Table L3: multiplies Table L1 and Table L2 together to show the total spending for each main leisure category which is expected to come forward over the study period;
- Table L4: shows the market shares achieved by the main centres in the district for main leisure categories. The 2017 household survey results indicate that 35% of total available food and drink expenditure (Class A3-A5) available to the MSA is spent in destinations in the district whereas the 2011 survey identified that destinations in the district retained 40% of food and drink expenditure; and
- Table L5 then converts the expenditure growth and market shares to a floorspace requirement for A3-A5 food and drink. Table L5 is structured in the same format as the comparison goods needs assessment (Table CM7) as described in Section 5.2.2 above.

5.5.3 Table 5.6 summarises the amount of expenditure growth expected to come forward across the MSA for each of the main leisure categories over the study period.

Table 5.6 MSA leisure expenditure growth (£m)

	2017 (£m)	2033 (£m)	Growth 2017-2033 (£m)	Growth 2017-2033 (%)
Accommodation services	52.3	69.5	17.2	9%
Cultural services	89.7	122.9	33.1	17%
Games of chance	52.2	66.2	14.0	7%
Hairdressing salons and personal grooming	28.7	39.7	11.1	6%
Recreational and sporting services	27.4	37.1	9.7	5%
Food and drink[4]	292.7	399.5	106.9	56%

Source: Table L3, Appendix D

5.5.4 Spending on food and drink (restaurants, cafes, pubs, bars etc.) is the primary driver of expenditure growth in the commercial leisure sector. Between 2017 and 2033 spending on food and drink accounts for 56% of total commercial leisure expenditure growth.

5.5.5 Table 5.7 summarises the quantitative requirement for additional food and drink floorspace (A3-A5) over the study period which supersede those set out in Tables 5.7 of the 2014 Update. The figures are again presented on a cumulative basis and rounded for consistency with the 2014 Update. At 2026, the requirement amounts to 900 sqm gross which is considerably lower than the requirement at 2026 in the 2014 Update at 1,700 sqm net.

Table 5.7 Mansfield district food and drink floorspace (Class A3-A5) needs to 2033 (sqm gross)

Sqm gross	2017	2021	2026	2031	2033
Static retention	0	800	900	2,400	3,500

Source: Table L5, Appendix D

5.5.6 Table 5.7 shows that there is capacity for additional food and drink floorspace (Class A3-A5) floorspace in the district across the study period on the basis that new floorspace will achieve an average sales density of £6,500 per sqm gross. The average sales density applied in Table L5 (Appendix D) is a PBA assumption however it is recognised that food and drink operator's sales densities are highly variable due to the diversity of operators present within the sector.

5.5.7 Table L5 forecasts food and drink capacity based on current market shares (Appendix D) however Section 4 identified that the food and drink market share achieved by Mansfield destinations declined by 5% between 2011 and 2017. If the Council wish to claw back this expenditure leakage the local plan should seek to provide additional floorspace above that set out in Table 5.7. Furthermore, there is considered to still be a qualitative need to improve the diversity of food and drink options in Mansfield town centre since no major Class A3-A5 commitments to have come forward since 2014. As identified in the 2011 Study, this could be achieved by introducing additional restaurants aimed at the middle of the market including a mix of national operators and quality independents. Any proposals that come forward which exceed the figures in Table 5.7 should be assessed on their planning merits.

[4] Food and drink spending includes: restaurant and café meals, alcoholic drinks, take away meals eaten at home, other take-away and snack food and contract catering food per person.

5.6 Key findings

- The quantitative comparison assessment forecasts that, based on constant market shares, there is sufficient expenditure capacity across Mansfield district for:
  - 1,100 sqm net additional comparison floorspace by 2026; and,
  - 13,200 sqm net additional comparison floorspace by 2033.
- The quantitative convenience assessment forecasts that there is no expenditure capacity to additional convenience floorspace across the district over the study period to 2033. This assumes that all identified commitments will be delivered.
- However, some additional convenience floorspace may be required to support the development of housing growth areas in the district where development sites are not well served by existing shopping facilities. Section 6 presents our findings on the retail needs generated by main housing growth areas.
- Food & drink uses (Class A3-A5) account for 56% of total leisure spending growth in the MSA between 2017 and 2033.
- According to the 2017 household survey the food and drink expenditure retained by destinations in Mansfield district has declined since 2011 from 40% to 35% of available expenditure within the MSA.
- The quantitative food & drink assessment forecasts that there is sufficient expenditure capacity in Mansfield district to support an additional 900 sqm gross Class A3 - A5 floorspace up to 2026 and 3,500 sqm gross up to 2033.

6 Strategic housing growth areas

6.1 Introduction

6.1.1 Section 5 sets out quantitative needs for additional retail floorspace across the district over the study period as follows:

- Comparison: 1,100 sqm net by 2026 and 13,200 sqm net by 2033.
- Convenience: no expenditure capacity to any additional convenience floorspace within the district over the study period to 2033 assuming that all current commitments are delivered.

6.1.2 In formulating recommendations on the distribution of additional floorspace it is also relevant to consider the anticipated distribution of housing growth across the district, primarily because this growth is likely to result in extensions to existing settlements or new settlements. It should be noted that the retail need generated by housing growth areas are not in addition to the district wide retail needs rather they form a component of those needs.

6.1.3 This section assesses the quantitative comparison and convenience retail needs generated by housing growth areas considers whether the required quantum of new retail floorspace would be viable. Regard has also been had to PPG paragraphs 009[5] and 014[6] which outline how the sequential approach and impact test should be applied in local plan preparation. This section should be read alongside Tables H1, H2 and H3 (Appendix D).

6.2 Housing growth areas

6.2.1 The Council have provided PBA with details of the housing trajectory for the period 2014-2033 which will inform the emerging local plan. The trajectory shows that 7,485 new dwellings are forecast to be delivered over the study period (2017-2033) in existing and new settlements.

6.2.2 PBA have identified eight main areas of housing growth across the district to allow a meaningful analysis of retail needs to be undertaken. Appendix F provides a map of the housing growth areas. The dwelling and population yield[7] achieved by the main housing growth areas is shown in Table H1 and summarised in Table 6.1.

Table 6.1 Mansfield district main housing growth dwelling and population yield in 2033

Housing growth area	Dwellings	Yield
Park Hall Farm (N1)	130	302
South of Debdale Lane (N2)	230	534
West of Sandlands Way (E1)	537	1,246
South of Clipstone Road East (E2)	503	1,167
East of Jubilee Way (E3)	600	1,392

[5] Reference ID: 2b-009-20140306

[6] Reference ID: 2b-014-20140306

[7] See para. 6.3.2 for method used to derive population yield

Housing growth area	Dwellings	Yield
Lindhurst (S1)	1,462	3,392
Skegby Lane / Fields Farm (W1)	565	1,311
Pleasley Hill (W2)	1,374	3,188
Total	5,401	12,530

Source: Table H1, Appendix D

6.2.3 It is acknowledged that the table above does not contain all locations for housing growth; however, these are considered to form the main areas of growth.

6.3 Quantitative retail needs

6.3.1 The assessment of district-wide quantitative retail needs presented in Section 5 takes account of forecast population growth equivalent to an additional 6,345 persons in the district over the study period to 2033. In order to apportion retail floorspace in line with population growth, we need to estimate the levels of quantitative retail needs generated within the main housing growth across.

6.3.2 Tables H1, H2 and H3 (Appendix D) present the comparison and convenience retail need forecasts for the main housing growth areas. The assessment is based on the following inputs:

- The existing average household size in Mansfield district, derived from ONS 2011 census has been applied to the estimated dwelling yield to establish future population in 2033 (Table H1);
- Per capita expenditure estimates for convenience and comparison retail goods and food and drink spending have been derived from Experian Retail Planner MMG3 (2016 Experian) for the MDA zones (zone1-3);
- An allowance for SFT, derived from ERPBN 14, has been made and deducted at source;
- The future population in 2033 is multiplied by the per capita expenditure to calculate the total expenditure generated in the main housing growth areas;
- A sales density of £6,345 per sqm for comparison and £10,000 per sqm for convenience floorspace is applied to the total expenditure figure to calculate the net floorspace need. The sales density figures are consistent with those applied at 2033 in Tables CM7a, CM7b and CV7;
- A net to gross ratio of 70:30 is applied to comparison and convenience tables to calculate the gross floorspace need. This sales density is consistent with that applied at 2033 in Tables CV7;
- Since a number of housing growth areas already benefit from planning permission for retail floorspace an allowance has been made for existing commitments to new floorspace;
- While we are aware that some of the sites may continue to deliver housing beyond the plan period, we use the plan period figures as the basis for our assessment. We therefore assume that all housing allocations will be completed by the end of the plan period (i.e. 2033); and

- No account is taken of phasing of development because the limited overall scale of the capacity generated does not necessitate phased delivery of any retail or other town centre uses.

6.3.3 Table 6.2 summarises the comparison and convenience floorspace needs generated by each main housing growth area in 2033.

6.3.4 The combined comparison floorspace needs for all housing growth areas in 2033 is 7,220 sqm net which equates to 54% of the district need under the baseline requirement (static retention rate). The combined convenience floorspace needs for all housing growth areas in 2033 significantly exceeds the district-wide need because existing convenience commitments elsewhere in the district have not been deducted. The fact that quantitative needs have technically been absorbed elsewhere in the district point to there being a need to consider the delivery of some floorspace to meet local needs in instances where housing growth areas are not well served by the existing network of centres and food stores.

Table 6.2 Housing growth area floorspace needs generated by total expenditure in 2033

Housing growth area	Comparison		Convenience		Total
	Sqm net	Sqm gross	Sqm net	Sqm gross	Sqm gross
Park Hall Farm (N1)	180	260	60	80	340
South of Debdale Lane (N2)	320	450	100	150	600
West of Sandlands Way (E1)	740	1,050	240	350	1,400
South of Clipstone Road East (E2)	690	990	230	330	1,310
East of Jubilee Way (E3)	820	1,180	270	390	1,570
Lindhurst (S1)	1,870	2,670	60	90	2,760
Skegby Lane / Fields Farm (W1)	780	1,110	260	370	1,480
Pleasley Hill (W2)	1,820	2,610	560	800	3,400
Total	7,220	10,310	1,780	2,550	12,860

Source: Tables H1, H2 & H3, Appendix D

6.4 Where should this need be met?

6.4.1 In considering any additional facilities to be provided as part of anticipated housing growth locations, it is important to take account of:

- The effect any new provision would have on existing town centres (i.e. Mansfield town centre);
- The size of the existing town centres and the district-wide network of smaller centres (i.e. in terms of whether any need generated by the new housing locations would be most sustainably met through the enhancement of an existing centre);
- The type of need that any facilities in the housing growth areas would be expected to meet;
- The extent to which it is reasonable to expect new spending associated with the urban extensions to be met through any new facilities within those extensions (i.e. level of expenditure retention); and
- Whether the needs of the existing population near the housing growth areas could be more sustainably served by new facilities as part of a new planned local centre.

6.4.2 Having regard to the need for new housing growth to be sustainable, it is expected that any new retail provision should be focused on meeting a proportion of the day-to-day needs of local residents. Accordingly, it is assumed that housing growth sites might reasonably retain up to 10% of comparison and 30% of convenience expenditure generated by new residents. On that basis, Table 6.3 summarises the comparison and convenience floorspace needs generated by retained comparison and convenience expenditure for housing growth areas. The figures from Tables H2 and H3 are rounded for consistency.

Table 6.3 Housing growth area floorspace needs generated by retained expenditure in 2033

Housing growth area	Comparison (sqm net)	Convenience (sqm net)
Park Hall Farm (N1)	20	20
South of Debdale Lane (N2)	30	30
West of Sandlands Way (E1)	70	70
South of Clipstone Road East (E2)	70	70
East of Jubilee Way (E3)	80	80
Lindhurst (S1)	190	20
Skegby Lane / Fields Farm (W1)	80	80
Pleasley Hill (W2)	180	170
Total	720	540

Source: Table H2 & H3, Appendix D

6.4.3 The figures in Table 6.3 represent the net additional floorspace required to meet assessed needs since our forecasts (Tables H2 and H3, Appendix D) include an allowance for commitments in housing growth areas

6.4.4 The expenditure retention threshold applied to Table 6.3 is considered to be consistent with new retail facilities fulfilling a localised shopping function only. However, it may be appropriate to provide additional floorspace above the figures in Table 6.3 where housing growth areas are inadequately served by main food shopping facilities or other local services expected in a local centre (such as chemists, opticians and laundrettes).

6.4.5 The 10% comparison and 30% convenience expenditure retention threshold should be considered as a starting point for the Council. In preparing the local plan, the Council will be required to undertake a thorough sequential and impact assessment of any new retail floorspace allocations outside of designated centres.

Park Hall Farm (N1)

6.4.6 The Park Hall Farm growth area comprises a single site (no.103) which is situated on the northern edge of the Mansfield Woodhouse built up area approximately 1.3km north of the district centre boundary. The Park Hall Farm growth area is expected to deliver 130 dwellings over the study period according to the trajectory.

6.4.7 The Park Hall Farm growth area is well served by existing convenience facilities; the closest main food shopping facility is Morrisons in Mansfield Woodhouse district centre. Cox's Lane / Brown Avenue neighbourhood centre provides a range of top-up food shopping facilities located just 650m south west from the edge of the site.

6.4.8 Based on our assumptions in paragraph 6.4.3, it is reasonable to assume that retained expenditure in Park Hall Farm could support just 20 sqm net comparison and 20 sqm net convenience floorspace. Clearly it would not be viable to develop a new food store or local centre at this scale.

6.4.9 Given that Park Hall Farm growth area is already well served by the existing network of centres it is considered that there is no overriding need to make an allowance for new retail floorspace within the site since the shopping needs of new residents could be sustainably met by existing shopping facilities. Any planning application for new retail floorspace on the site should be considered on its merits and demonstrate compliance with the sequential and retail impact test as set out in the NPPF and PPG.

South of Debdale Lane (N2)

6.4.10 The South of Debdale Lane growth area comprises four individual housing sites (no. 28, 29, 64, 163) which are situated approximately 88m north west of Mansfield town centre. The growth area is expected to deliver 230 dwellings over the study period according to the trajectory.

6.4.11 The South of Debdale Lane growth area is relatively well served by existing convenience facilities. The closest main food shopping facility is the Tesco Chesterfield Road South located just south of the area and the Chesterfield Road South neighbourhood centre located within the area provides some local top-up food shopping facilities although the choice and quality of retail facilities is considered to be poor.

6.4.12 Based on our assumptions in paragraph 6.4.3, it is reasonable to assume that retained expenditure in the growth area could support 30 sqm net comparison and 30 net convenience floorspace. Clearly it would not be viable to develop a new local centre at this scale however additional expenditure brought in by new residents could be used to support the redevelopment of Chesterfield Road South neighbourhood centre.

6.4.13 Given that the growth area is already well served by the existing network of centres it considered that there is no requirement to allocate a new local centre within the site. However, a small quantum of floorspace could be allocated to Chesterfield Road South neighbourhood centre to support the redevelopment of the centre and provide an improved local shopping offer for both new and existing residents. Any future retail allocation should be supported by an up-to-date heathcheck of Chesterfield Road South neighbourhood centre.

West of Sandlands Way (E1)

6.4.14 The West of Sandlands Way growth area comprises five individual housing sites (no. 30, 31, 53, 55 ,158) which are situated approximately 1.9km north east of Mansfield town centre. The growth area is expected to deliver 537 dwellings over the study period according to the trajectory.

6.4.15 The growth area contains an existing local centre (Fulmar Close) which was developed as a purpose built centre to serve new housing development off Sandlands Way[8]. The Fulmar Close local centre provides a range of food and drink outlets, some comparison retail units and community facilities however there are no local ‘top up food’ stores. The nearest main food shopping facility is the Asda Superstore, Old Mill Lane located immediately opposite Fulmar Close local centre.

6.4.16 Based on our assumptions in paragraph 6.4.3, it is reasonable to assume that retained expenditure in the growth area could support 70 sqm net comparison and 70 sqm net convenience floorspace. Clearly it would not be viable to develop a new local centre at this scale however this could support a new local convenience store.

6.4.17 Given that the growth area is already well served by the existing network of centres it considered that there is no requirement to allocate a new local centre within the site. However, a small quantum of floorspace (up to 70 sqm net comparison and 70 sqm net convenience) could be allocated to provide a convenience food store either as an extension to the Fulmar Close local centre or elsewhere within the growth area. This would address the existing deficiency of top up shopping facilities and provide an improved local shopping offer within walking distance of both new and existing homes.

South of Clipstone Road East (E2)

6.4.18 The South of Clipstone Road East growth area comprises two individual housing sites (no. 13 and 101) which are situated on the western edge of Clipstone village approximately 3.5km east of Mansfield town centre. The growth area is expected to deliver 503 dwellings over the study period according to the trajectory.

6.4.19 The South of Clipstone Road East growth area is relatively well served by existing convenience facilities. The closest food store suitable for main food shopping is the Asda Superstore, Old Mill Lane (1.6km away). The growth area is located between two existing centres - Forest Town local centre which provides a good range of top up shopping facilities and Garibaldi Road neighbourhood centre which provides a limited range of top up shopping facilities.

6.4.20 Based on our assumptions in paragraph 6.4.3, it is reasonable to assume that retained expenditure in the growth area could support 70 sqm net comparison and 70 sqm net convenience floorspace.

6.4.21 Given that the growth area is not served by convenience facilities suitable for top up shopping within walking distance it is considered that there is a qualitative need to make an allowance for new retail floorspace within the site. However, it is considered that the main shopping needs of new residents could be sustainably met by the existing network of centres. Any planning application or local plan allocation for additional retail floorspace outside of designated centres would need to comply with the sequential and retail impact tests as set out in the NPPF and PPG. Any future retail allocation should be supported by an up-to-date health check of Garibaldi Road neighbourhood centre.

East of Jubilee Way (E3)

6.4.22 The East of Jubilee Way growth area contains a single housing site (no. 76) which is situated on the eastern edge of the Mansfield built up area and approximately 3.0km east of Mansfield town centre. The growth area is expected to deliver 600 dwellings over the study period according to the trajectory.

[8] LPA ref: 2008/0104/NT

6.4.23 The East of Jubilee Way growth area is well served by existing main food shopping facilities – the Tesco Extra Jubilee Way South is located just 294m to the west of the site. However, the area is poorly served by the existing network of smaller centres providing top up shopping facilities. The nearest neighbourhood centre, Lingforest Road, is located 1.25km away from the centre of the site.

6.4.24 Based on our assumptions in paragraph 6.4.3, it is reasonable to assume that retained expenditure in the growth area could support 80 sqm net comparison and 80 sqm net convenience floorspace.

6.4.25 Given that East of Jubilee Way is poorly served by the existing network of top up shopping facilities it is considered that there is a qualitative need to provide additional local top up facilities. Our analysis suggests that the site could support 80 sqm net comparison and 80 sqm net convenience floorspace which would equate to a small neighbourhood food store. Any planning application for new retail floorspace on the site should be considered on its merits and demonstrate compliance with the sequential test as set out in the NPPF and PPG.

Lindhurst (S1)

6.4.26 The Lindhurst growth area comprises four individual housing sites (no. 27a, 27b, 90, 91) which are situated along the south side of the Old Newark Road approximately 2.5km south of Mansfield town centre. The growth area is expected to deliver 1,462 dwellings over the study period according to the trajectory.

6.4.27 The Lindhurst growth area is poorly served by the existing network of centres and large out of centre food stores. The nearest main food shopping facility is Sainsbury's, Nottingham Road (2.0km away) and the nearest top up food shopping facility is Tesco Express Berry Hill (900m away).

6.4.28 Our capacity assessment identifies that Lindhurst benefits from outline planning permission for a new local centre with 5 units providing up to 1,000 sqm convenience and food and drink floorspace. Based on the assumptions set out in paragraph 6.4.3 our analysis indicates that the growth area could support a further 190 sqm net comparison and 20 sqm net convenience floorspace in addition to that already permitted. Any planning application for additional retail floorspace should be considered on its merits and demonstrate compliance with the sequential and retail impact tests as set out in the NPPF and PPG.

Skegby Lane/Fields Farm (W1)

6.4.29 The Skegby Lane/Fields Farm growth area comprises three individual housing sites (no. 58, 80, 89) which are situated in the Ladybrook area of Mansfield approximately 2.2km south of Mansfield town centre. The growth area is expected to deliver 565 dwellings over the study period according to the trajectory.

6.4.30 The Skegby Lane/Fields Farm growth area is well served by existing main food shopping facilities – Morrisons, Sutton Road is located immediately south of the site. However, the area is poorly served by the existing network of smaller centres that provide for top up food shopping needs. The nearest local centre, Ladybrook Lane, is located 900m away from the site.

6.4.31 Based on the assumptions in paragraph 6.4.3 our analysis indicates that the growth area could support 80 sqm net comparison floorspace and 80 sqm net convenience floorspace which equates to a small neighbourhood food store. Any planning application for additional retail floorspace should be considered on its merits and demonstrate compliance with the sequential and retail impact tests as set out in the NPPF and PPG.

Pleasley Hill (W2)

6.4.32 The Pleasley Hill site comprises four individual housing sites (no. 52, 74c, 81, 92) which are situated along in the Mansfield-Ashfield Regeneration Route (MARR) approximately 2.5km north west of Mansfield town centre. The MARR runs along the west and south of Mansfield was opened at the end of 2004 and links the A617 (Rainworth Bypass) in the south to the A617 (Chesterfield Road) in the west. The site is expected to deliver 1,374 dwellings over the study period according to the trajectory.

6.4.33 The Pleasley Hill site is poorly served by the existing network of centres and large out of centre food stores. The nearest main food shopping facility is Morrisons, Sutton Road (2.5km south of the edge of the site). Bright Square and Chesterfield Road North neighbourhood centres are both located with close proximity to the site however they provide a limited range of top up food shopping facilities and other local services.

6.4.34 Our capacity assessment identifies that Pleasley Hill benefits from outline planning for a 45 sqm net retail unit[9] and a second outline permission for 84 sqm net retail floorspace[10]. Based on the assumptions in paragraph 6.4.3 our analysis indicates that the growth area could support an additional 180 sqm net comparison floorspace and 170 sqm net convenience floorspace. This floorspace could be allocated to Bright Square neighbourhood centre subject to the identification of suitable sites or located within the site itself. Any planning application for additional retail floorspace outside of designated centres should be considered on its merits and demonstrate compliance with the sequential and retail impact tests as set out in the NPPF and PPG.

Summary

6.4.35 This Section has identified the quantitative level of comparison and convenience retail need generated by housing growth areas. However, since our terms of reference do not include undertaking any qualitative assessment of centres the quantitative forecasts should be reviewed in the context of up-to-date heathchecks of the centres identified in this section. Furthermore, in preparing the local plan the Council will be required to undertake a thorough sequential and impact assessment of any new retail allocations outside of designated centres.

[9] LPA ref: 2014/0147/ST

[10] LPA ref: 2010/0805/ST

6.5 Key findings

- This Section identifies eight main housing growth areas which could support 720 sqm net comparison floorspace, equivalent to 5.5% of the district wide need up to 2033.
- Section 5 identified that there is insufficient expenditure capacity to support additional convenience floorspace across the district up to 2033 however there is a qualitative need to provide 535 sqm net additional convenience floorspace in housing growth areas poorly served by existing shopping facilities.
- The key findings for the main housing growth areas are as follows:
  - Park Hall Farm (N1): the development of new homes will not generate sufficient expenditure to support additional retail floorspace on-site and it is considered that the shopping needs of new residents can be sustainably met by existing shopping facilities;
  - South of Debdale Lane (N2): the development of new homes will not generate sufficient expenditure to support additional retail floorspace on-site however, there is an opportunity to allocate a small quantum of floorspace to Chesterfield Road South neighbourhood centre to improve the local shopping offer;
  - West of Sandlands Way (E1): the development of new homes could support up to 70 sqm net comparison and 70 sqm net convenience floorspace which could be provided within a new food store as an extension to Fulmar Close local centre or located centrally within the site;
  - South of Clipstone Road East (E2): the development of new homes could support up to 70 sqm net comparison and 70 sqm net convenience floorspace within the site;
  - East of Jubilee Way (E3): the development of new homes could support up to 80 sqm net comparison and 80 sqm net convenience floorspace which could be provided within a new foodstore or a parade of smaller stores;
  - Lindhurst (S1): the site benefits from permission for a new local centre however our quantitative assessment indicates that the site could support an additional 190 sqm net comparison and 20 sqm net convenience floorspace;
  - Skegby Lane / Fields Farm (W1): the site already benefits from outline permission for a small amount of retail floorspace however our quantitative assessment indicates that the site could support an additional 80 sqm net comparison and 80 sqm net convenience floorspace; and
  - Pleasley Hill (W2): the site already benefits from outline permission for new retail floorspace however our quantitative assessment indicates that the site could support an additional 180 sqm net comparison and 170 sqm net convenience floorspace.

7 Conclusions and recommendations

7.1.1 This study sets out an updated quantitative assessment of comparison, convenience and leisure (Class A3-A5) capacity for Mansfield district, and serves as a refresh of the quantitative capacity forecasts set out in the 2014 Update. The updated capacity forecasts set out in this report are required to inform emerging local planning policy for Mansfield and ensure that the retail evidence base covers the local plan period up to 2033.

7.1.2 A new household telephone survey of spending patterns has been undertaken in support of this study which forms the basis of the updated capacity forecasts. This study brings the Council's retail and leisure capacity forecasts in line with current empirical forecasts for per capita expenditure, expenditure growth rates and special forms of trading which are provided by Experian for the comparison, convenience and leisure sectors. Additional relevant commitments to new retail and leisure floorspace are also taken into account.

7.1.3 Since our terms of reference do not include undertaking any qualitative assessment of the performance of the town and district centres, the key findings of this report should be read alongside the wider recommendations set out in Sections 3, 9 and 10 of the 2011 Study.

7.2 Comparison capacity forecasts and distribution

7.2.1 Section 5 identified a requirement for 1,100 sqm net additional comparison floorspace by 2026 and 13,200 sqm net by 2033 across the district under the baseline scenario (static retention rate) (CM7a, Appendix D). Section 4 identified that the district's comparison market share declined between 2011 and 2017. An alternative scenario has been tested in Table CM7b Appendix D to understand the potential impact on retail need if the district's market share continues to decline. Under the declining retention rate, our assessment identified no requirement for additional floorspace up to 2026 and a requirement for 8,600 sqm net up to 2033 (CM7b, Appendix D).

7.2.2 The baseline and declining comparison capacity forecasts are based on the assumption that all comparison commitments except for the Stockwell Gate South permission will be implemented over the study period. The Stockwell Gate South scheme should be kept under review as part of the Council's monitoring process. As set out at the beginning of this report, it is recommended that figures beyond 2026 are only treated as indicative and should be subject to further review later in the study period.

7.2.3 The NPPF paragraphs 156-157 require local plans to be prepared with the objective of contributing to the achievement of sustainable development and should plan positively for the development and infrastructure requirements of the area over an appropriate time scale, (preferably 15-year time period) and be kept up to date.

7.2.4 It is recommended that the Council plan to meet the baseline comparison retail capacity forecasts to ensure that local plan retail policies are sound. Taking account of the key findings from Sections 5 and 6 we recommend that comparison retail needs up to 2033 are distributed across the district as follows:

- Mansfield town centre: 11,100 sqm net (84.5%)
- Mansfield Woodhouse district centre: 700 sqm net (5%)
- Market Warsop district centre: 700 sqm net (5%)
- Housing growth areas: 700 sqm net (5.5%)

7.2.5 Section 5 identified that the Council's most recent review of the Mansfield Woodhouse and Market Warsop district centres found that both have very limited physical capacity to accommodate additional retail floorspace. As such we have allocated a relatively small amount of floorspace to both district centres (5% of district wide need each) in order to encourage small scale improvements to the shopping offer through the redevelopment of existing stores and infill development sites.

7.2.6 Section 6 concluded that the main housing growth areas could deliver up to 720 sqm net comparison floorspace (5.5% of district wide need up to 2033) on the basis that 10% of comparison expenditure is retained on site. This assumption is considered to be consistent with new developments fulfilling a local shopping function. Table 6.2 shows that the housing growth areas will generate a total need for 7,220 sqm net comparison floorspace overall however, it is expected that the comparison shopping needs of new residents can largely be met by the existing network of centres.

7.2.7 Any planning application for additional comparison retail floorspace within housing growth areas should be considered on its merits and demonstrate compliance with the sequential and retail impact tests as required by the NPPF. Commitments to new comparison retail floorspace in the housing growth areas and elsewhere across the district should be kept under review as part of the Council's monitoring process.

7.3 Convenience capacity forecasts and distribution

7.3.1 The updated capacity assessment identifies that there is no requirement for additional convenience floorspace at district level over the study period to 2033 based on a static retention rate (Table CV7, Appendix D).

7.3.2 Table CV7 shows that there is a negative requirement of -3,000 sqm net up to 2026 and -2,100 sqm net up to 2033. This negative capacity emerges at district level because the Council have already granted planning permission for a significant amount of convenience floorspace. Table CV7 shows committed and existing floorspace will absorb all surplus expenditure which would otherwise be available to support new floorspace up to 2033. The delivery of these commitments should be kept under review to as part of the Council's monitoring process.

7.3.3 Section 6 concluded that although there is no requirement for additional convenience floorspace at district level there is a qualitative need to provide additional floorspace in areas of housing growth.

7.3.4 Table 6.2 shows that the housing growth areas will generate a total need for 1,780 sqm net additional floorspace. However, it is expected that convenience shopping needs of new residents can largely be met by existing centres and foodstores. Housing growth areas combined could support up to 540 sqm net up to 2033 on the basis that 30% of needs are met on site. This assumption is considered to be consistent with those developments fulfilling a local shopping function however it may be appropriate to provide additional floorspace above the 30% threshold (see Table 6.3) where housing growth areas are inadequately served by existing main food shopping facilities and other local shops and services (such as chemists, opticians and laundrettes).

7.3.5 Since our terms of reference do not include undertaking any qualitative assessment of centres the quantitative forecasts presented in this section should be reviewed in the context of up-to-date heath checks of centres. Furthermore, in preparing the local plan the Council will be required to undertake a thorough sequential and impact assessment of any new retail allocations outside of designated centres.

7.3.6 Any planning application for additional convenience retail floorspace within housing growth areas should be considered on its merits and demonstrate compliance with the sequential and retail impact tests as required by the NPPF. Commitments to new comparison retail floorspace in the housing growth areas and elsewhere across the district should be kept under review as part of the Council's monitoring process.

7.4 Leisure capacity forecasts and distribution

7.4.1 The updated capacity assessment identifies a requirement for 920 sqm net additional Class A3-A5 floorspace up to 2026 and 3,530 sqm net by 2033 across the district based on a static retention rate (Table L5, Appendix D). Taking account of the key findings from Sections 5 we recommend that food and drink (Class A3-A5) floorspace is distributed across the district up to 2033 as follows:

- Mansfield town centre: 2,800 sqm net (80%)
- Mansfield Woodhouse district centre: 350 sqm net (10%)
- Market Warsop district centre: 350 sqm net (10%)

7.4.2 This study recommends allocating the majority of A3-A5 floorspace to Mansfield town centre as the primary shopping and leisure destination in the district. Section 5 identified a qualitative need to improve the quality and diversity of the food and drink offer in the town centre in order to provide increased consumer choice and help claw back expenditure leakage. Since both of the district centres have limited physical capacity to accommodate new floorspace a small amount of floorspace has been allocated to allow for improvements to the existing food and drink offer.

7.4.3 This study has not calculated the capacity of housing growth areas to accommodate food and drink floorspace since the quantitative needs generated would be minimal. However, there is an opportunity for housing growth areas to accommodate small scale food and drink units (such as cafes and sandwich shops) to enhance the attractiveness and sustainability of new housing developments. Any planning application for additional Class A3-A5 floorspace within housing growth areas should be considered on its merits and demonstrate compliance with the sequential test as required by the NPPF.

7.5 Monitoring

7.5.1 As advised elsewhere in this report, it is recommended that capacity forecasts should be subject to regular updates throughout the local plan period, particularly given that a number of commitments to additional retail floorspace are proposed over the study period.

7.5.2 It will therefore be necessary to monitor the delivery of identified commitments and identify additional commitments for additional comparison, convenience and leisure floorspace across the district including the housing growth areas. Surveys of shopping patterns should be updated at regular intervals in order to monitor the trading performance of food stores and the districts network of designated centres.

8 Glossary of terms

Benchmark turnover: turnover of a store if it were to trade at the company average.

Base year: the start year for any quantitative analysis; normally the year a household survey is undertaken.

Catchment area: this is an area where a centre or store attracts most of its trade.

Claw back: this is a catchment area's expenditure that is currently spent outside a catchment, but is encouraged to be spent within a catchment through the development of new floorspace.

Commercial leisure: leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls).

Comparison spending: spending on non-food items such as clothing, furniture and electrical goods for which some comparison is normally made before purchase.

Convenience spending: spending on everyday items such as food, newspapers and drinks, which tend to be purchased regularly.

Edge of centre: For retail purposes, a location that is well connected and located within up to 300 metres of the primary shopping area, as defined in the NPPF.

Forecast year(s): these are the year(s) when growth is forecast and is used to inform policy options.

Gross floorspace: the gross external floor area of a shop, including storage space and ancillary office space.

Inflow: this is expenditure generated from beyond a study area/catchment area that is spent in centres/stores within the study area/catchment area.

Linked trip: Combining a visit to a supermarket or other use with a trip to use other shops and services in a nearby town/district/local/village centre.

Leakage: this is expenditure within a study area/catchment area that is spent outside the study area/catchment area.

Market share: this is the proportion of available expenditure (within a study area or local authority area) spent within a particular store, centre, or local authority area, expressed as a percentage.

Net floorspace: the retail sales floorspace of a store, which is normally defined as the area within the store where members of the public have access or from which sales are made.

Net to gross ratio: the ratio of net sales floorspace to the total gross external floorspace of the store.

Outflow: this is expenditure generated from a study area/catchment area that is spent in centres/stores beyond study area/catchment area boundary.

Out of centre: in retail terms a location that is more than 300 metres from the primary shopping area but not necessarily outside the urban area, as defined in the NPPF.

Overtrading: the amount of turnover in excess of a company benchmark turnover.

Per capita expenditure: amount of money per annum spent on a category of goods by one person per year.

Per capita expenditure growth per annum: annualised real growth in spending (using constant prices).

Price base: the base year of the expenditure data used, which is constant at 2014 prices in this study (note this is different from the base year of the quantitative analysis).

Primary shopping area: defined area where retail development is concentrated, typically comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage, as defined in the NPPF.

Primary and secondary frontages: primary frontages are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. Secondary frontages provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses. This definition accords with that set out in the NPPF.

Qualitative need: floorspace required to improve the provision and distribution of shopping and leisure services to improve choice, meet the needs of the community and promote the vitality and viability of town centres.

Quantitative need: floorspace required to support the projected expenditure growth over the plan period.

Sales density: the turnover per sqm of net floorspace achieved by retail floorspace.

Sales density growth: the annualised percentage growth in turnover of existing floorspace.

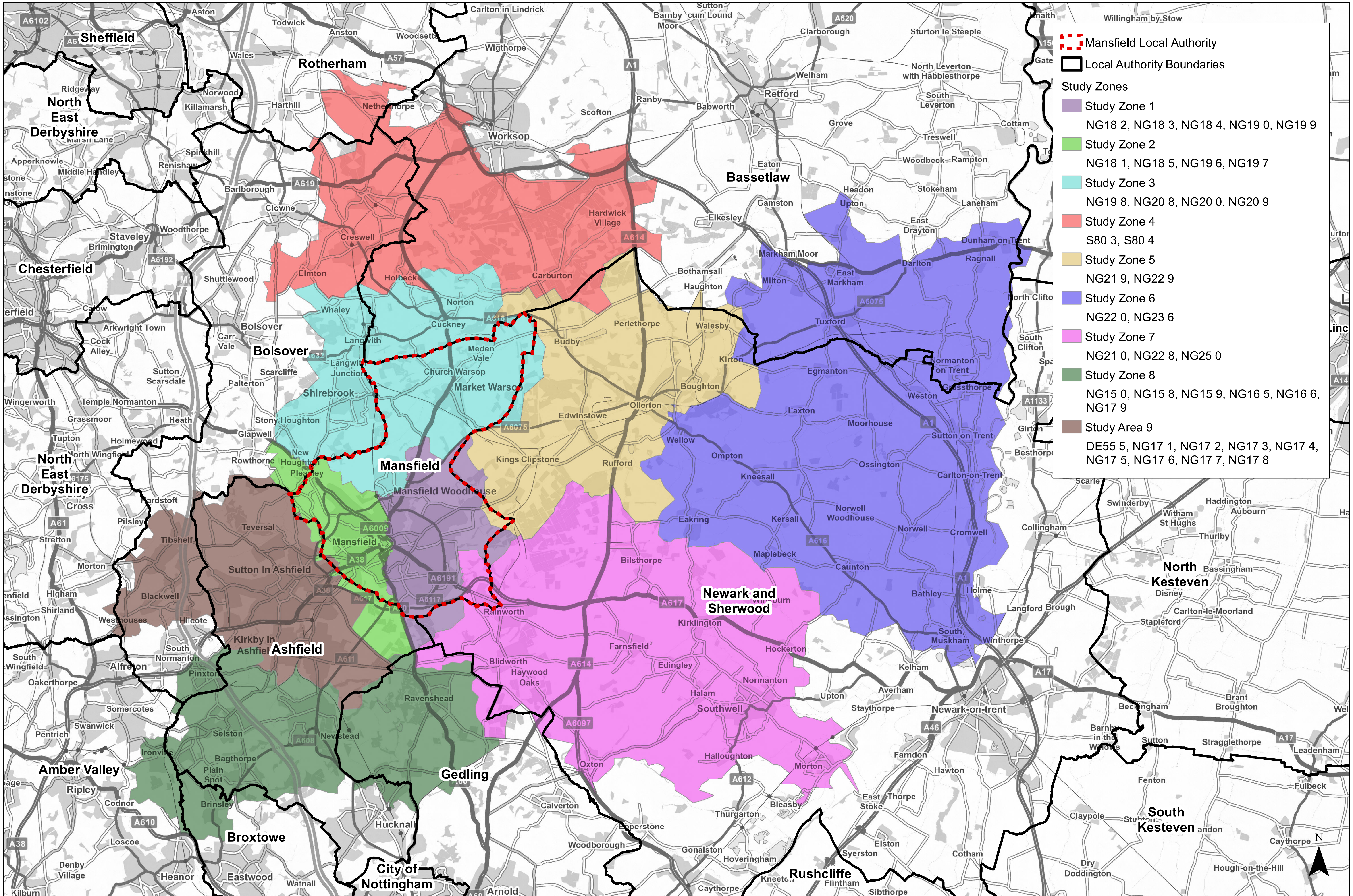
Special forms of trading: non-store based retail spending, including via the internet, mail order, street stalls, markets, door-to-door and telephone sales.

Study area: this is the area where a study of shopping patterns is based upon; it is normally divided into zones.

Town centre: area defined on the local authority's proposal map, including the primary shopping area and areas predominantly occupied by main town centre uses or adjacent to the primary shopping area.

Under trading: the amount of turnover below a company benchmark turnover.

Appendix A Study area maps



Mansfield Retail Capacity

0 2.5 5 Km

Contains Ordnance Survey data © Crown copyright and database right [2017]

peterbrett

Client
Mansfield District Council

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Drawn: HG
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Study Zones

Figure 1
Rev A

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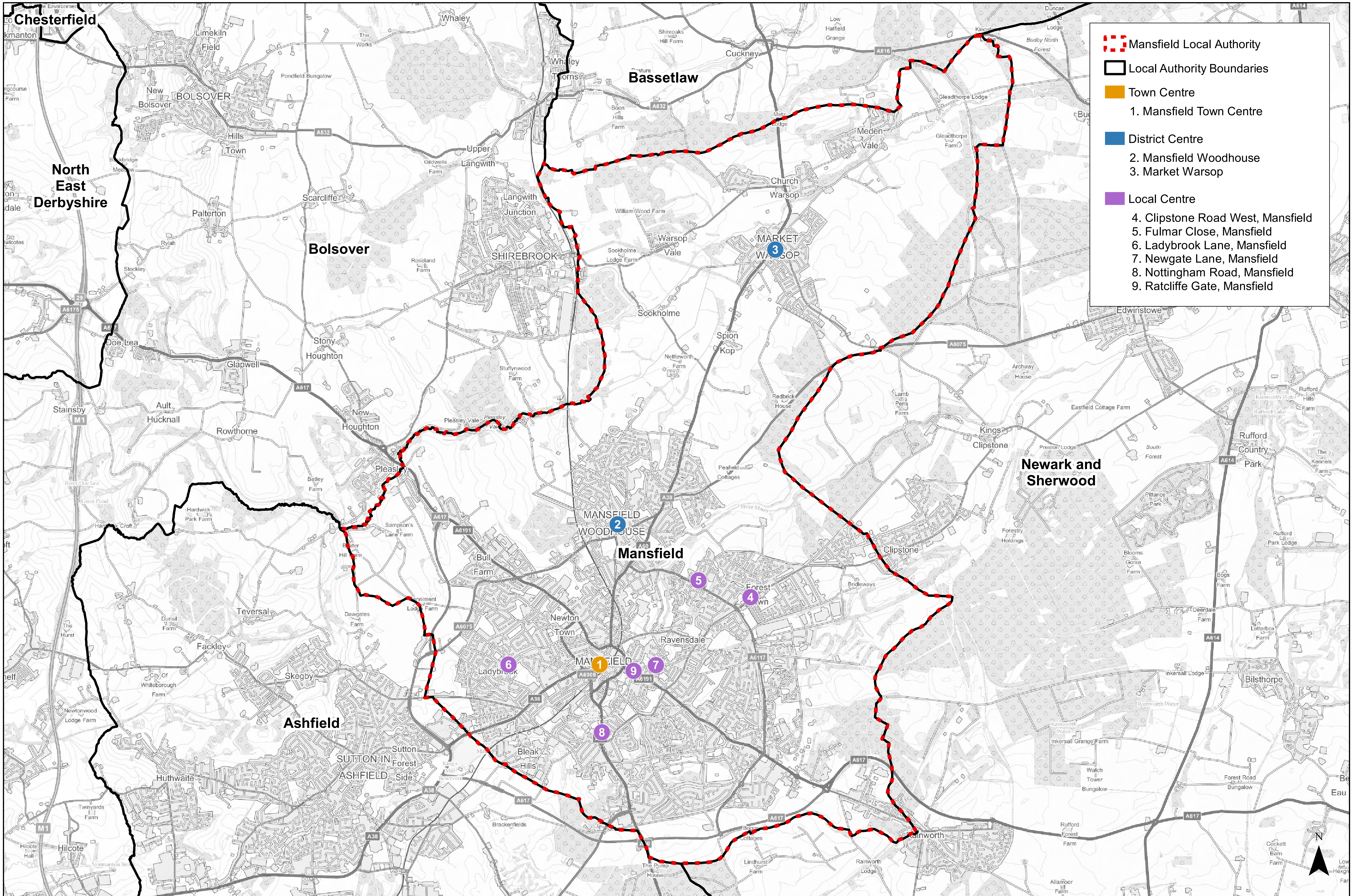

Mansfield Retail Capacity

0 2.5 5 Km

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Local Authority Boundaries and Mansfield Centres

Figure 1 | Rev A

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Appendix B NEMS household survey data

Q01 Where did your household last undertake a main food and grocery purchase?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Aldi, Ashgate Road, Off Portland Road, HUCKNALL, NG15 7UD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Aldi, Carter Ln, Shirebrook NG20 8PE,	2.5%	22	1.1%	2	0.0%	0	19.1%	20	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Gateford Road, WORKSOP, S80 1UD	0.5%	4	0.0%	0	0.0%	0	0.6%	1	8.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, HEANOR, DE75 7EX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Aldi, Mansfield Rd, Sutton-in-Ashfield NG17 4HW	3.9%	35	2.8%	4	3.4%	3	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	10.1%	21
Aldi, Northgate, NEWARK, NG24 1HD	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	7.9%	3	1.6%	1	0.0%	0	0.0%	0
Aldi, Nottingham Rd, Mansfield NG18 1BW	4.5%	40	6.4%	10	16.3%	14	4.9%	5	0.0%	0	3.8%	2	0.0%	0	6.1%	5	1.6%	2	0.8%	2
Aldi, Radford Boulevard, NOTTINGHAM, NG7 5QJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Aldi, Station Road, SUTTON-IN-ASHFIELD, NG17 5FF	2.9%	26	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	10.9%	23
Aldi, Urban Rd, Kirkby in Ashfield NG17 8DA,	2.5%	22	0.0%	0	0.5%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	1	11.6%	14	3.2%	7
Asda, Bancroft Ln, Mansfield NG18 5LG	2.5%	23	2.7%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	17
Asda, Front Street, Arnold, NOTTINGHAM, NG5 7ED	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Mill Ln, Mansfield Woodhouse, Mansfield NG19 0HA	6.3%	57	17.4%	27	2.6%	2	12.3%	13	0.8%	0	5.5%	3	0.0%	0	6.4%	5	2.7%	3	1.1%	2
Asda, Priestsic Road, Sutton-in-Ashfield NG17 2AH	6.0%	54	0.0%	0	4.3%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	21.5%	45
Asda, Victoria Retail Park, Memorial Avenue, WORKSOP, S80 2BJ	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wesley Street, LANGLEY MILL, NG16 4ED	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Asda, Wharf Road, East Retford, RETFORD, DN22 6EN	1.1%	10	4.3%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	1	8.6%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Churchill Drive,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Hawtonville Estate, NEWARK, NG24 4ND																				
Co-op, Elmton Road, CRESWELL, S80 4DD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High St, Edwinstowe, Mansfield NG21 9QS	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newcastle Street, TUXFORD, NG22 0LN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nottingham Rd, Selston, Nottingham NG16 6BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Co-op, The Precinct, KIRKBY IN ASHFIELD, NG17 7BQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Co-op, The Ropewalk, SOUTHWELL, NG25 0AL	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	7	0.7%	1	0.0%	0
Co-op, Watnall Road, HUCKNALL, NG15 7LD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Farmfoods, High St, Mansfield Woodhouse, Mansfield NG19 8AN	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Oak Tree Lane, Mansfield, Notts, Mansfield NG18 3HL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Victoria Retail Park, Memorial Avenue, WORKSOP, S80 2BJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Place, WORKSOP, S80 1JN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Preistic Road, SUTTON-IN-ASHFIELD, NG17 2AH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Iceland, Rosemary Centre, Union St, Mansfield NG18 1QN	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Sherwood Centre, Spa Lane, RETFORD, DN22 6EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 1 Amber Centre, Portland Road, HUCKNALL, NG15 7SF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lidl, Chapel Street, RIPLEY, DE5 3DL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lidl, Derby Road, , NOTTINGHAM, NG16 4AA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Marks & Spencer Simply Food, Riverside Retail Park, Station Road, ILKESTON, DE7 5QA	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Stodman Street, NEWARK, NG24 1AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Priory Shopping Centre, WORKSOP, S80 1JR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, West Gate, MANSFIELD, NG18 1RS	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ashfield Precinct, Kirkby in Ashfield, Nottingham NG17 7BQ	5.9%	53	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	11.6%	14	16.6%	35
Morrisons, Chatsworth Road, CHESTERFIELD, S40 2BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Derby Road, EASTWOOD, NG16 3NT	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	13	0.0%	0
Morrisons, Idle Valley Road, RETFORD, DN22 7XD	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	7.2%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kings Road, NEWARK-ON-TRENT, NG24 1EW	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	7	0.9%	1	0.0%	0	0.0%	0
Morrisons, Sutton Road, MANSFIELD, NG18 5HL	4.4%	40	2.3%	4	22.3%	19	4.4%	5	0.0%	0	0.7%	0	0.6%	0	1.8%	1	3.1%	4	3.0%	6
Morrisons, Woodhouse Centre, High Street, MANSFIELD WOODHOUSE, NG19 8AN	3.5%	32	9.2%	14	2.9%	3	10.4%	11	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	3
One Stop, Westfield Ln, Mansfield NG19 6BH	0.4%	4	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local (Jacksons), Gateford Road, WORKSOP, S81 7BP	0.3%	3	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local (Jacksons), Prospect Shopping Centre, WORKSOP, S81 0RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, New Castle Avenue, WORKSOP, S80 1LX	0.6%	5	0.0%	0	0.0%	0	4.6%	5	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Grounds Road, Rhodesia, WORKSOP, S80 3AT	0.9%	8	0.0%	0	0.0%	0	0.0%	0	12.5%	5	0.7%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Sainsbury's, Nottingham Road, MANSFIELD, NG18 1BW	5.7%	51	8.1%	12	14.1%	12	5.2%	5	0.0%	0	2.0%	1	1.1%	0	5.9%	5	10.3%	12	1.0%	2
Sainsbury's, Nottingham Road, RIPLEY, DE5 3AS	0.5%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0
Sainsbury's, Rother Way, CHESTERFIELD, S41 0UB	0.4%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Sainsbury's, Sir John Robinson Way, Arnold, NOTTINGHAM, NG5 6JY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.7%	1	0.0%	0
Tesco Esso, Nottingham Rd, Mansfield NG18 4SG	2.5%	23	5.0%	8	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	4.7%	10
Tesco Express, Alfreton Rd, Sutton-in-Ashfield NG17 1JB, UK	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Annesley Road, HUCKNALL, NG15 7DE	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	3.9%	5	0.0%	0
Tesco Extra, Chesterfield Rd South, Mansfield NG19 7TS	3.7%	33	5.2%	8	18.7%	16	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Tesco Extra, Jubillee Way South, Oaktree Lane (Oaktree District Centre), MANSFIELD, NG18 3RT	9.1%	82	25.8%	40	0.9%	1	5.1%	5	1.2%	0	6.1%	4	0.6%	0	22.7%	19	3.4%	4	4.3%	9
Tesco Extra, Top Valley Drive, NOTTINGHAM, NG5 9DD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco Metro, The Pavements Shopping Centre, Beetwell Street, CHESTERFIELD, S40 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chesterfield Rd, Huthwaite NG17 2PY	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chestnut Drive, Clowne, CHESTERFIELD, S43 4JN	1.7%	15	0.0%	0	0.0%	0	1.3%	1	31.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Forest Rd, New Ollerton, Newark NG22 9PL	3.5%	31	0.0%	0	0.0%	0	1.0%	1	0.0%	0	40.9%	26	8.4%	3	2.0%	2	0.0%	0	0.0%	0
Tesco, Gatesford Road, WORKSOP, S81 7AP	0.3%	3	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hall Street, ALFRETON, DE55 7BS	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.6%	3	3.0%	6

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Waitrose, Ossington Way, NEWARK, NG24 1FF	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	25.1%	9	6.0%	5	0.0%	0	0.0%	0
Alfreton town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Clay Cross	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby city centre (including Westfield)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield Woodhouse district centre (except Morrisons)	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Shirebrook town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Southwell town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	0.8%	7	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.8%	6
Whitwell village centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop town centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kilton Road, Worksop	0.2%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forest Road, New Ollerton	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	7	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Skegby Road, Sutton-in-Ashfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Aldi, Carolgate, Retford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Mill Green Way, Clowne	0.4%	3	0.0%	0	0.0%	0	0.7%	1	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lombard Street, Newark	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Other, zone 2	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 3	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other, outside	1.0%	9	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.6%	0	5.7%	5	0.7%	1	0.6%	1
Internet / delivered	4.6%	42	1.1%	2	0.0%	0	4.4%	5	7.5%	3	8.5%	5	7.6%	3	13.8%	11	5.5%	7	2.9%	6
(Don't know / can't remember)	1.3%	12	0.6%	1	0.0%	0	5.6%	6	0.0%	0	0.7%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0
(Don't do this)	0.5%	5	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.5%	2	0.0%	0
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

Q02 And where did you shop the time before that (was it the same, or different, and if so, please specify)?
Not 'Don't do' or 'Don't know' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Aldi, Carter Ln, Shirebrook NG20 8PE,	1.7%	15	0.6%	1	4.1%	4	9.8%	10	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Gateford Road, WORKSOP, S80 1UD	0.5%	4	0.0%	0	0.0%	0	0.8%	1	6.9%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, HEANOR, DE75 7EX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Aldi, Mansfield Rd, Sutton-in-Ashfield NG17 4HW	1.9%	17	0.0%	0	3.4%	3	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.3%	1	0.0%	0	5.2%	11
Aldi, Northgate, NEWARK, NG24 1HD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.6%	0	0.0%	0	0.0%	0
Aldi, Nottingham Rd, Mansfield NG18 1BW	3.5%	31	4.3%	7	12.4%	11	3.2%	3	0.0%	0	3.2%	2	0.0%	0	5.5%	4	1.5%	2	1.0%	2
Aldi, Station Road, SUTTON-IN-ASHFIELD, NG17 5FF	1.9%	17	0.7%	1	1.3%	1	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.6%	0	1.5%	2	5.4%	11
Aldi, Urban Rd, Kirkby in Ashfield NG17 8DA,	2.8%	25	0.0%	0	0.5%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	11	6.2%	13
Asda, Bancroft Ln, Mansfield NG18 5LG	2.0%	18	4.6%	7	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.8%	8
Asda, Celtic Point, Worksop S81 7AZ	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Front Street, Arnold, NOTTINGHAM, NG5 7ED	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Mill Ln, Mansfield Woodhouse, Mansfield NG19 0HA	8.8%	77	25.8%	39	6.2%	5	14.6%	14	2.3%	1	3.5%	2	0.0%	0	8.6%	7	5.2%	6	1.4%	3
Asda, Priestsic Road, Sutton-in-Ashfield NG17 2AH	7.6%	67	0.0%	0	6.1%	5	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	8	22.6%	48
Asda, Victoria Retail Park, Memorial Avenue, WORKSOP, S80 2BJ	0.3%	3	0.7%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Asda, Wesley Street, LANGLEY MILL, NG16 4ED	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7	0.0%	0
Asda, Wharf Road, East Retford, RETFORD, DN22 6EN	1.0%	9	4.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Forest Road, NEW OLLERTON, NG22 9PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High St, Edwinstowe, Mansfield NG21 9QS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Co-op, High Street, SUTTON-ON-TRENT, NG23 6PF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mansfield Rd, Clipstone, Mansfield NG21 9AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Maple Avenue, RIPLEY, DE5 3PY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Co-op, Nottingham Rd, Selston, Nottingham NG16 6BT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Co-op, Southwell Road East, Rainworth, Mansfield NG21 0AA,	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Precinct, KIRKBY IN ASHFIELD, NG17 7BQ	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.3%	5
Co-op, The Ropewalk, SOUTHWELL, NG25 0AL	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	4.6%	4	0.7%	1	0.0%	0
Co-op, Victoria St, Shirebrook, Mansfield NG20 8AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Co-op, Watnall Road, HUCKNALL, NG15 7LD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Farmfoods, High St, Mansfield Woodhouse, Mansfield NG19 8AN	0.5%	4	1.5%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Oak Tree Lane, Mansfield, Notts, Mansfield NG18 3HL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Iceland, Bridge Place, WORKSOP, S80 1JN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Preistic Road, SUTTON-IN-ASHFIELD, NG17 2AH	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	5
Iceland, Rosemary Centre, Union St, Mansfield NG18 1QN	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Chapel Street, RIPLEY, DE5 3DL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Lidl, Derby Road, , NOTTINGHAM, NG16 4AA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Marks & Spencer, High Street, CHESTERFIELD, S40 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Marks & Spencer, Stodman Street, NEWARK, NG24 1AW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.6%	0	0.0%	0	0.0%	0
Marks & Spencer, The Priory Shopping Centre, WORKSOP, S80 1JR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, West Gate, MANSFIELD, NG18 1RS	0.5%	4	2.1%	3	0.5%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Morrisons, Ashfield Precinct, Kirkby in Ashfield, Nottingham NG17 7BQ	8.0%	71	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	16.3%	19	22.5%	48
Morrisons, Chatsworth Road, CHESTERFIELD, S40 2BQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Morrisons, Derby Road, EASTWOOD, NG16 3NT	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0
Morrisons, Idle Valley Road, RETFORD, DN22 7XD	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	11.7%	4	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kings Road, NEWARK-ON-TRENT, NG24 1EW	1.0%	9	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	9.8%	4	3.8%	3	0.0%	0	0.0%	0
Morrisons, Sutton Road, MANSFIELD, NG18 5HL	4.7%	42	3.4%	5	17.2%	15	3.0%	3	0.0%	0	0.7%	0	0.6%	0	1.7%	1	1.5%	2	7.1%	15
Morrisons, Woodhouse Centre, High Street, MANSFIELD WOODHOUSE, NG19 8AN	3.3%	29	7.4%	11	0.7%	1	12.3%	12	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Sainsbury's Local (Jacksons), Gateford Road, WORKSOP, S81 7BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, New Castle Avenue, WORKSOP, S80 1LX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Grounds Road, Rhodesia, WORKSOP, S80 3AT	0.9%	8	0.0%	0	0.0%	0	1.3%	1	10.3%	4	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, MANSFIELD, NG18 1BW	5.9%	52	5.6%	8	12.8%	11	10.1%	10	0.0%	0	4.0%	2	0.0%	0	5.6%	4	4.5%	5	4.8%	10
Sainsbury's, Nottingham Road, RIPLEY, DE5 3AS	0.4%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	2
Sainsbury's, Rother Way, CHESTERFIELD, S41 0UB	0.4%	4	0.0%	0	0.9%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Sainsbury's, Sir John	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Robinson Way, Arnold, NOTTINGHAM, NG5 6JY																				
Sainsbury's, Tritton Road, LINCOLN, LN6 7QN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Esso, Nottingham Rd, Mansfield NG18 4SG	0.6%	5	1.8%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Annesley Road, HUCKNALL, NG15 7DE	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	6.1%	7	0.6%	1
Tesco Extra, Ashgate Road, Hucknall, NOTTINGHAM, NG15 7UQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Tesco Extra, Chesterfield Rd South, Mansfield NG19 7TS	4.7%	41	6.0%	9	23.6%	21	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jubillee Way South, Oaktree Lane (Oaktree District Centre), MANSFIELD, NG18 3RT	7.3%	64	24.0%	36	0.5%	0	7.0%	7	0.0%	0	4.5%	3	0.6%	0	22.1%	17	0.8%	1	0.0%	0
Tesco Extra, Top Valley Drive, NOTTINGHAM, NG5 9DD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Metro, The Pavements Shopping Centre, Beetwell Street, CHESTERFIELD, S40 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chesterfield Rd, Huthwaite NG17 2PY	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chestnut Drive, Clowne, CHESTERFIELD, S43 4JN	1.9%	16	1.0%	1	0.9%	1	2.2%	2	27.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Forest Rd, New Ollerton, Newark NG22 9PL	2.9%	26	0.0%	0	0.0%	0	0.6%	1	0.0%	0	36.5%	23	4.2%	2	1.2%	1	0.0%	0	0.0%	0
Tesco, Gatesford Road, WORKSOP, S81 7AP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hall Street, ALFRETON, DE55 7BS	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.6%	0	0.0%	0	2.6%	3	3.0%	6
Waitrose, Ossington Way, NEWARK, NG24 1FF	1.0%	8	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	5	3.2%	2	0.0%	0	0.0%	0
Alfreton town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Clay Cross	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creswell village centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield Woodhouse district centre (except Morrisons)	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham city centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Shirebrook town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Sutton-in-Ashfield town centre	1.0%	9	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	3.1%	7
Whitwell village centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kilton Road, Worksop	0.3%	3	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forest Road, New Ollerton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Carolgate, Retford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Mill Green Way, Clowne	0.9%	8	0.0%	0	0.0%	0	0.0%	0	18.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lombard Street, Newark	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	6.3%	2	5.2%	4	0.0%	0	0.0%	0
Tuxford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Other, zone 2	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 3	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other, outside	1.2%	11	0.0%	0	0.0%	0	1.1%	1	1.8%	1	0.0%	0	0.0%	0	4.2%	3	3.9%	5	0.6%	1
Internet / delivered	4.9%	43	1.8%	3	0.0%	0	4.0%	4	7.5%	3	8.6%	5	11.0%	4	15.7%	12	4.9%	6	2.9%	6
(Don't know / can't remember)	1.8%	16	1.4%	2	1.8%	2	2.2%	2	0.0%	0	5.9%	4	0.6%	0	3.5%	3	1.8%	2	0.6%	1
Weighted base:		884		150		87		99		43		62		36		77		118		212
Sample:		888		97		100		98		100		99		100		96		98		100

Q03 What form of transport do you use to visit your main food shopping destination?
Not 'Don't do' / 'Don't know' or 'Internet' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Car - Driver	72.6%	611	83.2%	124	62.4%	54	62.6%	59	81.3%	32	64.1%	36	77.2%	25	83.2%	55	76.4%	85	68.3%	140
Car - Passenger	15.9%	134	11.2%	17	21.6%	19	29.9%	28	13.3%	5	26.4%	15	19.1%	6	11.2%	7	15.7%	17	9.1%	19
Bus	3.8%	32	1.5%	2	4.6%	4	3.8%	4	2.3%	1	2.7%	2	1.9%	1	4.9%	3	5.4%	6	4.7%	10
Cycle	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Disabled vehicle (e.g. mobility scooter)	0.3%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Taxi	0.5%	4	0.6%	1	1.6%	1	0.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.6%	39	2.7%	4	8.3%	7	2.4%	2	0.7%	0	2.2%	1	0.7%	0	0.7%	0	1.8%	2	10.2%	21
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	18	0.7%	1	0.5%	0	0.0%	0	2.3%	1	2.6%	1	1.2%	0	0.0%	0	0.0%	0	6.6%	14
Weighted base:		842		149		87		94		40		57		33		66		111		205
Sample:		846		95		100		93		96		94		93		86		92		97

Q04 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips? And if so which ones? [MR]
Not 'Don't do' / 'Don't know' or 'Internet' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Yes - other food shops	12.2%	103	10.2%	15	14.1%	12	17.3%	16	9.7%	4	15.9%	9	9.7%	3	14.0%	9	13.4%	15	9.3%	19
Yes - other non food shops (clothing, footwear, electrical etc)	9.4%	79	5.5%	8	10.9%	10	9.2%	9	12.2%	5	7.3%	4	10.5%	3	12.0%	8	8.2%	9	11.4%	23
Yes - pubs, restaurants or cafes	3.2%	27	3.8%	6	2.8%	2	2.1%	2	2.9%	1	0.7%	0	3.6%	1	2.0%	1	3.2%	4	4.7%	10
Yes - financial service (i.e. bank, building society)	2.0%	16	1.5%	2	0.0%	0	1.8%	2	3.6%	1	1.3%	1	6.9%	2	3.2%	2	2.1%	2	1.7%	4
Yes - other service (e.g. hairdresser, travel agent, estate agent)	1.2%	10	0.6%	1	0.5%	0	0.7%	1	0.0%	0	0.0%	0	1.4%	0	0.7%	0	1.4%	2	2.7%	6
Yes - leisure activity	1.6%	14	0.6%	1	1.2%	1	1.9%	2	6.9%	3	0.0%	0	4.1%	1	2.2%	1	1.9%	2	1.1%	2
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No)	71.6%	603	78.5%	117	68.9%	60	65.2%	61	69.6%	28	67.2%	38	65.8%	22	71.9%	47	72.6%	81	72.6%	149
(Don't know / varies)	3.3%	28	1.0%	1	7.7%	7	10.0%	9	0.9%	0	9.5%	5	3.1%	1	0.0%	0	0.9%	1	1.2%	2
Weighted base:		842		149		87		94		40		57		33		66		111		205
Sample:		846		95		100		93		96		94		93		86		92		97

Mean score [£]:

Q05 Approximately how much money does your household spend per week on its main food and groceries shop at (STORE MENTIONED AT Q01)?
Not 'Don't do' or 'Don't know' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
£1 - 10	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
£11 - 20	1.8%	16	0.0%	0	7.3%	6	0.0%	0	2.2%	1	1.2%	1	4.7%	2	1.3%	1	1.5%	2	1.6%	3
£21 - 30	4.7%	41	1.8%	3	6.0%	5	8.1%	8	4.5%	2	6.0%	4	7.1%	3	5.3%	4	5.1%	6	3.4%	7
£31 - 40	6.3%	56	2.4%	4	8.0%	7	7.9%	8	7.3%	3	5.0%	3	6.0%	2	4.7%	4	6.5%	8	8.5%	18
£41 - 50	10.2%	90	10.2%	15	5.8%	5	10.5%	10	9.0%	4	13.5%	8	9.8%	3	15.1%	12	10.6%	13	9.2%	19
£51 - 60	9.3%	82	2.5%	4	16.4%	14	14.2%	14	15.6%	7	9.3%	6	6.8%	2	7.5%	6	12.4%	15	7.0%	15
£61 - 70	9.4%	83	5.8%	9	9.7%	8	3.6%	4	12.2%	5	13.3%	8	6.1%	2	11.0%	9	12.4%	15	11.1%	24
£71 - 80	13.1%	115	26.2%	39	14.6%	13	7.9%	8	7.9%	3	6.2%	4	4.7%	2	7.6%	6	14.9%	18	10.9%	23
£81 - 90	5.3%	47	1.3%	2	4.4%	4	2.0%	2	7.6%	3	7.5%	5	4.3%	2	1.6%	1	5.3%	6	10.7%	23
£91 - 100	14.2%	125	16.1%	24	8.2%	7	23.1%	23	6.3%	3	6.7%	4	23.1%	8	13.4%	10	11.7%	14	15.0%	32
£101 - 150	9.6%	85	9.4%	14	3.9%	3	12.4%	12	3.8%	2	10.1%	6	11.3%	4	15.3%	12	7.8%	9	10.5%	22
£151 - 200	1.7%	15	3.0%	5	0.7%	1	0.0%	0	1.1%	0	5.2%	3	0.0%	0	1.6%	1	0.0%	0	2.5%	5
£201+	0.5%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.4%	1	0.0%	0	1.1%	1	0.0%	0
(Don't know / varies)	11.8%	105	17.7%	27	10.3%	9	7.7%	8	17.3%	7	15.1%	9	10.4%	4	12.2%	9	9.0%	11	9.8%	21
(Refused)	2.0%	18	2.8%	4	4.7%	4	2.5%	2	4.5%	2	0.0%	0	1.3%	0	3.3%	3	1.8%	2	0.0%	0
Mean:		*78.00*		*88.78*		*64.21*		*76.12*		*67.25*		*80.69*		*82.64*		*79.04*		*74.22*		*79.59*
Weighted base:		884		150		87		99		43		62		36		77		118		212
Sample:		888		97		100		98		100		99		100		96		98		100

Mean score [Times a week]: Everyday = 7, 5 - 6 times a week = 5.5, 3 - 4 times a week = 3.5, Twice a week = 2, Once a week = 1, Once every two weeks = 0.5, Once a month = 0.25, Less often = 0.1

Q06 How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT Q01)?
Not 'Don't do' or 'Don't know' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Everyday	1.1%	10	1.4%	2	0.0%	0	0.6%	1	0.0%	0	3.2%	2	0.0%	0	2.4%	2	0.7%	1	1.1%	2
5 - 6 times a week	0.3%	2	0.0%	0	1.4%	1	0.6%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
3 - 4 times a week	4.3%	38	4.3%	6	5.2%	5	1.1%	1	0.7%	0	5.0%	3	6.0%	2	1.2%	1	2.8%	3	7.6%	16
Twice a week	6.5%	57	7.1%	11	8.9%	8	10.2%	10	7.1%	3	5.7%	4	9.6%	3	4.8%	4	9.0%	11	2.2%	5
Once a week	73.3%	647	77.2%	116	67.7%	59	67.2%	66	71.0%	31	72.6%	45	70.3%	25	75.0%	58	69.3%	82	78.3%	166
Once every two weeks	7.5%	67	5.3%	8	7.0%	6	15.6%	15	7.1%	3	8.6%	5	8.2%	3	8.5%	7	6.8%	8	5.4%	11
Once a month	4.0%	35	2.5%	4	4.4%	4	4.6%	5	6.1%	3	3.5%	2	2.0%	1	6.5%	5	3.4%	4	4.1%	9
Less often	0.7%	6	0.0%	0	2.2%	2	0.0%	0	0.8%	0	0.0%	0	1.1%	0	0.0%	0	2.8%	3	0.0%	0
(Don't know / varies)	2.4%	21	2.2%	3	3.2%	3	0.0%	0	7.2%	3	1.5%	1	1.7%	1	1.6%	1	5.3%	6	1.4%	3
Mean:		*1.18*		*1.22*		*1.20*		*1.09*		*1.00*		*1.31*		*1.23*		*1.14*		*1.12*		*1.23*
Weighted base:		884		150		87		99		43		62		36		77		118		212
Sample:		888		97		100		98		100		99		100		96		98		100

Mansfield District Council Retail & Leisure Study
for Peter Brett Associates

Q07 Where did your household last undertake your 'top-up' food and grocery purchases? (i.e smaller/ 'basket' shopping purchases which are not part of your main food and groceries shop)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Aldi, Carter Ln, Shirebrook NG20 8PE,	0.5%	5	0.6%	1	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Gateford Road, WORKSOP, S80 1UD	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mansfield Rd, Sutton-in-Ashfield NG17 4HW	1.2%	11	0.7%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.3%	7
Aldi, Northgate, NEWARK, NG24 1HD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Nottingham Rd, Mansfield NG18 1BW	1.0%	9	4.2%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Aldi, Sellerswood Drive, NOTTINGHAM, NG6 8GN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Aldi, Station Road, SUTTON-IN-ASHFIELD, NG17 5FF	0.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1
Aldi, Urban Rd, Kirkby in Ashfield NG17 8DA,	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	11
Asda, Bancroft Ln, Mansfield NG18 5LG	1.1%	10	0.7%	1	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Asda, Old Mill Ln, Mansfield Woodhouse, Mansfield NG19 0HA	2.3%	20	9.4%	14	3.3%	3	2.5%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Priestsic Road, Sutton-in-Ashfield NG17 2AH	2.2%	20	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	7.8%	16
Asda, Victoria Retail Park, Memorial Avenue, WORKSOP, S80 2BJ	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wharf Road, East Retford, RETFORD, DN22 6EN	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Extra Foodstore, South Street, ILKESTON, DE7 5SG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Co-op, Bracebridge Drive, Bilborough, NOTTINGHAM, NG8 4PH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Co-op, Carter Ln, Mansfield NG18 3DF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Co-op, Clipstone Road West, Forest Town, MANSFIELD, NG19 0BS	0.4%	4	1.8%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Co-op, Elmton Road, CRESWELL, S80 4DD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Frackley Road, High St, Stanton Hill NG17 3GA	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Co-op, High St, Edwinstowe, Mansfield NG21 9QS	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High St, Warsop, Mansfield NG20 0AG	1.1%	10	1.0%	1	0.0%	0	8.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stanton Hill, SUTTON-IN-ASHFIELD, NG17 3GG	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	1	0.8%	2
Co-op, High Street, SUTTON-ON-TRENT, NG23 6PF	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	5	0.0%	0	1.1%	1	0.0%	0
Co-op, High Street, TIBSHELF, DE55 5PP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-op, Main Street, FARNSFIELD, NG22 8EF	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	8	0.0%	0	0.0%	0
Co-op, Main Street, HUTHWAITE, NG17 2QW	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Co-op, Mansfield Rd, Clipstone, Mansfield NG21 9AA	0.6%	6	2.3%	4	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mansfield Road, BLIDWORTH, NG21 0RB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co-op, Maple Avenue, RIPLEY, DE5 3PY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Co-op, Newcastle Street, TUXFORD, NG22 0LN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Nottingham Rd, Selston, Nottingham NG16 6BT	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	11	0.0%	0
Co-op, Portland Road, HUCKNALL, NG15 7SB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Co-op, Selston Road, JACKSDALE, NG16 5LF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Co-op, Southwell Road East, Rainworth, Mansfield NG21 0AA,	0.5%	5	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Co-op, The Precinct, KIRKBY IN ASHFIELD, NG17 7BQ	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	7

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Co-op, The Ropewalk, SOUTHWELL, NG25 0AL	1.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	19.9%	16	0.0%	0	0.0%	0
Co-op, Victoria St, Shirebrook, Mansfield NG20 8AQ	0.2%	2	0.0%	0	0.5%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Victoria Street, NEWARK-ON-TRENT, NG24 4UU	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Watnall Road, HUCKNALL, NG15 7LD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Co-op, Welbeck Street, WHITWELL, S80 4TW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wharf Road, PINXTON, NG16 6LQ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Farmfoods, Oak Tree Lane, Mansfield, Notts, Mansfield NG18 3HL	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Iceland, Bridge Place, WORKSOP, S80 1JN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Preistic Road, SUTTON-IN-ASHFIELD, NG17 2AH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Iceland, Rosemary Centre, Union St, Mansfield NG18 1QN	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Mansfield Road, Carrington, NOTTINGHAM, NG5 2DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Marks & Spencer, High Street, CHESTERFIELD, S40 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Stodman Street, NEWARK, NG24 1AW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Priory Shopping Centre, WORKSOP, S80 1JR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, West Gate, MANSFIELD, NG18 1RS	0.9%	8	1.5%	2	3.9%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Morrisons, Ashfield Precinct, Kirkby in Ashfield, Nottingham NG17 7BQ	2.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	8	5.9%	13
Morrisons, Chatsworth Road, CHESTERFIELD, S40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
2BQ																				
Morrisons, Derby Road, EASTWOOD, NG16 3NT	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0
Morrisons, Idle Valley Road, RETFORD, DN22 7XD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kings Road, NEWARK-ON-TRENT, NG24 1EW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.5%	0	0.0%	0	0.0%	0
Morrisons, Sutton Road, MANSFIELD, NG18 5HL	1.8%	16	3.7%	6	8.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Morrisons, Woodhouse Centre, High Street, MANSFIELD WOODHOUSE, NG19 8AN	3.3%	30	11.5%	18	0.5%	0	6.0%	6	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	3
One Stop, King Street, SOUTHWELL, NG25 0EH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
One Stop, Madeline Ct, Mansfield NG18 4XW	0.8%	8	5.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, The Crescent, Bilsthorpe, Newark NG22 8QX	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0
One Stop, Westfield Ln, Mansfield NG19 6BH	0.5%	5	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Woodhouse Rd, Mansfield NG19 7DT	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, New Castle Avenue, WORKSOP, S80 1LX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Grounds Road, Rhodesia, WORKSOP, S80 3AT	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, MANSFIELD, NG18 1BW	3.2%	29	6.6%	10	12.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.8%	7	0.0%	0
Sainsbury's, Nottingham Road, RIPLEY, DE5 3AS	0.2%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsburys, Ravenshead, Nottingham NG15 9HG	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.3%	3	0.0%	0
Tesco Esso, Low Moor Road, KIRKBY IN ASHFIELD, NG17 7JE	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	14
Tesco Esso, Nottingham Rd, Mansfield NG18 4SG	0.9%	8	4.3%	7	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Alfreton Rd, Sutton-in-Ashfield NG17	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.5%	5

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
1JB, UK																				
Tesco Express, Annesley Road, HUCKNALL, NG15 7DE	1.0%	9	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	1.8%	2	0.0%	0
Tesco Express, Lakeside Point, 3 Mansfield Rd, Sutton-in-Ashfield NG17 4HG	1.2%	10	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	7
Tesco Express, Mansfield Road, BLIDWORTH, NG21 0PN	0.2%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Extra, Ashgate Road, Hucknall, NOTTINGHAM, NG15 7UQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Extra, Chesterfield Rd South, Mansfield NG19 7TS	1.3%	11	0.6%	1	12.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jubillee Way South, Oaktree Lane (Oaktree District Centre), MANSFIELD, NG18 3RT	3.7%	33	15.2%	23	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	8.4%	7	0.8%	1	0.0%	0
Tesco Extra, Top Valley Drive, NOTTINGHAM, NG5 9DD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	1	0.0%	0
Tesco, Chesterfield Rd, Huthwaite NG17 2PY	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.8%	8
Tesco, Chestnut Drive, Clowne, CHESTERFIELD, S43 4JN	0.7%	6	0.0%	0	0.0%	0	0.0%	0	14.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Forest Rd, New Ollerton, Newark NG22 9PL	2.5%	23	0.0%	0	0.0%	0	0.7%	1	0.8%	0	31.9%	20	4.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Hall Street, ALFRETON, DE55 7BS	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.8%	2	1.1%	2
Waitrose, Ossington Way, NEWARK, NG24 1FF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Trowell Road, Wollaton, NOTTINGHAM, NG8 2DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Alfreton town centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Bolsover town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calverton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Chesterfield town centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clowne town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Creswell village centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby city centre (including Westfield)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Eastwood town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Edwinstowe centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heanor town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Kirkby-in-Ashfield town centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	1.4%	3
Lincoln city centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	1.8%	17	5.4%	8	2.9%	3	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Mansfield Woodhouse district centre (except Morrisons)	0.3%	3	0.0%	0	0.5%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Warsop centre	0.5%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Retford town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Southwell town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	10
Whitwell village centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	16.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop town centre	0.5%	5	0.0%	0	0.0%	0	3.8%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kilton Road, Worksop	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forest Road, New Ollerton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Skegby Road, Sutton-in-Ashfield	1.3%	12	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	10	0.0%	0
Aldi, Carolgate, Retford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuxford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Other, zone 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other, zone 2	0.6%	6	0.0%	0	4.6%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Other, zone 3	0.3%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other, zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Other, zone 7	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	11.6%	10	0.0%	0	0.0%	0
Other, zone 8	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0
Other, zone 9	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.7%	4
Other, outside	0.3%	3	0.0%	0	0.0%	0	0.7%	1	0.7%	0	0.0%	0	1.7%	1	0.0%	0	0.8%	1	0.0%	0
Internet / delivered	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.2%	19	2.2%	3	1.1%	1	4.6%	5	0.7%	0	9.0%	6	0.8%	0	2.2%	2	0.0%	0	1.1%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
(Don't do this)	28.9%	260	16.2%	25	25.6%	22	50.8%	53	31.3%	14	21.0%	13	38.0%	14	22.9%	19	25.0%	30	33.3%	71
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

Q08 And where did you go for top-up food shopping the time before that?
Not 'Don't do' or 'Don't know' at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Aldi, Carter Ln, Shirebrook NG20 8PE,	0.6%	4	0.7%	1	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mansfield Rd, Sutton-in-Ashfield NG17 4HW	1.0%	6	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Aldi, Northgate, NEWARK, NG24 1HD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Nottingham Rd, Mansfield NG18 1BW	2.0%	12	4.3%	5	8.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Aldi, Station Road, SUTTON-IN-ASHFIELD, NG17 5FF	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
Aldi, Urban Rd, Kirkby in Ashfield NG17 8DA,	2.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	11.4%	16
Asda, Bancroft Ln, Mansfield NG18 5LG	1.7%	10	0.8%	1	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5
Asda, Old Mill Ln, Mansfield Woodhouse, Mansfield NG19 0HA	5.2%	32	18.5%	23	2.4%	2	5.5%	3	0.0%	0	1.0%	0	0.0%	0	5.7%	3	0.0%	0	0.9%	1
Asda, Priestsic Road, Sutton-in-Ashfield NG17 2AH	3.1%	19	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	12.0%	17
Asda, Victoria Retail Park, Memorial Avenue, WORKSOP, S80 2BJ	0.3%	2	0.8%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wesley Street, LANGLEY MILL, NG16 4ED	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Asda, Wharf Road, East Retford, RETFORD, DN22 6EN	1.2%	8	6.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Extra Foodstore, South Street, ILKESTON, DE7 5SG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Co-op, Bracebridge Drive, Bilborough, NOTTINGHAM, NG8 4PH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Co-op, Carter Ln, Mansfield NG18 3DF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co-op, Clipstone Road West, Forest Town, MANSFIELD, NG19 0BS	0.6%	4	2.2%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Elmton Road,	0.5%	3	0.0%	0	0.0%	0	0.0%	0	10.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
CRESWELL, S80 4DD																				
Co-op, Frackley Road, High St, Stanton Hill NG17 3GA	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Co-op, High St, Edwinstowe, Mansfield NG21 9QS	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High St, Warsop, Mansfield NG20 0AG	1.1%	7	0.0%	0	0.0%	0	15.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stanton Hill, SUTTON-IN-ASHFIELD, NG17 3GG	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.2%	2
Co-op, High Street, SUTTON-ON-TRENT, NG23 6PF	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, TIBSHELF, DE55 5PP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, Main Street, FARNSFIELD, NG22 8EF	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	8	0.0%	0	0.0%	0
Co-op, Mansfield Rd, Clipstone, Mansfield NG21 9AA	0.9%	6	2.8%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mansfield Road, BLIDWORTH, NG21 0RB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Co-op, Newcastle Street, TUXFORD, NG22 0LN	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Nottingham Rd, Selston, Nottingham NG16 6BT	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	10	0.0%	0
Co-op, Portland Road, HUCKNALL, NG15 7SB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Co-op, Selston Road, JACKSDALE, NG16 5LF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Co-op, Southwell Road East, Rainworth, Mansfield NG21 0AA,	0.8%	5	2.2%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Co-op, The Precinct, KIRKBY IN ASHFIELD, NG17 7BQ	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	7
Co-op, The Ropewalk, SOUTHWELL, NG25 0AL	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	19.9%	12	0.0%	0	0.0%	0
Co-op, Victoria St, Shirebrook, Mansfield NG20 8AQ	0.5%	3	0.0%	0	1.6%	1	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Co-op, Victoria Street, NEWARK-ON-TRENT, NG24 4UU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Watnall Road, HUCKNALL, NG15 7LD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Co-op, Welbeck Street, WHITWELL, S80 4TW	0.4%	2	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wharf Road, PINXTON, NG16 6LQ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Farmfoods, High St, Mansfield Woodhouse, Mansfield NG19 8AN	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Oak Tree Lane, Mansfield, Notts, Mansfield NG18 3HL	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Place, WORKSOP, S80 1JN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Front Street, Arnold, NOTTINGHAM, NG5 7EB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Iceland, Preistic Road, SUTTON-IN-ASHFIELD, NG17 2AH	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.1%	6
Iceland, Rosemary Centre, Union St, Mansfield NG18 1QN	0.3%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Chatsworth Road Retail Park, Foljambe Road, CHESTERFIELD, S40 1NJ	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Stodman Street, NEWARK, NG24 1AW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Priory Shopping Centre, WORKSOP, S80 1JR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, West Gate, MANSFIELD, NG18 1RS	1.4%	8	3.0%	4	3.7%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Morrisons, Ashfield Precinct, Kirkby in Ashfield, Nottingham NG17 7BQ	2.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	7	7.9%	11
Morrisons, Chatsworth Road, CHESTERFIELD, S40 2BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Derby Road, EASTWOOD, NG16 3NT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Morrisons, Idle Valley Road, RETFORD, DN22 7XD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kings Road, NEWARK-ON-TRENT, NG24 1EW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.7%	0	0.0%	0	0.0%	0
Morrisons, Sutton Road, MANSFIELD, NG18 5HL	1.7%	11	2.7%	3	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.9%	1	1.9%	3
Morrisons, Woodhouse Centre, High Street, MANSFIELD WOODHOUSE, NG19 8AN	3.0%	19	7.1%	9	4.3%	3	10.2%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2
One Stop, King Street, SOUTHWELL, NG25 0EH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
One Stop, Madeline Ct, Mansfield NG18 4XW	1.1%	7	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, The Crescent, Bilsthorpe, Newark NG22 8QX	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	5	0.0%	0	0.0%	0
One Stop, Westfield Ln, Mansfield NG19 6BH	0.7%	5	0.0%	0	7.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local (Jacksons), Prospect Shopping Centre, WORKSOP, S81 0RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, New Castle Avenue, WORKSOP, S80 1LX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Grounds Road, Rhodesia, WORKSOP, S80 3AT	0.7%	4	0.7%	1	0.0%	0	5.5%	3	2.2%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, MANSFIELD, NG18 1BW	2.7%	17	4.9%	6	10.7%	7	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's, Nottingham Road, RIPLEY, DE5 3AS	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsburys, Ravenshead, Nottingham NG15 9HG	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.0%	2	0.0%	0
Tesco Esso, Low Moor Road, KIRKBY IN ASHFIELD, NG17 7JE	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	10
Tesco Esso, Nottingham Rd, Mansfield NG18 4SG	1.2%	8	6.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Alfreton Rd, Sutton-in-Ashfield NG17 1JB, UK	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	8.3%	11
Tesco Express, Annesley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Road, HUCKNALL, NG15 7DE																				
Tesco Express, Lakeside Point, 3 Mansfield Rd, Sutton-in-Ashfield NG17 4HG	0.7%	4	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Tesco Express, Mansfield Road, BLIDWORTH, NG21 0PN	0.3%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Tesco Extra, Ashgate Road, Hucknall, NOTTINGHAM, NG15 7UQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Tesco Extra, Chesterfield Rd South, Mansfield NG19 7TS	2.7%	17	2.4%	3	21.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jubillee Way South, Oaktree Lane (Oaktree District Centre), MANSFIELD, NG18 3RT	5.5%	34	17.0%	21	0.0%	0	1.7%	1	0.0%	0	5.7%	2	0.0%	0	2.0%	1	7.9%	7	0.9%	1
Tesco, Chesterfield Rd, Huthwaite NG17 2PY	2.4%	15	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	8.7%	12
Tesco, Chestnut Drive, Clowne, CHESTERFIELD, S43 4JN	1.0%	6	0.0%	0	0.0%	0	0.0%	0	20.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Forest Rd, New Ollerton, Newark NG22 9PL	3.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.9%	18	6.4%	1	0.0%	0	1.1%	1	0.0%	0
Tesco, Hall Street, ALFRETON, DE55 7BS	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	2	0.9%	1
Waitrose, Ossington Way, NEWARK, NG24 1FF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	1.5%	1	0.0%	0	0.0%	0
Waitrose, Trowell Road, Wollaton, NOTTINGHAM, NG8 2DH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Alfreton town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Chesterfield town centre	0.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clowne town centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creswell village centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby city centre (including Westfield)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Eastwood town centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Edwinstowe centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heanor town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Kirkby-in-Ashfield town	1.1%	7	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.9%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
centre																				
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	1.3%	8	1.4%	2	4.1%	3	3.6%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0
Mansfield Woodhouse district centre (except Morrisons)	0.6%	4	0.7%	1	0.7%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Warsop centre	0.7%	5	0.0%	0	0.0%	0	9.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	0.5%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent town centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	7.3%	2	0.0%	0	0.0%	0	0.0%	0
Nottingham city centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Retford town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield city centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Southwell town centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	6	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	2.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	8.7%	12
Whitwell village centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	24.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop town centre	0.6%	3	0.0%	0	0.0%	0	6.8%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kilton Road, Worksop	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forest Road, New Ollerton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Skegby Road, Sutton-in-Ashfield	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	7	0.0%	0
Aldi, Carolgate, Retford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mill Green Way, Clowne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lombard Street, Newark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuxford Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0
Other, zone 1	0.5%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 2	0.7%	4	0.0%	0	3.9%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other, zone 3	0.6%	4	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other, zone 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Other, zone 7	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	9	0.0%	0	0.0%	0
Other, zone 8	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	7	0.0%	0
Other, zone 9	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.7%	2
Other, outside	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	9.0%	2	3.0%	2	0.0%	0	0.0%	0
Internet / delivered	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.4%	21	4.8%	6	3.2%	2	8.9%	4	3.9%	1	2.6%	1	2.8%	1	2.9%	2	4.4%	4	0.0%	0
Weighted base:		621		125		64		47		29		44		22		62		90		139
Sample:		596		74		74		49		63		71		58		68		69		70

Mean score [£]:

Q09 Approximately how much money does your household spend per week on top-up food and groceries shopping (STORE MENTIONED AT Q07)?
Not 'Don't do' or 'Don't know' at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
£1 - 10	28.9%	179	24.0%	30	32.8%	21	39.5%	18	36.9%	11	17.1%	8	31.1%	7	38.5%	24	23.7%	21	28.8%	40
£11 - 20	28.6%	178	23.4%	29	36.4%	23	22.1%	10	37.8%	11	30.8%	14	32.0%	7	15.2%	9	31.4%	28	32.9%	46
£21 - 30	13.1%	81	10.3%	13	7.7%	5	9.9%	5	10.5%	3	10.6%	5	22.6%	5	14.9%	9	19.7%	18	13.8%	19
£31 - 40	5.6%	35	8.1%	10	7.5%	5	0.0%	0	1.0%	0	8.9%	4	1.8%	0	8.6%	5	3.7%	3	4.7%	6
£41 - 50	3.3%	21	4.3%	5	0.0%	0	2.3%	1	0.0%	0	1.0%	0	3.6%	1	1.3%	1	2.8%	3	7.0%	10
£51 - 60	0.8%	5	0.8%	1	3.4%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
£61 - 70	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
£71 - 80	1.4%	9	5.2%	7	0.7%	0	2.3%	1	0.0%	0	1.6%	1	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	0.0%	0	0.0%	0	0.0%	0
£91 - 100	0.5%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - 150	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - 200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	16.8%	104	20.0%	25	10.1%	6	22.3%	10	12.9%	4	25.4%	11	8.9%	2	20.9%	13	17.6%	16	12.0%	17
(Refused)	0.7%	4	0.8%	1	1.4%	1	1.7%	1	1.0%	0	1.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Mean:		*20.84*		*28.22*		*17.79*		*15.58*		*15.18*		*25.22*		*18.65*		*17.03*		*19.31*		*20.58*
Weighted base:		621		125		64		47		29		44		22		62		90		139
Sample:		596		74		74		49		63		71		58		68		69		70

Q10 Does your household also spend money on food and groceries in small shops or market stalls? (i.e., not supermarkets)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Yes	34.1%	307	32.2%	49	36.5%	32	35.1%	37	32.2%	14	33.9%	21	50.9%	18	42.9%	35	35.0%	42	27.8%	59
No	65.9%	593	67.8%	104	63.5%	55	64.9%	68	67.8%	29	66.1%	41	49.1%	17	57.1%	47	65.0%	78	72.2%	153
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

Q11 Where are these small shops or market stalls located?
Yes at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
One Stop, Wharf Rd, Pinxton, Nottingham NG16 6NZ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Alfreton town centre	3.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	9	0.0%	0
Bolsover town centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield town centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Clowne town centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creswell village centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	24.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edwinstowe centre	2.0%	6	0.0%	0	0.0%	0	1.7%	1	0.0%	0	25.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall town centre	1.8%	6	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Kirkby-in-Ashfield town centre	6.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	23.0%	10	16.8%	10
Lincoln city centre	0.3%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	25.0%	77	73.2%	36	74.7%	24	2.9%	1	0.0%	0	13.2%	3	0.0%	0	14.3%	5	7.0%	3	8.4%	5
Mansfield Woodhouse district centre (except Morrisons)	2.1%	7	3.4%	2	0.0%	0	9.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Market Warsop centre	2.2%	7	0.0%	0	0.0%	0	18.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	4	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Newark-on-Trent town centre	3.8%	12	0.0%	0	1.5%	0	0.0%	0	0.0%	0	5.4%	1	43.0%	8	6.6%	2	0.0%	0	0.0%	0
Nottingham city centre	2.6%	8	13.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.9%	1	0.0%	0
Retford town centre	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	21.4%	4	2.2%	1	0.0%	0	0.0%	0
Ripley town centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Shirebrook town centre	4.8%	15	0.0%	0	1.5%	0	37.8%	14	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell town centre	5.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	44.1%	16	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	11.7%	36	0.0%	0	6.0%	2	0.0%	0	0.0%	0	2.0%	0	1.2%	0	0.0%	0	3.7%	2	53.9%	32
Whitwell village centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	23.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop town centre	3.7%	11	0.0%	0	1.5%	0	18.6%	7	29.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuxford Village Centre	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	5	0.0%	0	0.0%	0	0.0%	0
Other, zone 2	2.1%	7	0.0%	0	14.9%	5	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 3	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 5	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 6	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0
Other, zone 7	2.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	9	0.0%	0	0.0%	0
Other, zone 8	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	7	0.0%	0
Other, outside	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	3	0.0%	0	1.3%	0	3.2%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
(Don't know / can't remember)	5.6%	17	2.9%	1	0.0%	0	2.1%	1	4.1%	1	0.0%	0	0.0%	0	2.9%	1	5.6%	2	18.9%	11
Weighted base:		307		49		32		37		14		21		18		35		42		59
Sample:		319		30		35		39		32		28		50		44		31		30

Mean score [£]:

Q12 Approximately how much money does your household spend per week on food and groceries in these small shops?
Yes at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
£1 - 10	46.6%	143	41.4%	20	56.4%	18	40.0%	15	51.7%	7	28.0%	6	54.1%	10	42.5%	15	43.4%	18	57.6%	34
£11 - 20	18.4%	57	17.7%	9	18.2%	6	19.6%	7	16.9%	2	24.1%	5	17.1%	3	25.8%	9	24.0%	10	8.9%	5
£21 - 30	3.0%	9	2.1%	1	6.0%	2	1.7%	1	4.1%	1	0.0%	0	8.9%	2	4.4%	2	4.7%	2	0.0%	0
£31 - 40	1.5%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	7.3%	1	0.0%	0	0.0%	0	2.0%	1
£41 - 50	0.5%	1	0.0%	0	0.0%	0	2.1%	1	2.1%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	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	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	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	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	0.0%	0	0.0%	0	0.0%	0
£91 - 100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - 150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - 200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	28.5%	87	34.9%	17	17.8%	6	34.4%	13	21.7%	3	42.1%	9	10.4%	2	25.0%	9	25.6%	11	31.5%	19
(Refused)	1.5%	5	2.1%	1	1.5%	0	2.1%	1	3.6%	0	0.0%	0	0.0%	0	2.2%	1	2.3%	1	0.0%	0
Mean:		*11.69*		*10.67*		*9.40*		*12.88*		*11.29*		*13.91*		*14.77*		*12.88*		*12.04*		*10.42*
Weighted base:		307		49		32		37		14		21		18		35		42		59
Sample:		319		30		35		39		32		28		50		44		31		30

Q13 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Alfreton town centre	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Chesterfield town centre	0.7%	6	0.0%	0	0.5%	0	1.0%	1	8.5%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clowne town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creswell village centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Derby city centre (including Westfield)	0.9%	8	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.5%	5
Eastwood town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Hucknall town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Kirkby-in-Ashfield town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	2
Leicester city centre	0.4%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0
Lincoln city centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	23.3%	210	32.8%	50	28.5%	25	35.2%	37	3.1%	1	27.1%	17	0.6%	0	20.3%	17	8.5%	10	24.8%	52
Mansfield Woodhouse district centre (except Morrisons)	0.4%	4	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.3%	2	0.0%	0
New Ollerton town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Newark-on-Trent town centre	1.5%	14	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.8%	1	16.5%	6	5.1%	4	0.0%	0	0.8%	2
Nottingham city centre	9.9%	90	9.9%	15	10.7%	9	5.9%	6	5.2%	2	4.5%	3	7.6%	3	24.4%	20	17.0%	20	5.1%	11
Oak Tree District Centre, Mansfield (except Tesco)	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford town centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	1	5.3%	3	6.7%	2	0.0%	0	0.0%	0	0.0%	0
Ripley town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sheffield city centre	1.4%	13	2.8%	4	1.4%	1	0.7%	1	4.7%	2	1.3%	1	0.0%	0	0.0%	0	0.7%	1	1.4%	3
Shirebrook town centre	1.7%	15	3.0%	5	0.0%	0	1.2%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	7
Southwell town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.0%	2	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	6.3%	56	0.6%	1	0.0%	0	1.6%	2	0.0%	0	0.7%	0	0.0%	0	1.2%	1	8.8%	11	19.7%	42
Worksop town centre	1.2%	10	0.0%	0	0.0%	0	1.3%	1	17.9%	8	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham (Ikea, Carpetright, Mamas and Papas, Next, Next Home, Pets at Home, SCS)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
McArthur Glen Designer Outlet, South Normanton (also known as East Midlands Designer Outlet)	4.0%	36	1.9%	3	4.8%	4	2.1%	2	1.1%	0	5.2%	3	2.8%	1	0.9%	1	10.7%	13	3.8%	8
Meadowhall Shopping	3.6%	33	3.1%	5	1.3%	1	9.5%	10	18.9%	8	2.3%	1	5.2%	2	0.0%	0	0.0%	0	2.5%	5

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Centre, Sheffield																				
Northgate Retail Park (Newark Retail Park), Northgate, Newark-on-Trent (not including Homebase) (TK Maxx, Boots, Pets at Home)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	9.4%	3	1.4%	1	0.0%	0	0.0%	0
Old Mill Lane Industrial Estate, Mansfield Woodhouse, Mansfield (United Carpets and Beds, Bubbles & Drakes Home Furnishings)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Retail Park (The Broad Centre), Station Road, Sutton in Ashfield (Matalan, Poundstretcher, Home Bargains,Chiltern Mills)	0.4%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	2
Portland Retail Park, Midland Way, Mansfield (PC World, Currys ft Carphone Warehouse)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.6%	1
Ravenside Retail Park, Park Road, Chesterfield (not including Focus DIY) (Currys, Next, Pets at Home)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
St Peter's Retail Park, Station Street, Mansfield (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots)	6.0%	54	9.6%	15	17.7%	15	6.0%	6	0.0%	0	2.5%	2	0.0%	0	5.3%	4	0.0%	0	5.7%	12
Victoria Retail Park, Memorial Avenue, Worksop (Asda, Farmfoods, Home Bargains)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Brook Park, Meadow Lane, Shirebrook NG20 8RY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Normanton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Central London	0.9%	8	4.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Crystal Peaks Shopping Mall & Retail Park, Drake House Way, Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Downtown Superstore,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Gonerby Junction, Grantham																				
Fulmar Close local centre	2.2%	20	2.5%	4	2.7%	2	5.3%	6	0.0%	0	0.7%	0	0.0%	0	0.5%	0	5.1%	6	0.6%	1
Grantham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Ollerton town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Extra, Chesterfield Road South, Mansfield	0.8%	7	0.0%	0	7.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jubilee Way South, Oaktree Lane, Mansfield	1.1%	10	2.8%	4	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0
Tuxford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 9	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	11.6%	104	9.3%	14	8.4%	7	11.1%	12	12.8%	6	11.6%	7	18.5%	7	14.8%	12	16.8%	20	9.1%	19
Home catalogue	2.1%	18	1.1%	2	2.3%	2	4.4%	5	3.6%	2	0.7%	0	1.9%	1	1.6%	1	4.4%	5	0.5%	1
TV / Interactive shopping	0.3%	2	1.0%	1	0.0%	0	0.6%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside	3.7%	33	2.3%	4	0.9%	1	1.2%	1	9.9%	4	4.3%	3	3.4%	1	9.7%	8	2.4%	3	4.0%	8
(Don't know / can't remember)	6.3%	56	6.9%	11	8.0%	7	3.4%	4	3.8%	2	9.4%	6	10.3%	4	3.9%	3	7.2%	9	5.8%	12
(Don't do this)	3.6%	32	4.3%	7	4.0%	3	3.4%	4	4.0%	2	2.5%	2	2.3%	1	2.0%	2	1.3%	2	5.3%	11
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

Mean score [Times a week]: Everyday = 7, 5 - 6 times a week = 5.5, 3 - 4 times a week = 3.5, Twice a week = 2, Once a week = 1, Once every two weeks = 0.5, Once a month = 0.25, Once every two months = 0.125, 3 or 4 times a year = 0.067, Twice a year = 0.038, Once a year = 0.019, Less often = 0.01

Q14 How often do you visit (LOCATION MENTIONED AT Q13) for clothes or shoes shopping?

Not 'Don't do' or 'Don't know' at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Everyday	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.3%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
3 - 4 times a week	0.7%	6	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4
Twice a week	0.8%	7	0.6%	1	1.6%	1	1.3%	1	0.9%	0	0.0%	0	1.4%	0	0.0%	0	2.2%	2	0.0%	0
Once a week	6.7%	54	4.2%	6	10.2%	8	12.5%	12	4.3%	2	4.5%	2	16.4%	5	8.1%	6	3.4%	4	5.0%	9
Once every two weeks	10.8%	87	17.3%	24	12.7%	10	0.0%	0	3.9%	2	13.3%	7	8.6%	3	4.7%	4	3.7%	4	18.5%	35
Once a month	24.4%	198	27.3%	37	18.9%	15	21.6%	21	13.5%	5	19.5%	11	17.6%	5	20.3%	16	22.0%	24	33.9%	64
Once every two months	12.0%	97	9.3%	13	10.3%	8	14.9%	15	32.8%	13	13.4%	7	14.9%	5	4.9%	4	14.6%	16	9.2%	17
3 or 4 times a year	14.0%	113	6.3%	9	9.5%	7	11.6%	11	16.3%	6	7.3%	4	18.9%	6	27.2%	21	25.8%	28	10.8%	20
Twice a year	7.8%	63	2.6%	4	6.3%	5	13.9%	14	9.0%	4	20.2%	11	8.4%	3	10.8%	8	9.6%	10	2.8%	5
Once a year	1.9%	16	3.4%	5	3.2%	2	4.4%	4	3.4%	1	2.5%	1	2.9%	1	0.0%	0	0.7%	1	0.0%	0
Less often	6.6%	54	9.6%	13	7.3%	6	9.6%	9	2.9%	1	9.4%	5	0.7%	0	10.5%	8	5.1%	6	2.9%	5
(Don't know / varies)	13.7%	111	18.6%	25	16.9%	13	10.2%	10	12.9%	5	7.4%	4	10.2%	3	13.5%	10	12.8%	14	13.8%	26
Mean:		*0.35*		*0.36*		*0.48*		*0.27*		*0.20*		*0.40*		*0.36*		*0.23*		*0.23*		*0.45*
Weighted base:		811		136		77		98		40		55		31		77		109		188
Sample:		799		89		87		91		90		85		84		92		90		91

Q15 How do you normally travel to (LOCATION MENTIONED AT Q13)?

Not 'Don't do' / 'Don't know' / 'Internet' / 'Catalogue' / 'TV shopping' at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Car - Driver	69.2%	475	80.5%	96	65.6%	44	61.2%	49	68.4%	22	66.2%	31	71.8%	17	75.4%	48	65.7%	55	66.7%	112
Car - Passenger	10.2%	70	2.8%	3	7.8%	5	16.9%	14	13.1%	4	11.8%	6	21.9%	5	11.7%	7	14.6%	12	7.7%	13
Bus	8.3%	57	4.8%	6	13.6%	9	11.6%	9	5.3%	2	20.4%	10	2.6%	1	5.8%	4	7.2%	6	6.6%	11
Cycle	0.8%	5	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Disabled vehicle (e.g. mobility scooter)	0.3%	2	0.0%	0	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Taxi	0.3%	2	0.0%	0	0.7%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	4.6%	32	9.7%	12	2.0%	1	0.8%	1	10.3%	3	0.0%	0	0.9%	0	1.6%	1	7.6%	6	4.4%	7
Walk	3.1%	22	0.7%	1	8.8%	6	0.0%	0	1.1%	0	0.0%	0	0.9%	0	3.6%	2	1.2%	1	6.5%	11
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.8%	2	0.0%	0
Aeroplane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.6%	18	1.4%	2	0.7%	0	0.8%	1	0.9%	0	1.5%	1	1.9%	0	0.0%	0	0.9%	1	7.5%	13
Weighted base:		687		119		68		81		33		47		24		64		84		168
Sample:		656		74		75		71		76		71		64		73		72		80

Q16 And the time before that, where did your household go to make a purchase of clothes or shoes?
Not 'Don't do' or 'Don't know' at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Alfreton town centre	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bolsover town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Chesterfield town centre	1.6%	13	1.6%	2	0.6%	0	0.0%	0	17.1%	7	0.8%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	2
Clowne town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby city centre (including Westfield)	0.9%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.6%	1
Eastwood town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Edwinstowe centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield town centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.0%	7
Leicester city centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0
Lincoln city centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	0	4.1%	2	5.7%	2	0.7%	1	0.0%	0	0.0%	0
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	22.5%	182	42.6%	58	26.0%	20	34.5%	34	3.4%	1	20.2%	11	0.7%	0	21.6%	17	9.7%	11	16.3%	31
Mansfield Woodhouse district centre (except Morrisons)	0.5%	4	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.6%	1
Market Warsop centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent town centre	1.9%	16	0.0%	0	0.0%	0	2.6%	3	0.0%	0	2.3%	1	14.5%	4	9.6%	7	0.0%	0	0.0%	0
Nottingham city centre	13.5%	109	11.3%	15	16.8%	13	7.8%	8	0.0%	0	5.3%	3	10.4%	3	17.1%	13	15.3%	17	19.9%	37
Oak Tree District Centre, Mansfield (except Tesco)	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Retford town centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1	9.2%	5	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Sheffield city centre	2.3%	19	0.6%	1	1.8%	1	3.5%	3	4.8%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	6	2.8%	5
Shirebrook town centre	1.5%	12	1.6%	2	0.0%	0	1.6%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	7
Southwell town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	5.7%	46	1.9%	3	1.8%	1	1.7%	2	0.0%	0	0.8%	0	0.0%	0	1.3%	1	6.8%	7	16.7%	31
Worksop town centre	1.5%	12	0.0%	0	0.0%	0	1.4%	1	21.0%	8	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Castle Meadow Retail Park, Castle Bridge Road, Nottingham (not including Homebase Queens Drive) Currys, Pets at Home, Harveys)	1.0%	8	0.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6	0.0%	0
Forest Retail Park, Forest Road, Sutton in Ashfield (Brantano, Halfords)	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Giltbrook Retail Park, Ikea	1.2%	10	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	7	0.6%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Way, Giltbrook, Nottingham (Ikea, Carpetright, Mamas and Papas, Next, Next Home, Pets at Home, SCS)																				
McArthur Glen Designer Outlet, South Normanton (also known as East Midlands Designer Outlet)	4.4%	36	4.6%	6	7.4%	6	2.6%	3	0.7%	0	6.6%	4	2.0%	1	2.2%	2	7.1%	8	3.8%	7
Meadowhall Shopping Centre, Sheffield	5.9%	48	7.0%	10	8.0%	6	3.4%	3	23.1%	9	3.6%	2	6.0%	2	5.2%	4	0.0%	0	6.2%	12
Northgate Retail Park (Newark Retail Park), Northgate, Newark-on-Trent (not including Homebase) (TK Maxx, Boots, Pets at Home)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	7.4%	2	1.0%	1	0.0%	0	0.0%	0
Old Mill Lane Industrial Estate, Mansfield Woodhouse, Mansfield (United Carpets and Beds, Bubbles & Drakes Home Furnishings)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Retail Park (The Broad Centre), Station Road, Sutton in Ashfield (Matalan, Poundstretcher, Home Bargains,Chiltern Mills)	0.3%	2	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Portland Retail Park, Midland Way, Mansfield (PC World, Currys ft Carphone Warehouse)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Springfield Retail Park, Bulwell (not including Focus DIY) (Brantano, Matalan)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
St Peter's Retail Park, Station Street, Mansfield (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots)	3.2%	26	0.8%	1	13.3%	10	1.6%	2	0.7%	0	2.1%	1	0.0%	0	3.6%	3	2.5%	3	3.4%	6
Victoria Retail Park, Memorial Avenue, Worksop (Asda, Farmfoods, Home	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.2%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Bargains)																				
Brook Park, Meadow Lane, Shirebrook NG20 8RY	0.6%	5	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crystal Peaks Shopping Mall & Retail Park, Drake House Way, Sheffield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Downtown Superstore, Gonerby Junction, Grantham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	0	0.0%	0	0.0%	0
Fulmar Close local centre	0.5%	4	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Grantham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Ollerton town centre	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	0.8%	6	0.6%	1	4.7%	4	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Chesterfield Road South, Mansfield	0.4%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jubilee Way South, Oaktree Lane, Mansfield	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0
Tuxford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 1	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 9	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	10.8%	88	10.5%	14	6.7%	5	11.0%	11	2.5%	1	17.5%	10	23.0%	7	14.4%	11	10.6%	12	9.2%	17
Home catalogue	1.9%	15	1.9%	3	1.2%	1	4.5%	4	2.0%	1	0.0%	0	4.1%	1	1.7%	1	2.9%	3	0.5%	1
TV / Interactive shopping	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside	2.8%	23	1.6%	2	0.6%	0	2.1%	2	11.7%	5	0.0%	0	4.6%	1	1.7%	1	1.2%	1	5.0%	9
(Don't know / can't remember)	6.9%	56	8.6%	12	4.0%	3	8.8%	9	3.1%	1	6.9%	4	4.3%	1	7.7%	6	14.2%	15	2.8%	5
Weighted base:		811		136		77		98		40		55		31		77		109		188
Sample:		799		89		87		91		90		85		84		92		90		91

Q17 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Alfreton town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Belper town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Chesterfield town centre	0.7%	6	0.0%	0	0.5%	0	0.0%	0	9.3%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	1
Clay Cross	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clowne town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creswell village centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby city centre (including Westfield)	0.7%	6	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.6%	1
Eastwood town centre	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Ilkeston town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Kirkby-in-Ashfield town centre	1.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	6.1%	13
Lincoln city centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.9%	1	0.5%	0	0.0%	0	0.0%	0
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	7.4%	67	11.9%	18	20.6%	18	12.6%	13	0.0%	0	6.3%	4	1.3%	0	1.2%	1	7.3%	9	1.6%	3
Mansfield Woodhouse district centre (except Morrisons)	2.9%	26	3.1%	5	1.8%	2	10.3%	11	0.0%	0	3.3%	2	0.0%	0	0.9%	1	0.0%	0	2.9%	6
Market Warsop centre	0.3%	3	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent town centre	1.9%	17	0.0%	0	0.0%	0	2.5%	3	0.0%	0	1.3%	1	17.5%	6	8.7%	7	0.0%	0	0.0%	0
Nottingham city centre	2.8%	25	3.0%	5	0.9%	1	2.7%	3	0.0%	0	0.8%	1	1.7%	1	6.8%	6	3.8%	4	2.8%	6
Oak Tree District Centre, Mansfield (except Tesco)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.8%	1	0.6%	1
Retford town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Sheffield city centre	0.5%	5	0.6%	1	0.0%	0	0.7%	1	7.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook town centre	1.4%	12	0.0%	0	3.8%	3	6.7%	7	0.7%	0	1.5%	1	0.6%	0	0.5%	0	0.0%	0	0.0%	0
Southwell town centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	5.1%	4	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	2.7%	25	2.3%	4	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.1%	1	7.4%	16
Worksop town centre	1.1%	10	0.0%	0	0.0%	0	1.8%	2	15.1%	7	2.3%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Castle Meadow Retail Park, Castle Bridge Road, Nottingham (not including Homebase Queens Drive) Currys, Pets at Home, Harveys)	0.6%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0
Forest Retail Park, Forest Road, Sutton in Ashfield (Brantano, Halfords)	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham (Ikea, Carpetright, Mamas and Papas, Next, Next Home, Pets at Home, SCS)	5.9%	53	2.9%	4	7.0%	6	0.7%	1	2.0%	1	3.5%	2	1.6%	1	4.3%	4	20.4%	24	4.7%	10
Idlewells Shopping Centre, Sutton-in-Ashfield NG17 1BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markham Retail Park, Markham Road, Chesterfield (SCS, Sleepmasters, Allied Carpets)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Meadowhall Shopping Centre, Sheffield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	5.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northgate Retail Park (Newark Retail Park), Northgate, Newark-on-Trent (not including Homebase) (TK Maxx, Boots, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Old Mill Lane Industrial Estate, Mansfield Woodhouse, Mansfield (United Carpets and Beds, Bubbles & Drakes Home Furnishings)	1.7%	15	3.9%	6	8.4%	7	0.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Portland Retail Park, Midland Way, Mansfield (PC World, Currys ft Carphone Warehouse)	3.0%	27	3.0%	5	3.8%	3	2.5%	3	0.0%	0	4.7%	3	0.0%	0	4.8%	4	4.5%	5	1.9%	4
Ravenside Retail Park, Park Road, Chesterfield (not including Focus DIY) (Currys, Next, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Riverside Retail Park, Queens Drive/Electric Avenue, Nottingham (not including B&Q) (Toys R Us, Next, Boots, Argos Extra)	0.4%	4	0.7%	1	0.7%	1	0.0%	0	2.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandy Lane Retail Park, Babbage Way, Worksop (not including B&Q)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
(Currys PC world ft Carphone warehouse, Carpetright)																				
St Peter's Retail Park, Station Street, Mansfield (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots)	4.9%	44	7.0%	11	8.8%	8	5.1%	5	0.0%	0	3.8%	2	0.0%	0	0.9%	1	10.1%	12	2.5%	5
B&Q, Ashfield Gateway, Mansfield Road, Sutton-in-Ashfield, NG17 4HW	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crystal Peaks Shopping Mall & Retail Park, Drake House Way, Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Nottingham Road, Mansfield	0.3%	3	1.5%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Warney Brook Furniture Centre, Darley Dale	2.4%	22	1.6%	3	0.9%	1	6.1%	6	0.8%	0	0.7%	0	0.0%	0	2.3%	2	0.7%	1	4.1%	9
Downtown Superstore, Gonerby Junction, Grantham	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.1%	1	0.0%	0	0.0%	0
Grantham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Ollerton town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuxford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 1	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	6.6%	59	4.2%	6	4.2%	4	12.7%	13	2.8%	1	8.2%	5	9.6%	3	12.8%	11	2.0%	2	6.2%	13
Home catalogue	1.6%	14	4.3%	7	0.5%	0	1.8%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.3%	5
Other, outside	0.9%	8	1.6%	3	0.0%	0	0.0%	0	5.1%	2	0.7%	0	1.9%	1	0.5%	0	1.6%	2	0.0%	0
(Don't know / can't remember)	20.5%	184	16.9%	26	15.1%	13	9.5%	10	15.8%	7	35.6%	22	36.0%	13	25.7%	21	20.3%	24	22.6%	48
(Don't do this)	22.1%	199	25.0%	38	18.3%	16	21.2%	22	23.1%	10	13.6%	9	17.6%	6	13.4%	11	20.6%	25	29.4%	62
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

Q18 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?
Not 'Don't do' or 'Don't know' at Q17

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Alfreton town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Chesterfield town centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.4%	2
Clowne town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creswell village centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby city centre (including Westfield)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Eastwood town centre	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall town centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Ilkeston town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Kirkby-in-Ashfield town centre	5.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	26.4%	27
Lincoln city centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	11.6%	60	13.7%	12	22.9%	13	24.4%	18	0.0%	0	12.5%	4	1.4%	0	9.0%	4	4.7%	3	4.5%	5
Mansfield Woodhouse district centre (except Morrisons)	3.0%	15	5.0%	4	4.3%	3	6.3%	5	0.0%	0	3.9%	1	0.0%	0	1.5%	1	0.0%	0	1.9%	2
Market Warsop centre	0.5%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent town centre	2.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	26.9%	4	16.5%	8	0.0%	0	0.0%	0
Nottingham city centre	5.8%	30	5.0%	4	3.2%	2	9.4%	7	1.9%	0	3.0%	1	7.7%	1	10.5%	5	5.6%	4	4.7%	5
Oak Tree District Centre, Mansfield (except Tesco)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0
Retford town centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	8.3%	1	0.0%	0	0.0%	0	0.0%	0
Sheffield city centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	17.4%	5	1.6%	1	2.3%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook town centre	1.3%	7	0.0%	0	4.4%	3	3.4%	2	1.1%	0	2.3%	1	1.4%	0	0.9%	0	0.0%	0	0.0%	0
Southwell town centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	3.1%	2	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	3.4%	18	4.0%	4	3.3%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.9%	1	9.0%	9
Worksop town centre	2.1%	11	0.0%	0	0.0%	0	1.7%	1	26.8%	7	6.5%	2	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Castle Meadow Retail Park, Castle Bridge Road, Nottingham (not including Homebase Queens Drive) Currys, Pets at Home, Harveys)	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham (Ikea, Carpetright, Mamas and	8.4%	43	4.3%	4	11.7%	7	8.8%	6	2.7%	1	1.6%	1	1.7%	0	7.4%	4	21.0%	15	6.1%	6

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Papas, Next, Next Home, Pets at Home, SCS)																				
Markham Retail Park, Markham Road, Chesterfield (SCS, Sleepmasters, Allied Carpets)	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4
Meadowhall Shopping Centre, Sheffield	0.7%	4	0.0%	0	0.0%	0	1.1%	1	8.5%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northgate Retail Park (Newark Retail Park), Northgate, Newark-on-Trent (not including Homebase) (TK Maxx, Boots, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Old Mill Lane Industrial Estate, Mansfield Woodhouse, Mansfield (United Carpets and Beds, Bubbles & Drakes Home Furnishings)	3.6%	19	6.8%	6	13.5%	8	0.9%	1	2.5%	1	2.3%	1	0.0%	0	0.9%	0	0.0%	0	2.4%	2
Portland Retail Park, Midland Way, Mansfield (PC World, Currys ft Carphone Warehouse)	3.1%	16	6.8%	6	3.6%	2	0.9%	1	0.0%	0	4.9%	2	0.0%	0	1.5%	1	0.0%	0	4.9%	5
Ravenside Retail Park, Park Road, Chesterfield (not including Focus DIY) (Currys, Next, Pets at Home)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Riverside Retail Park, Queens Drive/Electric Avenue, Nottingham (not including B&Q) (Toys R Us, Next, Boots, Argos Extra)	0.3%	2	0.0%	0	1.0%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandy Lane Retail Park, Babbage Way, Worksop (not including B&Q) (Currys PC world ft Carphone warehouse, Carpetright)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peter's Retail Park, Station Street, Mansfield (Poundland, Home Bargains, Next, TK Maxx,	7.3%	38	20.2%	18	10.2%	6	3.4%	2	0.0%	0	6.5%	2	0.0%	0	2.4%	1	9.1%	6	1.6%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Laura Ashley, Boots)																				
The Carlton Centre (Outer Circle Retail Park), Lincoln (Argos, Halfords, Dunelm, Pets at Home, Boots, Peacocks, Poundstretcher)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Wheatbridge Road Retail Park, Chesterfield (not including Wickes) (Dunelm Mill, Carpetworld, Bensons for Beds)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Ashfield Gateway, Mansfield Road, Sutton-in-Ashfield, NG17 4HW	0.4%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Derby Road, Chesterfield, S40 2ED	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crystal Peaks Shopping Mall & Retail Park, Drake House Way, Sheffield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Nottingham Road, Mansfield	0.4%	2	1.6%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Warney Brook Furniture Centre, Darley Dale	0.9%	5	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	1.2%	1
Downtown Superstore, Gonerby Junction, Grantham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Grantham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Ollerton town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	1.4%	7	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0
Other, zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	7.6%	39	4.5%	4	5.2%	3	5.5%	4	2.7%	1	11.9%	4	7.7%	1	11.4%	6	14.4%	10	6.3%	6
Home catalogue	2.1%	11	7.4%	7	0.0%	0	2.5%	2	1.1%	0	0.0%	0	1.4%	0	0.0%	0	1.4%	1	0.9%	1
Other, outside	1.2%	6	0.0%	0	0.0%	0	4.6%	3	3.2%	1	0.0%	0	9.6%	2	0.9%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	18.7%	97	16.9%	15	14.1%	8	20.0%	15	7.3%	2	20.9%	7	8.1%	1	23.2%	12	23.9%	17	20.0%	20
Weighted base:		516		89		58		72		26		32		17		50		71		102
Sample:		514		60		69		70		56		52		46		53		52		56

Q19 Now can you tell me where your household last made a purchase of DIY and decorating goods?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Alfreton town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Chesterfield town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clowne town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby city centre (including Westfield)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Eastwood town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Hucknall town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Kirkby-in-Ashfield town centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.9%	4
Lincoln city centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	4.9%	44	6.5%	10	10.5%	9	7.7%	8	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.8%	1	5.5%	12
Mansfield Woodhouse district centre (except Morrisons)	1.9%	17	2.6%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	9
Market Warsop centre	0.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Newark-on-Trent town centre	1.1%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	19.7%	7	1.6%	1	0.0%	0	0.0%	0
Nottingham city centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.5%	2	0.0%	0
Oak Tree District Centre, Mansfield (except Tesco)	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford town centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0
Shirebrook town centre	0.2%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell town centre	1.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	17.8%	15	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	6.1%	55	1.6%	3	1.9%	2	6.4%	7	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.7%	6	18.0%	38
Whitwell village centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop town centre	1.6%	14	0.0%	0	0.0%	0	3.8%	4	22.9%	10	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham (Ikea, Carpetright, Mamas and Papas, Next, Next Home, Pets at Home, SCS)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Northgate Retail Park (Newark Retail Park), Northgate, Newark-on-Trent (not including Homebase) (TK Maxx, Boots, Pets at Home)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Old Mill Lane Industrial Estate, Mansfield Woodhouse, Mansfield (United Carpets and Beds, Bubbles & Drakes Home Furnishings)	0.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portland Retail Park, Midland Way, Mansfield (PC World, Currys ft Carphone Warehouse)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Ravenside Retail Park, Park Road, Chesterfield (not including Focus DIY) (Currys, Next, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Riverside Retail Park, Queens Drive/Electric Avenue, Nottingham (not including B&Q) (Toys R Us, Next, Boots, Argos Extra)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Sandy Lane Retail Park, Babbage Way, Worksop (not including B&Q) (Currys PC world ft Carphone warehouse, Carpetright)	0.5%	4	0.0%	0	0.0%	0	0.6%	1	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peter's Retail Park, Station Street, Mansfield (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots)	0.8%	7	4.4%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Carlton Centre (Outer Circle Retail Park), Lincoln (Argos, Halfords, Dunelm, Pets at Home, Boots, Peacocks, Poundstretcher)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Memorial Avenue, Worksop (Asda, Farmfoods, Home Bargains)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0
B&Q, Ashfield Gateway, Mansfield Road, Sutton-in-Ashfield, NG17 4HW	39.8%	358	52.5%	80	56.2%	49	42.0%	44	6.0%	3	36.7%	23	3.4%	1	44.0%	36	33.1%	40	38.9%	82

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
B&Q, Beevor Street, Tritton Road, Lincoln LN6 7DJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	7.6%	3	0.0%	0	1.1%	1	0.0%	0
B&Q, Derby Road, Chesterfield, S40 2ED	0.5%	4	0.0%	0	4.1%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Derby Road, Eastwood, NG16 3NZ	2.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	25	0.0%	0
B&Q, Nottingham Road, Somercotes, Alfreton DE55 4JJ	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.1%	1	3.5%	7
B&Q, Queens Drive, Castle Park Ind Est, Nottingham NG2 1GW	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.8%	2	0.8%	2
B&Q, Sandy Lane Retail Park, Babbage Way, Worksop S80 1UQ	2.5%	23	0.0%	0	0.0%	0	3.9%	4	29.0%	12	7.8%	5	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Madford Retail Park, Daybrook, Nottingham NG5 6AJ	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Homebase, Northgate Retail Park, Newark NG24 1HN	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	16.4%	6	3.6%	3	0.0%	0	0.0%	0
Homebase, Station Road, Sutton-in-Ashfield NG17 5FH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Homebase, The Sidings (St Mark's Retail Park), Lincoln LN6 7TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Chesterfield Road South, Mansfield	1.1%	10	2.5%	4	3.1%	3	0.7%	1	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Wickes, Mansfield Road, Daybrook, Nottingham NG5 6HP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Wickes, Station Road, Sutton-in-Ashfield, NG17 5FH	1.1%	10	0.0%	0	2.2%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	1.9%	4
Crystal Peaks Shopping Mall & Retail Park, Drake House Way, Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Ollerton town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuxford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 3	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	2.4%	21	4.3%	7	0.9%	1	0.7%	1	0.8%	0	1.3%	1	0.0%	0	0.7%	1	2.0%	2	4.3%	9
Home catalogue	0.5%	5	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside	0.9%	8	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.1%	1	3.3%	1	3.5%	3	2.3%	3	0.0%	0
(Don't know / can't remember)	6.0%	54	5.5%	8	4.8%	4	4.1%	4	3.5%	2	20.5%	13	10.5%	4	6.5%	5	7.8%	9	2.1%	5

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
(Don't do this)	15.1%	136	18.6%	28	15.8%	14	15.2%	16	19.9%	9	10.1%	6	15.2%	5	13.4%	11	11.8%	14	15.4%	33
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

Q20 And the time before that, where did your household go to make a purchase of DIY and decorating goods?
Not 'Don't do' or 'Don't know' at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Alfreton town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1
Chesterfield town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clowne town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hucknall town centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Kirkby-in-Ashfield town centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5
Lincoln city centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	5.3%	38	9.0%	10	14.3%	10	10.6%	9	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	7
Mansfield Woodhouse district centre (except Morrisons)	2.9%	20	3.4%	4	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	1	6.0%	10
Market Warsop centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Newark-on-Trent town centre	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	22.9%	6	4.9%	3	0.0%	0	0.0%	0
Nottingham city centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.8%	2	0.0%	0
Oak Tree District Centre, Mansfield (except Tesco)	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Retford town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Ripley town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Shirebrook town centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell town centre	2.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	25.8%	17	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	7.1%	50	3.4%	4	2.5%	2	7.9%	7	0.0%	0	2.2%	1	0.0%	0	0.0%	0	4.1%	4	18.9%	33
Worksop town centre	1.7%	12	0.0%	0	0.0%	0	0.9%	1	31.4%	10	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham (Ikea, Carpetright, Mamas and Papas, Next, Next Home, Pets at Home, SCS)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	1	0.0%	0
Idlewells Shopping Centre, Sutton-in-Ashfield NG17 1BP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northgate Retail Park (Newark Retail Park), Northgate, Newark-on-Trent (not including Homebase) (TK	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	10.4%	3	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Maxx, Boots, Pets at Home)																				
Old Mill Lane Industrial Estate, Mansfield Woodhouse, Mansfield (United Carpets and Beds, Bubbles & Drakes Home Furnishings)	0.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Retail Park (The Broad Centre), Station Road, Sutton in Ashfield (Matalan, Poundstretcher, Home Bargains,Chiltern Mills)	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portland Retail Park, Midland Way, Mansfield (PC World, Currys ft Carphone Warehouse)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4
Riverside Retail Park, Queens Drive/Electric Avenue, Nottingham (not including B&Q) (Toys R Us, Next, Boots, Argos Extra)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Sandy Lane Retail Park, Babbage Way, Worksop (not including B&Q) (Currys PC world ft Carphone warehouse, Carpetright)	1.1%	8	0.0%	0	0.0%	0	0.7%	1	17.8%	6	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peter's Retail Park, Station Street, Mansfield (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots)	1.0%	7	5.7%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Carlton Centre (Outer Circle Retail Park), Lincoln (Argos, Halfords, Dunelm, Pets at Home, Boots, Peacocks, Poundstretcher)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Memorial Avenue, Worksop (Asda, Farmfoods, Home Bargains)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0
B&Q, Ashfield Gateway,	42.8%	304	57.1%	66	48.8%	34	46.3%	39	7.8%	3	43.8%	19	8.3%	2	43.7%	29	31.1%	30	46.9%	82

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Mansfield Road, Sutton-in-Ashfield, NG17 4HW																				
B&Q, Beevor Street, Tritton Road, Lincoln LN6 7DJ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.3%	1	0.0%	0	1.4%	1	0.0%	0
B&Q, Derby Road, Chesterfield, S40 2ED	0.5%	4	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Derby Road, Eastwood, NG16 3NZ	2.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	20	0.0%	0
B&Q, Nottingham Road, Somercotes, Alfreton DE55 4JJ	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.4%	1	4.3%	7
B&Q, Queens Drive, Castle Park Ind Est, Nottingham NG2 1GW	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.2%	2	0.9%	2
B&Q, Sandy Lane Retail Park, Babbage Way, Worksop S80 1UQ	2.4%	17	0.0%	0	0.0%	0	1.8%	2	31.7%	10	8.6%	4	5.4%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Madford Retail Park, Daybrook, Nottingham NG5 6AJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Homebase, Northgate Retail Park, Newark NG24 1HN	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	10.0%	3	2.8%	2	0.0%	0	0.0%	0
Homebase, Station Road, Sutton-in-Ashfield NG17 5FH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Homebase, The Sidings (St Mark's Retail Park), Lincoln LN6 7TP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Chesterfield Road South, Mansfield	1.7%	12	1.8%	2	11.0%	8	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Wickes, Mansfield Road, Daybrook, Nottingham NG5 6HP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Wickes, Outer Circle Road, Lincoln LN2 4HU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Wickes, Station Road, Sutton-in-Ashfield, NG17 5FH	5.3%	38	4.7%	5	7.4%	5	5.7%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	9.7%	9	6.7%	12
Crystal Peaks Shopping Mall & Retail Park, Drake House Way, Sheffield	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jubilee Way South, Oaktree Lane,	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Mansfield																				
Tuxford Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 2	0.6%	4	0.7%	1	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other, zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	2.8%	20	5.6%	7	1.2%	1	0.9%	1	2.2%	1	1.0%	0	4.0%	1	0.9%	1	1.4%	1	4.3%	7
TV / Interactive shopping	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside	1.1%	8	0.0%	0	1.2%	1	0.9%	1	0.0%	0	0.0%	0	3.0%	1	3.2%	2	3.2%	3	0.0%	0
(Don't know / can't remember)	6.7%	47	6.8%	8	2.5%	2	12.8%	11	2.8%	1	16.1%	7	6.3%	2	3.4%	2	13.0%	13	1.4%	2
Weighted base:		709		116		69		84		33		44		26		66		96		174
Sample:		669		74		78		77		73		73		64		73		75		82

Q21 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Bolsover town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clowne town centre	0.2%	2	0.0%	0	0.0%	0	1.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby city centre (including Westfield)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Heanor town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Hucknall town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Kirkby-in-Ashfield town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Leicester city centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln city centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	8.8%	79	14.1%	22	10.2%	9	16.4%	17	0.0%	0	12.6%	8	0.0%	0	5.0%	4	1.3%	2	8.4%	18
Mansfield Woodhouse district centre (except Morrisons)	3.0%	27	0.0%	0	0.0%	0	1.2%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	11.4%	24
Market Warsop centre	0.4%	4	0.0%	0	0.9%	1	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	4.5%	2	0.0%	0	0.8%	1	0.0%	0
Newark-on-Trent town centre	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	10.6%	4	5.5%	5	0.0%	0	0.0%	0
Nottingham city centre	4.5%	40	2.1%	3	4.0%	3	1.2%	1	0.0%	0	10.2%	6	3.0%	1	13.4%	11	9.9%	12	1.0%	2
Oak Tree District Centre, Mansfield (except Tesco)	1.7%	15	2.8%	4	1.1%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.8%	1	1.9%	4
Retford town centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	5.3%	2	0.0%	0	0.0%	0	0.0%	0
Sheffield city centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook town centre	0.3%	2	1.1%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.6%	3	7.1%	15
Worksop town centre	1.1%	10	0.0%	0	0.0%	0	2.5%	3	16.6%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashgate Retail Park, Ashgate Road, Hucknall (Argos Extra, Kennelgate, Home Bargains)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.6%	1
Markham Retail Park, Markham Road, Chesterfield (SCS, Sleepmasters, Allied Carpets)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall Shopping Centre, Sheffield	1.0%	9	0.0%	0	0.0%	0	5.6%	6	2.0%	1	0.0%	0	0.0%	0	0.7%	1	1.1%	1	0.0%	0
Northgate Retail Park	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.0%	11	5.5%	5	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
(Newark Retail Park), Northgate, Newark-on-Trent (not including Homebase) (TK Maxx, Boots, Pets at Home)																				
Portland Retail Park, Midland Way, Mansfield (PC World, Currys ft Carphone Warehouse)	12.6%	114	13.3%	20	20.7%	18	19.6%	21	0.0%	0	7.1%	4	3.8%	1	9.7%	8	4.6%	5	16.8%	36
Ravenside Retail Park, Park Road, Chesterfield (not including Focus DIY) (Currys, Next, Pets at Home)	0.9%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	7
Riverside Retail Park, Queens Drive/Electric Avenue, Nottingham (not including B&Q) (Toys R Us, Next, Boots, Argos Extra)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Sandy Lane Retail Park, Babbage Way, Worksop (not including B&Q) (Currys PC world ft Carphone warehouse, Carpetright)	1.5%	14	0.0%	0	0.0%	0	0.0%	0	27.8%	12	0.7%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
St Peter's Retail Park, Station Street, Mansfield (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots)	6.8%	61	9.2%	14	6.8%	6	13.9%	15	0.7%	0	9.4%	6	0.0%	0	1.8%	1	9.3%	11	3.7%	8
Tritton Retail Park, Tritton Road, Lincoln (Halfords, Carpetright, ScS, PC World, Currys, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Memorial Avenue, Worksop (Asda, Farmfoods, Home Bargains)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Ashfield Gateway, Mansfield Road, Sutton-in-Ashfield, NG17 4HW	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
B&Q, Derby Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Chesterfield, S40 2ED																				
South Normanton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.9%	4
Crystal Peaks Shopping Mall & Retail Park, Drake House Way, Sheffield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Nottingham Road, Mansfield	2.6%	24	7.0%	11	4.0%	3	2.1%	2	0.0%	0	2.8%	2	0.0%	0	4.2%	3	0.0%	0	1.0%	2
Fulmar Close local centre	0.6%	5	1.0%	1	0.7%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Ollerton town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	0.5%	4	0.7%	1	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Chesterfield Road South, Mansfield	1.8%	17	0.6%	1	15.1%	13	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jubilee Way South, Oaktree Lane, Mansfield	2.0%	18	1.6%	3	0.0%	0	0.7%	1	0.0%	0	3.7%	2	0.6%	0	5.9%	5	0.0%	0	3.5%	7
Other, zone 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Internet / delivered	15.0%	135	12.3%	19	6.0%	5	12.6%	13	8.3%	4	19.8%	12	15.6%	6	14.3%	12	18.7%	22	19.9%	42
Home catalogue	1.2%	11	4.8%	7	0.0%	0	1.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1
TV / Interactive shopping	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.1%	1	0.0%	0	0.0%	0	3.3%	4	0.0%	0
(Don't know / can't remember)	10.9%	98	12.2%	19	16.2%	14	4.0%	4	5.8%	3	11.6%	7	8.9%	3	10.7%	9	21.0%	25	6.9%	15
(Don't do this)	12.0%	108	15.6%	24	10.8%	9	8.1%	8	14.9%	6	4.1%	3	6.5%	2	17.0%	14	18.3%	22	8.8%	19
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

Q22 And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?
Not 'Don't do' or 'Don't know' at Q21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Alfreton town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Bolsover town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clowne town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Leicester city centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln city centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	11.5%	80	19.8%	22	12.6%	8	26.4%	24	0.8%	0	7.3%	4	0.0%	0	3.9%	2	4.0%	3	9.2%	16
Mansfield Woodhouse district centre (except Morrisons)	3.4%	24	0.0%	0	0.0%	0	0.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	12.4%	22
Market Warsop centre	0.4%	2	0.0%	0	1.3%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	0.9%	7	0.0%	0	0.0%	0	0.8%	1	0.0%	0	6.5%	3	4.6%	1	0.0%	0	1.4%	1	0.0%	0
Newark-on-Trent town centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	8.0%	2	5.3%	3	0.0%	0	0.0%	0
Nottingham city centre	6.2%	43	2.1%	2	5.4%	3	0.7%	1	0.0%	0	12.1%	6	16.8%	5	20.9%	12	12.5%	9	1.9%	3
Oak Tree District Centre, Mansfield (except Tesco)	1.4%	9	0.8%	1	0.7%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	2.3%	4
Retford town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Sheffield city centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Shirebrook town centre	0.4%	3	0.8%	1	0.9%	1	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	4.8%	9
Worksop town centre	1.0%	7	0.0%	0	0.0%	0	1.3%	1	17.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Meadow Retail Park, Castle Bridge Road, Nottingham (not including Homebase Queens Drive) Currys, Pets at Home, Harveys)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markham Retail Park, Markham Road, Chesterfield (SCS, Sleepmasters, Allied Carpets)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Meadowhall Shopping Centre, Sheffield	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Northgate Retail Park (Newark Retail Park),	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	23.3%	7	8.9%	5	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Northgate, Newark-on-Trent (not including Homebase) (TK Maxx, Boots, Pets at Home)																				
Portland Retail Park, Midland Way, Mansfield (PC World, Currys ft Carphone Warehouse)	15.7%	109	16.7%	18	31.0%	20	13.8%	13	0.0%	0	10.4%	6	3.5%	1	9.3%	6	7.2%	5	23.0%	41
Ravenside Retail Park, Park Road, Chesterfield (not including Focus DIY) (Currys, Next, Pets at Home)	1.9%	13	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	11
Sandy Lane Retail Park, Babbage Way, Worksop (not including B&Q) (Currys PC world ft Carphone warehouse, Carpetright)	1.9%	13	0.0%	0	0.0%	0	0.8%	1	33.4%	11	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
St Peter's Retail Park, Station Street, Mansfield (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots)	7.9%	55	10.4%	12	7.4%	5	19.4%	18	0.0%	0	8.0%	4	0.0%	0	2.1%	1	11.2%	8	4.0%	7
Tritton Retail Park, Tritton Road, Lincoln (Halfords, Carpetright, ScS, PC World, Currys, Pets at Home)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Memorial Avenue, Worksop (Asda, Farmfoods, Home Bargains)	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Ashfield Gateway, Mansfield Road, Sutton-in-Ashfield, NG17 4HW	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
B&Q, Sandy Lane Retail Park, Babbage Way, Worksop S80 1UQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Normanton	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Crystal Peaks Shopping Mall & Retail Park, Drake House Way, Sheffield	0.4%	3	0.0%	0	0.0%	0	0.0%	0	7.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World,	2.5%	17	7.8%	9	5.6%	4	2.4%	2	0.0%	0	2.6%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Nottingham Road, Mansfield																				
Fulmar Close local centre	0.3%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Ollerton town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	0.4%	3	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Extra, Chesterfield Road South, Mansfield	0.7%	5	0.0%	0	7.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jubilee Way South, Oaktree Lane, Mansfield	1.8%	13	1.3%	1	0.0%	0	1.7%	2	0.0%	0	1.8%	1	0.0%	0	2.2%	1	0.0%	0	4.2%	7
Internet / delivered	20.2%	140	19.9%	22	11.2%	7	10.7%	10	12.3%	4	21.4%	11	20.9%	6	28.0%	17	29.0%	21	23.5%	42
Home catalogue	1.6%	11	6.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	3
TV / Interactive shopping	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	0	1.4%	1	0.5%	1
(Don't know / can't remember)	10.9%	75	10.8%	12	11.5%	7	17.1%	16	9.6%	3	17.7%	9	9.5%	3	11.6%	7	14.5%	11	4.2%	7
Weighted base:		694		111		64		92		34		53		30		59		73		178
Sample:		686		74		77		84		74		83		81		70		60		83

Q23 Can you tell me where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Alfreton town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Bolsover town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clowne town centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby city centre (including Westfield)	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Hucknall town centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	1	2.3%	5
Langley Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Lincoln city centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	6.4%	58	7.0%	11	11.2%	10	13.1%	14	0.7%	0	5.5%	3	0.0%	0	0.7%	1	3.3%	4	7.4%	16
Mansfield Woodhouse district centre (except Morrisons)	3.7%	33	0.6%	1	0.5%	0	3.5%	4	0.0%	0	4.1%	3	0.0%	0	1.4%	1	0.0%	0	11.7%	25
Market Warsop centre	0.9%	8	0.0%	0	0.0%	0	7.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	5	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent town centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	4	3.1%	3	0.0%	0	0.0%	0
Nottingham city centre	4.1%	37	3.8%	6	2.1%	2	0.6%	1	0.0%	0	9.3%	6	6.5%	2	7.2%	6	9.4%	11	1.5%	3
Oak Tree District Centre, Mansfield (except Tesco)	1.3%	12	5.2%	8	0.5%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1
Retford town centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.0%	2	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Sheffield city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook town centre	0.4%	4	0.6%	1	0.5%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.8%	2	3.0%	6
Worksop town centre	1.2%	11	0.0%	0	0.0%	0	3.5%	4	15.0%	6	0.7%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Castle Meadow Retail Park, Castle Bridge Road, Nottingham (not including Homebase Queens Drive) Currys, Pets at Home, Harveys)	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham (Ikea, Carpetright, Mamas and Papas, Next, Next Home, Pets at Home, SCS)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Markham Retail Park, Markham Road, Chesterfield (SCS,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Sleepmasters, Allied Carpets)																				
McArthur Glen Designer Outlet, South Normanton (also known as East Midlands Designer Outlet)	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northgate Retail Park (Newark Retail Park), Northgate, Newark-on-Trent (not including Homebase) (TK Maxx, Boots, Pets at Home)	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	24.1%	9	11.5%	9	0.0%	0	0.0%	0
Old Mill Lane Industrial Estate, Mansfield Woodhouse, Mansfield (United Carpets and Beds, Bubbles & Drakes Home Furnishings)	0.3%	3	0.7%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portland Retail Park, Midland Way, Mansfield (PC World, Currys ft Carphone Warehouse)	13.2%	119	11.7%	18	27.9%	24	16.6%	17	1.1%	0	11.6%	7	1.9%	1	11.2%	9	5.4%	6	16.5%	35
Ravenside Retail Park, Park Road, Chesterfield (not including Focus DIY) (Currys, Next, Pets at Home)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive/Electric Avenue, Nottingham (not including B&Q) (Toys R Us, Next, Boots, Argos Extra)	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Sandy Lane Retail Park, Babbage Way, Worksop (not including B&Q) (Currys PC world ft Carphone warehouse, Carpetright)	1.7%	16	0.0%	0	0.0%	0	4.5%	5	18.4%	8	2.3%	1	1.3%	0	0.0%	0	0.0%	0	0.5%	1
St Peter's Retail Park, Station Street, Mansfield (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots)	4.8%	43	9.5%	14	2.9%	3	5.3%	6	0.0%	0	9.9%	6	0.0%	0	3.5%	3	6.0%	7	2.2%	5
Victoria Retail Park, Memorial Avenue,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Worksop (Asda, Farmfoods, Home Bargains)																				
Wheatbridge Road Retail Park, Chesterfield (not including Wickes) (Dunelm Mill, Carpetworld, Bensons for Beds)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, Wyvern Way, Chaddesden, Derby (Costco, Currys, Toys R Us, Halfords, Boots, Homebase)	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Ashfield Gateway, Mansfield Road, Sutton-in-Ashfield, NG17 4HW	0.5%	4	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
B&Q, Sandy Lane Retail Park, Babbage Way, Worksop S80 1UQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Normanton	1.2%	11	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6	1.9%	4
Crystal Peaks Shopping Mall & Retail Park, Drake House Way, Sheffield	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Nottingham Road, Mansfield	2.4%	21	6.7%	10	5.8%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.6%	1
Downtown Superstore, Gonerby Junction, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Fulmar Close local centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Ollerton town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	0.3%	3	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jubilee Way South, Oaktree Lane, Mansfield	0.2%	2	1.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuxford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other, zone 1	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 5	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Other, zone 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Internet / delivered	20.4%	184	15.4%	24	11.6%	10	13.8%	14	17.8%	8	17.9%	11	24.7%	9	20.6%	17	23.0%	27	30.0%	64
Home catalogue	1.3%	11	0.6%	1	2.2%	2	2.5%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	3.9%	5	0.6%	1
Other, outside	0.6%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.3%	2	1.1%	1	0.0%	0
(Don't know / can't	11.6%	105	18.2%	28	14.0%	12	8.2%	9	7.8%	3	13.7%	9	10.6%	4	15.8%	13	15.1%	18	4.4%	9

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
remember)																				
(Don't do this)	15.2%	137	15.6%	24	11.8%	10	14.9%	16	20.7%	9	9.5%	6	7.3%	3	16.3%	13	17.5%	21	16.5%	35
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

Q24 And the time before that, where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?
Not 'Don't do' or 'Don't know' at Q23

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Alfreton town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Bolsover town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clowne town centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby city centre (including Westfield)	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.6%	1
Langley Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lincoln city centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	9.2%	61	11.1%	11	12.4%	8	24.3%	20	0.9%	0	10.8%	5	0.0%	0	1.0%	1	1.0%	1	8.9%	15
Mansfield Woodhouse district centre (except Morrisons)	4.6%	30	2.5%	3	0.7%	0	3.3%	3	0.0%	0	3.9%	2	0.0%	0	1.0%	1	0.0%	0	13.1%	22
Market Warsop centre	0.5%	3	0.0%	0	1.2%	1	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent town centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	3	3.2%	2	0.0%	0	0.0%	0
Nottingham city centre	4.3%	28	1.0%	1	2.8%	2	0.8%	1	0.0%	0	10.4%	5	6.7%	2	9.4%	5	13.9%	11	0.7%	1
Oak Tree District Centre, Mansfield (except Tesco)	1.8%	12	6.5%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	6.2%	3	0.0%	0	0.7%	1
Retford town centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Sheffield city centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.9%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook town centre	0.5%	3	0.8%	1	0.7%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	2.4%	16	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	6.8%	11
Worksop town centre	1.5%	10	0.0%	0	0.0%	0	2.5%	2	23.7%	7	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Meadow Retail Park, Castle Bridge Road, Nottingham (not including Homebase Queens Drive) Currys, Pets at Home, Harveys)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham (Ikea, Carpetright, Mamas and Papas, Next, Next Home, Pets at Home, SCS)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Markham Retail Park,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Markham Road, Chesterfield (SCS, Sleepmasters, Allied Carpets)																				
McArthur Glen Designer Outlet, South Normanton (also known as East Midlands Designer Outlet)	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northgate Retail Park (Newark Retail Park), Northgate, Newark-on-Trent (not including Homebase) (TK Maxx, Boots, Pets at Home)	2.7%	17	0.0%	0	0.0%	0	3.2%	3	0.0%	0	2.0%	1	25.2%	7	11.8%	7	0.0%	0	0.0%	0
Old Mill Lane Industrial Estate, Mansfield Woodhouse, Mansfield (United Carpets and Beds, Bubbles & Drakes Home Furnishings)	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portland Retail Park, Midland Way, Mansfield (PC World, Currys ft Carphone Warehouse)	17.2%	113	17.1%	17	34.7%	22	16.7%	13	1.6%	0	10.8%	5	2.3%	1	19.4%	11	4.1%	3	23.8%	40
Ravenside Retail Park, Park Road, Chesterfield (not including Focus DIY) (Currys, Next, Pets at Home)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4
Riverside Retail Park, Queens Drive/Electric Avenue, Nottingham (not including B&Q) (Toys R Us, Next, Boots, Argos Extra)	0.5%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	3.3%	2	0.0%	0	0.0%	0
Sandy Lane Retail Park, Babbage Way, Worksop (not including B&Q) (Currys PC world ft Carphone warehouse, Carpetright)	1.5%	10	0.0%	0	0.0%	0	2.7%	2	18.8%	6	3.9%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0
St Peter's Retail Park, Station Street, Mansfield (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots)	4.7%	31	13.1%	13	3.2%	2	1.9%	2	0.0%	0	9.0%	4	0.0%	0	1.8%	1	4.8%	4	2.7%	5

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Victoria Retail Park, Memorial Avenue, Worksop (Asda, Farmfoods, Home Bargains)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatbridge Road Retail Park, Chesterfield (not including Wickes) (Dunelm Mill, Carpetworld, Bensons for Beds)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Ashfield Gateway, Mansfield Road, Sutton-in-Ashfield, NG17 4HW	0.4%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
B&Q, Sandy Lane Retail Park, Babbage Way, Worksop S80 1UQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Normanton	0.4%	3	1.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Currys PC World, Nottingham Road, Mansfield	2.4%	16	6.4%	6	5.0%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.4%	3	0.7%	1
Downtown Superstore, Gonerby Junction, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Grantham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Ollerton town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	0.3%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Chesterfield Road South, Mansfield	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jubilee Way South, Oaktree Lane, Mansfield	0.5%	3	2.5%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuxford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other, zone 1	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Internet / delivered	27.1%	178	28.4%	29	16.5%	11	12.1%	10	21.9%	7	17.1%	8	29.2%	9	21.1%	12	40.0%	32	36.8%	62
Home catalogue	0.8%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.7%	1
Other, outside	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.4%	1	1.7%	1	0.0%	0
(Don't know / can't remember)	11.1%	73	5.8%	6	10.8%	7	22.5%	18	13.7%	4	17.9%	9	16.1%	5	14.5%	8	18.1%	15	1.3%	2
Weighted base:		659		101		65		80		31		48		29		56		81		167
Sample:		659		65		79		75		72		79		78		69		61		81

Q25 Can you tell me where you or your household last made a purchase of health, beauty or pharmacy items?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Alfreton town centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.6%	1
Chesterfield town centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Clowne town centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	14.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creswell village centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby city centre (including Westfield)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Eastwood town centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0
Edwinstowe centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heanor town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Hucknall town centre	1.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	3.5%	7
Ilkeston town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Kirkby-in-Ashfield town centre	3.9%	35	2.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	11.8%	25
Langley Mill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lincoln city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	22.3%	201	44.6%	68	47.3%	41	24.8%	26	0.0%	0	10.9%	7	0.0%	0	16.9%	14	14.7%	18	12.6%	27
Mansfield Woodhouse district centre (except Morrisons)	2.4%	22	5.4%	8	4.1%	4	5.3%	6	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	3
Market Warsop centre	1.5%	14	0.0%	0	0.0%	0	13.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	14	1.9%	1	0.0%	0	1.6%	2	0.0%	0
Newark-on-Trent town centre	2.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	42.2%	15	5.2%	4	0.0%	0	0.0%	0
Nottingham city centre	3.6%	33	5.2%	8	0.5%	0	0.0%	0	0.0%	0	8.6%	5	0.6%	0	5.5%	5	6.5%	8	2.9%	6
Oak Tree District Centre, Mansfield (except Tesco)	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1
Retford town centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	0	3.3%	2	13.5%	5	0.5%	0	0.0%	0	0.0%	0
Ripley town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Shirebrook town centre	0.8%	7	0.0%	0	0.0%	0	5.4%	6	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell town centre	3.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.4%	1	31.2%	26	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	8.4%	76	0.7%	1	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	8.8%	10	28.3%	60
Whitwell village centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop town centre	2.6%	23	0.0%	0	0.0%	0	5.6%	6	36.6%	16	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham (Ikea, Carpetright, Mamas and Papas, Next, Next Home, Pets at Home, SCS)	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	12	0.0%	0
Idlewells Shopping Centre,	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	5

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Sutton-in-Ashfield NG17 1BP																				
Meadowhall Shopping Centre, Sheffield	1.1%	10	0.0%	0	0.0%	0	4.6%	5	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Northgate Retail Park (Newark Retail Park), Northgate, Newark-on-Trent (not including Homebase) (TK Maxx, Boots, Pets at Home)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	13.9%	5	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail Park, Park Road, Chesterfield (not including Focus DIY) (Currys, Next, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
St Peter's Retail Park, Station Street, Mansfield (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots)	8.0%	72	16.9%	26	16.7%	15	8.1%	9	0.0%	0	2.0%	1	0.0%	0	6.5%	5	5.8%	7	4.4%	9
Wyvern Retail Park, Wyvern Way, Chaddesden, Derby (Costco, Currys, Toys R Us, Halfords, Boots, Homebase)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Crystal Peaks Shopping Mall & Retail Park, Drake House Way, Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulmar Close local centre	0.9%	8	2.7%	4	0.0%	0	1.0%	1	0.0%	0	2.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Ollerton town centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	6	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	1.0%	9	0.6%	1	6.9%	6	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Chesterfield Road South, Mansfield	0.4%	4	0.0%	0	3.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jubilee Way South, Oaktree Lane, Mansfield	1.7%	15	4.6%	7	2.2%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	5.9%	5	0.0%	0	0.0%	0
Tuxford Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	3	0.0%	0	0.0%	0	0.0%	0
Other, zone 1	0.3%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 2	0.1%	1	0.0%	0	0.5%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 3	0.7%	7	0.0%	0	0.0%	0	6.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 7	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	10.4%	9	0.0%	0	0.0%	0
Other, zone 8	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	14	0.0%	0
Other, zone 9	0.4%	4	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1
Internet / delivered	3.5%	31	1.8%	3	0.9%	1	7.0%	7	1.7%	1	2.5%	2	3.6%	1	1.2%	1	3.1%	4	5.8%	12

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Home catalogue	0.8%	7	0.0%	0	2.4%	2	1.0%	1	0.7%	0	0.8%	1	0.0%	0	4.1%	3	0.0%	0	0.0%	0
TV / Interactive shopping	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.2%	2	0.8%	1	0.0%	0
(Don't know / can't remember)	5.4%	49	2.5%	4	2.6%	2	1.8%	2	2.7%	1	8.3%	5	4.0%	1	2.2%	2	3.7%	4	12.6%	27
(Don't do this)	8.8%	79	8.1%	12	6.6%	6	12.5%	13	20.7%	9	10.0%	6	3.8%	1	5.1%	4	6.1%	7	9.6%	20
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

Q26 And the time before that, where did you or your household go to make a purchase of health, beauty or pharmacy items?
Not 'Don't do' or 'Don't know' at Q25

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Alfreton town centre	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	11	3.2%	5
Calverton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Chesterfield town centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1
Clowne town centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	16.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creswell village centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	10.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby city centre (including Westfield)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Eastwood town centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Edwinstowe centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall town centre	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	4.5%	7
Kirkby-in-Ashfield town centre	4.9%	38	2.6%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	9	15.1%	25
Langley Mill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Lincoln city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	25.5%	197	43.7%	60	50.9%	40	29.6%	27	1.1%	0	19.3%	10	0.0%	0	24.1%	18	11.2%	12	17.8%	29
Mansfield Woodhouse district centre (except Morrisons)	3.3%	25	8.7%	12	4.5%	4	6.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.7%	3
Market Warsop centre	1.8%	14	0.0%	0	0.0%	0	15.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	11	0.7%	0	0.0%	0	1.8%	2	0.0%	0
Newark-on-Trent town centre	2.2%	17	0.0%	0	0.0%	0	2.9%	3	0.0%	0	4.2%	2	28.2%	9	4.4%	3	0.0%	0	0.0%	0
Nottingham city centre	5.0%	39	8.4%	12	0.0%	0	0.0%	0	0.0%	0	6.3%	3	5.3%	2	8.3%	6	9.0%	10	3.7%	6
Oak Tree District Centre, Mansfield (except Tesco)	0.4%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1
Retford town centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.9%	0	7.5%	4	16.0%	5	0.6%	0	0.0%	0	0.0%	0
Ripley town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Shirebrook town centre	0.8%	7	0.6%	1	0.0%	0	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell town centre	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.7%	1	23.8%	18	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	9.6%	74	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	11.7%	13	34.2%	56
Whitwell village centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop town centre	2.6%	20	0.0%	0	0.0%	0	7.5%	7	39.0%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham (Ikea, Carpetright, Mamas and Papas, Next, Next Home, Pets at Home, SCS)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0
Idlewells Shopping Centre,	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Sutton-in-Ashfield NG17 1BP																				
McArthur Glen Designer Outlet, South Normanton (also known as East Midlands Designer Outlet)	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall Shopping Centre, Sheffield	1.6%	12	1.8%	3	0.0%	0	5.3%	5	9.6%	3	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0
Northgate Retail Park (Newark Retail Park), Northgate, Newark-on-Trent (not including Homebase) (TK Maxx, Boots, Pets at Home)	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	15.7%	5	0.0%	0	0.0%	0	0.0%	0
Orchard Retail Park (The Broad Centre), Station Road, Sutton in Ashfield (Matalan, Poundstretcher, Home Bargains,Chiltern Mills)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Ravenside Retail Park, Park Road, Chesterfield (not including Focus DIY) (Currys, Next, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
St Peter's Retail Park, Station Street, Mansfield (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots)	7.6%	59	14.3%	20	18.6%	15	2.9%	3	1.5%	0	3.2%	2	0.0%	0	3.2%	2	7.5%	8	5.6%	9
Wyvern Retail Park, Wyvern Way, Chaddesden, Derby (Costco, Currys, Toys R Us, Halfords, Boots, Homebase)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crystal Peaks Shopping Mall & Retail Park, Drake House Way, Sheffield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulmar Close local centre	0.9%	7	3.4%	5	0.0%	0	1.2%	1	0.9%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Ollerton town centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	6	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	1.0%	7	1.4%	2	5.7%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Chesterfield Road South, Mansfield	0.6%	5	0.0%	0	4.2%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Extra, Jubilee Way	1.7%	13	6.2%	9	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	4.8%	4	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
South, Oaktree Lane, Mansfield																				
Tuxford Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	4	0.0%	0	0.0%	0	0.0%	0
Other, zone 1	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 2	0.2%	2	0.0%	0	1.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 3	0.6%	5	0.0%	0	0.7%	1	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 7	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	9.4%	7	0.0%	0	0.0%	0
Other, zone 8	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	11	0.0%	0
Other, zone 9	0.5%	4	0.6%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Internet / delivered	4.1%	31	3.7%	5	0.0%	0	5.3%	5	4.4%	1	4.1%	2	6.4%	2	4.4%	3	1.3%	1	6.9%	11
Home catalogue	0.6%	5	0.0%	0	2.6%	2	1.2%	1	0.9%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TV / Interactive shopping	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside	1.3%	10	0.0%	0	3.4%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	6.3%	5	1.6%	2	0.0%	0
(Don't know / can't remember)	3.2%	25	1.4%	2	0.0%	0	7.8%	7	0.0%	0	6.9%	4	2.0%	1	6.2%	5	6.7%	7	0.0%	0
Weighted base:		772		137		79		90		33		51		33		76		108		165
Sample:		767		87		85		88		80		77		90		89		88		83

Q27 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Calverton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Chesterfield town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edwinstowe centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield town centre	0.5%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	2
Lincoln city centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	5.7%	51	12.1%	19	5.5%	5	6.8%	7	0.0%	0	4.6%	3	1.1%	0	2.2%	2	2.8%	3	5.8%	12
Mansfield Woodhouse district centre (except Morrisons)	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Warsop centre	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent town centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	6.7%	2	2.8%	2	0.0%	0	0.0%	0
Nottingham city centre	1.4%	13	1.2%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	4	1.3%	0	4.1%	3	2.1%	3	0.5%	1
Oak Tree District Centre, Mansfield (except Tesco)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Retford town centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.7%	2	0.9%	1	0.0%	0	0.0%	0
Sheffield city centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook town centre	3.6%	32	6.3%	10	1.4%	1	10.8%	11	4.9%	2	4.6%	3	2.6%	1	2.3%	2	0.8%	1	0.6%	1
Southwell town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	2.3%	21	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	8.3%	18
Worksop town centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	10.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Meadow Retail Park, Castle Bridge Road, Nottingham (not including Homebase Queens Drive) Currys, Pets at Home, Harveys)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.8%	1	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham (Ikea, Carpetright, Mamas and Papas, Next, Next Home, Pets at Home, SCS)	2.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	0	0.0%	0	14.5%	17	2.5%	5
McArthur Glen Designer Outlet, South Normanton (also known as East Midlands Designer Outlet)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1	1.4%	3
Meadowhall Shopping	0.4%	4	0.0%	0	0.0%	0	1.0%	1	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Centre, Sheffield																				
Portland Retail Park, Midland Way, Mansfield (PC World, Currys ft Carphone Warehouse)	1.9%	17	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	9.2%	8	5.1%	6	0.6%	1
Riverside Retail Park, Queens Drive/Electric Avenue, Nottingham (not including B&Q) (Toys R Us, Next, Boots, Argos Extra)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
St Mark's Retail Park, Lincoln (not including Homebase) (CSL, Argos, Bensons, Multi-York, Mamas and Papas, Maplin)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
St Peter's Retail Park, Station Street, Mansfield (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots)	4.4%	40	3.8%	6	9.9%	9	2.5%	3	1.1%	0	3.5%	2	0.0%	0	6.8%	6	3.5%	4	4.8%	10
Wyvern Retail Park, Wyvern Way, Chaddesden, Derby (Costco, Currys, Toys R Us, Halfords, Boots, Homebase)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Brook Park, Meadow Lane, Shirebrook NG20 8RY	1.6%	15	0.0%	0	1.6%	1	3.1%	3	2.8%	1	1.1%	1	0.0%	0	0.0%	0	1.1%	1	3.2%	7
Central London	0.4%	4	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Crystal Peaks Shopping Mall & Retail Park, Drake House Way, Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Baums Lane, Mansfield	1.0%	9	1.0%	1	6.0%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Extra, Chesterfield Road South, Mansfield	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Internet / delivered	11.1%	100	10.3%	16	6.0%	5	22.7%	24	9.8%	4	9.5%	6	18.4%	7	15.5%	13	2.9%	3	10.6%	22
Home catalogue	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Other, outside	0.6%	5	0.0%	0	1.6%	1	0.0%	0	4.5%	2	0.0%	0	0.8%	0	1.9%	2	0.0%	0	0.0%	0
(Don't know / can't remember)	5.7%	52	7.6%	12	8.0%	7	1.0%	1	9.3%	4	12.0%	8	4.2%	2	3.9%	3	9.7%	12	1.9%	4
(Don't do this)	52.1%	469	56.2%	86	51.6%	45	48.1%	50	46.9%	20	51.1%	32	54.7%	19	42.9%	35	51.2%	61	56.4%	119
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

Q28 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?
Not 'Don't do' or 'Don't know' at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Calverton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Chesterfield town centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby city centre (including Westfield)	0.5%	2	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Kirkby-in-Ashfield town centre	1.2%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.5%	2
Lincoln city centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	11.8%	45	36.2%	20	19.3%	7	12.5%	7	0.0%	0	13.0%	3	2.6%	0	4.3%	2	5.0%	2	4.3%	4
Mansfield Woodhouse district centre (except Morrisons)	0.4%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Warsop centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent town centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	5.3%	2	0.0%	0	0.0%	0
Nottingham city centre	3.7%	14	3.4%	2	0.0%	0	0.0%	0	0.0%	0	15.8%	4	6.1%	1	5.6%	2	8.3%	4	1.4%	1
Oak Tree District Centre, Mansfield (except Tesco)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Retford town centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	9.8%	1	1.8%	1	0.0%	0	0.0%	0
Sheffield city centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook town centre	7.7%	29	8.4%	5	3.6%	1	24.5%	13	11.3%	2	10.6%	2	6.4%	1	6.0%	3	2.1%	1	1.4%	1
Sutton-in-Ashfield town centre	7.1%	27	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	27.7%	24
Worksop town centre	1.3%	5	2.6%	1	0.0%	0	0.0%	0	18.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Meadow Retail Park, Castle Bridge Road, Nottingham (not including Homebase Queens Drive) Currys, Pets at Home, Harveys)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Forest Retail Park, Forest Road, Sutton in Ashfield (Brantano, Halfords)	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham (Ikea, Carpetright, Mamas and Papas, Next, Next Home, Pets at Home, SCS)	4.7%	18	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	23.9%	11	5.9%	5
McArthur Glen Designer	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	1.0%	0	2.1%	1	1.9%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Outlet, South Normanton (also known as East Midlands Designer Outlet)																				
Meadowhall Shopping Centre, Sheffield	1.2%	5	0.0%	0	0.0%	0	3.4%	2	15.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portland Retail Park, Midland Way, Mansfield (PC World, Currys ft Carphone Warehouse)	4.0%	15	0.0%	0	5.6%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	9.2%	4	13.0%	6	2.7%	2
St Mark's Retail Park, Lincoln (not including Homebase) (CSL, Argos, Bensons, Multi-York, Mamas and Papas, Maplin)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
St Peter's Retail Park, Station Street, Mansfield (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots)	6.2%	23	12.4%	7	19.0%	7	2.9%	2	0.0%	0	4.5%	1	0.0%	0	4.3%	2	9.1%	4	1.4%	1
B&Q, Ashfield Gateway, Mansfield Road, Sutton-in-Ashfield, NG17 4HW	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	3	0.0%	0	1.1%	1
Brook Park, Meadow Lane, Shirebrook NG20 8RY	4.2%	16	0.0%	0	1.6%	1	13.9%	7	5.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	6.4%	6
Crystal Peaks Shopping Mall & Retail Park, Drake House Way, Sheffield	0.5%	2	0.0%	0	0.0%	0	0.0%	0	9.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Baums Lane, Mansfield	2.4%	9	4.5%	3	15.1%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Tesco Extra, Chesterfield Road South, Mansfield	0.3%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Internet / delivered	27.5%	104	27.1%	15	22.6%	8	30.7%	16	22.4%	4	21.2%	5	45.1%	7	36.6%	16	4.6%	2	35.0%	31
Other, outside	0.8%	3	0.0%	0	1.6%	1	0.0%	0	8.3%	2	0.0%	0	1.5%	0	1.8%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	6.9%	26	0.0%	0	6.8%	2	5.2%	3	3.4%	1	18.3%	4	10.5%	2	9.9%	4	15.1%	7	3.8%	3
Weighted base:		379		55		35		53		19		23		15		44		47		88
Sample:		311		33		30		38		37		30		34		42		29		38

Q29 And where was the last purchase of other non-food items such as books, music, jewellery or china and glass items?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Alfreton town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.3%	3	0.0%	0
Chesterfield town centre	0.1%	1	0.0%	0	0.5%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clowne town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby city centre (including Westfield)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Eastwood town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.1%	1	0.0%	0
Edwinstowe centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	10.6%	96	10.8%	17	19.4%	17	16.4%	17	0.7%	0	14.8%	9	0.0%	0	10.7%	9	6.7%	8	8.8%	19
Mansfield Woodhouse district centre (except Morrisons)	0.2%	2	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Warsop centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Newark-on-Trent town centre	0.8%	7	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.8%	1	11.0%	4	2.3%	2	0.0%	0	0.0%	0
Nottingham city centre	4.2%	38	7.5%	12	4.8%	4	0.6%	1	0.0%	0	0.8%	1	1.9%	1	6.8%	6	9.1%	11	1.7%	4
Oak Tree District Centre, Mansfield (except Tesco)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Retford town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	5.3%	2	0.5%	0	0.0%	0	0.0%	0
Ripley town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sheffield city centre	0.2%	2	0.0%	0	0.0%	0	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Shirebrook town centre	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell town centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.8%	5	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	1.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.8%	1	5.8%	12
Worksop town centre	0.6%	5	0.0%	0	0.0%	0	1.5%	2	9.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Meadow Retail Park, Castle Bridge Road, Nottingham (not including Homebase Queens Drive) Currys, Pets at Home, Harveys)	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham (Ikea, Carpetright, Mamas and Papas, Next, Next Home, Pets at Home, SCS)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
McArthur Glen Designer	1.5%	13	0.0%	0	4.1%	4	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	3.5%	4	1.1%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Outlet, South Normanton (also known as East Midlands Designer Outlet)																				
Meadowhall Shopping Centre, Sheffield	1.2%	11	1.4%	2	1.3%	1	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Old Mill Lane Industrial Estate, Mansfield Woodhouse, Mansfield (United Carpets and Beds, Bubbles & Drakes Home Furnishings)	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peter's Retail Park, Station Street, Mansfield (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots)	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	1
Crystal Peaks Shopping Mall & Retail Park, Drake House Way, Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulmar Close local centre	1.3%	12	4.9%	8	0.0%	0	2.6%	3	0.0%	0	0.8%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Ollerton town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	0.4%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Chesterfield Road South, Mansfield	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuxford Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 3	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 7	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Other, zone 8	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0
Other, zone 9	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	30.7%	276	35.8%	55	19.3%	17	38.0%	40	16.4%	7	23.5%	15	36.6%	13	35.8%	29	29.3%	35	31.1%	66
Home catalogue	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside	1.4%	13	0.0%	0	2.7%	2	4.6%	5	0.7%	0	1.3%	1	3.9%	1	0.7%	1	1.1%	1	0.5%	1
(Don't know / can't remember)	6.2%	56	7.3%	11	4.0%	3	5.1%	5	5.5%	2	12.4%	8	0.8%	0	7.3%	6	6.8%	8	5.1%	11
(Don't do this)	33.6%	302	30.0%	46	37.8%	33	25.9%	27	51.0%	22	26.7%	17	35.9%	13	26.2%	22	27.9%	33	42.6%	90
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

Q30 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, music, jewellery or china and glass items?
Not 'Don't do' or 'Don't know' at Q29

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Alfreton town centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Chesterfield town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clowne town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby city centre (including Westfield)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Eastwood town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.7%	1	0.0%	0
Hucknall town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Kirkby-in-Ashfield town centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	6
Lincoln city centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Mansfield town centre (Not including St Peter's Retail Park (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots))	19.1%	104	23.3%	22	34.5%	18	29.5%	21	1.5%	0	23.8%	9	0.0%	0	19.1%	10	5.3%	4	16.7%	19
Mansfield Woodhouse district centre (except Morrisons)	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Warsop centre	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Newark-on-Trent town centre	2.1%	11	0.0%	0	0.9%	0	3.6%	3	0.0%	0	1.1%	0	25.9%	6	3.5%	2	0.0%	0	0.0%	0
Nottingham city centre	6.7%	36	9.2%	9	9.1%	5	0.9%	1	0.0%	0	2.5%	1	3.7%	1	8.2%	4	14.5%	11	4.4%	5
Oak Tree District Centre, Mansfield (except Tesco)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Retford town centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	8.4%	2	0.0%	0	0.0%	0	0.0%	0
Ripley town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Sheffield city centre	0.4%	2	0.0%	0	0.0%	0	1.1%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Shirebrook town centre	0.3%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell town centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	8.0%	4	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	2.0%	11	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	8.8%	10
Worksop town centre	1.0%	6	0.0%	0	0.0%	0	1.1%	1	25.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Meadow Retail Park, Castle Bridge Road, Nottingham (not including Homebase Queens Drive) Currys, Pets at Home, Harveys)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham (Ikea, Carpetright, Mamas and Papas, Next, Next Home,	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Pets at Home, SCS)																				
McArthur Glen Designer Outlet, South Normanton (also known as East Midlands Designer Outlet)	3.2%	18	2.2%	2	7.1%	4	0.0%	0	0.0%	0	8.5%	3	0.0%	0	0.0%	0	6.4%	5	3.3%	4
Meadowhall Shopping Centre, Sheffield	1.7%	9	0.0%	0	1.1%	1	0.0%	0	14.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.7%	5
Old Mill Lane Industrial Estate, Mansfield Woodhouse, Mansfield (United Carpets and Beds, Bubbles & Drakes Home Furnishings)	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peter's Retail Park, Station Street, Mansfield (Poundland, Home Bargains, Next, TK Maxx, Laura Ashley, Boots)	0.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulmar Close local centre	1.6%	8	4.5%	4	0.0%	0	2.9%	2	0.0%	0	3.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Ollerton town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Chesterfield Road South, Mansfield	0.4%	2	0.9%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jubilee Way South, Oaktree Lane, Mansfield	0.5%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuxford Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 3	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 7	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Other, zone 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other, zone 9	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	46.1%	250	52.0%	50	32.8%	17	49.2%	36	36.2%	7	32.5%	12	39.5%	9	43.2%	24	46.1%	36	54.2%	60
Home catalogue	0.4%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
TV / Interactive shopping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside	1.1%	6	1.5%	1	3.8%	2	0.0%	0	0.0%	0	1.1%	0	3.7%	1	0.8%	0	1.3%	1	0.0%	0
(Don't know / can't remember)	5.1%	27	0.9%	1	2.5%	1	4.3%	3	6.5%	1	6.0%	2	14.6%	3	8.2%	4	10.4%	8	2.6%	3
Weighted base:		542		96		51		72		19		38		23		55		78		111
Sample:		516		60		54		61		44		53		61		64		59		60

Q31 Do you visit Mansfield town centre regularly for shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Yes	39.7%	357	54.3%	83	57.1%	50	50.6%	53	7.4%	3	27.7%	17	1.9%	1	43.4%	36	27.0%	32	38.8%	82
No	57.6%	518	43.4%	66	36.6%	32	48.7%	51	91.2%	39	69.8%	44	98.1%	35	55.6%	46	71.9%	86	56.2%	119
(Don't know / varies)	2.7%	25	2.3%	4	6.4%	6	0.7%	1	1.3%	1	2.5%	2	0.0%	0	0.9%	1	1.1%	1	5.0%	11
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

Q32 Do you visit Mansfield Woodhouse district centre regularly for shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Yes	7.6%	68	19.3%	30	7.4%	6	16.7%	18	3.8%	2	2.5%	2	0.6%	0	3.1%	3	2.0%	2	3.1%	6
No	91.7%	825	80.7%	124	89.5%	78	81.2%	85	96.2%	42	94.7%	59	99.4%	35	96.9%	80	98.0%	117	96.9%	205
(Don't know / varies)	0.7%	7	0.0%	0	3.2%	3	2.0%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

Q33 Do you visit Market Warsop district centre regularly for shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Yes	7.0%	63	2.3%	4	5.2%	5	42.8%	45	6.3%	3	2.2%	1	2.6%	1	0.0%	0	1.5%	2	1.6%	3
No	92.2%	829	97.7%	150	92.7%	81	53.4%	56	93.7%	40	96.7%	61	97.4%	35	100.0%	82	98.5%	118	98.0%	207
(Don't know / varies)	0.8%	7	0.0%	0	2.1%	2	3.8%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

Q34 What improvements, if any, could be made to Mansfield Town Centre? [MR]

Yes at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More parking	3.5%	12	2.5%	2	3.9%	2	3.8%	2	0.0%	0	4.2%	1	0.0%	0	5.3%	2	6.6%	2	2.0%	2
More secure parking	0.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	8.2%	29	9.5%	8	9.3%	5	0.0%	0	0.0%	0	7.2%	1	0.0%	0	15.1%	5	19.8%	6	4.7%	4
More accessible car parking	0.7%	2	1.3%	1	1.6%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More frequent bus services to the centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
More reliable / comfortable bus services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0
More frequent train services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More reliable train services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting within the centre	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More priority for pedestrians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access for wheelchair and pushchair users	1.1%	4	3.5%	3	0.9%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets / removal of litter	1.3%	5	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	33.4%	0	3.1%	1	4.2%	1	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	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment of centre	3.9%	14	5.3%	4	5.6%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	4.9%	4
Improved security measures / more CCTV / more police	1.9%	7	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	6.8%	2	10.1%	3	0.0%	0
More control on alcohol / drinkers / drug users	2.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	6.8%	2	14.3%	5	0.0%	0
More control on other anti-social behaviour	2.0%	7	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	10.1%	3	0.0%	0
Better street furniture / floral displays	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More green spaces / areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple (high street chain) retailers	6.0%	22	4.3%	4	10.5%	5	13.6%	7	0.0%	0	9.0%	2	0.0%	0	9.0%	3	2.4%	1	0.0%	0
Bigger / better supermarket	1.5%	5	1.7%	1	1.2%	1	3.5%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.0%	1	0.0%	0
More independent shops	6.5%	23	11.2%	9	8.1%	4	2.0%	1	0.0%	0	5.4%	1	0.0%	0	12.6%	5	10.1%	3	0.0%	0
Better choice of shops in general	19.9%	71	32.8%	27	12.2%	6	23.0%	12	0.0%	0	17.4%	3	0.0%	0	8.1%	3	10.8%	3	19.9%	16
Better quality of shops	7.9%	28	17.9%	15	8.1%	4	7.3%	4	0.0%	0	9.0%	2	0.0%	0	7.5%	3	0.0%	0	1.5%	1
Improvement to the market	14.6%	52	19.1%	16	22.3%	11	22.0%	12	0.0%	0	12.4%	2	0.0%	0	10.2%	4	0.0%	0	9.3%	8
More / better pubs / night-life	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better eating places	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.0%	1	0.0%	0
Fewer bars / nightclubs	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More / better leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family oriented facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More secure children’s play areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better crèche facilities	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of more residential accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	3.9%	14	5.5%	5	8.3%	4	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	1.2%	1
Improve road surfaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public facilities (e.g. toilets, benches, bins etc.)	3.1%	11	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	6.1%	2	9.1%	7
(Don’t know)	14.4%	51	4.3%	4	11.6%	6	10.7%	6	24.4%	1	29.4%	5	66.6%	0	0.0%	0	18.0%	6	29.6%	24
(None mentioned)	29.6%	106	26.5%	22	14.0%	7	29.7%	16	75.6%	2	13.1%	2	0.0%	0	46.5%	17	25.5%	8	38.4%	31
Weighted base:		357		83		50		53		3		17		1		36		32		82
Sample:		296		57		56		51		8		25		3		35		27		34

Q35 What improvements, if any, could be made to Mansfield Woodhouse district centre? [MR]
Yes at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More secure parking	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	1
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More accessible car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More frequent bus services to the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More reliable / comfortable bus services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	0.9%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More frequent train services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More reliable train services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting within the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More priority for pedestrians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access for wheelchair and pushchair users	1.6%	1	0.0%	0	7.2%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets / removal of litter	3.8%	3	0.0%	0	9.0%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	30.2%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment of centre	4.2%	3	3.6%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	1
Improved security measures / more CCTV / more police	0.9%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More control on alcohol / drinkers / drug users	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More control on other anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More green spaces / areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple (high street chain) retailers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger / better supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	2.1%	1	2.9%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of shops in general	6.1%	4	7.8%	2	0.0%	0	10.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvement to the market	1.2%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs / night-life	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better eating places	1.5%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer bars / nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More / better leisure facilities	1.6%	1	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family oriented facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More secure children's play areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better crèche facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of more residential accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve road surfaces	2.5%	2	3.6%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public facilities (e.g. toilets, benches, bins etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	17.5%	12	7.8%	2	19.7%	1	23.6%	4	0.0%	0	73.2%	1	100.1%	0	0.0%	0	0.0%	0	44.2%	3
(None mentioned)	60.1%	41	70.8%	21	64.1%	4	42.1%	7	100.0%	2	26.8%	0	0.0%	0	69.8%	2	100.0%	2	37.2%	2
Weighted base:		68		30		6		18		2		2		0		3		2		6
Sample:		76		24		9		24		4		3		1		4		2		5

Q36 What improvements, if any, could be made to Market Warsop district centre? [MR]
Yes at Q33

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More parking	1.8%	1	0.0%	0	0.0%	0	1.4%	1	18.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More secure parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More accessible car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More frequent bus services to the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More reliable / comfortable bus services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0
More frequent train services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More reliable train services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting within the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More priority for pedestrians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access for wheelchair and pushchair users	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets / removal of litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More 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	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / more CCTV / more police	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More control on alcohol / drinkers / drug users	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More control on other anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More green spaces / areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple (high street chain) retailers	13.3%	8	0.0%	0	0.0%	0	18.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger / better supermarket	47.6%	30	52.9%	2	0.0%	0	60.7%	27	18.3%	0	30.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	2.2%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of shops in general	16.8%	11	23.5%	1	0.0%	0	16.8%	8	10.6%	0	0.0%	0	0.0%	0	0.0%	0	55.6%	1	28.6%	1
Better quality of shops	8.9%	6	0.0%	0	10.2%	0	11.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvement to the market	1.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs / night-life	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better eating places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer bars / nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
More / better leisure facilities	3.2%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family oriented facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More secure children's play areas	1.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better crèche facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of more residential accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve road surfaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public facilities (e.g. toilets, benches, bins etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	12.8%	8	0.0%	0	0.0%	0	16.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.4%	1	0.0%	0
(None mentioned)	23.3%	15	47.0%	2	89.8%	4	7.2%	3	52.8%	1	69.3%	1	100.0%	1	0.0%	0	0.0%	0	71.5%	2
Weighted base:		63		4		5		45		3		1		1		0		2		3
Sample:		62		4		3		39		7		3		1		0		2		3

Q37 In which city, town or out-of-town location does your household spend most money on restaurants & cafes?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Alfreton	0.4%	4	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Bilsthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Blackwell	0.3%	3	0.0%	0	0.5%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolsover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	2.7%	24	2.3%	4	0.0%	0	0.7%	1	15.2%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	1	6.0%	13
Clowne	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Creswell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	0
Eastwood	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Edwinstowe	1.1%	10	2.6%	4	0.0%	0	0.0%	0	0.7%	0	9.0%	6	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Farnsfield	0.9%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	5.6%	5	1.1%	1	0.0%	0
Hucknall	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.0%	4	0.0%	0
Jacksdale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Kirkby-in-Ashfield	2.5%	23	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	11	5.3%	11
Lincoln	0.7%	7	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.2%	1	12.3%	4	0.0%	0	0.0%	0	0.0%	0
Mansfield - local public house/ restaurant	9.8%	88	26.4%	40	11.5%	10	9.3%	10	3.3%	1	3.2%	2	0.6%	0	6.5%	5	9.4%	11	3.5%	7
Mansfield - retail parks / drive thru	1.0%	9	3.0%	5	0.9%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Mansfield - town centre	12.7%	114	23.1%	35	23.0%	20	17.2%	18	2.2%	1	6.5%	4	0.0%	0	10.0%	8	4.2%	5	10.7%	23
Mansfield Woodhouse district centre	2.2%	20	3.0%	5	0.9%	1	8.6%	9	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Market Warsop	0.3%	3	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall, Sheffield	0.5%	4	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1
Nether Langwith	0.3%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton	1.0%	9	0.0%	0	0.0%	0	0.6%	1	0.0%	0	12.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	1.6%	15	1.0%	1	0.0%	0	0.0%	0	2.0%	1	3.0%	2	21.1%	8	3.6%	3	0.0%	0	0.0%	0
Nottingham	10.7%	96	12.3%	19	9.0%	8	0.7%	1	0.0%	0	11.1%	7	9.9%	4	18.2%	15	7.7%	9	16.1%	34
Rainworth	0.3%	2	0.0%	0	0.5%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Ravenshead	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	1	3.2%	7
Retford	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.5%	1	7.0%	2	0.0%	0	0.7%	1	0.0%	0
Ripley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Selston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sheffield	0.4%	4	0.0%	0	0.0%	0	0.0%	0	7.4%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook	0.4%	4	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	1	0.0%	0
Southwell	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	13.0%	11	0.0%	0	0.5%	1
Sutton in Ashfield	4.7%	42	3.5%	5	1.2%	1	1.6%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	3.6%	4	13.9%	29
Tuxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Underwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Whitwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	1.3%	11	0.6%	1	0.0%	0	4.1%	4	13.0%	6	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Barlborough Village Centre	0.3%	3	0.0%	0	0.0%	0	0.7%	1	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-on-Trent Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 1	0.3%	2	1.1%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Other, zone 3	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Other, zone 8	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Other, outside	2.2%	20	0.0%	0	0.0%	0	1.2%	1	1.5%	1	1.1%	1	6.2%	2	3.8%	3	7.7%	9	1.4%	3
(Don't know / varies)	7.0%	63	3.4%	5	12.9%	11	4.9%	5	7.9%	3	14.8%	9	5.9%	2	6.9%	6	5.7%	7	6.6%	14
(Don't do this activity)	27.8%	250	16.9%	26	37.4%	33	37.5%	39	26.8%	12	24.8%	16	27.2%	10	28.0%	23	28.7%	34	27.6%	58
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

Q38 In which city, town or out-of-town location does your household spend most money on pubs / bars / nightclubs / music venues?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Alfreton	1.0%	9	0.0%	0	0.0%	0	0.6%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	7
Blackwell	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blidworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bolsover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calverton	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Chesterfield	0.8%	7	0.0%	0	0.0%	0	2.5%	3	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Clowne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creswell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	3.4%	4	1.1%	2
Eastwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Edwinstowe	1.1%	10	0.0%	0	0.0%	0	0.7%	1	0.7%	0	13.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnsfield	0.7%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	1.1%	1	0.0%	0
Ilkeston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Jacksdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Kirkby-in-Ashfield	3.2%	29	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	14	6.9%	15
Lincoln	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Mansfield - local public house/ restaurant	6.3%	57	16.0%	25	14.0%	12	2.5%	3	1.2%	0	6.1%	4	0.0%	0	2.8%	2	5.3%	6	2.0%	4
Mansfield - retail parks / drive thru	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield - town centre	9.8%	88	20.9%	32	22.2%	19	4.7%	5	0.8%	0	9.1%	6	0.0%	0	1.1%	1	1.8%	2	10.7%	23
Mansfield Woodhouse district centre	1.3%	11	4.8%	7	0.9%	1	1.2%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Market Warsop	0.3%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall, Sheffield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Nether Langwith	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	0.8%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.7%	2	12.0%	4	0.5%	0	0.0%	0	0.0%	0
North Muskham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	5.9%	53	2.6%	4	7.0%	6	0.7%	1	5.2%	2	7.7%	5	1.3%	0	5.6%	5	8.1%	10	9.6%	20
Oak Tree district centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainworth	0.4%	3	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Ravenshead	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.1%	3	0.0%	0
Retford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	4.3%	2	0.0%	0	0.7%	1	0.0%	0
Selston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sheffield	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook	0.2%	2	0.0%	0	0.5%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell	2.7%	25	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	3	25.6%	21	0.0%	0	0.0%	0
Sutton in Ashfield	5.4%	49	2.3%	4	2.7%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	41
Tuxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Underwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Whitwell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	0.8%	7	0.0%	0	0.0%	0	3.8%	4	5.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barlborough Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	9.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-on-Trent Village	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Centre																				
Other, zone 2	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 3	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 5	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 6	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3	0.0%	0	1.1%	1	0.0%	0
Other, zone 7	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Other, zone 8	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0
Other, zone 9	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	5
Other, outside	1.0%	9	0.7%	1	0.0%	0	0.6%	1	1.1%	0	0.7%	0	3.6%	1	1.6%	1	0.0%	0	1.9%	4
(Don't know / varies)	5.1%	46	3.8%	6	2.1%	2	1.3%	1	3.1%	1	4.5%	3	5.2%	2	7.4%	6	4.1%	5	9.6%	20
(Don't do this activity)	45.4%	409	44.1%	68	47.3%	41	73.4%	77	46.7%	20	43.2%	27	41.8%	15	44.8%	37	50.1%	60	30.4%	64
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

Q39 Where does your household spend most money on the cinema / theatre?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Broadway Cinema, Nottingham	0.7%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	0	2.5%	2	1.6%	2	0.0%	0
Cineworld, Alma Leisure Park, Chesterfield	1.8%	16	0.0%	0	0.0%	0	0.0%	0	11.0%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.9%	10
Cineworld, The Cornerhouse, Nottingham	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	6	0.7%	1	0.6%	1
Odeon, Arundel Gate, Sheffield	0.8%	7	4.3%	7	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Brayford Wharf North, Lincoln	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Mansfield Lesiure Park, Park Ln, Mansfield NG18 1BU	37.8%	340	52.7%	81	46.5%	41	37.1%	39	1.8%	1	25.9%	16	3.4%	1	31.3%	26	30.9%	37	46.8%	99
Odeon, Meteor Centre, Derby	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.4%	4	0.0%	0
Odeon, Newark-on-Trent	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	31.5%	11	5.5%	5	0.0%	0	0.0%	0
Ritz Cinema, King Street, Belper	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Savoy Cinemas, Derby Road, Nottingham	0.2%	2	0.0%	0	0.0%	0	0.7%	1	1.1%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase Cinema, Redfield Way, Nottingham	2.2%	20	3.7%	6	0.0%	0	0.0%	0	0.0%	0	6.8%	4	2.8%	1	1.9%	2	6.3%	8	0.0%	0
Vue Cinema, Meadowhall, Sheffield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield Palace Theatre, Leeming St, Mansfield NG18 1NG,	1.5%	13	1.8%	3	2.7%	2	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	2	2.5%	5
Palace Theatre, Leeming Street, Mansfield town centre	1.2%	11	3.0%	5	2.6%	2	1.2%	1	0.7%	0	0.7%	0	0.0%	0	0.5%	0	0.7%	1	0.5%	1
The Young Theatre Company, Mansfield Woodhouse, Mansfield NG18 9HZ	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	7
Theatres - Arnold town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Theatres - Chesterfield town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatres - Derby city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Theatres - Newark-on-Trent town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.6%	1	0.5%	0	0.0%	0	0.0%	0
Theatres - Nottingham city centre	3.7%	33	5.9%	9	1.2%	1	0.6%	1	0.0%	0	0.7%	0	1.1%	0	8.6%	7	6.5%	8	3.2%	7
Theatres - Retford town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Theatres - Sheffield city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatres - Worksop town centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	5.9%	3	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savoy Cinemas, Bridge Street, Worksop	1.2%	11	0.0%	0	0.0%	0	0.0%	0	22.9%	10	1.3%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other, outside	1.0%	9	1.0%	1	0.0%	0	0.0%	0	2.0%	1	2.0%	1	4.8%	2	0.0%	0	0.0%	0	1.9%	4
(Don't know / varies)	0.6%	6	0.0%	0	0.0%	0	0.7%	1	1.2%	0	0.7%	0	2.5%	1	0.5%	0	0.8%	1	0.8%	2
(Don't do this activity)	41.8%	376	27.0%	41	46.9%	41	58.3%	61	46.8%	20	54.6%	34	47.1%	17	40.8%	34	45.5%	54	34.9%	74
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

Q40 In which city, town or out-of-town location does your household spend most money on health & fitness?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Anytime Fitness Mansfield, 176 Nottingham Rd, Mansfield NG18 4AF	1.2%	11	4.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0
Ashfield Leisure Centre, Sutton Road, Kirkby in Ashfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Bannatyne Health Club, Briar Ln, Mansfield NG18 3HS	1.2%	11	6.2%	10	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	1	0.0%	0	0.0%	0
Bannatyne's, Briar Lane, Mansfield	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Body & Soul, Handley Arcade, 2a Leeming St, Mansfield NG18 1NQ	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dukeries Leisure Centre, Main Road, Boughton, Ollerton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
DW Sports Fitness, 1, Portland Retail Park, Midland Rd, Mansfield NG18 1HA	0.7%	6	3.0%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness Flex Mansfield, Portland St, Mansfield NG18 1HB	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
i-Jump Trampoline Park, 220 Old Mill Lane Industrial Estate, Mansfield Woodhouse, NG19 9AL	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lammas Leisure Centre, Lammas Road, Sutton in Ashfield	2.9%	26	2.3%	4	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	8	5.8%	12
Meden Sports Centre, Burns Lane, Warsop	0.7%	6	1.0%	1	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Tree Leisure Centre, Jubilee Way S, Mansfield NG18 3RT	0.3%	3	1.4%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Health Club, Portland Street, Mansfield	0.6%	5	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
PureGym, Mansfield Leisure Park, Nottingham Road, Mansfield	1.4%	13	3.3%	5	1.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.8%	1	0.6%	1
Rebecca Adlington Swimming Centre, Westdale Rd, Mansfield NG19 7BZ	0.9%	8	1.6%	3	3.9%	3	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Southwell Leisure Centre, Nottingham Road, Southwell	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	9.9%	8	0.0%	0	0.0%	0
The Fitness Box, Priory Road, Mansfield Woodhouse NG19 9LS	0.4%	4	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Manor Sport & Recreation Centre, Kingsley Avenue, Mansfield Woodhouse	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorseby Hall Hotel & Spa, Thoresby, Newark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0
Water Meadows Swimming & Fitness, Titchfield Park/Bath Street, Mansfield	0.7%	6	2.3%	4	0.5%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xercise4Less Mansfield, Millway, Old Mill Lane, Mansfield Woodhouse, Mansfield NG19 9BG	0.6%	6	2.1%	3	2.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alfreton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Calverton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Clowne	0.9%	8	0.0%	0	0.5%	0	0.0%	0	17.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.7%	6	0.0%	0	0.5%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Eastwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Hucknall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1
Lincoln	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.5%	0	0.0%	0	0.0%	0
Mansfield	1.8%	16	2.2%	3	2.4%	2	7.0%	7	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.1%	1	0.6%	1
New Ollerton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	4	0.9%	1	0.0%	0	0.0%	0
Nottingham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Southwell	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	3.9%	3	0.0%	0	0.0%	0
Sutton in Ashfield	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	13
Worksop	0.4%	4	0.0%	0	0.0%	0	1.3%	1	3.8%	2	0.8%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 5	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Other, outside	0.8%	7	0.0%	0	0.0%	0	0.7%	1	4.8%	2	0.0%	0	0.0%	0	0.5%	0	2.3%	3	0.5%	1
(Don't know / varies)	0.8%	8	0.7%	1	0.0%	0	0.0%	0	1.2%	0	3.9%	2	0.0%	0	0.0%	0	1.6%	2	0.8%	2
(Don't do this activity)	76.6%	690	67.8%	104	73.1%	64	81.5%	85	67.9%	29	77.6%	49	80.1%	29	71.8%	59	78.0%	93	84.1%	178
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

Q41 In which city, town, or out-of-town location does your household spend most money on bingo / casinos?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Chesterfield town centre	1.4%	12	0.0%	0	0.0%	0	2.5%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	3.8%	8
Clowne town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creswell village centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby city centre (including Westfield)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Kirkby-in-Ashfield town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Langley Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Mansfield town centre	3.9%	35	6.5%	10	2.1%	2	5.0%	5	0.0%	0	2.0%	1	0.0%	0	2.3%	2	2.0%	2	6.0%	13
Mansfield Woodhouse district centre	0.6%	5	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.1%	1	0.6%	1
Market Warsop centre	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Ollerton town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham city centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sheffield city centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook town centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwell village centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop town centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other, outside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	2
(Don't do this activity)	91.9%	827	93.5%	143	97.9%	85	87.3%	91	93.7%	40	90.2%	57	99.4%	35	97.1%	80	91.2%	109	87.8%	186
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

Q42 In which city, town, or out-of-town location does your household spend most money on family entertainment or recreation? (i.e. ten pin bowling, ice skating, children's play centres, museums, visitor attractions etc.)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Bolsover town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Chesterfield town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clowne town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby city centre (including Westfield)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Edwinstowe centre	0.5%	5	0.0%	0	0.5%	0	0.6%	1	0.7%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lincoln city centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield town centre	12.2%	110	16.3%	25	22.9%	20	11.7%	12	3.6%	2	4.9%	3	0.0%	0	9.6%	8	13.1%	16	11.6%	25
Mansfield Woodhouse district centre	0.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.6%	1
New Ollerton town centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent town centre	1.2%	11	0.0%	0	0.0%	0	2.5%	3	0.0%	0	4.3%	3	7.4%	3	3.8%	3	0.0%	0	0.0%	0
Nottingham city centre	2.1%	19	2.6%	4	0.9%	1	0.0%	0	1.1%	0	0.0%	0	0.6%	0	5.7%	5	3.0%	4	2.5%	5
Retford town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield city centre	0.3%	2	1.0%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook town centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	7
Southwell town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield town centre	2.0%	18	7.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.5%	5
Worksop town centre	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 1	0.3%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 2	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 7	1.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	9.0%	7	0.0%	0	1.9%	4
Other, zone 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other, outside	1.0%	9	0.0%	0	1.1%	1	0.0%	0	7.7%	3	0.0%	0	8.6%	3	0.7%	1	0.0%	0	0.5%	1
(Don't know / varies)	4.4%	40	1.2%	2	7.5%	7	0.0%	0	5.0%	2	3.8%	2	3.8%	1	1.1%	1	8.0%	10	7.0%	15
(Don't do this activity)	71.8%	646	69.6%	107	65.7%	57	84.2%	88	73.7%	32	74.6%	47	78.5%	28	69.6%	57	70.4%	84	68.9%	146
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

GEN Gender of respondent:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Male	33.4%	301	31.2%	48	50.3%	44	31.7%	33	33.0%	14	31.6%	20	23.4%	8	37.1%	31	35.0%	42	28.9%	61
Female	66.6%	599	68.8%	105	49.7%	43	68.3%	71	67.0%	29	68.4%	43	76.6%	27	62.9%	52	65.0%	78	71.2%	151
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

AGE Could I ask how old you are please?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
18 to 24	8.3%	74	8.6%	13	8.2%	7	9.2%	10	5.2%	2	5.2%	3	9.8%	3	8.5%	7	5.1%	6	10.6%	22
25 to 34	11.9%	107	12.9%	20	12.4%	11	9.2%	10	10.4%	4	10.4%	6	4.9%	2	12.7%	10	5.1%	6	17.7%	37
35 to 44	18.2%	164	18.3%	28	24.3%	21	17.2%	18	5.5%	2	5.5%	3	13.1%	5	20.4%	17	10.9%	13	26.5%	56
45 to 54	19.8%	178	23.5%	36	17.9%	16	19.2%	20	15.0%	6	17.5%	11	11.0%	4	12.3%	10	19.7%	24	24.5%	52
55 to 64	16.5%	148	16.1%	25	11.9%	10	15.2%	16	25.3%	11	18.4%	12	27.1%	10	18.8%	15	24.9%	30	9.4%	20
65 +	21.4%	193	18.7%	29	20.7%	18	26.0%	27	34.0%	15	32.7%	20	32.1%	11	24.5%	20	27.6%	33	9.1%	19
(Refused)	4.0%	36	1.9%	3	4.6%	4	4.1%	4	4.6%	2	10.4%	6	2.2%	1	2.8%	2	6.8%	8	2.4%	5
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Working full time	57.7%	520	53.1%	81	56.3%	49	55.7%	58	44.1%	19	46.7%	29	47.7%	17	62.0%	51	50.3%	60	73.0%	154
Working part time	7.4%	67	11.7%	18	9.6%	8	6.0%	6	9.0%	4	4.9%	3	3.1%	1	3.8%	3	8.6%	10	6.1%	13
Unemployed	2.9%	26	4.6%	7	2.0%	2	1.0%	1	1.1%	0	1.1%	1	4.9%	2	0.0%	0	3.6%	4	4.1%	9
Retired	26.5%	239	29.2%	45	25.6%	22	30.3%	32	39.9%	17	36.7%	23	42.1%	15	32.7%	27	31.7%	38	9.4%	20
A home maker	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	5.4%	48	1.4%	2	5.5%	5	7.0%	7	5.9%	3	10.5%	7	2.2%	1	1.5%	1	5.8%	7	7.5%	16
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
None	9.2%	83	5.1%	8	8.2%	7	13.1%	14	8.7%	4	15.8%	10	4.2%	2	3.7%	3	7.5%	9	13.0%	27
One	37.4%	337	39.5%	60	43.8%	38	40.4%	42	49.5%	21	34.0%	21	32.2%	11	33.1%	27	37.3%	45	33.1%	70
Two	33.5%	301	32.2%	49	33.9%	30	37.3%	39	25.3%	11	31.5%	20	38.0%	14	42.4%	35	32.3%	39	31.1%	66
Three or more	15.9%	143	21.3%	33	6.2%	5	5.4%	6	9.8%	4	10.5%	7	22.2%	8	18.8%	15	19.1%	23	20.0%	42
(Refused)	3.9%	35	1.9%	3	7.9%	7	3.8%	4	6.8%	3	8.2%	5	3.4%	1	2.0%	2	3.7%	4	2.9%	6
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

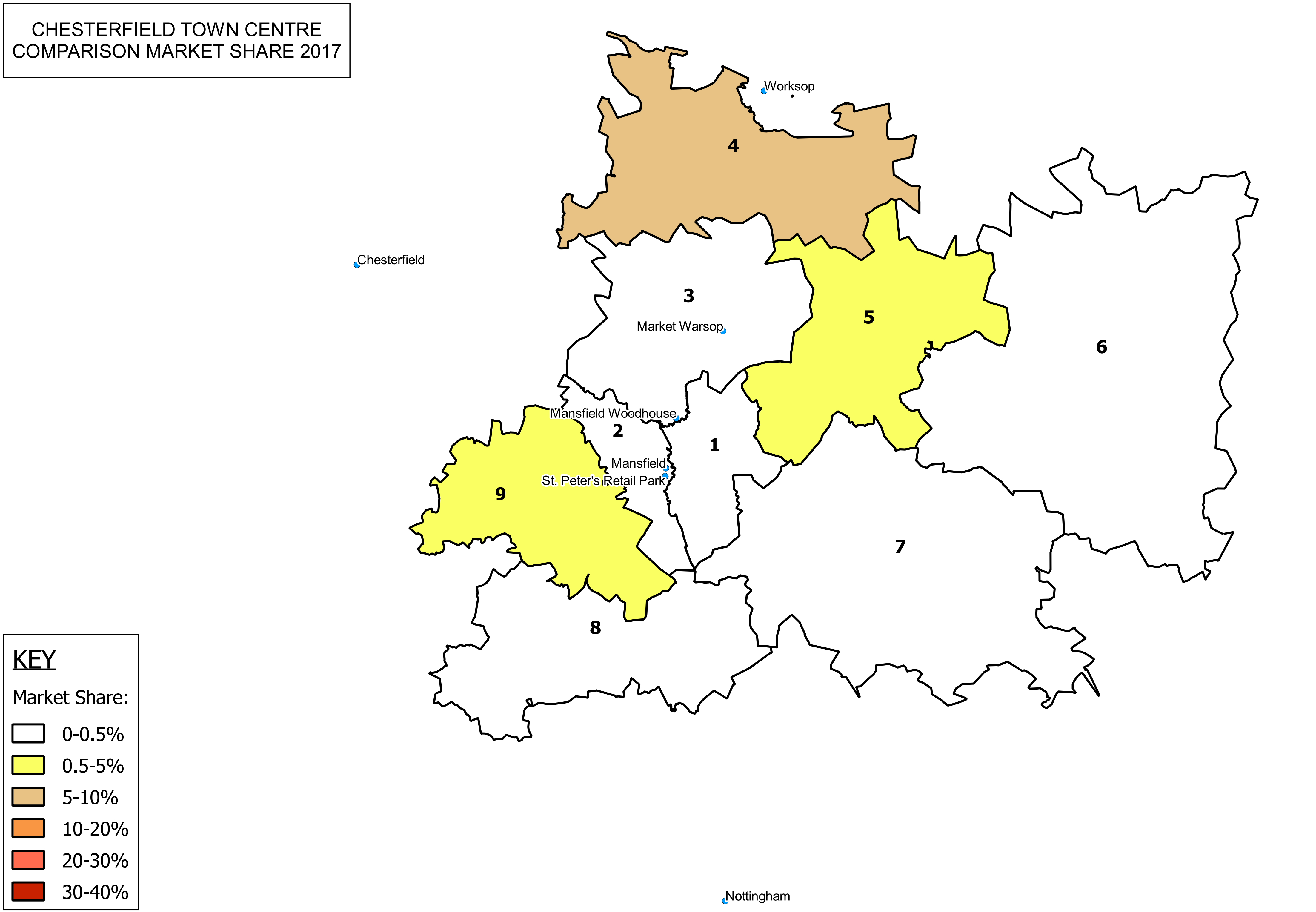
QUOTA Zone:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
Zone 1	17.0%	153	100.0%	153	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	9.7%	87	0.0%	0	100.0%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	11.6%	105	0.0%	0	0.0%	0	100.0%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	4.8%	43	0.0%	0	0.0%	0	0.0%	0	100.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	7.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	4.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	36	0.0%	0	0.0%	0	0.0%	0
Zone 7	9.1%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	82	0.0%	0	0.0%	0
Zone 8	13.3%	120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	120	0.0%	0
Zone 9	23.5%	212	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	212
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

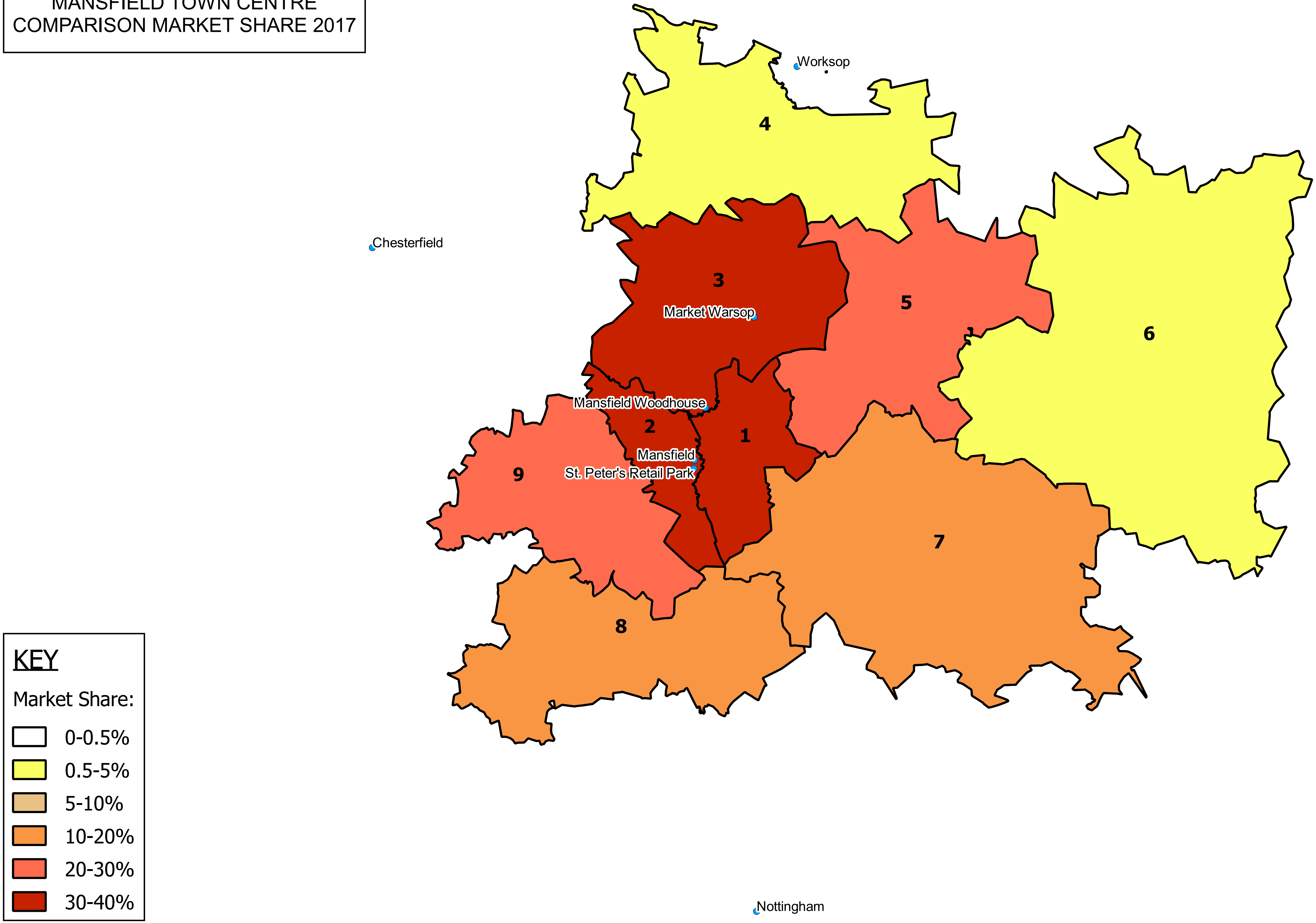
PC Postcode sector:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
DE55 5	1.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	14
NG15 0	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
NG15 8	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0
NG15 9	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	11	0.0%	0
NG16 5	2.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	20	0.0%	0
NG16 6	3.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.2%	35	0.0%	0
NG17 1	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	10
NG17 2	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	16
NG17 3	3.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	35
NG17 4	2.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	23
NG17 5	2.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	26
NG17 7	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	15
NG17 8	8.1%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.5%	73
NG17 9	5.2%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.1%	47	0.0%	0
NG18 2	0.8%	7	4.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG18 3	3.9%	35	22.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG18 4	4.9%	44	28.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG18 5	2.0%	18	0.0%	0	20.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG19 0	2.2%	19	12.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG19 6	4.3%	39	0.0%	0	44.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG19 7	3.4%	31	0.0%	0	35.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG19 8	2.3%	21	0.0%	0	0.0%	0	20.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG19 9	5.3%	47	31.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG20 0	4.5%	41	0.0%	0	0.0%	0	39.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG20 8	0.6%	6	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG20 9	4.1%	37	0.0%	0	0.0%	0	35.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG21 0	2.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.3%	23	0.0%	0	0.0%	0
NG21 9	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG22 0	1.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.7%	15	0.0%	0	0.0%	0	0.0%	0
NG22 8	3.1%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.5%	28	0.0%	0	0.0%	0
NG22 9	4.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	69.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG23 6	2.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.3%	20	0.0%	0	0.0%	0	0.0%	0
NG25 0	3.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.2%	31	0.0%	0	0.0%	0
S80 3	0.8%	7	0.0%	0	0.0%	0	0.0%	0	16.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S80 4	4.0%	36	0.0%	0	0.0%	0	0.0%	0	83.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		900		153		87		105		43		63		36		82		120		212
Sample:		900		100		100		100		100		100		100		100		100		100

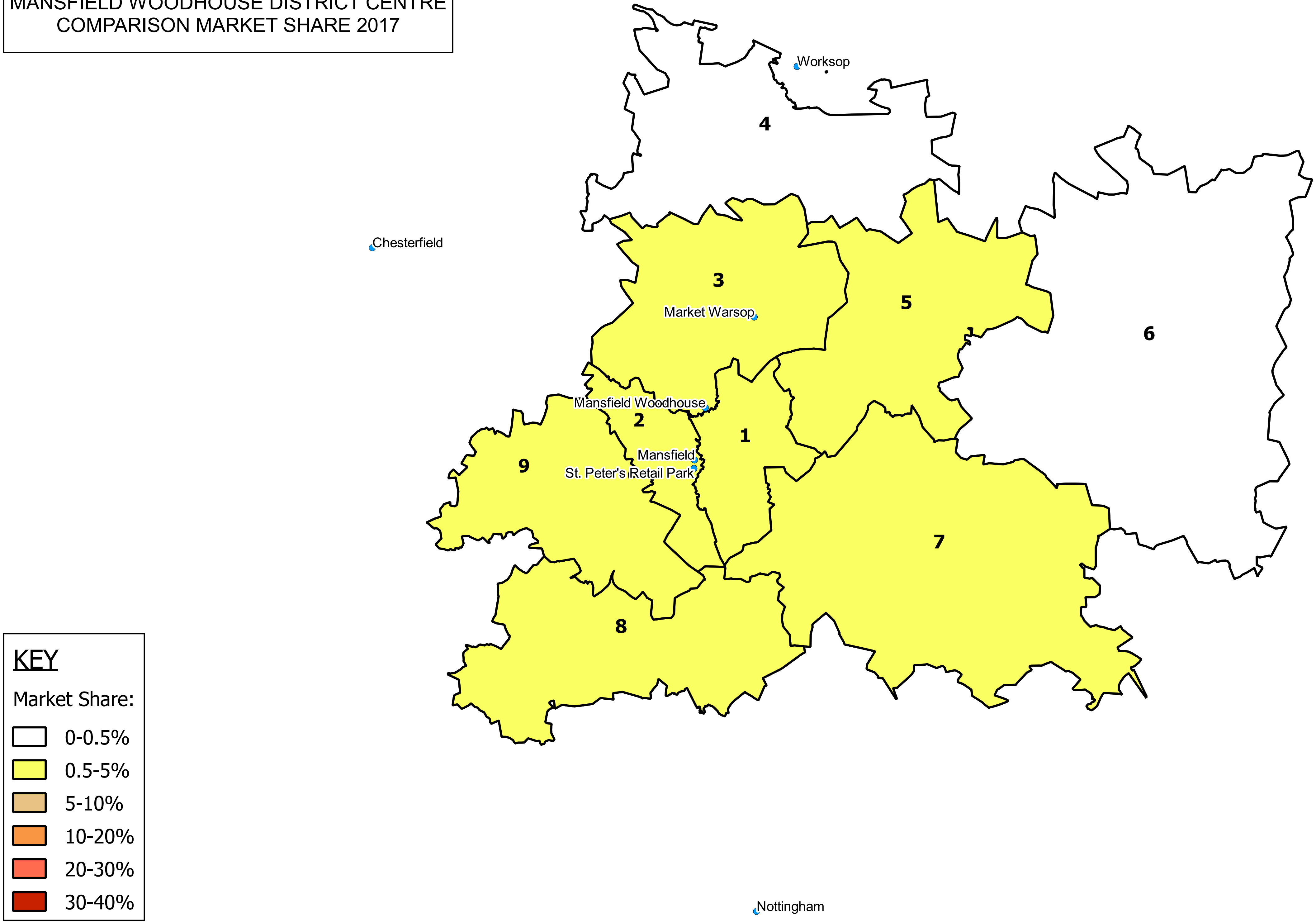
Appendix C Comparison retail spending patterns maps

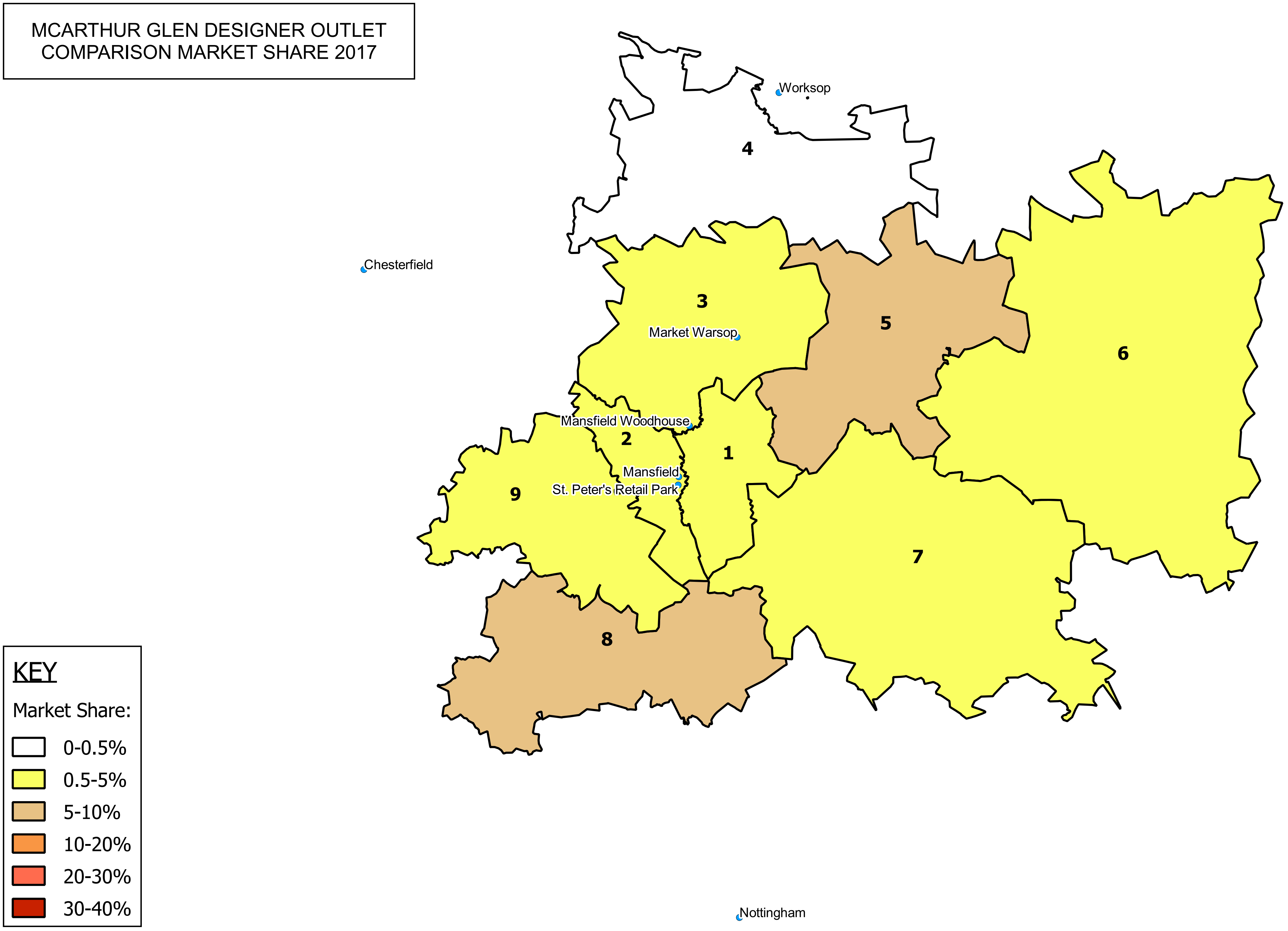

CHESTERFIELD TOWN CENTRE
COMPARISON MARKET SHARE 2017
Worksop
Chesterfield
Market Warsop
Mansfield Woodhouse
Mansfield
St. Peter's Retail Park
Nottingham
1
2
3
4
5
6
7
8
9
KEY
Market Share:
0-0.5%
0.5-5%
5-10%
10-20%
20-30%
30-40%

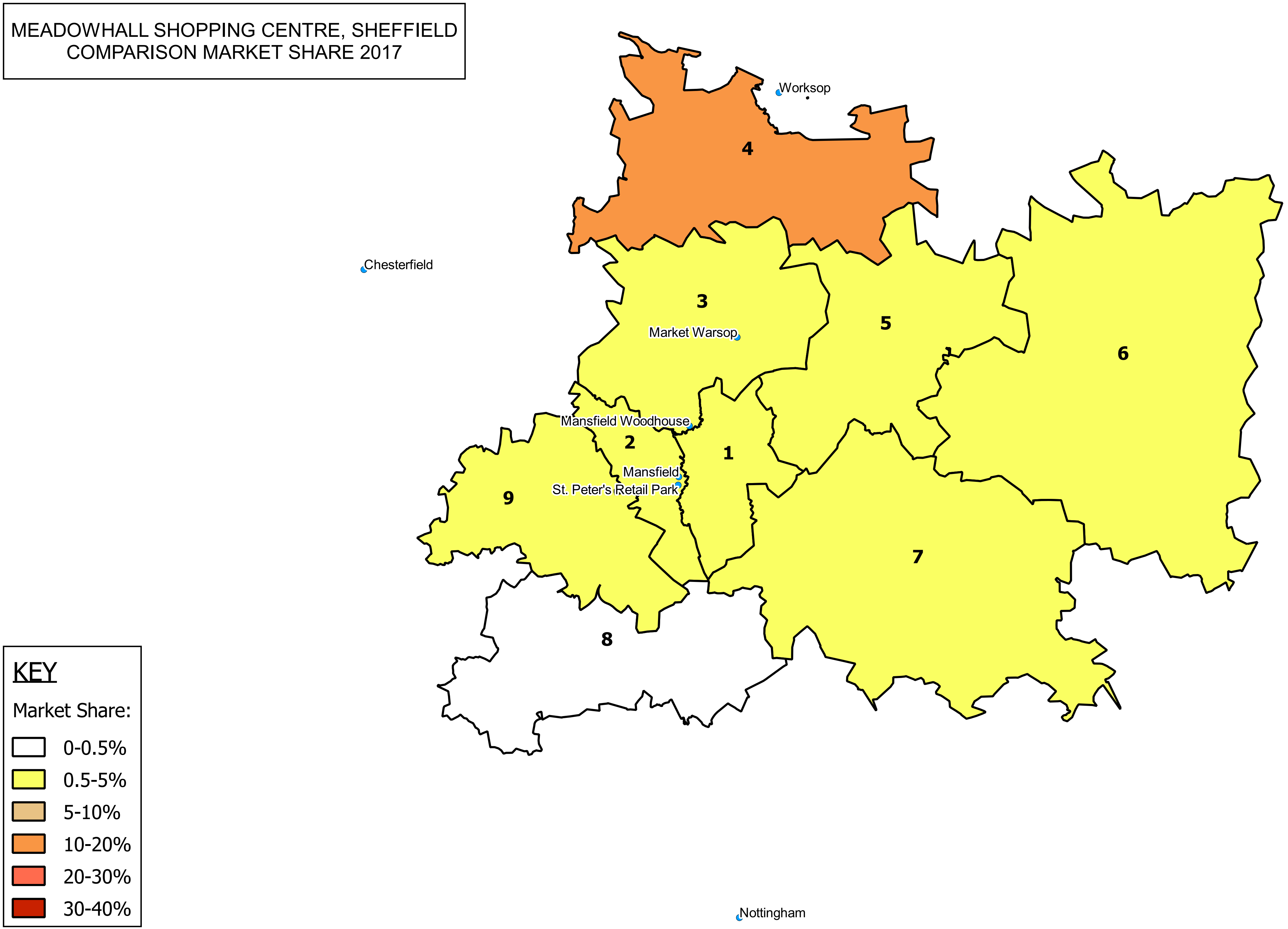
MANSFIELD TOWN CENTRE COMPARISON MARKET SHARE 2017



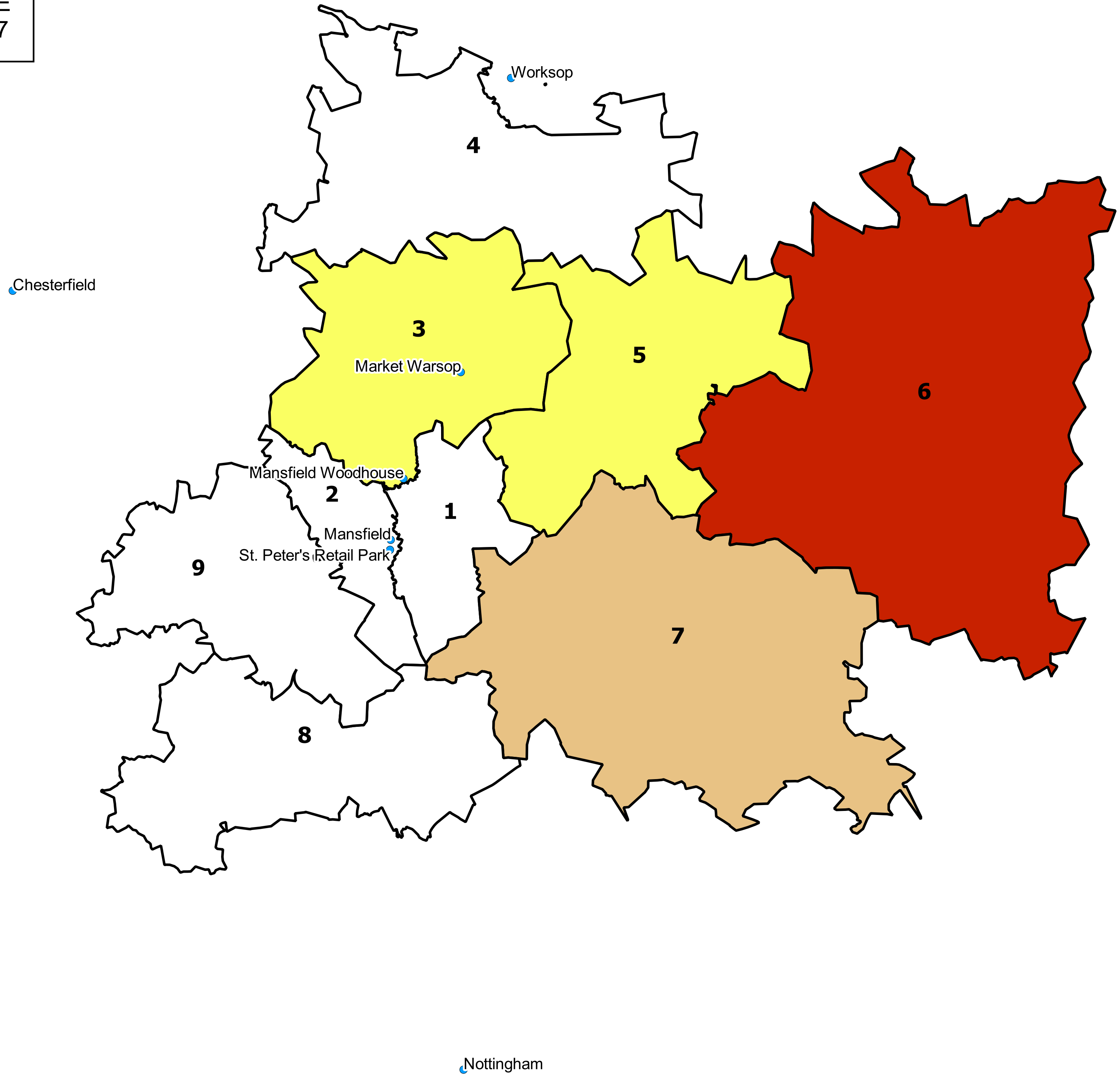
MANSFIELD WOODHOUSE DISTRICT CENTRE
COMPARISON MARKET SHARE 2017




MCARTHUR GLEN DESIGNER OUTLET
COMPARISON MARKET SHARE 2017
Worksop
4
Chesterfield
3
Market Warsop
5
6
Mansfield Woodhouse
2
1
Mansfield
St. Peter's Retail Park
9
7
8
Nottingham
KEY
Market Share:
0-0.5%
0.5-5%
5-10%
10-20%
20-30%
30-40%


MEADOWHALL SHOPPING CENTRE, SHEFFIELD
COMPARISON MARKET SHARE 2017
4
Worksop
Chesterfield
3
Market Warsop
5
6
Mansfield Woodhouse
2
1
Mansfield
St. Peter's Retail Park
9
7
8
Nottingham
KEY
Market Share:
0-0.5%
0.5-5%
5-10%
10-20%
20-30%
30-40%

NEWARK-ON-TRENT TOWN CENTRE
COMPARISON MARKET SHARE 2017



KEY

Market Share:

0-0.5%

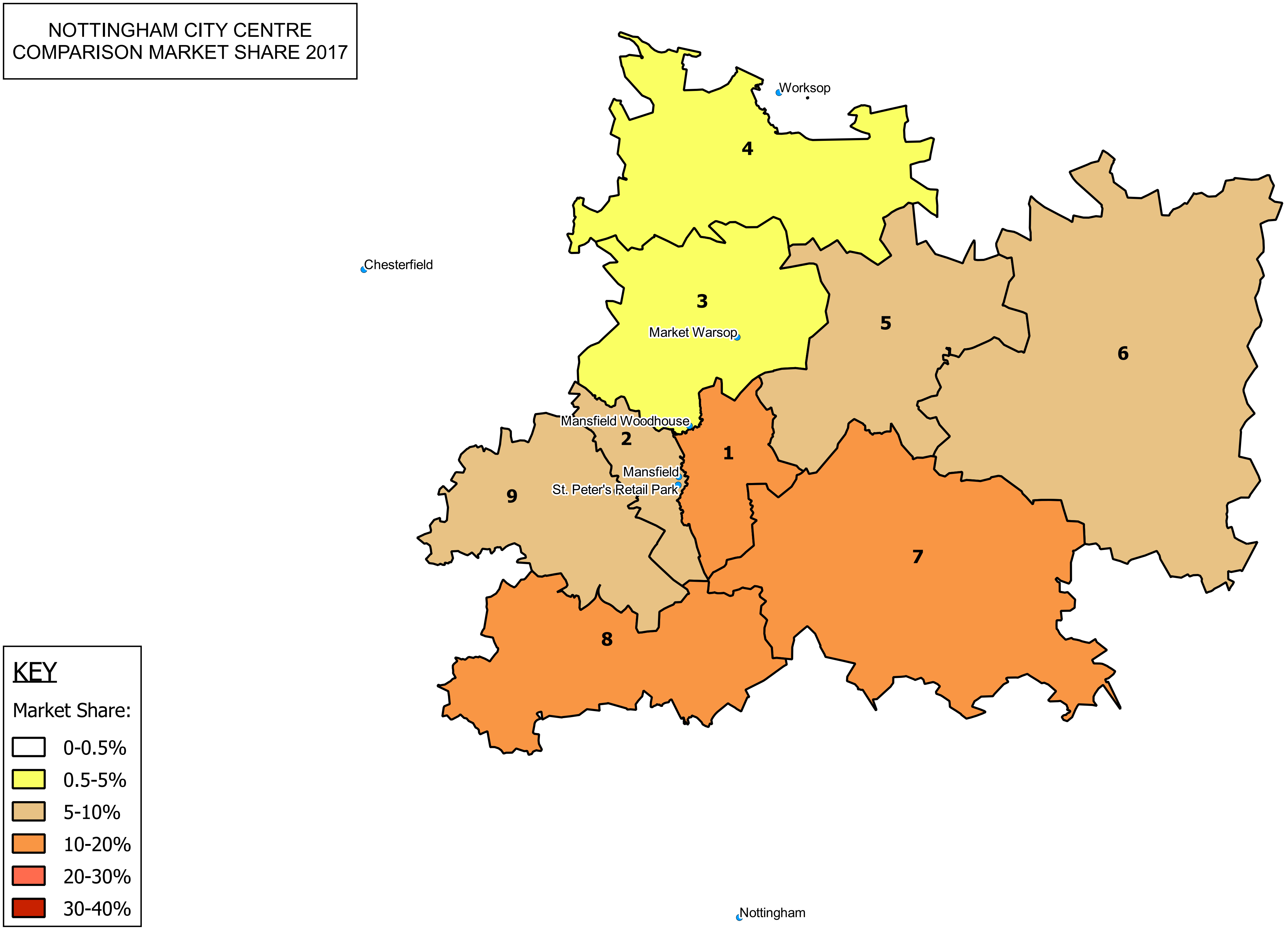
0.5-5%

5-10%

10-20%

20-30%

30-40%


NOTTINGHAM CITY CENTRE
COMPARISON MARKET SHARE 2017
Worksop
Chesterfield
Market Warsop
Mansfield Woodhouse
Mansfield
St. Peter's Retail Park
Nottingham
1
2
3
4
5
6
7
8
9
KEY
Market Share:
0-0.5%
0.5-5%
5-10%
10-20%
20-30%
30-40%

Appendix D Quantitative retail and leisure capacity forecast tables

Table CM1 —
Population projections

	2012	2014	2017	2021	2026	2031	2033	Change 2017-33
Zone 1	53,178	53,549	54,599	55,509	56,509	57,364	57,735	3,136
Zone 2	30,624	30,983	31,570	31,969	32,392	32,796	32,945	1,375
Zone 3	36,728	37,126	37,657	38,174	38,790	39,252	39,491	1,834
Zone 4	15,089	15,309	15,454	15,731	16,053	16,305	16,426	972
Zone 5	22,005	22,333	22,758	23,322	23,967	24,495	24,751	1,993
Zone 6	12,137	12,225	12,456	12,700	12,950	13,147	13,236	780
Zone 7	29,205	29,520	30,022	30,674	31,450	32,145	32,478	2,456
Zone 8	40,894	41,649	42,574	43,442	44,443	45,148	45,464	2,890
Zone 9	75,191	76,696	78,044	80,001	82,147	84,011	84,938	6,894
Total	**315,051**	**319,390**	**325,134**	**331,522**	**338,701**	**344,663**	**347,464**	**22,330**

Notes
Source: Experian MMG3 (2016), for base year, population projections and population forecasts.

Table CM2 —
Per capita expenditure on comparison goods

	2012	2014	2015	2017	2021	2026	2031	2033
Zone 1	2,731	2,992	3,130	3,278	3,412	3,978	4,657	4,959
Zone 2	2,398	2,627	2,748	2,879	2,996	3,493	4,089	4,355
Zone 3	2,300	2,520	2,636	2,761	2,873	3,350	3,922	4,177
Zone 4	2,631	2,882	3,015	3,158	3,286	3,832	4,486	4,777
Zone 5	2,605	2,854	2,986	3,127	3,254	3,795	4,442	4,731
Zone 6	3,498	3,833	4,009	4,199	4,369	5,095	5,964	6,352
Zone 7	3,022	3,311	3,463	3,627	3,775	4,401	5,152	5,487
Zone 8	3,025	3,314	3,467	3,631	3,779	4,406	5,158	5,493
Zone 9	2,484	2,721	2,846	2,981	3,103	3,618	4,235	4,510

Notes
The following expenditure growth rates are applied (source: Experian Retail Planner Briefing Note 14 October 2016, Figures 1a and 1b):

2012-13:	2.20%	
2013-14:	7.20%	
2014-15:	4.60%	
2015-16:	3.30%	
2016-17	1.40%	
2017-18:	1.00%	(per annum)
2018-19:	3.00%	(per annum)
2019-23:	3.00%	
2024-35:	3.20%	

Source: Experian MMG3 (2015 data in 2015 prices).
All monetary values held constant at 2012 prices.

Table CM3 —

Total comparison goods expenditure

a. Total expenditure (Table CM1 x Table CM2)

	2014	2017	2021	2026	2031	2033	Change 2017-33
	£m	£m	£m	£m	£m	£m	£m
Zone 1	160.23	179.00	189.37	224.79	267.12	286.33	107.33
Zone 2	81.41	90.88	95.77	113.15	134.10	143.47	52.59
Zone 3	93.55	103.97	109.68	129.96	153.93	164.94	60.98
Zone 4	44.13	48.80	51.70	61.51	73.14	78.47	29.67
Zone 5	63.75	71.17	75.90	90.95	108.81	117.10	45.92
Zone 6	46.85	52.30	55.49	65.98	78.41	84.07	31.77
Zone 7	97.73	108.90	115.78	138.42	165.62	178.21	69.31
Zone 8	138.04	154.60	164.16	195.83	232.87	249.74	95.14
Zone 9	208.70	232.68	248.21	297.19	355.78	383.09	150.41
Total	**934.39**	**1042.31**	**1106.07**	**1317.79**	**1569.77**	**1685.43**	**643.12**

b. Spending on Special Forms of Trading, e.g. internet shopping

	2014	2017	2021	2026	2031	2033	Change 2017-33
SFT rate	**11.7%**	**13.8%**	**15.6%**	**16.1%**	**16.3%**	**16.4%**	
	£m	£m	£m	£m	£m		
Zone 1	18.75	24.70	29.54	36.19	43.54	46.96	22.26
Zone 2	9.52	12.54	14.94	18.22	21.86	23.53	10.99
Zone 3	10.95	14.35	17.11	20.92	25.09	27.05	12.70
Zone 4	5.16	6.73	8.06	9.90	11.92	12.87	6.13
Zone 5	7.46	9.82	11.84	14.64	17.74	19.20	9.38
Zone 6	5.48	7.22	8.66	10.62	12.78	13.79	6.57
Zone 7	11.43	15.03	18.06	22.29	27.00	29.23	14.20
Zone 8	16.15	21.34	25.61	31.53	37.96	40.96	19.62
Zone 9	24.42	32.11	38.72	47.85	57.99	62.83	30.72
Total	**109.32**	**143.84**	**172.55**	**212.16**	**255.87**	**276.41**	**132.57**

c. Residual comparison goods expenditure (Table a less Table b)

	2014	2017	2021	2026	2031	2033	Change 2017-33
	£m	£m	£m	£m	£m	£m	£m
Zone 1	141.48	154.29	159.83	188.60	223.58	239.37	85.07
Zone 2	71.88	78.34	80.83	94.93	112.25	119.94	41.60
Zone 3	82.61	89.62	92.57	109.03	128.84	137.89	48.27
Zone 4	38.96	42.07	43.63	51.61	61.22	65.60	23.53
Zone 5	56.29	61.35	64.06	76.31	91.07	97.89	36.54
Zone 6	41.37	45.09	46.83	55.36	65.63	70.28	25.20
Zone 7	86.30	93.87	97.72	116.14	138.62	148.99	55.11
Zone 8	121.89	133.27	138.55	164.30	194.91	208.79	75.52
Zone 9	184.28	200.57	209.49	249.34	297.79	320.27	119.69
Total	**825.06**	**898.47**	**933.52**	**1105.62**	**1313.90**	**1409.02**	**510.55**

Notes
Source: Table CM1, Table CM2
Special forms of trading ('SFT') discount source: Experian Retail Planner Briefing Note 14, October 2016, Appendix 3 Figure 5 ('adjusted' percentage figures to take into account store-picked goods)
The main component of SFT is online shopping
All monetary values are held constant at 2015 prices.

Table CM4 —

Comparison goods market shares, 2017

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Zone 1									
Fulmar Close local centre	4.22%	0.56%	2.79%	0.05%	1.25%	0.00%	1.16%	1.13%	0.12%
Halfords, Baums Lane, Mansfield	0.69%	2.70%	0.48%	0.00%	0.00%	0.00%	0.29%	0.00%	0.00%
Oak Tree Lane (excluding Tesco)	0.56%	0.03%	0.27%	0.00%	0.11%	0.00%	3.36%	0.17%	0.23%
Old Mill Lane Industrial Estate, Mansfield Woodhouse	1.51%	2.58%	0.72%	0.32%	0.71%	0.00%	0.11%	0.00%	0.39%
Other zone 1	2.32%	2.48%	0.67%	0.00%	1.43%	0.00%	2.27%	1.44%	0.57%
Zone 1 sub-total	9.30%	8.35%	4.94%	0.37%	3.50%	0.00%	7.20%	2.74%	1.31%
Zone 2									
Mansfield town centre (Excluding St Peter's Retail Park)	39.01%	34.37%	38.60%	1.90%	26.13%	1.48%	20.15%	11.09%	21.29%
Portland Retail Park, Mansfield	2.61%	4.25%	1.84%	0.10%	2.90%	0.21%	5.73%	3.83%	3.54%
St Peter's Retail Park, Mansfield	10.94%	13.14%	4.40%	0.40%	5.13%	0.00%	4.58%	5.84%	4.25%
Tesco Extra, Chesterfield Road South, Mansfield	0.21%	3.96%	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%
Other zone 2	1.28%	1.24%	0.23%	0.00%	0.26%	0.00%	0.11%	0.41%	0.08%
Zone 2 sub-total	54.04%	56.96%	45.11%	2.39%	34.41%	1.69%	30.57%	21.17%	29.17%
Zone 3									
Brook Park, Shirebrook	0.00%	0.48%	3.28%	1.08%	0.70%	0.00%	0.00%	0.47%	1.50%
Mansfield Woodhouse district centre (excluding Morrisons)	2.02%	0.93%	5.16%	0.03%	1.71%	0.00%	0.67%	0.71%	2.57%
Market Warsop district centre	0.00%	0.05%	3.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Shirebrook town centre	3.47%	1.66%	8.98%	2.27%	3.99%	2.08%	1.41%	0.34%	1.69%
Other zone 3	0.00%	0.02%	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 3 sub-total	5.48%	3.13%	21.57%	3.38%	6.40%	2.08%	2.08%	1.51%	5.76%
Zone 4									
Other zone 4	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.15%	0.00%
Zone 4 sub-total	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.15%	0.00%
Zone 5									
New Ollerton town centre	0.20%	0.00%	0.01%	0.00%	8.92%	0.48%	0.11%	0.77%	0.00%
Ollerton town centre	0.00%	0.00%	0.16%	0.00%	2.66%	0.63%	0.00%	0.15%	0.00%
Other zone 5	0.25%	0.00%	0.00%	0.00%	1.40%	0.00%	0.03%	0.00%	0.00%
Zone 5 sub-total	0.46%	0.00%	0.17%	0.00%	12.97%	1.10%	0.13%	0.92%	0.00%
Zone 6									
Other zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	2.09%	0.07%	0.00%	0.00%
Zone 6 sub-total	0.00%	0.00%	0.00%	0.00%	0.00%	2.09%	0.07%	0.00%	0.00%
Zone 7									
Southwell town centre	0.00%	0.00%	0.00%	0.00%	0.05%	1.51%	9.39%	0.00%	0.00%
Other zone 7	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	1.15%	0.00%	0.00%
Zone 7 sub-total	0.00%	0.00%	0.00%	0.00%	0.05%	1.63%	10.55%	0.00%	0.00%
Zone 8									
Other zone 8	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.41%	0.00%
Zone 8 sub-total	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.41%	0.00%
Zone 9									
B&Q, Sutton-in-Ashfield	4.70%	4.33%	3.59%	0.53%	3.87%	0.45%	4.47%	2.61%	3.39%
Kirkby-in-Ashfield town centre	0.41%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	1.70%	8.46%
Sutton-in-Ashfield town centre	1.55%	1.85%	1.70%	0.00%	0.42%	0.00%	1.53%	5.86%	23.38%
East Midlands Designer Outlet, South Normanton	1.84%	4.84%	0.96%	0.36%	5.86%	1.10%	0.94%	7.07%	3.41%
Other zone 9	0.50%	1.16%	1.09%	0.03%	0.37%	0.00%	0.06%	0.78%	0.95%
Zone 9 sub-total	9.00%	12.18%	7.40%	0.92%	10.53%	1.55%	7.00%	18.01%	39.58%
Destinations outside MSA									
Alfreton town centre	0.19%	0.00%	0.13%	0.00%	0.07%	0.26%	0.00%	3.26%	0.11%
Chesterfield retail parks	0.00%	0.35%	0.00%	0.85%	0.00%	0.00%	0.00%	0.39%	1.37%
Chesterfield town centre	0.31%	0.44%	0.21%	9.07%	0.67%	0.00%	0.09%	0.47%	0.63%
Clowne town centre	0.00%	0.00%	0.07%	6.18%	0.00%	0.00%	0.00%	0.00%	0.00%
Derby (all centres/stores)	0.38%	0.50%	0.06%	0.03%	0.00%	0.00%	0.00%	2.76%	1.09%
Giltbrook Retail Park, Nottingham	1.53%	2.14%	1.12%	0.54%	1.35%	0.81%	1.71%	13.40%	3.04%
Hucknall (all centres and stores)	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%	0.00%	1.69%	0.34%
Lincoln (all centres/stores)	0.00%	0.00%	0.00%	0.15%	2.59%	6.63%	0.66%	0.13%	0.00%
Newark-on-Trent retail parks	0.00%	0.00%	0.11%	0.00%	1.10%	9.45%	1.77%	0.00%	0.00%
Newark-on-Trent town centre	0.04%	0.32%	1.95%	0.00%	2.68%	32.97%	10.25%	0.00%	0.15%
Nottingham city centre	11.81%	8.82%	4.76%	1.24%	7.82%	9.11%	18.13%	18.23%	8.23%
Nottingham retail parks	0.77%	0.43%	0.00%	0.82%	0.36%	0.37%	1.92%	2.51%	0.08%
Retford town centre	0.00%	0.00%	0.00%	0.63%	6.75%	12.66%	0.63%	0.00%	0.00%
Sheffield - Meadowhall Shopping Centre	2.65%	2.27%	3.66%	18.64%	1.72%	2.72%	1.08%	0.29%	3.84%
Sheffield city centre	0.79%	0.61%	1.50%	5.60%	0.72%	0.48%	0.25%	1.67%	0.76%
Sheffield- Crystal Peaks Shopping Mall & Retail Park	0.00%	0.00%	0.00%	3.78%	0.00%	0.17%	0.00%	0.00%	0.00%
Worksop retail parks	0.00%	0.01%	0.55%	5.50%	1.07%	0.45%	0.48%	0.52%	0.02%
Worksop town centre	0.25%	0.00%	2.58%	30.30%	2.17%	0.45%	0.00%	0.00%	0.11%
Other outside MSA	2.99%	3.49%	4.12%	8.62%	3.06%	13.28%	5.43%	7.77%	4.40%
Destinations outside MSA sub-total	21.71%	19.38%	20.82%	91.94%	32.14%	89.85%	42.40%	53.09%	24.18%
MSA sub-total	78.29%	80.62%	79.18%	8.06%	67.86%	10.15%	57.60%	46.91%	75.82%
Grand total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: NEMS Market Research Household Survey (July 2017)

Table CM5 —

Comparison goods spending patterns, 2017

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total	Total
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Total comparison goods expenditure 2017	154.29	78.34	89.62	42.07	61.35	45.09	93.87	133.27	200.57	898.47	
Zone 1											
Fulmar Close local centre	6.52	0.44	2.50	0.02	0.77	0.00	1.09	1.51	0.24	13.09	1.46%
Halfords, Baums Lane, Mansfield	1.06	2.11	0.43	0.00	0.00	0.00	0.27	0.00	0.00	3.88	0.43%
Oak Tree Lane (excluding Tesco)	0.87	0.02	0.25	0.00	0.07	0.00	3.15	0.23	0.47	5.05	0.56%
Old Mill Lane Industrial Estate, Mansfield Woodhouse	2.34	2.02	0.65	0.14	0.44	0.00	0.11	0.00	0.78	6.47	0.72%
Other zone 1	3.57	1.94	0.60	0.00	0.88	0.00	2.13	1.92	1.14	12.19	1.36%
Zone 1 sub-total	14.35	6.54	4.43	0.16	2.15	0.00	6.76	3.65	2.63	40.67	4.53%
Zone 2											
Mansfield town centre (Excluding St Peter's Retail Park)	60.19	26.92	34.59	0.80	16.03	0.67	18.91	14.78	42.70	215.59	23.99%
Portland Retail Park, Mansfield	4.02	3.33	1.65	0.04	1.78	0.10	5.38	5.11	7.10	28.50	3.17%
St Peter's Retail Park, Mansfield	16.87	10.29	3.94	0.17	3.15	0.00	4.30	7.78	8.52	55.02	6.12%
Tesco Extra, Chesterfield Road South, Mansfield	0.33	3.10	0.04	0.00	0.00	0.00	0.00	0.00	0.03	3.50	0.39%
Other zone 2	1.97	0.97	0.20	0.00	0.16	0.00	0.11	0.55	0.16	4.13	0.46%
Zone 2 sub-total	83.38	44.62	40.42	1.01	21.11	0.76	28.70	28.22	58.51	306.73	34.14%
Zone 3											
Brook Park, Shirebrook	0.00	0.38	2.94	0.45	0.43	0.00	0.00	0.62	3.01	7.83	0.87%
Mansfield Woodhouse district centre (excluding Morrisons)	3.11	0.73	4.63	0.01	1.05	0.00	0.63	0.94	5.15	16.24	1.81%
Market Warsop district centre	0.00	0.04	3.07	0.00	0.00	0.00	0.00	0.00	0.00	3.11	0.35%
Shirebrook town centre	5.35	1.30	8.05	0.95	2.45	0.94	1.32	0.45	3.40	24.21	2.69%
Other zone 3	0.00	0.01	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.66	0.07%
Zone 3 sub-total	8.46	2.46	19.33	1.42	3.93	0.94	1.95	2.02	11.55	52.05	5.79%
Zone 4											
Other zone 4	0.00	0.00	0.00	0.42	0.00	0.00	0.00	0.19	0.00	0.61	0.07%
Zone 4 sub-total	0.00	0.00	0.00	0.42	0.00	0.00	0.00	0.19	0.00	0.61	0.07%
Zone 5											
New Ollerton town centre	0.31	0.00	0.00	0.00	5.47	0.21	0.10	1.02	0.00	7.13	0.79%
Ollerton town centre	0.00	0.00	0.15	0.00	1.63	0.28	0.00	0.21	0.00	2.27	0.25%
Other zone 5	0.39	0.00	0.00	0.00	0.86	0.00	0.02	0.00	0.00	1.27	0.14%
Zone 5 sub-total	0.71	0.00	0.15	0.00	7.96	0.50	0.13	1.23	0.00	10.67	1.19%
Zone 6											
Other zone 6	0.00	0.00	0.00	0.00	0.00	0.94	0.06	0.00	0.00	1.00	0.11%
Zone 6 sub-total	0.00	0.00	0.00	0.00	0.00	0.94	0.06	0.00	0.00	1.00	0.11%
Zone 7											
Southwell town centre	0.00	0.00	0.00	0.00	0.03	0.68	8.82	0.00	0.00	9.53	1.06%
Other zone 7	0.00	0.00	0.00	0.00	0.00	0.06	1.08	0.00	0.00	1.14	0.13%
Zone 7 sub-total	0.00	0.00	0.00	0.00	0.03	0.74	9.90	0.00	0.00	10.66	1.19%
Zone 8											
Other zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.21	0.00	3.21	0.36%
Zone 8 sub-total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.21	0.00	3.21	0.36%
Zone 9											
B&Q, Sutton-in-Ashfield	7.26	3.39	3.22	0.22	2.38	0.20	4.20	3.48	6.80	31.15	3.47%
Kirkby-in-Ashfield town centre	0.63	0.00	0.05	0.00	0.00	0.00	0.00	2.26	16.96	19.90	2.22%
Sutton-in-Ashfield town centre	2.39	1.45	1.52	0.00	0.26	0.00	1.44	7.80	46.89	61.75	6.87%
East Midlands Designer Outlet, South Normanton	2.85	3.79	0.86	0.15	3.59	0.50	0.88	9.42	6.83	28.87	3.21%
Other zone 9	0.77	0.91	0.98	0.01	0.23	0.00	0.06	1.04	1.90	5.90	0.66%
Zone 9 sub-total	13.89	9.54	6.63	0.39	6.46	0.70	6.57	24.00	79.38	147.56	16.42%
Destinations outside MSA											
Alfreton town centre	0.30	0.00	0.12	0.00	0.04	0.12	0.00	4.35	0.23	5.14	0.57%
Chesterfield retail parks	0.00	0.27	0.00	0.36	0.00	0.00	0.00	0.52	2.75	3.90	0.43%
Chesterfield town centre	0.48	0.35	0.18	3.81	0.41	0.00	0.09	0.63	1.26	7.22	0.80%
Clowne town centre	0.00	0.00	0.06	2.60	0.00	0.00	0.00	0.00	0.00	2.66	0.30%
Derby (all centres/stores)	0.59	0.39	0.05	0.01	0.00	0.00	0.00	3.67	2.19	6.91	0.77%
Giltbrook Retail Park, Nottingham	2.35	1.68	1.01	0.23	0.83	0.37	1.61	17.86	6.10	32.03	3.56%
Hucknall (all centres and stores)	0.00	0.00	0.00	0.00	0.00	0.01	0.00	2.25	0.68	2.94	0.33%
Lincoln (all centres/stores)	0.00	0.00	0.00	0.06	1.59	2.99	0.62	0.18	0.00	5.44	0.61%
Newark-on-Trent retail parks	0.00	0.00	0.10	0.00	0.68	4.26	1.66	0.00	0.00	6.69	0.75%
Newark-on-Trent town centre	0.07	0.25	1.75	0.00	1.64	14.86	9.62	0.00	0.31	28.50	3.17%
Nottingham city centre	18.21	6.91	4.26	0.52	4.80	4.11	17.02	24.30	16.52	96.65	10.76%
Nottingham retail parks	1.18	0.34	0.00	0.34	0.22	0.17	1.81	3.34	0.16	7.56	0.84%
Retford town centre	0.00	0.00	0.00	0.26	4.14	5.71	0.59	0.00	0.00	10.70	1.19%
Sheffield - Meadowhall Shopping Centre	4.09	1.78	3.28	7.84	1.06	1.23	1.01	0.39	7.69	28.38	3.16%
Sheffield city centre	1.22	0.48	1.34	2.36	0.44	0.22	0.23	2.23	1.52	10.03	1.12%
Sheffield- Crystal Peaks Shopping Mall & Retail Park	0.00	0.00	0.00	1.59	0.00	0.07	0.00	0.00	0.00	1.66	0.19%
Worksop retail parks	0.00	0.01	0.49	2.31	0.66	0.20	0.45	0.69	0.04	4.85	0.54%
Worksop town centre	0.39	0.00	2.32	12.75	1.33	0.20	0.00	0.00	0.23	17.21	1.92%
Other outside MSA	4.62	2.73	3.69	3.63	1.88	5.99	5.10	10.35	8.82	46.80	5.21%
Destinations outside MSA sub-total	**33.50**	**15.19**	**18.66**	**38.68**	**19.72**	**40.51**	**39.80**	**70.75**	**48.49**	**325.29**	**36.21%**
MSA sub-total	**120.79**	**63.15**	**70.96**	**3.39**	**41.63**	**4.58**	**54.07**	**62.52**	**152.08**	**573.18**	**63.79%**
Grand total	**154.29**	**78.34**	**89.62**	**42.07**	**61.35**	**45.09**	**93.87**	**133.27**	**200.57**	**898.47**	**100.00%**

Source: Table CM3, Table CM4
All monetary values held constant at 2015 prices.

Table CM6 —
Comparison goods planning commitments

Turnover of commitments in 2021

	Net floorspace gain	Sales density	Total turnover in 2021
	sqm	£/sqm	£m
30 Leeming Lane South, Mansfield Woodhouse	320	6,368	2.04
Adjacent Unit 3 St Peters Retail Park, Station Street, Mansfield Town Centre	101	5,307	0.54
Land Between, Church Street And Burns Lane, Market Warsop District Centre	80	6,368	0.51
St Peters Retail Park, Station Street, Mansfield Town Centre	176	5,307	0.93
Vape Hq, Woodhouse Road, Mansfield, NG18 2BQ	182	5,307	0.97
Oakleaf Close, Mansfield, NG18 4GH	251	6,368	1.60
Total	**1,109**	**-**	**6.58**

Notes:
Gross floorspace data and anticipated opening years have been sourced from Mansfield District Council Planning Department
The sales floorspace has been derived by applying a net to gross floorspace ratio of 70:30 where exact floorspace sales figures are not available
Sales densities are based on average sales density for named retailers provided by Mintel 2015 UK Retail Rankings and for other stores PBA assumptions are applied
Extant planning permission for land at Belvedere Street / Quaker Way (LPA ref: 2015/0273/ST) has not been included as a commitment
All monetary values held constant at 2015 prices

Table CM7a

Comparison goods floorspace requirements to 2033

Baseline requirement

		2017	2021	2026	2031	2033
Total population and expenditure						
A	Total comparison goods expenditure (£m)	898.47	933.52	1,105.62	1,313.90	1,409.02
Retained expenditure						
B	Mansfield District comparison goods market share (%)	41%	41%	41%	41%	41%
C	Mansfield District comparison goods turnover (£m)	367.42	381.75	452.13	537.31	576.20
Inflow						
D	Inflow (%)	3%	3%	3%	3%	3%
E	Inflow (£m)	11.36	11.81	13.98	16.62	17.82
Total turnover						
F	Baseline comparison goods turnover of stores (£m)	378.78	378.78	378.78	378.78	378.78
Initial surplus						
G	Growth in retained comparison goods expenditure (£m)	0.00	14.78	87.33	175.14	215.24
Claims on expenditure						
H	Sales efficiency growth in existing retailers (£m)	0.00	41.61	74.10	109.10	123.84
I	Comparison goods commitments (£m)	0.00	6.58	7.09	7.63	7.86
J	Total claims on capacity	0.00	48.18	81.18	116.73	131.71
Expenditure summary						
K	Initial surplus of comparison goods expenditure (£m)	0.00	14.78	87.33	175.14	215.24
L	Total claims on capacity (£m)	0.00	48.18	81.18	116.73	131.71
M	Residual comparison goods expenditure (£m)	0.00	-33.41	6.15	58.41	83.53
Conversion to floorspace need						
N	Assumed turnover per sq.m (£ per sq.m)	5,000	5,307	5,717	6,159	6,345
O	**Comparison goods floorspace need (sq.m net)**	**0**	**-6,295**	**1,076**	**9,484**	**13,165**
P	Comparison goods floorspace need (sq.m gross)	0	-8,993	1,537	13,548	18,808

Notes
Total comparison goods expenditure retained by centres/stores in Mansfield District (zones 1, 2 and some locations in zone 3)
3% inflow is applied.
Sales efficiency growth of 1.5% per annum applied.
Turnover per sq.m at 2014 PBA estimate. Turnover per sq.m increased to 2031 in line with sales effiency growth rate.
Total requirement shown is cumulative.
Gross: net ratio of 70% applied.
All monetary values held constant at 2015 prices.

Table CM7b I

Comparison goods floorspace requirements to 2033

Decreased market share

		2017	2021	2026	2031	2033
Total population and expenditure						
A	Total comparison goods expenditure (£m)	898.47	933.52	1,105.62	1,313.90	1,409.02
Retained expenditure						
B	Mansfield District comparison goods market share (%)	41%	40%	40%	39%	39%
C	Mansfield District comparison goods turnover (£m)	367.42	377.09	441.08	517.60	548.02
Inflow						
D	Inflow (%)	3%	3%	3%	3%	3%
E	Inflow (£m)	11.36	11.66	13.64	16.01	16.95
Total turnover						
F	Baseline comparison goods turnover of stores (£m)	378.78	378.78	378.78	378.78	378.78
Initial surplus						
G	Growth in retained comparison goods expenditure (£m)	0.00	9.97	75.93	154.82	186.19
Claims on expenditure						
H	Sales efficiency growth in existing retailers (£m)	0.00	41.61	74.10	109.10	123.84
I	Comparison goods commitments (£m)	0.00	6.58	7.09	7.63	7.86
J	Total claims on capacity	0.00	48.18	81.18	116.73	131.71
Expenditure summary						
K	Initial surplus of comparison goods expenditure (£m)	0.00	9.97	75.93	154.82	186.19
L	Total claims on capacity (£m)	0.00	48.18	81.18	116.73	131.71
M	Residual comparison goods expenditure (£m)	0.00	-38.22	-5.25	38.09	54.48
Conversion to floorspace need						
N	Assumed turnover per sq.m (£ per sq.m)	5,000	5,307	5,717	6,159	6,345
O	**Comparison goods floorspace need (sq.m net)**	**0**	**-7,202**	**-918**	**6,185**	**8,587**
P	Comparison goods floorspace need (sq.m gross)	0	-10,288	-1,311	8,835	12,267

Notes
Total comparison goods expenditure retained by centres/stores in Mansfield District (zones 1, 2 and some locations in zone 3)
3% inflow is applied.
Sales efficiency growth of 1.5% per annum applied.
Turnover per sqm at 2017 PBA estimate and increased to 2033 in line with sales effiency growth rate.
Total requirement shown is cumulative.
Gross: net ratio of 70% applied.
All monetary values held constant at 2015 prices.

Table CV1 —
Population projections

	2012	2014	2017	2021	2026	2031	2033	Change 2017-33
Zone 1	53,178	53,549	54,599	55,509	56,509	57,364	57,735	3,136
Zone 2	30,624	30,983	31,570	31,969	32,392	32,796	32,945	1,375
Zone 3	36,728	37,126	37,657	38,174	38,790	39,252	39,491	1,834
Zone 4	15,089	15,309	15,454	15,731	16,053	16,305	16,426	972
Zone 5	22,005	22,333	22,758	23,322	23,967	24,495	24,751	1,993
Zone 6	12,137	12,225	12,456	12,700	12,950	13,147	13,236	780
Zone 7	29,205	29,520	30,022	30,674	31,450	32,145	32,478	2,456
Zone 8	40,894	41,649	42,574	43,442	44,443	45,148	45,464	2,890
Zone 9	75,191	76,696	78,044	80,001	82,147	84,011	84,938	6,894
Total	**315,051**	**319,390**	**325,134**	**331,522**	**338,701**	**344,663**	**347,464**	**22,330**

Notes
Source: Experian MMG3 (2016), for base year, population projections and population forecasts.

Table CV2 —
Per capita expenditure on convenience goods

	2012	2014	2015	2017	2021	2026	2031	2033
Zone 1	2,173	2,123	2,100	2,095	2,077	2,083	2,093	2,097
Zone 2	2,101	2,052	2,030	2,026	2,008	2,014	2,024	2,028
Zone 3	2,136	2,087	2,064	2,060	2,043	2,050	2,060	2,064
Zone 4	2,190	2,139	2,116	2,112	2,093	2,099	2,109	2,114
Zone 5	2,208	2,157	2,134	2,129	2,110	2,117	2,127	2,131
Zone 6	2,494	2,437	2,410	2,405	2,383	2,391	2,403	2,407
Zone 7	2,277	2,225	2,201	2,196	2,177	2,183	2,194	2,198
Zone 8	2,310	2,257	2,232	2,228	2,207	2,214	2,225	2,230
Zone 9	2,107	2,059	2,036	2,032	2,014	2,020	2,030	2,034

Notes
The following expenditure growth rates are applied (source: Experian Retail Planner Briefing Note 14 October 2016, Figures 1a and 1b):

2012-13:	-0.6%
2013-14:	-1.7%
2014-15:	-1.1%
2015-16:	0.0%
2016-17:	-0.2%
2017-18:	-0.9%
2018-19:	0.0%
2019-23:	0.0% (per annum)
2024-35:	0.1% (per annum)

Source: Experian MMG3 (2012 data in 2012 prices).
All monetary values held constant at 2012 prices.

Table CV3 —
Total convenience goods expenditure

a. Total expenditure (Table CV1 x Table CV2)

	2014	2017	2021	2026	2031	2033	Change 2017-33
	£m	£m	£m	£m	£m	£m	£m
Zone 1	113.68	114.41	115.27	117.70	120.08	121.09	6.69
Zone 2	63.59	63.95	64.18	65.22	66.37	66.80	2.85
Zone 3	77.48	77.57	78.01	79.50	80.85	81.51	3.94
Zone 4	32.75	32.63	32.92	33.69	34.39	34.72	2.09
Zone 5	48.18	48.46	49.22	50.73	52.11	52.76	4.29
Zone 6	29.79	29.96	30.27	30.96	31.59	31.86	1.91
Zone 7	65.69	65.94	66.76	68.66	70.53	71.40	5.46
Zone 8	93.99	94.83	95.90	98.40	100.46	101.37	6.53
Zone 9	157.92	158.61	161.12	165.94	170.55	172.78	14.18
Total	**683.08**	**686.36**	**693.64**	**710.80**	**726.93**	**734.30**	**47.93**

b. Spending on Special Forms of Trading, e.g. internet shopping

	2014	2017	2021	2026	2031	2033	Change 2017-33
SFT rate	2.40%	3.20%	3.90%	4.60%	5.00%	5.10%	
	£m	£m	£m	£m	£m	£m	£m
Zone 1	2.73	3.66	4.50	5.41	6.00	6.18	2.51
Zone 2	1.53	2.05	2.50	3.00	3.32	3.41	1.36
Zone 3	1.86	2.48	3.04	3.66	4.04	4.16	1.67
Zone 4	0.79	1.04	1.28	1.55	1.72	1.77	0.73
Zone 5	1.16	1.55	1.92	2.33	2.61	2.69	1.14
Zone 6	0.71	0.96	1.18	1.42	1.58	1.63	0.67
Zone 7	1.58	2.11	2.60	3.16	3.53	3.64	1.53
Zone 8	2.26	3.03	3.74	4.53	5.02	5.17	2.14
Zone 9	3.79	5.08	6.28	7.63	8.53	8.81	3.74
Total	**16.39**	**21.96**	**27.05**	**32.70**	**36.35**	**37.45**	**15.49**

c. Residual convenience goods expenditure (Table a less Table b)

	2014	2017	2021	2026	2031	2033	Change 2017-33
	£m	£m	£m	£m	£m	£m	£m
Zone 1	110.95	110.75	110.77	112.28	114.07	114.92	4.17
Zone 2	62.06	61.91	61.68	62.22	63.05	63.40	1.49
Zone 3	75.62	75.09	74.96	75.85	76.81	77.35	2.26
Zone 4	31.97	31.59	31.64	32.14	32.67	32.95	1.36
Zone 5	47.03	46.91	47.30	48.40	49.50	50.07	3.15
Zone 6	29.07	29.00	29.09	29.53	30.01	30.24	1.24
Zone 7	64.11	63.83	64.16	65.50	67.00	67.76	3.93
Zone 8	91.74	91.80	92.16	93.87	95.44	96.20	4.40
Zone 9	154.13	153.53	154.84	158.31	162.03	163.97	10.44
Total	**666.68**	**664.40**	**666.59**	**678.11**	**690.58**	**696.85**	**32.45**

Notes
Source: Table CM1, Table CM2
Special forms of trading ('SFT') discount source: Experian Retail Planner Briefing Note 14, October 2016, Appendix 3 Figure 5 ('adjusted' percentage figures to take into account store-picked goods)
The main component of SFT is online shopping
All monetary values are held constant at 2015 prices.

Table CV4—

Convenience goods market shares, 2017

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Zone 1									
Asda, Old Mill Lane, Mansfield Woodhouse	20.4%	4.1%	12.7%	1.4%	4.3%	0.0%	8.0%	3.4%	1.1%
Tesco Extra, Oaktree Lane, Mansfield	23.5%	0.6%	5.4%	0.5%	5.6%	0.6%	23.6%	2.5%	1.9%
Other zone 1	5.1%	3.1%	0.0%	0.0%	0.8%	0.8%	2.6%	0.0%	2.1%
Zone 1 sub-total	49.0%	7.8%	18.1%	1.9%	10.7%	1.3%	34.1%	6.0%	5.0%
Zone 2									
Aldi, Nottingham Road, Mansfield	5.2%	12.4%	3.6%	0.0%	3.2%	0.0%	5.8%	1.4%	0.9%
Asda, Bancroft Lane, Mansfield	3.2%	3.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	5.3%
Mansfield town centre (Excluding St Peter's Retail Park)	3.9%	3.9%	1.7%	0.0%	0.6%	0.0%	0.8%	0.4%	0.5%
Morrisons, Sutton Road, Mansfield	2.9%	17.3%	3.3%	0.0%	0.6%	0.6%	1.9%	2.3%	4.4%
Sainsbury's, Nottingham Road, Mansfield	6.7%	13.0%	6.7%	0.0%	3.2%	0.5%	5.9%	7.1%	2.4%
Tesco Extra, Chesterfield Roadd South, Mansfield	4.9%	20.2%	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Other zone 2	2.0%	5.9%	0.6%	0.0%	0.8%	0.0%	0.3%	0.0%	0.3%
Zone 2 sub-total	28.8%	75.7%	23.5%	0.0%	8.3%	1.0%	15.1%	11.2%	14.5%
Zone 3									
Aldi, Carter Lane, Shirebrook	0.8%	1.7%	13.9%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Mansfield Woodhouse district centre (excluding Morrisons)	0.8%	0.2%	3.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Market Warsop district centre	0.1%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, High Street, Mansfield Woodhouse	8.5%	1.8%	11.8%	0.0%	2.3%	0.0%	0.0%	0.0%	1.6%
Shirebrook town centre	0.0%	0.2%	2.3%	0.2%	0.0%	0.0%	0.0%	1.3%	0.0%
Other zone 3	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 3 sub-total	10.2%	3.9%	37.6%	0.2%	3.5%	0.0%	0.0%	1.4%	1.6%
Zone 4									
Morrisons, Kilton Road, Worksop	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, High Grounds Road, Rhodesia	0.1%	0.0%	1.0%	10.2%	0.3%	5.1%	0.0%	0.0%	0.0%
Whitwell village centre, Bolsover	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Other zone 4	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	0.1%	0.0%	0.0%
Zone 4 sub-total	0.1%	0.0%	1.0%	29.1%	0.3%	5.1%	0.1%	0.0%	0.0%
Zone 5									
Asda, Forest Road, New Ollerton, Nottingham	0.0%	0.0%	0.0%	0.0%	7.0%	1.5%	0.0%	0.0%	0.0%
Edwinstowe village centre, Nottingham	0.0%	0.0%	0.3%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%
New Ollerton town centre, Nottingham	0.0%	0.0%	0.1%	0.0%	3.0%	0.0%	0.0%	0.1%	0.0%
Tesco, Forest Road, New Ollerton, Newark	0.0%	0.0%	0.8%	0.1%	42.0%	6.7%	1.6%	0.1%	0.0%
Other zone 5	0.4%	0.0%	0.0%	0.0%	2.3%	0.1%	0.0%	0.0%	0.0%
Zone 5 sub-total	0.4%	0.0%	1.3%	0.1%	60.9%	8.3%	1.6%	0.2%	0.0%
Zone 6									
Tuxford Village Centre, Bassetlaw	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%
Other zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.1%	0.0%
Zone 6 sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%	0.0%	0.1%	0.0%
Zone 7									
Southwell town centre, Nottingham	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	13.9%	0.6%	0.0%
Other zone 7	0.3%	0.1%	0.3%	0.0%	0.0%	0.1%	7.3%	0.0%	0.0%
Zone 7 sub-total	0.3%	0.1%	0.3%	0.0%	0.0%	1.3%	21.1%	0.6%	0.0%
Zone 8									
Other zone 8	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.5%	7.6%	0.2%
Zone 8 sub-total	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.5%	7.6%	0.2%
Zone 9									
Aldi, Mansfield Road, Sutton-in-Ashfield	1.3%	3.4%	2.1%	0.0%	1.3%	0.0%	0.7%	0.7%	6.9%
Aldi, Station Road, Sutton-in-Ashfield	0.6%	0.9%	0.3%	0.0%	0.3%	0.0%	0.3%	1.5%	6.9%
Aldi, Urban Road, Kirkby in Ashfield	0.0%	0.4%	0.0%	0.6%	0.0%	0.0%	0.5%	9.3%	5.3%
Asda, Priestsic Road, Sutton-in-Ashfield	0.0%	4.6%	2.6%	0.0%	0.0%	0.0%	0.0%	5.0%	20.2%
Morrisons, Ashfield Precinct, Kirkby in Ashfield	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	13.4%	17.6%
Sutton-in-Ashfield town centre	0.0%	0.5%	0.3%	0.0%	0.1%	0.1%	0.1%	1.0%	6.6%
Other zone 9	0.1%	1.1%	0.4%	0.0%	0.0%	0.1%	0.2%	3.1%	9.5%
Zone 9 sub-total	3.9%	10.9%	5.8%	0.6%	1.7%	0.1%	2.4%	34.0%	73.1%
Destinations outside MSA									
Aldi, Carolgate, Retford	0.0%	0.0%	0.0%	0.0%	2.6%	4.3%	0.0%	0.0%	0.0%
Aldi, Gateford Road, Worksop	0.0%	0.0%	0.7%	6.8%	0.5%	0.0%	0.0%	0.0%	0.0%
Aldi, Mill Green Way, Clowne	0.0%	0.0%	0.3%	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Northgate, Newark	0.0%	0.0%	0.0%	0.0%	0.5%	7.3%	1.1%	0.0%	0.0%
Asda, Wharf Road, East Retford	4.1%	0.0%	0.0%	0.0%	0.5%	6.9%	0.0%	0.0%	0.0%
Morrisons, Derby Road, Eastwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%
Morrisons, Idle Valley Road, Retford	0.0%	0.0%	0.0%	0.0%	5.1%	8.8%	0.0%	0.0%	0.0%
Morrisons, Kings Road, Newark-on-Trent	0.0%	0.0%	1.1%	0.0%	0.0%	12.9%	2.5%	0.0%	0.0%
Other outside	2.5%	0.9%	8.5%	16.9%	4.7%	13.9%	11.8%	26.8%	5.3%
Tesco Express, Annesley Road, Hucknall	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	4.7%	0.2%
Tesco, Chestnut Drive, Clowne	0.4%	0.4%	1.5%	29.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Gatesford Road, Worksop	0.0%	0.0%	0.0%	4.7%	0.3%	0.0%	0.0%	0.0%	0.0%
Waitrose, Ossington Way, Newark	0.0%	0.2%	0.0%	0.0%	0.3%	19.3%	4.7%	0.0%	0.0%
Destinations outside MSA sub-total	**7.3%**	**1.5%**	**12.2%**	**68.2%**	**14.6%**	**73.4%**	**25.0%**	**38.9%**	**5.6%**
MSA sub-total	**92.7%**	**98.5%**	**87.8%**	**31.8%**	**85.4%**	**26.6%**	**75.0%**	**61.1%**	**94.4%**
Grand total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: NEMS Market Research Household Survey (July 2017)

Table CV5 —

Convenience goods spending patterns, 2017

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total	Total
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Total convenience goods expenditure 2017	110.75	61.91	75.09	31.59	46.91	29.00	63.83	91.80	153.53	664.40	
Zone 1											
Asda, Old Mill Lane, Mansfield Woodhouse	22.55	2.55	9.52	0.44	2.02	0.00	5.08	3.16	1.70	47.03	7.08%
Tesco Extra, Oaktree Lane, Mansfield	26.05	0.37	4.09	0.16	2.64	0.16	15.04	2.31	2.86	53.69	8.08%
Other zone 1	5.68	1.90	0.00	0.00	0.36	0.22	1.67	0.00	3.19	13.02	1.96%
Zone 1 sub-total	54.28	4.81	13.61	0.60	5.02	0.38	21.79	5.47	7.75	113.73	17.12%
Zone 2											
Aldi, Nottingham Road, Mansfield	5.74	7.71	2.72	0.00	1.50	0.00	3.71	1.26	1.43	24.06	3.62%
Asda, Bancroft Lane, Mansfield	3.53	1.87	0.00	0.00	0.00	0.00	0.23	0.00	8.21	13.85	2.08%
Mansfield town centre (Excluding St Peter's Retail Park)	4.29	2.39	1.30	0.00	0.27	0.00	0.53	0.37	0.70	9.84	1.48%
Morrisons, Sutton Road, Mansfield	3.23	10.73	2.44	0.00	0.29	0.16	1.19	2.13	6.77	26.95	4.06%
Sainsbury's, Nottingham Road, Mansfield	7.41	8.07	5.06	0.00	1.48	0.14	3.79	6.56	3.72	36.23	5.45%
Tesco Extra, Chesterfield Roadd South, Mansfield	5.42	12.48	5.62	0.00	0.00	0.00	0.00	0.00	1.02	24.54	3.69%
Other zone 2	2.21	3.65	0.47	0.00	0.36	0.00	0.19	0.00	0.42	7.29	1.10%
Zone 2 sub-total	31.84	46.89	17.61	0.00	3.89	0.30	9.64	10.32	22.28	142.78	21.49%
Zone 3											
Aldi, Carter Lane, Shirebrook	0.88	1.05	10.43	0.00	0.55	0.00	0.00	0.00	0.00	12.91	1.94%
Mansfield Woodhouse district centre (excluding Morrisons)	0.94	0.10	2.44	0.00	0.00	0.00	0.00	0.14	0.00	3.61	0.54%
Market Warsop district centre	0.09	0.00	3.59	0.00	0.00	0.00	0.00	0.00	0.00	3.69	0.56%
Morrisons, High Street, Mansfield Woodhouse	9.43	1.13	8.86	0.00	1.09	0.00	0.00	0.00	2.41	22.92	3.45%
Shirebrook town centre	0.00	0.15	1.71	0.05	0.00	0.00	0.00	1.18	0.00	3.08	0.46%
Other zone 3	0.00	0.00	1.24	0.00	0.00	0.00	0.00	0.00	0.00	1.24	0.19%
Zone 3 sub-total	11.34	2.43	28.27	0.05	1.63	0.00	0.00	1.32	2.41	47.45	7.14%
Zone 4											
Morrisons, Kilton Road, Worksop	0.00	0.00	0.00	1.70	0.00	0.00	0.00	0.00	0.00	1.70	0.26%
Sainsbury's, High Grounds Road, Rhodesia	0.11	0.00	0.74	3.23	0.14	1.48	0.00	0.00	0.00	5.70	0.86%
Whitwell village centre, Bolsover	0.00	0.00	0.00	2.09	0.00	0.00	0.00	0.00	0.00	2.09	0.31%
Other zone 4	0.00	0.00	0.00	2.16	0.00	0.00	0.09	0.00	0.00	2.25	0.34%
Zone 4 sub-total	0.11	0.00	0.74	9.19	0.14	1.48	0.09	0.00	0.00	11.74	1.77%
Zone 5											
Asda, Forest Road, New Ollerton, Nottingham	0.00	0.00	0.00	0.00	3.28	0.45	0.00	0.00	0.00	3.72	0.56%
Edwinstowe village centre, Nottingham	0.00	0.00	0.26	0.00	3.12	0.00	0.00	0.00	0.00	3.37	0.51%
New Ollerton town centre, Nottingham	0.00	0.00	0.10	0.00	1.39	0.00	0.00	0.10	0.00	1.59	0.24%
Tesco, Forest Road, New Ollerton, Newark	0.00	0.00	0.64	0.03	19.71	1.93	1.03	0.08	0.00	23.41	3.52%
Other zone 5	0.46	0.00	0.00	0.00	1.07	0.02	0.00	0.00	0.00	1.55	0.23%
Zone 5 sub-total	0.46	0.00	0.99	0.03	28.55	2.40	1.03	0.18	0.00	33.64	5.06%
Zone 6											
Tuxford Village Centre, Bassetlaw	0.00	0.00	0.00	0.00	0.00	1.45	0.00	0.00	0.00	1.45	0.22%
Other zone 6	0.00	0.00	0.00	0.00	0.00	1.29	0.00	0.10	0.00	1.39	0.21%
Zone 6 sub-total	0.00	0.00	0.00	0.00	0.00	2.74	0.00	0.10	0.00	2.84	0.43%
Zone 7											
Southwell town centre, Nottingham	0.00	0.00	0.00	0.00	0.00	0.36	8.86	0.53	0.00	9.75	1.47%
Other zone 7	0.36	0.03	0.25	0.00	0.00	0.02	4.63	0.00	0.00	5.30	0.80%
Zone 7 sub-total	0.36	0.03	0.25	0.00	0.00	0.38	13.49	0.53	0.00	15.05	2.26%
Zone 8											
Other zone 8	0.00	0.07	0.12	0.00	0.00	0.00	0.30	6.97	0.32	7.78	1.17%
Zone 8 sub-total	0.00	0.07	0.12	0.00	0.00	0.00	0.30	6.97	0.32	7.78	1.17%
Zone 9											
Aldi, Mansfield Road, Sutton-in-Ashfield	1.39	2.12	1.55	0.00	0.62	0.00	0.42	0.65	10.66	17.41	2.62%
Aldi, Station Road, Sutton-in-Ashfield	0.65	0.55	0.25	0.00	0.15	0.00	0.19	1.34	10.65	13.78	2.07%
Aldi, Urban Road, Kirkby in Ashfield	0.00	0.27	0.00	0.18	0.00	0.00	0.30	8.57	8.21	17.54	2.64%
Asda, Priestsic Road, Sutton-in-Ashfield	0.00	2.84	1.98	0.00	0.00	0.00	0.00	4.60	31.02	40.44	6.09%
Morrisons, Ashfield Precinct, Kirkby in Ashfield	2.15	0.00	0.00	0.00	0.00	0.00	0.45	12.28	27.03	41.90	6.31%
Sutton-in-Ashfield town centre	0.00	0.30	0.20	0.00	0.04	0.02	0.03	0.95	10.06	11.61	1.75%
Other zone 9	0.10	0.65	0.34	0.00	0.00	0.02	0.13	2.80	14.55	18.59	2.80%
Zone 9 sub-total	4.28	6.73	4.32	0.18	0.81	0.04	1.53	31.19	112.19	161.26	24.27%
Destinations outside MSA											
Aldi, Carolgate, Retford	0.00	0.00	0.00	0.00	1.22	1.26	0.00	0.00	0.00	2.48	0.37%
Aldi, Gateford Road, Worksop	0.00	0.00	0.53	2.13	0.26	0.00	0.00	0.00	0.00	2.92	0.44%
Aldi, Mill Green Way, Clowne	0.00	0.00	0.25	3.38	0.00	0.00	0.00	0.00	0.00	3.63	0.55%
Aldi, Northgate, Newark	0.00	0.00	0.00	0.00	0.23	2.12	0.72	0.00	0.00	3.07	0.46%
Asda, Wharf Road, East Retford	4.59	0.00	0.00	0.00	0.24	2.00	0.00	0.00	0.00	6.83	1.03%
Morrisons, Derby Road, Eastwood	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.78	0.00	6.78	1.02%
Morrisons, Idle Valley Road, Retford	0.00	0.00	0.00	0.00	2.41	2.55	0.00	0.00	0.00	4.96	0.75%
Morrisons, Kings Road, Newark-on-Trent	0.00	0.00	0.84	0.00	0.00	3.75	1.58	0.00	0.00	6.17	0.93%
Other outside	2.79	0.58	6.39	5.33	2.22	4.03	7.55	24.61	8.21	61.71	9.29%
Tesco Express, Annesley Road, Hucknall	0.23	0.00	0.00	0.00	0.00	0.00	3.08	4.35	0.37	8.02	1.21%
Tesco, Chestnut Drive, Clowne	0.45	0.23	1.16	9.22	0.00	0.00	0.00	0.00	0.00	11.06	1.66%
Tesco, Gatesford Road, Worksop	0.00	0.00	0.00	1.47	0.14	0.00	0.00	0.00	0.00	1.61	0.24%
Waitrose, Ossington Way, Newark	0.00	0.14	0.00	0.00	0.14	5.59	3.03	0.00	0.00	8.89	1.34%
Destinations outside MSA sub-total	**8.06**	**0.95**	**9.17**	**21.53**	**6.86**	**21.28**	**15.96**	**35.74**	**8.58**	**128.12**	**19.28%**
MSA sub-total	**102.68**	**60.96**	**65.92**	**10.05**	**40.05**	**7.72**	**47.87**	**56.06**	**144.95**	**536.28**	**80.72%**
Grand total	**110.75**	**61.91**	**75.09**	**31.59**	**46.91**	**29.00**	**63.83**	**91.80**	**153.53**	**664.40**	**100.00%**

Source: NEMS Market Research Household Survey (July 2017)

Table CV6 —
Convenience goods planning commitments

Turnover of commitments in 2021

	Net floorspace gain	Sales density in opening year	Turnover in 2021
	sqm	£/sqm	£m
Assumed opening year of 2021:			
Adjacent The Ladybrook, 190 Ladybrook Lane, Mansfield, NG18 5JJ	400	6,000	2.40
30 Leeming Lane South, Mansfield Woodhouse,NG19 9AB	1,280	10,453	13.38
The Reindeer Inn, 17 Southwell Road West, Mansfield, NG18 4EH	326	6,000	1.96
Land Between, Church Street And Burns Lane, Warsop, NG20 0AJ	716	6,000	4.29
Land Adjacent to the A617 Mansfield Ashfield Regeneration Route	1,000	6,000	6.00
Oakleaf Close, Mansfield, NG18 4GH	1,003	10,453	10.49
Total	**4,725**	**-**	**38.52**

Notes:
Gross floorspace data and anticipated opening years have been sourced from Mansfield District Council Planning Department
The sales floorspace has been derived by applying a net to gross floorspace ratio of 70:30 where exact floorspace sales figures are not available
Sales densities are based on average sales density for named retailers provided by Mintel 2015 UK Retail Rankings and for other stores PBA assumptions are applied
Extant planning permission for land at Belvedere Street/Quaker Way (LPA ref: 2015/0273/ST) has not been included as a commitment
All monetary values held constant at 2015 prices

Table CV7 —

Convenience goods floorspace requirements to 2033

Baseline requirement

		2017	2021	2026	2031	2033
Total population and expenditure						
A	Total convenience goods expenditure (£m)	664.40	666.59	678.11	690.58	696.85
Retained expenditure						
B	Mansfield District Area convenience goods market share (%)	43%	43%	43%	43%	43%
C	Mansfield District Area convenience goods market share (%)	287.96	288.91	293.90	299.31	302.03
Inflow						
D	Inflow (%)	1%	1%	1%	1%	1%
E	Inflow (£m)	2.91	2.92	2.97	3.02	3.05
Total turnover						
F	Baseline convenience goods turnover of stores (£m)	290.87	290.87	290.87	290.87	290.87
Initial surplus						
G	Growth in retained convenience goods expenditure (£m)	0.00	0.96	6.00	11.46	14.20
Claims on expenditure						
H	Sales efficiency growth in existing retailers (£m)	0.00	0.00	0.00	0.00	0.00
I	Convenience goods commitments (£m)	0.00	38.52	38.52	38.52	38.52
J	Total claims on capacity	0.00	38.52	38.52	38.52	38.52
Expenditure summary						
K	Initial surplus of convenience goods expenditure (£m)	0.00	0.96	6.00	11.46	14.20
L	Total claims on capacity (£m)	0.00	38.52	38.52	38.52	38.52
M	Foodstore trading performance allowance (£m)	2.87	2.87	2.87	2.87	2.87
N	Residual convenience goods expenditure (£m)	2.87	-34.68	-29.64	-24.18	-21.44
Conversion to floorspace need						
O	Assumed turnover per sq.m (£ per sq.m)	10,000	10,000	10,000	10,000	10,000
P	**Convenience goods floorspace need (sq.m net)**	**287**	**-3,468**	**-2,964**	**-2,418**	**-2,144**
Q	Convenience goods floorspace need (sq.m gross)	411	-4,955	-4,235	-3,454	-3,062

Notes
Total convenience goods expenditure retained by centres/stores in Mansfield District (zones 1, 2 and some locations in zone 3)
Sales efficiency growth of 0.0% per annum applied
1% inflow is applied consistently across the study period.
Turnover per sq.m at 2014 PBA estimate. Turnover per sq.m increased to 2033 in line with sales effiency growth rate.
Total requirement shown is cumulative.
Gross: net ratio of 70% applied.

Foodstore trading performance allowance:

Food store and study zone	Net floorspace	Proportion food	Food floorspace sqm net	Food & grocery turnover per sq.m	Benchmark (£m)	HHS-derived turnover (£m)	Difference to benchmark (£m)
Asda, Old Mill Lane, Forest Town, Mansfield (Zone 1)	5,597	64%	3,582	14,877	53.3	47.6	-5.7
Tesco Extra, Oak Tree, Mansfield (Zone 1)	4,717	65%	3,066	11,261	34.5	52.7	18.1
Tesco Extra, Chesterfield Road Sth, Mansfield (Zone 2)	4,907	65%	3,190	11,261	35.9	26.3	-9.6
Morrisons, Sutton Road, Mansfield (Zone 2)	3,609	77%	2,779	12,191	33.9	28.5	-5.3
Sainsbury's, Nottingham Road, Mansfield (Zone 1)	2,677	70%	1,874	13,017	24.4	36.9	12.5
Iceland, The Rosemary Centre, Mansfield (Zone 2)	477	97%	463	7,757	3.6	0.6	-3.0
Morrisons, Woodhouse Ctr, Mansfield Woodhouse (Zone 3)	2,507	90%	2,256	12,191	27.5	23.4	-4.1
Total							**2.9**

Note: Sales densities are based on average sales density for named retailers provided by Mintel 2015 UK Retail Rankings.

All monetary values held constant at 2015 prices.

Table L1 —

Population projections

	2012	2014	2017	2021	2026	2031	2033	Change 2017-33
Zone 1	53,178	53,549	54,599	55,509	56,509	57,364	57,735	3,136
Zone 2	30,624	30,983	31,570	31,969	32,392	32,796	32,945	1,375
Zone 3	36,728	37,126	37,657	38,174	38,790	39,252	39,491	1,834
Zone 4	15,089	15,309	15,454	15,731	16,053	16,305	16,426	972
Zone 5	22,005	22,333	22,758	23,322	23,967	24,495	24,751	1,993
Zone 6	12,137	12,225	12,456	12,700	12,950	13,147	13,236	780
Zone 7	29,205	29,520	30,022	30,674	31,450	32,145	32,478	2,456
Zone 8	40,894	41,649	42,574	43,442	44,443	45,148	45,464	2,890
Zone 9	75,191	76,696	78,044	80,001	82,147	84,011	84,938	6,894
Total	**315,051**	**319,390**	**325,134**	**331,522**	**338,701**	**344,663**	**347,464**	**22,330**

Notes
Source: Experian MMG3 (2016), for base year, population projections and population forecasts.

Table L2 —
Per capita expenditure on leisure goods

	Zone 1 £	Zone 2 £	Zone 3 £	Zone 4 £	Zone 5 £	Zone 6 £	Zone 7 £	Zone 8 £	Zone 9 £
Expenditure per person, 2012									
Accommodation services	149	128	123	148	142	217	192	177	128
Cultural services	263	232	228	251	243	278	272	287	247
Games of chance	142	143	154	151	148	131	142	159	151
Hairdressing salons and personal grooming	85	70	63	80	74	113	100	98	73
Recreational and sporting services	79	64	58	77	72	120	104	92	69
Restaurants/cafes	856	755	712	816	791	1,049	931	941	782
Expenditure per person, 2014									
Accommodation services	155	134	128	155	148	227	200	184	133
Cultural services	275	243	238	263	254	291	284	299	258
Games of chance	148	150	161	157	155	137	148	166	157
Hairdressing salons and personal grooming	89	73	66	84	77	118	105	102	76
Recreational and sporting services	83	67	61	81	75	125	108	96	72
Food and drink	894	788	744	853	826	1,096	973	983	817
Expenditure per person, 2015									
Accommodation services	157	136	130	157	150	230	203	187	135
Cultural services	278	246	242	266	257	295	287	303	261
Games of chance	150	152	163	159	157	138	150	168	160
Hairdressing salons and personal grooming	90	74	67	85	78	119	106	104	77
Recreational and sporting services	84	68	62	82	76	127	110	98	73
Food and drink	905	799	754	864	837	1,110	986	995	828
Expenditure per person, 2017									
Accommodation services	161	139	133	160	154	236	208	191	138
Cultural services	285	252	247	272	263	302	294	311	267
Games of chance	154	155	167	163	161	142	154	172	163
Hairdressing salons and personal grooming	92	76	69	87	80	122	109	106	79
Recreational and sporting services	86	70	63	84	78	130	112	100	74
Food and drink	927	818	772	885	857	1,137	1,009	1,019	848
Expenditure per person, 2021									
Accommodation services	168	145	139	167	160	245	216	199	144
Cultural services	297	262	258	284	274	314	307	323	279
Games of chance	160	162	174	170	168	148	160	179	170
Hairdressing salons and personal grooming	96	79	71	91	83	127	113	110	83
Recreational and sporting services	90	73	66	87	81	135	117	104	77
Food and drink	966	852	804	921	893	1,184	1,051	1,062	883
Expenditure per person, 2026									
Accommodation services	180	155	149	179	172	263	232	214	155
Cultural services	319	281	276	304	294	337	329	347	299
Games of chance	172	174	186	182	180	158	172	192	183
Hairdressing salons and personal grooming	103	85	77	97	89	137	121	119	89
Recreational and sporting services	96	78	71	94	87	145	125	112	83
Food and drink	1,036	914	863	989	958	1,271	1,128	1,139	947
Expenditure per person, 2031									
Accommodation services	194	167	160	193	185	284	250	230	167
Cultural services	343	303	298	328	317	363	354	374	322
Games of chance	185	187	201	196	194	171	185	207	197
Hairdressing salons and personal grooming	111	91	83	105	96	147	131	128	96
Recreational and sporting services	104	84	76	101	94	156	135	120	89
Food and drink	1,116	985	929	1,065	1,032	1,369	1,215	1,227	1,021
Expenditure per person, 2033									
Accommodation services	200	172	165	199	190	292	257	237	172
Cultural services	354	312	307	338	326	374	365	385	332
Games of chance	191	193	207	202	200	176	191	213	203
Hairdressing salons and personal grooming	114	94	85	108	99	152	135	132	98
Recreational and sporting services	107	87	78	104	96	161	139	124	92
Food and drink	1,150	1,014	957	1,097	1,063	1,410	1,252	1,264	1,051

Notes
Source: Experian MMG3 (2016), for per capita lesiure expenditure data.
The following expenditure growth rates are applied (source: Experian Retail Planner Briefing Note 14, October 2016, Figures 1a and 1b)

2012-13:	2.3%
2013-14:	2.1%
2014-15:	1.3%
2015-16:	1.9%
2016-17	0.5%
2017-18:	0.2%
2018-19:	1.3%
2019-23:	1.3% (per annum)
2024-35:	1.5% (per annum)

Table L3 —
Total leisure goods expenditure

	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Zone 9 £m	Total £m
Total expenditure, 2014										
Accommodation services	8.48	4.15	4.83	2.39	3.37	2.83	6.01	7.85	10.41	50.32
Cultural services	8.67	9.01	3.68	4.06	5.77	3.62	8.52	12.74	20.12	76.20
Games of chance	5.58	2.29	3.66	2.43	3.53	1.70	4.45	7.05	12.29	42.98
Hairdressing salons and personal grooming	1.37	1.63	0.82	1.30	1.75	1.47	3.14	4.35	5.97	21.81
Recreational and sporting services	1.89	0.82	1.83	1.25	1.71	1.56	3.25	4.10	5.59	21.99
Food and drink	11.13	23.27	31.67	13.18	18.80	13.65	29.21	41.83	63.77	246.51
Total expenditure, 2017										
Accommodation services	8.80	4.39	5.01	2.48	3.49	2.93	6.23	8.15	10.80	52.28
Cultural services	15.56	7.95	9.31	4.21	5.99	3.76	8.84	13.22	20.88	89.71
Games of chance	8.39	4.90	6.28	2.52	3.66	1.77	4.62	7.32	12.75	52.20
Hairdressing salons and personal grooming	5.03	2.40	2.58	1.35	1.82	1.52	3.26	4.52	6.19	28.67
Recreational and sporting services	4.70	2.20	2.38	1.30	1.77	1.62	3.37	4.26	5.80	27.38
Food and drink	50.61	25.82	29.06	13.67	19.51	14.16	30.30	43.40	66.15	292.68
Total expenditure, 2021										
Accommodation services	9.32	4.63	5.29	2.63	3.73	3.12	6.63	8.66	11.53	55.53
Cultural services	16.48	8.38	9.83	4.46	6.39	3.99	9.41	14.05	22.29	95.29
Games of chance	8.88	5.17	6.63	2.67	3.91	1.88	4.91	7.77	13.61	55.44
Hairdressing salons and personal grooming	5.33	2.53	2.73	1.43	1.94	1.62	3.47	4.80	6.61	30.45
Recreational and sporting services	4.98	2.33	2.51	1.37	1.89	1.72	3.59	4.52	6.19	29.09
Food and drink	53.60	27.23	30.69	14.49	20.82	15.04	32.25	46.12	70.63	310.87
Total expenditure, 2026										
Accommodation services	10.18	5.03	5.77	2.88	4.11	3.41	7.30	9.50	12.70	60.88
Cultural services	18.00	9.11	10.72	4.89	7.05	4.37	10.35	15.43	24.56	104.47
Games of chance	9.70	5.62	7.23	2.93	4.31	2.05	5.40	8.53	15.00	60.78
Hairdressing salons and personal grooming	5.82	2.75	2.97	1.56	2.14	1.77	3.82	5.27	7.28	33.39
Recreational and sporting services	5.44	2.53	2.74	1.50	2.08	1.88	3.94	4.96	6.82	31.90
Food and drink	58.55	29.61	33.46	15.87	22.96	16.46	35.48	50.63	77.82	340.83
Total expenditure, 2031										
Accommodation services	11.13	5.49	6.29	3.15	4.53	3.73	8.03	10.40	13.99	66.74
Cultural services	19.69	9.94	11.69	5.35	7.76	4.77	11.39	16.88	27.06	114.53
Games of chance	10.61	6.13	7.88	3.20	4.75	2.24	5.95	9.34	16.52	66.63
Hairdressing salons and personal grooming	6.37	3.00	3.24	1.71	2.36	1.94	4.20	5.77	8.03	36.60
Recreational and sporting services	5.94	2.76	2.99	1.65	2.29	2.05	4.34	5.43	7.51	34.97
Food and drink	64.03	32.29	36.48	17.36	25.28	18.00	39.06	55.41	85.74	373.65
Total expenditure, 2033										
Accommodation services	11.55	6.59	7.90	3.28	4.95	2.65	6.49	9.09	16.99	69.48
Cultural services	20.41	11.65	13.96	5.81	8.75	4.68	11.48	16.08	30.03	122.86
Games of chance	11.00	6.28	7.53	3.13	4.72	2.52	6.19	8.66	16.19	66.22
Hairdressing salons and personal grooming	6.60	3.77	4.52	1.88	2.83	1.51	3.71	5.20	9.71	39.74
Recreational and sporting services	6.16	3.52	4.22	1.75	2.64	1.41	3.47	4.85	9.07	37.09
Food and drink	66.39	37.88	45.41	18.89	28.46	15.22	37.35	52.28	97.67	399.54
Growth in expenditure, 2017-33										
Accommodation services	2.74	2.20	2.89	0.81	1.46	-0.29	0.26	0.95	6.19	17.20
Cultural services	4.85	3.70	4.65	1.60	2.76	0.92	2.65	2.85	9.16	33.14
Games of chance	2.61	1.37	1.25	0.61	1.06	0.76	1.57	1.35	3.44	14.02
Hairdressing salons and personal grooming	1.57	1.37	1.93	0.53	1.01	-0.01	0.46	0.68	3.52	11.07
Recreational and sporting services	1.46	1.31	1.83	0.46	0.87	-0.20	0.10	0.60	3.27	9.71
Food and drink	15.78	12.07	16.35	5.22	8.95	1.06	7.04	8.88	31.52	106.86

Notes
Source: Table L1, Table L2
All monetary values held constant at 2015 prices.

Table L4 —
Leisure market shares for Mansfield district, 2017

	Zone 1 £	Zone 2 £	Zone 3 £	Zone 4 £	Zone 5 £	Zone 6 £	Zone 7 £	Zone 8 £	Zone 9 £
Heath & fitness									
Mansfield	79.20%	61.83%	45.25%	16.74%	9.85%	3.16%	36.80%	19.14%	11.29%
Mansfield Woodhouse	8.76%	8.21%	5.49%	0.00%	4.53%	0.00%	0.00%	0.00%	0.00%
Market Warsop	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	12.04%	29.96%	49.25%	83.26%	85.62%	96.84%	63.20%	80.86%	88.71%
MDA sub-total	**87.96%**	**70.04%**	**50.75%**	**16.74%**	**14.38%**	**3.16%**	**36.80%**	**19.14%**	**11.29%**
Grand total	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**
Family entertainment									
Mansfield town centre	55.90%	85.27%	74.32%	16.92%	22.91%	0.00%	32.76%	60.29%	48.43%
Mansfield Woodhouse district centre	1.89%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.23%	2.37%
Other	42.21%	14.73%	25.68%	83.09%	77.09%	99.99%	67.24%	34.49%	49.21%
MDA sub-total	**57.80%**	**85.27%**	**74.32%**	**16.92%**	**22.91%**	**0.00%**	**32.76%**	**65.52%**	**50.80%**
Grand total	**100.00%**	**100.00%**	**100.01%**	**100.01%**	**100.00%**	**99.99%**	**100.00%**	**100.00%**	**100.01%**
Cinema & theatre									
Mansfield	78.74%	97.75%	94.95%	4.76%	62.41%	6.79%	54.33%	61.24%	82.75%
Chesterfield	0.00%	0.00%	0.00%	23.74%	0.00%	0.00%	0.00%	1.53%	7.59%
Derby	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	7.83%	0.00%
Lincoln	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%	0.00%	0.00%
Newark-on-Trent	0.00%	0.00%	0.00%	0.00%	4.85%	65.53%	10.35%	0.00%	0.00%
Nottingham	14.09%	2.25%	3.25%	2.21%	21.26%	10.18%	34.15%	28.18%	5.84%
Sheffield	5.87%	0.00%	1.80%	10.17%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	1.30%	0.00%	0.00%	59.12%	11.48%	15.36%	0.00%	1.22%	3.82%
MDA sub-total	**78.74%**	**97.75%**	**94.95%**	**4.76%**	**62.41%**	**6.79%**	**54.33%**	**61.24%**	**82.75%**
Grand total	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**
Pubs & bars etc									
Mansfield - local pub/restaurant	30.00%	29.79%	9.38%	2.44%	11.36%	0.00%	4.55%	8.89%	7.69%
Mansfield - retail parks/drive thru	2.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mansfield town centre	32.00%	44.68%	12.50%	2.44%	11.36%	0.00%	4.55%	4.44%	11.54%
Mansfield Woodhouse district centre	14.00%	2.13%	6.25%	2.44%	0.00%	0.00%	0.00%	0.00%	1.92%
Market Warsop district centre	0.00%	0.00%	9.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	22.00%	23.40%	62.50%	92.68%	77.27%	100.00%	90.91%	86.67%	78.85%
MDA sub-total	**78.00%**	**76.60%**	**37.50%**	**7.32%**	**22.73%**	**0.00%**	**9.09%**	**13.33%**	**21.15%**
Grand total	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**
Restaurants & cafes etc									
Mansfield - local pub/restaurant	25.35%	19.61%	18.87%	6.78%	6.90%	1.59%	6.45%	10.77%	6.90%
Mansfield - retail park/drive thru	2.82%	1.96%	0.00%	0.00%	1.72%	0.00%	0.00%	0.00%	3.45%
Mansfield town centre	30.99%	50.98%	22.64%	5.08%	13.79%	0.00%	16.13%	7.69%	10.34%
Mansfield Woodhouse district centre	7.04%	1.96%	13.21%	0.00%	3.45%	0.00%	0.00%	0.00%	1.72%
Market Warsop district centre	0.00%	0.00%	1.89%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	33.80%	25.49%	43.40%	88.14%	74.14%	98.41%	77.42%	81.54%	77.59%
MDCA sub-total	**66.20%**	**74.51%**	**56.60%**	**11.86%**	**25.86%**	**1.59%**	**22.58%**	**18.46%**	**22.41%**
Grand total	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**
Food & drink combined (incl. Pubs & bars etc and Restaurants & cafes etc)									
Mansfield - local pub/restaurant	27.68%	24.70%	14.12%	4.61%	9.13%	0.79%	5.50%	9.83%	7.29%
Mansfield - retail park/drive thru	2.41%	0.98%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	1.72%
Mansfield town centre	31.49%	47.83%	17.57%	3.76%	12.58%	0.00%	10.34%	6.07%	10.94%
Mansfield Woodhouse district centre	10.52%	2.04%	9.73%	1.22%	1.72%	0.00%	0.00%	0.00%	1.82%
Market Warsop district centre	0.00%	0.00%	5.63%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	27.90%	24.45%	52.95%	90.41%	75.71%	99.21%	84.16%	84.10%	78.22%
MDA sub-total	**72.10%**	**75.55%**	**47.05%**	**9.59%**	**24.29%**	**0.79%**	**15.84%**	**15.90%**	**21.78%**
Grand total	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**

Notes:
Source: NEMS Market Research Household Survey (2017)
Food & drink combined market shares are calculated as a weighted average for Pubs & bars etc and Restaurants & cafes etc market shares (50:50 ratio)

Table L5 —

Summary of A3, A4 & A5 capacity for Mansfield District

	2017	2021	2026	2031	2033
Total population and expenditure					
A Total population	319,390	325,134	331,522	338,701	344,663
B Total study area expenditure on food & drink	292.68	310.87	340.83	373.65	399.54
Retained expenditure					
C Retained food & drink expenditure	35%	35%	35%	35%	35%
D Retained food & drink expenditure	102.44	108.80	119.29	130.78	139.84
E Expenditure leakage	190.24	202.07	221.54	242.87	259.70
Inflow					
F Inflow	0%	0%	0%	0%	0%
G Inflow	0.00	0.00	0.00	0.00	0.00
Total turnover of food & drink facilities					
H Total turnover	102.44	102.44	102.44	102.44	102.44
Initial surplus					
I Growth in retained expenditure	0.00	6.37	16.85	28.34	37.40
Claims on expenditure					
J Sales efficiency growth in existing operators	0.00	1.23	5.03	6.32	7.19
K Commitments for new floorspace	0.00	0.00	5.61	5.72	5.76
L Total claims on capacity	**0.00**	**1.23**	**10.63**	**12.04**	**12.96**
Expenditure summary					
M Initial surplus of expenditure	0.00	6.37	16.85	28.34	37.40
N Total claims on capacity	0.00	1.23	10.63	12.04	12.96
O Residual expenditure	**0.00**	**5.13**	**6.22**	**16.30**	**24.44**
Conversion to floorspace requirements					
P Assumed turnover per sq.m	6,500	6,605	6,738	6,874	6,929
Q **Gross food & drink floorspace requirement[5]**	**0**	**777**	**923**	**2,371**	**3,528**

Notes
All monetary values are held constant at 2015 prices.
Sales efficiency growth rate of 0.4% per annum applied.

Commitments (row K)

	Anticipated opening year	Net floorspace gain sqm net	Sales density in opening year £/sqm	Turnover in opening year (£m)
Assumed opening year 2021:				
28A Leeming Street, Mansfield	2021	120	6,738	0.81
The Portland Arms, 21 Albert Street, Mansfield	2021	307	6,738	2.07
Former Lloyds Bank, 2-8 Stockwell Gate, Mansfield	2021	405	6,738	2.73
Sub-total (2021)		832	-	5.61

Notes
Gross floorspace data and anticipated opening years have been sourced from Mansfield District Council Planning Department.
The sales floorspace has been derived by applying a net to gross floorspace ratio of 70:30 where exact floorspace sales figures are not available.
All monetary values are held constant at 2015 prices.

MDA retained food & drink expenditure (Row C)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total
Food & drink combined %	72.10%	75.55%	47.05%	9.59%	24.29%	0.79%	15.84%	15.90%	21.78%	-
Food & drink combined £m	36.49	19.51	13.68	1.31	4.74	0.11	4.80	6.90	14.41	101.942
MDA retained food & drink %										34.83%

Notes
Source: Table l3 (study area total food and drink expenditure 2017) and Table l4 (MDA food & drink combined expenditure)
Retained food & drink expenditure (%) is the study area total food & drink expenditure (Table l3) divided by the MDA total food & drink expenditure (£m)
All monetary values are held constant at 2015 prices.

Table H1- H3: Housing growth areas capacity in 2033

Table H1: Housing growth areas dwellings and popualtion in 2033

Growth area	Site no's.	Dwellings	HH size	Population
N1 – Park Hall Farm	103, 103	130	2.3	302
N2 – South of Debdale Lane	28, 29, 64, 163	230	2.3	534
E1- West of Sandlands Way	30, 31, 53, 55, 158	537	2.3	1,246
E2 – South of Clipstone Road East	13, 101	503	2.3	1,167
E3 - East of Jubillee Way	76	600	2.3	1,392
S1 - Lindhurst	27a, 27b, 90, 91	1,462	2.3	3,392
W1 - Skegby Lane / Fields Farm	58, 80, 89	565	2.3	1,311
W2 - Pleasley Hill	52, 74c, 81, 92	1,374	2.3	3,188
Total		5,401		12,530

Notes:
Dwellings data provided by Mansfield District Council Planning Department
Average household size dervied from the ONS 2011 Census Table PHP01

Table H2: Housing growth area comparison retail needs in 2033

Growth area	Population	Comparison per person less SFT £	Comparison Total £m	Sales density £ per sqm	Comitted floorspace sqm net	Net sales sqm	Gross sales sqm
N1 – Park Hall Farm	302	3,759	1.1	6,345	0	179	255
N2 – South of Debdale Lane	534	3,759	2.0	6,345	0	316	452
E1- West of Sandlands Way	1,246	3,759	4.7	6,345	0	738	1,055
E2 – South of Clipstone Road East	1,167	3,759	4.4	6,345	0	691	988
E3 - East of Jubillee Way	1,392	3,759	5.2	6,345	0	825	1,178
S1 - Lindhurst	3,392	3,759	12.8	6,345	140	1,870	2,671
W1 - Skegby Lane / Fields Farm	1,311	3,759	4.9	6,345	0	777	1,110
W2 - Pleasley Hill	3,188	3,759	12.0	6,345	65	1,824	2,606
Total						7,220	10,314

Notes:
Source: Tables CM2 for per capita expenditure and Table CM3 for SFT
Average household size dervied from the ONS 2011 Census Table PHP01
Comparison turnover of £6,345 per sqm
Gross:net ratio of 30:70 applied
Commitments floorspace data sourced from Mansfield District Council Planning Departmen

Table H3: Housing growth area convenience retail needs in 2033

Growth area	Population	Convenience per person less SFT (£)	Convenience Total (£m)	Sales density (£ per sqm)	Comitted floorspace sqm net	Net sales (sqm)	Gross sales (sqm)
N1 – Park Hall Farm	302	1,954	0.6	10,000	0	59	84
N2 – South of Debdale Lane	534	1,954	1.0	10,000	0	104	149
E1- West of Sandlands Way	1,246	1,954	2.4	10,000	0	243	348
E2 – South of Clipstone Road East	1,167	1,954	2.3	10,000	0	228	326
E3 - East of Jubillee Way	1,392	1,954	2.7	10,000	0	272	389
S1 - Lindhurst	3,392	1,954	6.6	10,000	600	63	90
W1 - Skegby Lane / Fields Farm	1,311	1,954	2.6	10,000	0	256	366
W2 - Pleasley Hill	3,188	1,954	6.2	10,000	65	558	798
Total						1,784	2,548

Notes:
Source: Tables CV2 for per capita expenditure and Table CV3 for SFT
Convenience turnover of £10,000 per sqm
Gross:net ratio of 30:70 applied
Commitments floorspace data sourced from Mansfield District Council Planning Departmen

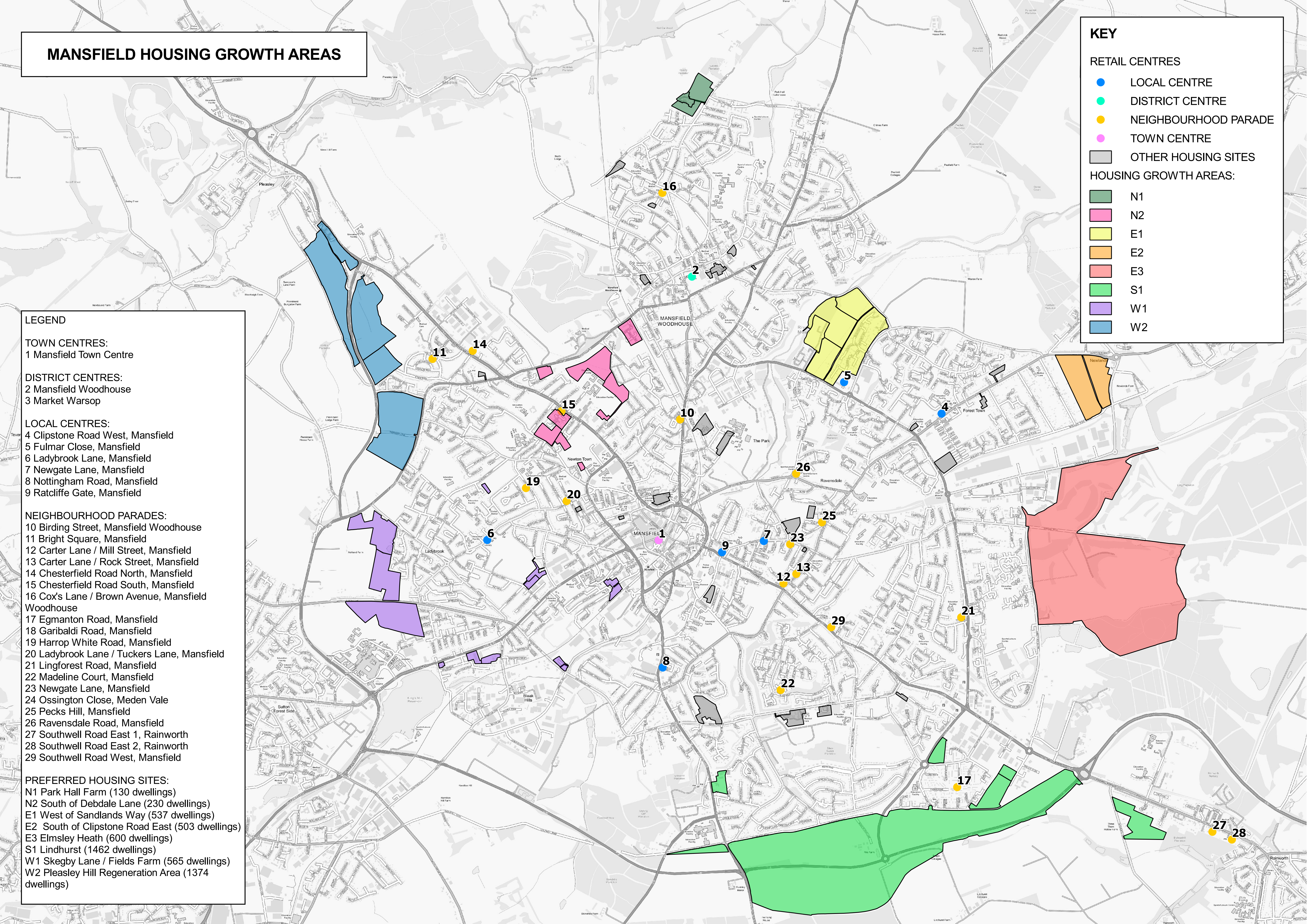
Appendix E Retail need calculation method

Appendix: Technical inputs into capacity forecasts

<table>
<tr><th>Data</th><th>Source</th><th>How we have used the data</th></tr>
<tr><td>Base Population</td><td>Experian</td><td>Experian's MMG3 software provides 2014-based population forecasts at postcode sector level. The postcode sector populations are grouped together to form the study zones used for the purpose of our analysis.</td></tr>
<tr><td>Population Projections</td><td>Experian</td><td>Experian's MMG3 software provides annual population projections over the study period.</td></tr>
<tr><td>Base Per Capita Expenditure</td><td>Experian</td><td>Experian's MMG3 software provides per capita annual expenditure in each zone of the study area on convenience (food), comparison (non-food) and commercial leisure.</td></tr>
<tr><td>Retail and leisure expenditure growth forecasts</td><td>Experian</td><td>Expenditure growth rates from Experian Retail Planner Briefing Note 14 ('ERPBN 14') (Figures 1a and 1b), as follows:
<table>
<tr><th></th><th>Comparison goods</th><th>Convenience goods</th><th>Commercial leisure</th></tr>
<tr><td>2012</td><td>2.2%</td><td>-0.6%</td><td>2.3%</td></tr>
<tr><td>2013</td><td>7.2%</td><td>-1.7%</td><td>2.1%</td></tr>
<tr><td>2014</td><td>4.6%</td><td>-1.1%</td><td>1.3%</td></tr>
<tr><td>2015</td><td>3.3%</td><td>0.0%</td><td>1.9%</td></tr>
<tr><td>2016</td><td>1.4%</td><td>-0.2%</td><td>0.5%</td></tr>
<tr><td>2017</td><td>1.0%</td><td>-0.9%</td><td>0.2%</td></tr>
<tr><td>2018</td><td>3.0%</td><td>0.0%</td><td>1.3%</td></tr>
<tr><td>2019-23*</td><td>3.0%</td><td>0.0%</td><td>1.3%</td></tr>
<tr><td>2024-35*</td><td>3.2%</td><td>0.1%</td><td>1.5%</td></tr>
</table>
*per annum growth rates</td></tr>
<tr><td>Base Year Special Forms of Trading (SFT)</td><td>Experian / Household survey</td><td>Special Forms of Trading ('SFT') refers to the amount of money <u>not</u> spent in bricks and mortar retail floorspace and includes online shopping, telesales and temporary markets etc. ERPBN 14 (Figure 5, Appendix 3) advises the following SFT discounts at the base year of the study:
– Comparison goods (2016): 13.2%
– Convenience goods (2016): 3.0%

PBA use the 'adjusted' Experian SFT figures which make an allowance for store-picked online shopping transactions.</td></tr>
<tr><td>Growth in SFT</td><td>Experian</td><td>ERPBN 14 (Figure 5, Appendix 3) advises the following SFT discounts at the study forecast years:
<table>
<tr><th></th><th>Comparison goods</th><th>Convenience goods</th></tr>
<tr><td>2020</td><td>15.3%</td><td>3.7%</td></tr>
<tr><td>2024</td><td>16.0%</td><td>4.4%</td></tr>
<tr><td>2028</td><td>16.2%</td><td>4.8%</td></tr>
<tr><td>2032</td><td>16.4%</td><td>5.1%</td></tr>
<tr><td>2035</td><td>16.5%</td><td>5.3%</td></tr>
</table>
PBA use the 'adjusted' Experian SFT figures which make an allowance for store-picked online shopping transactions. Experian do not project SFT to beyond 2035 and therefore the SFT is held constant after 2035.</td></tr>
<tr><td>Sales density growth</td><td>Experian / PBA</td><td>Sales density growth (or floorspace efficiency growth) refers to the ability of retailers to achieve increases in their turnover year on year above inflation which is linked to expenditure growth rates (set out above). PBA applies the following sales density growth rates over the study period:
– Comparison goods: 1.9% per annum
– Convenience goods: 0.0% per annum</td></tr>
</table>

Appendix F Housing growth area maps


MANSFIELD HOUSING GROWTH AREAS
KEY
RETAIL CENTRES
LOCAL CENTRE
DISTRICT CENTRE
NEIGHBOURHOOD PARADE
TOWN CENTRE
OTHER HOUSING SITES
HOUSING GROWTH AREAS:
N1
N2
E1
E2
E3
S1
W1
W2
LEGEND
TOWN CENTRES:
1 Mansfield Town Centre
DISTRICT CENTRES:
2 Mansfield Woodhouse
3 Market Warsop
LOCAL CENTRES:
4 Clipstone Road West, Mansfield
5 Fulmar Close, Mansfield
6 Ladybrook Lane, Mansfield
7 Newgate Lane, Mansfield
8 Nottingham Road, Mansfield
9 Ratcliffe Gate, Mansfield
NEIGHBOURHOOD PARADES:
10 Birding Street, Mansfield Woodhouse
11 Bright Square, Mansfield
12 Carter Lane / Mill Street, Mansfield
13 Carter Lane / Rock Street, Mansfield
14 Chesterfield Road North, Mansfield
15 Chesterfield Road South, Mansfield
16 Cox's Lane / Brown Avenue, Mansfield Woodhouse
17 Egmanton Road, Mansfield
18 Garibaldi Road, Mansfield
19 Harrop White Road, Mansfield
20 Ladybrook Lane / Tuckers Lane, Mansfield
21 Lingforest Road, Mansfield
22 Madeline Court, Mansfield
23 Newgate Lane, Mansfield
24 Ossington Close, Meden Vale
25 Pecks Hill, Mansfield
26 Ravensdale Road, Mansfield
27 Southwell Road East 1, Rainworth
28 Southwell Road East 2, Rainworth
29 Southwell Road West, Mansfield
PREFERRED HOUSING SITES:
N1 Park Hall Farm (130 dwellings)
N2 South of Debdale Lane (230 dwellings)
E1 West of Sandlands Way (537 dwellings)
E2 South of Clipstone Road East (503 dwellings)
E3 Elmsley Heath (600 dwellings)
S1 Lindhurst (1462 dwellings)
W1 Skegby Lane / Fields Farm (565 dwellings)
W2 Pleasley Hill Regeneration Area (1374 dwellings)
MANSFIELD WOODHOUSE
MANSFIELD
Pleasley
Ladybrook
Newton Town
The Park
Ravensdale
Forest Town
Newlands
Rainworth