

**APPENDIX 3:  
NEMS HOUSEHOLD SURVEY**

*Private & Confidential*

## **Wigan Household Survey**

**For**



December 2006

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# INTRODUCTION

## 1. RESEARCH BACKGROUND & OBJECTIVES

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To conduct an independent survey amongst residents across the Wigan area to assess shopping habits for main food, top-up food and non-food shopping.

## 2. METHODOLOGY

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A total of 1950 telephone interviews were conducted between Wednesday 6<sup>th</sup> December 2006 and Thursday 4<sup>th</sup> January 2007. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day, in the evening and at the weekend. All respondents were responsible for the majority of the shopping in their household, determined using a preliminary filter question.

A random sample of live interviews were listened in to and assessed by our CATI Team Leaders to verify that the quality of interviewing was being maintained.

### 2.1 Sampling

Selection was done using random stratified sampling from all legally available telephone numbers within the defined survey area. The survey area was segmented into 15 areas. The area details were:

Zone	Postcode Sectors	Interviews Achieved
Zone 1	WN1 1, WN1 2, WN1 3, WN3 4, WN3 5, WN 50, WN6 7	207
Zone 2	WN3 6, WN5 7, WN5 8, WN5 9	210
Zone 3	WN6 8, WN 6 9	107
Zone 4	WN6 0	107
Zone 5	WN2 1	80
Zone 6	WN2 2	75
Zone 7	WN2 3, WN2 4	158
Zone 8	WN2 5	61
Zone 9	WN4 0, WN4 8, WN4 9	157
Zone 10	WN3 1, WN3 2, WN3 3	108
Zone 11	WN7 1, WN7 2, WN7 3, WN7 4, WN7 5	207
Zone 12	M46 0, M46 9	108
Zone 13	M29 7, M29 8	156
Zone 14	WN8 0, WN8 7	101
Zone 15	WN8 6, WN8 8, WN8 9	108
	<b>Total</b>	<b>1950</b>

## 2.2 Weightings

As sample sizes within each zone were not in proportion to population, the final tabulated data was weighted to make the overall results representative of the total population within the defined survey area. Details of those weightings are given in the table below:

Zone	Population	%ge Pop	Interviews Achieved	Weighting
Zone 1	53047	15%	207	1.3690
Zone 2	45676	13%	210	1.1619
Zone 3	17238	5%	107	0.8606
Zone 4	13548	4%	107	0.6764
Zone 5	8716	2%	80	0.5820
Zone 6	7194	2%	75	0.5124
Zone 7	22778	6%	158	0.7701
Zone 8	9596	3%	61	0.8404
Zone 9	28919	8%	157	0.9840
Zone 10	22332	6%	108	1.1046
Zone 11	45295	12%	207	1.1689
Zone 12	20272	6%	108	1.0027
Zone 13	24746	7%	156	0.8474
Zone 14	10889	3%	101	0.5759
Zone 15	34786	10%	108	1.7206

Both unweighted and weighted tabulations are contained within this report.

## 2.2 Statistical Reliability

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

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

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

The 95% confidence intervals for this survey are as follows:

%ge Response	95% confidence interval
10	±1.3
20	±1.8
30	±1.0
40	±2.2
50	±2.2

# Wigan Household Survey for White Young Green

December 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q01 Where do you buy your main food and grocery shopping ?</b>																		
Asda, Robin Park, Wigan	13.3%	260	11.9%	63	13.9%	197	19.7%	45	13.5%	98	11.8%	116	13.0%	122	14.2%	137	13.9%	231
Asda, Atherleigh Way, Leigh	11.9%	232	13.7%	73	11.2%	159	15.4%	35	13.4%	97	10.0%	99	12.2%	115	11.7%	113	12.5%	207
Tesco Extra, Central Park Way, Wigan	11.0%	215	10.4%	55	11.3%	160	11.8%	27	12.2%	88	9.9%	98	13.8%	130	8.4%	81	12.1%	200
Asda, Edge Green Lane, Golborne, Warrington	6.7%	130	4.5%	24	7.5%	106	7.5%	17	6.9%	50	6.3%	62	6.9%	65	6.5%	63	6.8%	112
Morrisons, Makerfield Way, Ince	6.6%	129	7.9%	42	6.1%	87	5.3%	12	7.3%	53	6.3%	62	4.0%	38	8.9%	86	6.7%	111
Asda, Ingram Road, Skelmersdale	6.4%	124	6.6%	35	6.3%	89	5.7%	13	6.6%	48	6.4%	63	5.3%	50	7.2%	70	6.9%	114
Tesco, Crabtree Lane, Atherton	5.3%	103	5.1%	27	5.4%	76	5.7%	13	4.6%	33	5.8%	57	6.1%	57	4.7%	45	5.1%	84
Tesco, Cross Street, Hindley	5.2%	101	5.3%	28	5.1%	73	7.9%	18	6.1%	44	4.0%	39	4.2%	40	6.2%	60	5.0%	83
Sainsbury's, Worthington Way, Marus Bridge, Wigan	4.6%	89	4.0%	21	4.8%	68	3.9%	9	3.3%	24	5.5%	54	5.8%	55	3.3%	32	4.8%	79
Sainsbury's, Parsonage Retail Park, Atherleigh Way, Leigh	3.1%	60	2.4%	13	3.3%	47	1.3%	3	1.5%	11	4.7%	46	4.0%	38	2.2%	21	3.0%	50
Morrisons, The Galleries, Wigan	2.9%	56	4.0%	21	2.5%	35	0.4%	1	2.1%	15	4.0%	39	2.0%	19	3.8%	37	1.3%	22
Tesco Extra, Mansell Way, Horwich	1.4%	28	1.3%	7	1.5%	21	1.8%	4	1.5%	11	1.3%	13	2.3%	22	0.5%	5	1.6%	27
Somerfield, Shuttle Street, Tyldesley	1.1%	21	0.9%	5	1.1%	16	0.9%	2	1.0%	7	1.2%	12	1.2%	11	0.9%	9	0.8%	14
Asda, The Link Way, Horwich	1.0%	20	0.9%	5	1.1%	15	0.0%	0	1.5%	11	0.9%	9	1.1%	10	0.8%	8	1.1%	19
Tesco Express, Atherton Road, Hindley Green	1.0%	20	0.8%	4	1.1%	16	0.9%	2	1.0%	7	1.1%	11	0.8%	8	1.1%	11	1.2%	20
Somerfield, School Lane, Standish	0.9%	18	0.8%	4	1.0%	14	0.0%	0	0.6%	4	1.4%	14	1.1%	10	0.7%	7	1.0%	16
Other, West Lancashire	0.9%	17	1.1%	6	0.8%	11	0.4%	1	1.0%	7	0.9%	9	1.1%	10	0.7%	7	0.9%	15
Morrisons, Brooke Street, Chorley	0.8%	15	0.6%	3	0.8%	12	0.9%	2	0.8%	6	0.7%	7	0.3%	3	1.1%	11	0.8%	13
Other, Bolton	0.7%	13	0.8%	4	0.6%	9	1.3%	3	1.0%	7	0.3%	3	0.6%	6	0.6%	6	0.7%	12
Somerfield, Gerard Centre, Gerard Road, Ashton-in-Makerfield	0.6%	12	0.8%	4	0.6%	8	0.0%	0	0.3%	2	1.0%	10	0.4%	4	0.8%	8	0.5%	8
Other, Warrington	0.5%	10	0.6%	3	0.5%	7	0.4%	1	0.7%	5	0.4%	4	0.6%	6	0.4%	4	0.6%	10
Other, St Helens	0.5%	9	0.6%	3	0.4%	6	0.0%	0	0.1%	1	0.8%	8	0.6%	6	0.2%	2	0.4%	7
Other, Salford	0.5%	9	0.6%	3	0.4%	6	0.4%	1	0.7%	5	0.3%	3	0.5%	5	0.3%	3	0.5%	8
Aldi, Scot Lane, Wigan	0.4%	8	0.4%	2	0.4%	6	0.4%	1	0.3%	2	0.5%	5	0.5%	5	0.3%	3	0.5%	8
Netto, Windermere Road, Leigh	0.4%	7	0.2%	1	0.4%	6	0.0%	0	0.1%	1	0.6%	6	0.1%	1	0.6%	6	0.3%	5
Iceland, The Concourse, Skelmersdale	0.4%	7	0.2%	1	0.4%	6	0.4%	1	0.3%	2	0.4%	4	0.0%	0	0.7%	7	0.1%	1
Wigan Town Centre	0.4%	7	0.6%	3	0.3%	4	0.0%	0	0.1%	1	0.6%	6	0.3%	3	0.4%	4	0.2%	3
Local shops, Atherton	0.4%	7	0.6%	3	0.3%	4	0.0%	0	0.3%	2	0.5%	5	0.3%	3	0.4%	4	0.2%	4
Other, Sefton	0.3%	6	0.0%	0	0.4%	6	0.4%	1	0.0%	0	0.5%	5	0.4%	4	0.2%	2	0.4%	6
Morrisons, Boundary Road, St Helens	0.3%	6	0.0%	0	0.4%	6	0.0%	0	0.3%	2	0.4%	4	0.3%	3	0.3%	3	0.4%	6
Other, Preston	0.3%	6	0.4%	2	0.3%	4	0.0%	0	0.6%	4	0.2%	2	0.4%	4	0.2%	2	0.4%	6
Asda, Kirkland Street, St Helens	0.3%	6	0.2%	1	0.4%	5	0.0%	0	0.3%	2	0.3%	3	0.2%	2	0.4%	4	0.4%	6
Other, Chorley	0.3%	6	0.2%	1	0.4%	5	0.0%	0	0.4%	3	0.3%	3	0.1%	1	0.4%	4	0.4%	6
Local shops, Leigh	0.3%	5	0.4%	2	0.2%	3	0.4%	1	0.1%	1	0.3%	3	0.2%	2	0.2%	2	0.1%	2
Netto, Platt Bridge, Wigan	0.3%	5	0.4%	2	0.2%	3	0.4%	1	0.1%	1	0.3%	3	0.0%	0	0.5%	5	0.3%	5
Aldi, Southway, Skelmersdale	0.3%	5	0.2%	1	0.3%	4	0.0%	0	0.1%	1	0.4%	4	0.2%	2	0.3%	3	0.2%	4
Aldi, Castle Street, Tyldesley	0.3%	5	0.2%	1	0.3%	4	0.0%	0	0.1%	1	0.4%	4	0.3%	3	0.2%	2	0.3%	5
Local shops, Tyldesley	0.2%	4	0.2%	1	0.2%	3	0.0%	0	0.0%	0	0.4%	4	0.2%	2	0.2%	2	0.1%	1
Aldi, Princess Road, Ashton-in-Makerfield	0.2%	4	0.2%	1	0.2%	3	0.0%	0	0.0%	0	0.4%	4	0.1%	1	0.3%	3	0.1%	2
Iceland, Bradshawgate, Leigh	0.2%	4	0.2%	1	0.2%	3	0.4%	1	0.0%	0	0.3%	3	0.1%	1	0.3%	3	0.1%	1
Other	0.2%	4	0.4%	2	0.1%	2	0.0%	0	0.3%	2	0.2%	2	0.3%	3	0.1%	1	0.2%	4
Leigh Town Centre	0.2%	4	0.4%	2	0.1%	2	0.0%	0	0.1%	1	0.3%	3	0.0%	0	0.4%	4	0.0%	0
Local shops, Skelmersdale	0.2%	4	0.2%	1	0.2%	3	0.0%	0	0.3%	2	0.2%	2	0.3%	3	0.0%	0	0.2%	3
Lidl, Darlington Street, Wigan	0.2%	3	0.4%	2	0.1%	1	0.0%	0	0.1%	1	0.2%	2	0.0%	0	0.3%	3	0.2%	3
Morrisons, Baxters Lane, St Helens	0.2%	3	0.0%	0	0.2%	3	0.4%	1	0.1%	1	0.1%	1	0.2%	2	0.1%	1	0.2%	3

Column %ges.

# Wigan Household Survey for White Young Green

December 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Morrisons, Mornington Road, Bolton	0.2%	3	0.2%	1	0.1%	2	0.0%	0	0.0%	0	0.3%	3	0.0%	0	0.3%	3	0.1%	2
Co-Op, Church Street, Orrell	0.2%	3	0.2%	1	0.1%	2	0.0%	0	0.0%	0	0.3%	3	0.1%	1	0.2%	2	0.1%	1
Lidl, High Street, Golborne	0.2%	3	0.0%	0	0.2%	3	0.0%	0	0.1%	1	0.2%	2	0.1%	1	0.2%	2	0.1%	1
Local shops, Chorley	0.2%	3	0.2%	1	0.1%	2	0.0%	0	0.3%	2	0.1%	1	0.2%	2	0.1%	1	0.2%	3
Lidl, Spinning Jenny Way, Leigh	0.2%	3	0.2%	1	0.1%	2	0.0%	0	0.0%	0	0.3%	3	0.0%	0	0.3%	3	0.1%	2
Local shops, Hindley	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.0%	0	0.2%	2	0.0%	0	0.2%	2	0.0%	0
Local shops, Haydock	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.2%	2	0.1%	2
Marus Bridge, Wigan	0.1%	2	0.2%	1	0.1%	1	0.4%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.1%	2
Co-Op, Gathurst Lane, Shevington, Wigan	0.1%	2	0.4%	2	0.0%	0	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.2%	2	0.1%	1
Sainsbury's, Trinity Street, Bolton	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.1%	1	0.1%	1	0.1%	1	0.1%	1	0.1%	2
Other, Newtown	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.0%	0	0.2%	2	0.0%	0	0.2%	2	0.1%	1
Local shops, Pemberton	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.2%	2	0.1%	2
Local shops, Ashton-in-Makerfield	0.1%	2	0.0%	0	0.1%	2	0.4%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	2	0.1%	1
Tesco Express, Ormskirk Road, Pemberton	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.3%	2	0.0%	0	0.1%	1	0.1%	1	0.1%	2
Local shops, Wigan	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.0%	0	0.2%	2	0.2%	2	0.0%	0	0.1%	2
Tesco Express, Bolton Road, Ashton-in-Makerfield	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.1%	1	0.1%	1	0.1%	1
Other, Manchester	0.1%	2	0.0%	0	0.1%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	2	0.0%	0	0.1%	2
Tesco Express, Poolstock Lane, Wigan	0.1%	2	0.2%	1	0.1%	1	0.4%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.1%	2
Other, Wirral	0.1%	2	0.0%	0	0.1%	2	0.4%	1	0.0%	0	0.1%	1	0.2%	2	0.0%	0	0.1%	1
Spar, Gidlow Lane, Wigan	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Aldi, Mason Street, Horwich	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
Iceland, Branch Way, Haydock	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
Morrison, Olympian Way, Leyland	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Kwik Save, Ladies Lane, Hindley	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Spar, High St, Standish	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Aldi, Harpers Lane, Chorley	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Local shops, Farnworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
Sainsbury's Local, Common Lane, Culcheth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Co-Op, Main Street, Billinge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Local shops, Horwich	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Other, Bury	0.1%	1	0.0%	0	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Other, Liverpool	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Local shops, Shevington	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Other, Macclesfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Spar, City Road, Kitt Green, Wigan	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Other, Trafford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
(Don't know / Varies / no pattern)	2.7%	53	4.1%	22	2.2%	31	0.0%	0	2.9%	21	3.1%	31	2.3%	22	2.9%	28	2.6%	43
Internet / online	1.5%	30	1.7%	9	1.5%	21	2.6%	6	2.8%	20	0.4%	4	2.3%	22	0.8%	8	1.5%	25
Base:		1950		531		1419		228		724		986		942		967		1658

**Q02 From which food retailer do you buy your main food goods when shopping on-line?***Those who shop online at Q01*

Tesco	73.3%	22	66.7%	6	76.2%	16	50.0%	3	80.0%	16	75.0%	3	77.3%	17	62.5%	5	76.0%	19
Asda	23.3%	7	33.3%	3	19.0%	4	33.3%	2	20.0%	4	25.0%	1	18.2%	4	37.5%	3	20.0%	5
(Don't know / varies)	3.3%	1	0.0%	0	4.8%	1	16.7%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	4.0%	1
Base:		30		9		21		6		20		4		22		8		25

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping ?</b>																		
Nearer to home	53.6%	1046	60.5%	321	51.1%	725	59.6%	136	52.6%	381	53.0%	523	54.2%	511	52.7%	510	53.6%	888
Choice of food goods available	8.5%	166	6.6%	35	9.2%	131	7.0%	16	9.3%	67	8.3%	82	8.8%	83	8.3%	80	8.6%	143
Quality of food goods available	6.7%	130	5.3%	28	7.2%	102	6.1%	14	6.8%	49	6.7%	66	8.1%	76	5.5%	53	6.9%	114
Cheap / value for money	6.5%	127	7.0%	37	6.3%	90	6.1%	14	5.7%	41	7.2%	71	4.0%	38	8.8%	85	6.6%	110
Nearer to work	2.6%	50	0.8%	4	3.2%	46	2.6%	6	5.1%	37	0.6%	6	3.0%	28	2.3%	22	2.8%	47
Choice of shops selling food goods	2.4%	47	1.3%	7	2.8%	40	2.6%	6	1.8%	13	2.8%	28	1.7%	16	3.0%	29	1.9%	32
Preference for retailer	1.6%	32	1.5%	8	1.7%	24	1.3%	3	1.7%	12	1.7%	17	1.8%	17	1.6%	15	1.6%	27
Car parking provision	1.5%	30	2.1%	11	1.3%	19	0.0%	0	1.1%	8	2.2%	22	1.5%	14	1.7%	16	1.8%	30
Staff discount / I or someone I know works there	1.5%	29	1.1%	6	1.6%	23	2.2%	5	2.1%	15	0.8%	8	1.2%	11	1.7%	16	1.5%	25
Other	1.4%	27	1.9%	10	1.2%	17	1.8%	4	1.8%	13	1.0%	10	1.7%	16	1.1%	11	1.3%	21
Habit / familiarity	1.0%	20	0.4%	2	1.3%	18	0.9%	2	0.8%	6	1.2%	12	1.3%	12	0.7%	7	1.0%	16
Shopping environment	0.9%	17	0.9%	5	0.8%	12	0.0%	0	1.1%	8	0.9%	9	1.1%	10	0.7%	7	0.9%	15
Quality of shops selling food goods	0.9%	17	0.6%	3	1.0%	14	0.4%	1	1.1%	8	0.8%	8	1.3%	12	0.5%	5	0.8%	14
Not too busy / quiet environment	0.7%	13	0.9%	5	0.6%	8	0.0%	0	0.3%	2	1.1%	11	0.7%	7	0.6%	6	0.7%	12
Generally convenient	0.6%	11	0.9%	5	0.4%	6	0.4%	1	0.7%	5	0.5%	5	0.5%	5	0.6%	6	0.5%	9
Everything I need in one place	0.6%	11	0.4%	2	0.6%	9	1.3%	3	0.3%	2	0.6%	6	0.5%	5	0.6%	6	0.7%	11
Special offers available	0.6%	11	0.4%	2	0.6%	9	1.3%	3	0.6%	4	0.4%	4	0.6%	6	0.5%	5	0.5%	8
Easier	0.5%	10	0.8%	4	0.4%	6	0.4%	1	0.8%	6	0.3%	3	0.7%	7	0.3%	3	0.5%	9
Reward scheme	0.5%	10	0.2%	1	0.6%	9	0.4%	1	0.3%	2	0.7%	7	0.7%	7	0.3%	3	0.6%	10
Good disabled access	0.4%	8	0.4%	2	0.4%	6	0.0%	0	0.4%	3	0.4%	4	0.4%	4	0.3%	3	0.3%	5
Convenient to friends / relatives	0.4%	7	0.2%	1	0.4%	6	0.0%	0	0.0%	0	0.7%	7	0.4%	4	0.3%	3	0.4%	6
Compact / smaller store	0.4%	7	0.0%	0	0.5%	7	0.4%	1	0.3%	2	0.4%	4	0.4%	4	0.3%	3	0.4%	7
Accessibility by public transport	0.4%	7	0.2%	1	0.4%	6	0.0%	0	0.3%	2	0.5%	5	0.2%	2	0.5%	5	0.1%	2
Good choice of both non food and food products	0.4%	7	0.2%	1	0.4%	6	0.4%	1	0.3%	2	0.4%	4	0.4%	4	0.3%	3	0.3%	5
Good store layout	0.4%	7	0.2%	1	0.4%	6	0.4%	1	0.1%	1	0.5%	5	0.3%	3	0.4%	4	0.4%	7
Internet shopping / home delivery available	0.3%	6	0.0%	0	0.4%	6	0.9%	2	0.3%	2	0.2%	2	0.4%	4	0.2%	2	0.2%	4
Biggest store	0.3%	6	0.6%	3	0.2%	3	0.9%	2	0.1%	1	0.3%	3	0.2%	2	0.4%	4	0.4%	6
Provision of leisure facilities nearby	0.3%	5	0.2%	1	0.3%	4	0.0%	0	0.1%	1	0.4%	4	0.2%	2	0.3%	3	0.2%	4
Provision of services nearby, such as banks and other financial services	0.2%	4	0.2%	1	0.2%	3	0.0%	0	0.1%	1	0.3%	3	0.0%	0	0.4%	4	0.2%	3
Cleanliness	0.2%	4	0.0%	0	0.3%	4	0.0%	0	0.1%	1	0.3%	3	0.2%	2	0.2%	2	0.2%	4
Fresh produce	0.2%	4	0.4%	2	0.1%	2	1.3%	3	0.1%	1	0.0%	0	0.3%	3	0.1%	1	0.2%	4
I take a friend / relative there	0.2%	4	0.4%	2	0.1%	2	0.0%	0	0.3%	2	0.2%	2	0.1%	1	0.3%	3	0.2%	4
Choice of shops nearby selling non-food goods	0.2%	4	0.2%	1	0.2%	3	0.0%	0	0.0%	0	0.4%	4	0.0%	0	0.4%	4	0.1%	1
No other choice	0.2%	3	0.0%	0	0.2%	3	0.0%	0	0.0%	0	0.3%	3	0.0%	0	0.3%	3	0.1%	1
I get a lift there	0.2%	3	0.0%	0	0.2%	3	0.0%	0	0.3%	2	0.1%	1	0.3%	3	0.0%	0	0.2%	3
Friendly staff	0.2%	3	0.0%	0	0.2%	3	0.0%	0	0.3%	2	0.1%	1	0.3%	3	0.0%	0	0.2%	3
Car parking prices	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
(Don't know / no particular reason)	2.8%	55	3.2%	17	2.7%	38	0.9%	2	3.0%	22	3.1%	31	2.4%	23	3.1%	30	2.8%	47
Base:	1950	531	1419	228	724	986	942	967	1658									
<b>Q04 Which of these best describes how frequently you undertake main food and grocery shopping to ...? (LOCATION MENTIONED AT Q01)</b>																		
Two or more times a week	19.1%	373	21.5%	114	18.3%	259	17.1%	39	17.3%	125	20.9%	206	17.7%	167	20.5%	198	18.1%	300
At least once a week	65.3%	1274	61.6%	327	66.7%	947	63.6%	145	68.2%	494	63.8%	629	64.1%	604	66.8%	646	66.6%	1105
At least once a fortnight	9.9%	193	10.2%	54	9.8%	139	15.4%	35	8.3%	60	9.8%	97	11.6%	109	8.1%	78	9.7%	160
At least once a month	4.2%	81	5.1%	27	3.8%	54	3.1%	7	5.2%	38	3.4%	34	5.1%	48	3.2%	31	4.0%	67
At least every two months	0.3%	5	0.2%	1	0.3%	4	0.0%	0	0.4%	3	0.2%	2	0.3%	3	0.2%	2	0.2%	4
Less often	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.2%	2	0.1%	2
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Varies / no pattern)	1.1%	22	1.3%	7	1.1%	15	0.9%	2	0.4%	3	1.7%	17	1.2%	11	1.0%	10	1.2%	20
Base:	1950	531	1419	228	724	986	942	967	1658									

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q05 When do you do your main food shopping ?</b>																		
Weekdays during the day	54.5%	1062	49.0%	260	56.5%	802	30.7%	70	40.1%	290	70.5%	695	49.6%	467	58.9%	570	51.4%	853
Weekdays during the evening	13.3%	259	16.6%	88	12.1%	171	30.7%	70	18.8%	136	5.3%	52	15.8%	149	11.0%	106	14.7%	243
Saturday	10.9%	213	9.6%	51	11.4%	162	11.0%	25	12.4%	90	9.6%	95	10.5%	99	11.2%	108	11.4%	189
Sunday	3.4%	67	4.0%	21	3.2%	46	6.1%	14	4.8%	35	1.8%	18	3.5%	33	3.4%	33	3.7%	62
Varies / no pattern	17.6%	344	20.3%	108	16.6%	236	21.1%	48	23.3%	169	12.8%	126	20.2%	190	15.4%	149	18.5%	307
(Don't know)	0.3%	5	0.6%	3	0.1%	2	0.4%	1	0.6%	4	0.0%	0	0.4%	4	0.1%	1	0.2%	4
Base:		1950		531		1419		228		724		986		942		967		1658
<b>Q06 How do you usually travel to (LOCATION MENTIONED AT Q01) ?</b>																		
<i>Those who do not shop online at Q01</i>																		
Car / van (as driver)	62.6%	1202	76.8%	401	57.3%	801	73.9%	164	75.3%	530	51.2%	503	73.4%	675	53.1%	509	73.2%	1195
Car / van (as passenger)	23.0%	442	7.7%	40	28.8%	402	17.1%	38	14.8%	104	30.0%	295	17.5%	161	27.7%	266	21.6%	353
Bus, minibus or coach	5.5%	106	5.2%	27	5.7%	79	1.4%	3	3.0%	21	8.4%	82	3.0%	28	8.0%	77	1.1%	18
Motorcycle, scooter or moped	0.2%	3	0.4%	2	0.1%	1	0.0%	0	0.0%	0	0.3%	3	0.2%	2	0.1%	1	0.1%	1
Walk	7.0%	135	9.0%	47	6.3%	88	5.0%	11	5.7%	40	8.6%	84	4.6%	42	9.2%	88	3.2%	52
Taxi	0.5%	10	0.4%	2	0.6%	8	0.9%	2	0.3%	2	0.5%	5	0.3%	3	0.6%	6	0.1%	1
Train	0.2%	3	0.4%	2	0.1%	1	0.5%	1	0.1%	1	0.1%	1	0.3%	3	0.0%	0	0.1%	2
Bicycle	0.2%	4	0.0%	0	0.3%	4	0.5%	1	0.0%	0	0.3%	3	0.1%	1	0.3%	3	0.1%	1
Other	0.3%	6	0.0%	0	0.4%	6	0.0%	0	0.3%	2	0.3%	3	0.2%	2	0.3%	3	0.1%	2
(Don't know / varies)	0.5%	9	0.2%	1	0.6%	8	0.9%	2	0.6%	4	0.3%	3	0.3%	3	0.6%	6	0.5%	8
Base:		1920		522		1398		222		704		982		920		959		1633
<b>Q07 When you go shopping for main food goods, do you link this trip with another activity?</b>																		
<i>Those who do not shop online at Q01</i>																		
No	57.0%	1095	58.8%	307	56.4%	788	59.5%	132	53.1%	374	59.3%	582	56.0%	515	57.6%	552	56.0%	915
Yes – non-food shopping	18.4%	354	16.5%	86	19.2%	268	15.3%	34	19.2%	135	18.7%	184	18.9%	174	18.1%	174	19.1%	312
Yes – visiting services such as banks and other financial institutions	14.0%	268	14.8%	77	13.7%	191	9.0%	20	13.1%	92	15.9%	156	12.6%	116	15.4%	148	14.0%	228
Yes – other food shopping	11.0%	211	9.4%	49	11.6%	162	7.2%	16	11.1%	78	11.8%	116	9.6%	88	12.3%	118	11.0%	179
Yes – travelling to / from work	10.5%	202	8.4%	44	11.3%	158	18.9%	42	18.8%	132	2.5%	25	12.8%	118	8.4%	81	11.7%	191
Yes – leisure activity	5.9%	113	7.1%	37	5.4%	76	4.1%	9	6.4%	45	5.9%	58	6.3%	58	5.6%	54	6.1%	99
Yes – travelling to / from school / college	2.9%	55	1.9%	10	3.2%	45	4.5%	10	4.5%	32	1.3%	13	2.2%	20	3.5%	34	3.2%	53
Visiting friends / family	0.9%	17	0.6%	3	1.0%	14	0.9%	2	0.6%	4	1.1%	11	1.1%	10	0.7%	7	0.9%	15
Get petrol	0.8%	16	1.5%	8	0.6%	8	1.4%	3	0.7%	5	0.8%	8	1.0%	9	0.7%	7	1.0%	16
Yes – Other	0.8%	15	0.4%	2	0.9%	13	0.9%	2	0.0%	0	1.3%	13	1.1%	10	0.4%	4	0.8%	13
Meet friends or family / take friends or family out	0.4%	8	0.0%	0	0.6%	8	0.5%	1	0.3%	2	0.5%	5	0.3%	3	0.5%	5	0.3%	5
Recycling	0.3%	5	0.0%	0	0.4%	5	0.5%	1	0.4%	3	0.1%	1	0.3%	3	0.2%	2	0.3%	5
Go to a café / restaurant / bar	0.3%	5	0.4%	2	0.2%	3	0.5%	1	0.0%	0	0.4%	4	0.2%	2	0.3%	3	0.2%	3
Picking up / dropping off somebody	0.2%	4	0.4%	2	0.1%	2	0.0%	0	0.0%	0	0.4%	4	0.1%	1	0.3%	3	0.2%	4
Doctor / hospital / dentist	0.2%	4	0.2%	1	0.2%	3	0.0%	0	0.0%	0	0.4%	4	0.2%	2	0.2%	2	0.2%	3
Visit market	0.2%	3	0.2%	1	0.1%	2	0.0%	0	0.0%	0	0.3%	3	0.0%	0	0.3%	3	0.2%	3
(Don't know / varies)	1.2%	23	0.8%	4	1.4%	19	0.9%	2	0.7%	5	1.6%	16	1.4%	13	1.0%	10	1.2%	20
Base:		1920		522		1398		222		704		982		920		959		1633

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q08 Where do you buy non-food goods when it's linked to your main-food shopping?</b>																		
<i>Those who do not shop online at Q01, and who purchase non food goods at Q07</i>																		
Wigan	22.3%	79	27.9%	24	20.5%	55	26.5%	9	20.0%	27	22.8%	42	23.6%	41	21.8%	38	22.8%	71
In-Store	19.8%	70	19.8%	17	19.8%	53	29.4%	10	32.6%	44	8.7%	16	26.4%	46	13.8%	24	21.2%	66
Leigh	11.9%	42	11.6%	10	11.9%	32	14.7%	5	11.9%	16	11.4%	21	9.2%	16	14.4%	25	12.2%	38
Skelmersdale	8.2%	29	7.0%	6	8.6%	23	8.8%	3	5.2%	7	10.3%	19	4.6%	8	11.5%	20	7.7%	24
Atherton	5.9%	21	10.5%	9	4.5%	12	2.9%	1	3.7%	5	8.2%	15	5.2%	9	6.9%	12	4.2%	13
Robin Retail Park, Wigan	3.1%	11	1.2%	1	3.7%	10	0.0%	0	5.2%	7	2.2%	4	2.9%	5	3.4%	6	2.9%	9
St Helens	2.5%	9	2.3%	2	2.6%	7	0.0%	0	2.2%	3	3.3%	6	3.4%	6	1.7%	3	2.6%	8
Horwich	2.0%	7	0.0%	0	2.6%	7	0.0%	0	3.0%	4	1.6%	3	2.3%	4	1.7%	3	2.2%	7
Warrington	1.7%	6	1.2%	1	1.9%	5	0.0%	0	1.5%	2	2.2%	4	1.1%	2	2.3%	4	1.9%	6
Bolton	1.7%	6	0.0%	0	2.2%	6	0.0%	0	0.0%	0	3.3%	6	1.1%	2	2.3%	4	1.3%	4
Chorley	1.1%	4	0.0%	0	1.5%	4	0.0%	0	2.2%	3	0.5%	1	0.6%	1	1.1%	2	1.3%	4
Manchester	1.1%	4	1.2%	1	1.1%	3	0.0%	0	0.7%	1	1.6%	3	2.3%	4	0.0%	0	1.3%	4
Other, Bolton	1.1%	4	0.0%	0	1.5%	4	0.0%	0	1.5%	2	1.1%	2	1.7%	3	0.6%	1	1.3%	4
Hindley	1.1%	4	2.3%	2	0.7%	2	0.0%	0	1.5%	2	1.1%	2	1.1%	2	1.1%	2	1.3%	4
Southport	1.1%	4	0.0%	0	1.5%	4	0.0%	0	0.0%	0	2.2%	4	1.7%	3	0.6%	1	1.3%	4
Golborne	1.1%	4	0.0%	0	1.5%	4	2.9%	1	0.0%	0	1.6%	3	1.7%	3	0.6%	1	1.0%	3
Standish	1.1%	4	1.2%	1	1.1%	3	0.0%	0	1.5%	2	1.1%	2	1.7%	3	0.6%	1	1.3%	4
Ashton-in-Makerfield	1.1%	4	0.0%	0	1.5%	4	0.0%	0	0.0%	0	2.2%	4	0.6%	1	1.7%	3	1.0%	3
Ormskirk	0.8%	3	2.3%	2	0.4%	1	0.0%	0	0.0%	0	1.6%	3	0.0%	0	1.7%	3	0.6%	2
Tyldesley	0.8%	3	1.2%	1	0.7%	2	2.9%	1	0.0%	0	1.1%	2	1.7%	3	0.0%	0	1.0%	3
Trafford Centre, Manchester	0.6%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0	1.1%	2	1.1%	2	0.0%	0	0.6%	2
Other	0.6%	2	0.0%	0	0.7%	2	0.0%	0	0.7%	1	0.5%	1	0.6%	1	0.0%	0	0.3%	1
Liverpool	0.6%	2	1.2%	1	0.4%	1	0.0%	0	0.7%	1	0.5%	1	0.6%	1	0.6%	1	0.6%	2
Pemberton	0.6%	2	1.2%	1	0.4%	1	0.0%	0	0.7%	1	0.5%	1	0.0%	0	1.1%	2	0.6%	2
Preston	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.3%	1	0.3%	1
Leyland	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.3%	1
Marus Bridge, Wigan	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.3%	1
Parsonage Retail Park, Leigh	0.3%	1	0.0%	0	0.4%	1	2.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1
(Don't know / varies)	6.8%	24	8.1%	7	6.3%	17	8.8%	3	4.4%	6	8.2%	15	4.0%	7	8.6%	15	6.4%	20
Base:		354		86		268		34		135		184		174		174		312

**Q09 Do you make 'top up' shopping trips for basic goods, such as bread and milk, in between your main food shopping trip ?**

Yes	74.0%	1443	71.6%	380	74.9%	1063	78.1%	178	78.7%	570	69.5%	685	76.3%	719	71.7%	693	75.8%	1256
No	26.0%	507	28.4%	151	25.1%	356	21.9%	50	21.3%	154	30.5%	301	23.7%	223	28.3%	274	24.2%	402
Base:		1950		531		1419		228		724		986		942		967		1658

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q10 Where do you do this 'top-up' shopping ?</b>																		
<i>Those who do top-up shopping at Q09</i>																		
Local shops, Wigan	5.7%	82	4.7%	18	6.0%	64	4.5%	8	5.4%	31	6.3%	43	5.0%	36	6.5%	45	5.2%	65
Local shops, Leigh	5.1%	73	5.0%	19	5.1%	54	5.6%	10	3.2%	18	6.6%	45	5.0%	36	5.2%	36	4.2%	53
Tesco, Cross Street, Hindley	4.9%	71	4.7%	18	5.0%	53	8.4%	15	6.5%	37	2.8%	19	4.3%	31	5.3%	37	5.2%	65
Asda, Atherleigh Way, Leigh	4.6%	66	5.3%	20	4.3%	46	5.6%	10	5.1%	29	3.9%	27	4.0%	29	4.9%	34	4.9%	61
Somerfield, School Lane, Standish	4.2%	61	5.3%	20	3.9%	41	3.9%	7	4.4%	25	4.2%	29	5.0%	36	3.5%	24	4.5%	57
Tesco Extra, Central Park Way, Wigan	3.8%	55	3.9%	15	3.8%	40	3.4%	6	4.2%	24	3.5%	24	3.9%	28	3.8%	26	4.2%	53
Local shops, Skelmersdale	3.7%	53	3.7%	14	3.7%	39	4.5%	8	2.8%	16	4.2%	29	2.9%	21	4.3%	30	3.5%	44
Asda, Ingram Road, Skelmersdale	3.1%	45	3.2%	12	3.1%	33	5.6%	10	3.7%	21	2.0%	14	3.5%	25	2.7%	19	3.4%	43
Sainsbury's, Worthington Way, Marus Bridge, Wigan	2.8%	41	2.1%	8	3.1%	33	3.9%	7	2.5%	14	2.6%	18	3.3%	24	2.3%	16	3.0%	38
Asda, Edge Green Lane, Golborne, Warrington	2.7%	39	2.6%	10	2.7%	29	3.4%	6	2.8%	16	2.5%	17	3.2%	23	2.3%	16	2.9%	37
Local shops, Atherton	2.7%	39	3.4%	13	2.4%	26	1.1%	2	1.6%	9	4.1%	28	2.9%	21	2.6%	18	2.4%	30
Asda, Robin Park, Wigan	2.6%	38	2.4%	9	2.7%	29	3.4%	6	3.5%	20	1.8%	12	2.9%	21	2.3%	16	2.5%	32
Local shops, Ashton-in- Makerfield	2.6%	37	2.4%	9	2.6%	28	2.2%	4	1.6%	9	3.5%	24	2.1%	15	3.0%	21	2.5%	32
Tesco, Crabtree Lane, Atherton	2.4%	35	1.6%	6	2.7%	29	3.9%	7	1.8%	10	2.6%	18	2.2%	16	2.6%	18	2.6%	33
Morrisons, The Galleries, Wigan	2.4%	35	2.4%	9	2.4%	26	0.0%	0	2.5%	14	3.1%	21	1.7%	12	3.3%	23	1.8%	23
Other, West Lancashire	2.2%	32	2.4%	9	2.2%	23	1.1%	2	3.2%	18	1.8%	12	3.1%	22	1.2%	8	2.3%	29
Somerfield, Shuttle Street, Tyldesley	2.1%	30	1.6%	6	2.3%	24	2.2%	4	1.9%	11	2.2%	15	2.5%	18	1.4%	10	2.2%	28
Morrisons, Makerfield Way, Ince	1.9%	27	1.8%	7	1.9%	20	1.7%	3	2.3%	13	1.5%	10	1.0%	7	2.9%	20	1.8%	23
Sainsbury's, Parsonage Retail Park, Atherleigh Way, Leigh	1.7%	25	3.2%	12	1.2%	13	0.6%	1	2.1%	12	1.8%	12	1.9%	14	1.4%	10	1.8%	23
Tesco Express, Atherton Road, Hindley Green	1.7%	25	1.8%	7	1.7%	18	2.2%	4	1.8%	10	1.6%	11	1.5%	11	2.0%	14	2.0%	25
Local shops, Hindley	1.5%	22	2.9%	11	1.0%	11	1.7%	3	1.6%	9	1.5%	10	1.1%	8	1.9%	13	1.4%	18
Local shops, Golborne	1.5%	21	1.1%	4	1.6%	17	2.2%	4	1.4%	8	1.3%	9	1.9%	14	1.0%	7	1.4%	17
Local shops, Astley	1.3%	19	1.3%	5	1.3%	14	1.7%	3	1.2%	7	1.3%	9	1.7%	12	1.0%	7	1.4%	17
Local shops, Tyldesley	1.2%	17	1.1%	4	1.2%	13	0.0%	0	1.6%	9	1.2%	8	1.3%	9	1.2%	8	1.0%	13
Local shops, Pemberton	1.1%	16	0.5%	2	1.3%	14	0.0%	0	0.7%	4	1.6%	11	0.4%	3	1.7%	12	1.0%	13
Somerfield, Gerard Centre, Gerard Road, Ashton-in- Makerfield	1.1%	16	1.3%	5	1.0%	11	0.6%	1	1.2%	7	1.2%	8	1.3%	9	1.0%	7	1.2%	15
Local shops, Aspull	1.1%	16	1.1%	4	1.1%	12	0.6%	1	1.8%	10	0.7%	5	0.8%	6	1.4%	10	1.1%	14
Other	1.0%	15	0.8%	3	1.1%	12	0.6%	1	0.9%	5	1.3%	9	1.0%	7	1.2%	8	1.1%	14
Co-Op, Gathurst Lane, Shevington, Wigan	1.0%	14	1.3%	5	0.8%	9	1.7%	3	1.4%	8	0.4%	3	0.8%	6	1.2%	8	1.1%	14
Co-Op, Church Street, Orrell	0.9%	13	0.5%	2	1.0%	11	0.6%	1	1.2%	7	0.7%	5	1.1%	8	0.7%	5	1.0%	12
Local shops, Standish	0.9%	13	1.3%	5	0.8%	8	1.1%	2	0.9%	5	0.9%	6	1.3%	9	0.6%	4	1.0%	13
Other, St Helens	0.8%	12	0.8%	3	0.8%	9	2.2%	4	0.5%	3	0.7%	5	1.4%	10	0.3%	2	0.9%	11
Co-Op, Holmes House Avenue, Winstanley, Wigan	0.8%	11	0.5%	2	0.8%	9	0.6%	1	1.1%	6	0.6%	4	0.7%	5	0.9%	6	0.8%	10
Spar, Woodnook Road, Appley Bridge, Wigan	0.7%	10	0.3%	1	0.8%	9	0.0%	0	0.5%	3	0.9%	6	0.8%	6	0.6%	4	0.7%	9
Other, Bolton	0.7%	10	0.8%	3	0.7%	7	0.6%	1	1.1%	6	0.4%	3	0.8%	6	0.6%	4	0.7%	9
Tesco Express, Ormskirk Road, Pemberton	0.7%	10	0.5%	2	0.8%	8	0.6%	1	0.5%	3	0.9%	6	0.7%	5	0.7%	5	0.6%	7
Tesco Express, Bolton Road, Ashton-in-Makerfield	0.6%	9	0.5%	2	0.7%	7	1.1%	2	0.7%	4	0.4%	3	0.7%	5	0.6%	4	0.6%	8
Wigan Town Centre	0.6%	9	0.5%	2	0.7%	7	0.0%	0	0.5%	3	0.9%	6	0.4%	3	0.9%	6	0.6%	7
Local shops, St Helens	0.6%	9	0.0%	0	0.8%	9	0.6%	1	0.4%	2	0.9%	6	0.4%	3	0.6%	4	0.4%	5
Aldi, Princess Road, Ashton- in-Makerfield	0.6%	9	0.3%	1	0.8%	8	0.0%	0	0.2%	1	1.0%	7	0.3%	2	0.9%	6	0.6%	7
Netto, Windermere Road, Leigh	0.6%	8	0.3%	1	0.7%	7	0.0%	0	0.7%	4	0.6%	4	0.6%	4	0.6%	4	0.6%	7
Co-Op, Pole Street, Standish	0.6%	8	0.0%	0	0.8%	8	0.6%	1	0.2%	1	0.9%	6	0.6%	4	0.6%	4	0.6%	7
Local shops, Ince	0.5%	7	0.3%	1	0.6%	6	1.1%	2	0.4%	2	0.3%	2	0.0%	0	0.9%	6	0.2%	3
Co-Op, Main Street, Billinge	0.5%	7	0.5%	2	0.5%	5	0.6%	1	0.2%	1	0.7%	5	0.6%	4	0.4%	3	0.6%	7
Other, Wigan	0.5%	7	0.3%	1	0.6%	6	0.0%	0	1.1%	6	0.1%	1	0.1%	1	0.9%	6	0.6%	7
Tesco Express, Poolstock Lane, Wigan	0.5%	7	0.3%	1	0.6%	6	2.2%	4	0.4%	2	0.1%	1	0.6%	4	0.4%	3	0.6%	7

# Wigan Household Survey for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Aldi, Castle Street, Tyldesley	0.5%	7	0.5%	2	0.5%	5	0.0%	0	0.5%	3	0.6%	4	0.8%	6	0.1%	1	0.6%	7
Tesco Extra, Mansell Way, Horwich	0.5%	7	1.1%	4	0.3%	3	0.6%	1	0.5%	3	0.4%	3	0.7%	5	0.3%	2	0.5%	6
Spar, City Road, Kitt Green, Wigan	0.4%	6	0.8%	3	0.3%	3	0.0%	0	0.5%	3	0.4%	3	0.3%	2	0.6%	4	0.2%	3
Kwik Save, Atherton Road, Hindley	0.4%	6	0.3%	1	0.5%	5	0.0%	0	0.0%	0	0.9%	6	0.4%	3	0.4%	3	0.2%	3
Aldi, Scot Lane, Wigan	0.3%	5	0.3%	1	0.4%	4	0.6%	1	0.2%	1	0.4%	3	0.4%	3	0.3%	2	0.3%	4
Local shops, Marus Bridge, Wigan	0.3%	5	0.3%	1	0.4%	4	0.6%	1	0.0%	0	0.6%	4	0.1%	1	0.6%	4	0.2%	3
Co-Op, Carr Lane, Hawkley Hall, Wigan	0.3%	5	0.5%	2	0.3%	3	0.0%	0	0.5%	3	0.3%	2	0.0%	0	0.7%	5	0.3%	4
Spar, Borsdane Avenue, Hindley	0.3%	4	0.0%	0	0.4%	4	0.0%	0	0.2%	1	0.4%	3	0.3%	2	0.3%	2	0.2%	2
Local shops, Orrell	0.3%	4	0.3%	1	0.3%	3	0.0%	0	0.0%	0	0.6%	4	0.6%	4	0.0%	0	0.3%	4
Aldi, Southway, Skelmersdale	0.3%	4	0.3%	1	0.3%	3	0.0%	0	0.4%	2	0.3%	2	0.3%	2	0.3%	2	0.3%	4
Spar, Gidlow Lane, Wigan	0.3%	4	0.3%	1	0.3%	3	0.6%	1	0.0%	0	0.4%	3	0.4%	3	0.1%	1	0.2%	2
Co-Op, Woodhouse Lane, Wigan	0.3%	4	0.0%	0	0.4%	4	0.6%	1	0.2%	1	0.3%	2	0.1%	1	0.3%	2	0.3%	4
Local shops, Platt Bridge	0.3%	4	0.8%	3	0.1%	1	0.6%	1	0.2%	1	0.3%	2	0.3%	2	0.3%	2	0.3%	4
Asda, The Link Way, Horwich	0.2%	3	0.0%	0	0.3%	3	0.6%	1	0.4%	2	0.0%	0	0.1%	1	0.3%	2	0.2%	3
Local shops, Shevington	0.2%	3	0.0%	0	0.3%	3	0.6%	1	0.0%	0	0.3%	2	0.3%	2	0.1%	1	0.2%	2
Co-Op, Ormskirk Road, Wigan	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.5%	3	0.0%	0	0.1%	1	0.3%	2	0.2%	3
Co-Op, Warrington Road, Platt Bridge, Wigan	0.2%	3	0.8%	3	0.0%	0	0.0%	0	0.4%	2	0.1%	1	0.1%	1	0.3%	2	0.2%	3
Other, Warrington	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.2%	1	0.3%	2	0.0%	0	0.4%	3	0.2%	3
Other, Chorley	0.2%	3	0.0%	0	0.3%	3	0.6%	1	0.2%	1	0.0%	0	0.3%	2	0.1%	1	0.2%	3
Lidl, Spinning Jenny Way, Leigh	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.0%	0	0.4%	3	0.0%	0	0.4%	3	0.2%	2
Netto, Platt Bridge, Wigan	0.2%	3	0.5%	2	0.1%	1	0.0%	0	0.2%	1	0.3%	2	0.1%	1	0.3%	2	0.2%	3
Sainsbury's Local, Common Lane, Culcheth	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.2%	1	0.3%	2	0.1%	1	0.3%	2	0.2%	3
Spar, Whelley, Wigan	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.0%	0	0.3%	2	0.0%	0	0.2%	2
Co-Op, Bolton Road, Ashton-in-Makerfield	0.1%	2	0.0%	0	0.2%	2	0.6%	1	0.0%	0	0.1%	1	0.1%	1	0.1%	1	0.2%	2
Other, Manchester	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	2
Other, Sefton	0.1%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.3%	2	0.1%	1	0.1%	1	0.1%	1
Other, Salford	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.4%	2	0.0%	0	0.1%	1	0.1%	1	0.1%	1
Local shops, Bolton	0.1%	2	0.3%	1	0.1%	1	0.6%	1	0.2%	1	0.0%	0	0.3%	2	0.0%	0	0.2%	2
Iceland, Bradshawgate, Leigh	0.1%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.3%	2	0.2%	2
Local shops, Chorley	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.3%	2	0.0%	0	0.3%	2	0.2%	2
Local shops, Westhoughton	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.3%	2	0.3%	2	0.0%	0	0.2%	2
Lidl, Darlington Street, Wigan	0.1%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.3%	2	0.1%	1	0.1%	1	0.2%	2
Lidl, High Street, Golborne	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.3%	2	0.0%	0	0.3%	2	0.1%	1
Iceland, The Concourse, Skelmersdale	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.3%	2	0.0%	0
Co-Op, Marsh Green, Pemberton	0.1%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.3%	2	0.2%	2
Netto, Worthington Way, Wigan	0.1%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.3%	2	0.2%	2
Iceland, Branch Way, Haydock	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Spar, Wigan Lower Road, Standish Lower Ground, Wigan	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Local shops, Abram	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Morrisons, Brooke Street, Chorley	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Co-Op, Wigan Road, Bryn, Wigan	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
Local shops, Newton-le-Willows	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Kwik Save, Gerard Centre, Gerard Street, Ashton-in-Makerfield	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Local shops, Horwich	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Somerfield, Lee Lane, Horwich	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Leigh Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1

	Total	Male		Female		18 to 34		35 to 54		55+	ABC1		C2DE		Car in hhold			
Other, Oldham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Other, Liverpool	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
Other, Preston	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
Robin Retail Park, Wigan	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	1	0.0%	0	0.1%	1
Iceland, Standish Gate, Wigan	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Other, South Ribble	0.1%	1	0.0%	0	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Other, Knowsley	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	1	0.0%	0	0.1%	1
(Don't know / Varies / no pattern)	5.7%	82	7.6%	29	5.0%	53	5.1%	9	7.2%	41	4.7%	32	7.5%	54	3.8%	26	6.1%	76
Base:		1443		380		1063		178		570		685		719		693		1256

### Q11 From which food retailer do you normally buy your top-up food goods when shopping on-line?

*Those who do top-up shopping at Q09, and who use the internet at Q10*

Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison's	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose/Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0

### Q12 Which of these best describes how frequently you undertake 'top-up' shopping... ?

*Those who do top-up shopping at Q09*

Two or more times a week	62.4%	900	61.8%	235	62.6%	665	60.7%	108	65.6%	374	60.4%	414	61.8%	444	63.5%	440	62.6%	786
At least once a week	28.9%	417	30.3%	115	28.4%	302	30.9%	55	28.9%	165	28.2%	193	28.8%	207	28.7%	199	28.6%	359
At least once a fortnight	3.8%	55	3.7%	14	3.9%	41	5.6%	10	2.5%	14	4.5%	31	4.6%	33	2.9%	20	3.7%	47
At least once a month	1.2%	18	1.6%	6	1.1%	12	1.1%	2	0.7%	4	1.8%	12	1.5%	11	1.0%	7	1.2%	15
At least every two months	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.2%	1	0.3%	2	0.1%	1	0.3%	2	0.2%	2
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies / no pattern	3.3%	48	2.4%	9	3.7%	39	1.1%	2	2.1%	12	4.7%	32	3.1%	22	3.5%	24	3.7%	46
(Don't know)	0.1%	2	0.3%	1	0.1%	1	0.6%	1	0.0%	0	0.1%	1	0.1%	1	0.1%	1	0.1%	1
Base:		1443		380		1063		178		570		685		719		693		1256

### Q13 Of all the money you spend on food and household groceries what share goes to your main food shop ?

*Those who do top-up shopping at Q09*

Over ¾	50.7%	731	49.2%	187	51.2%	544	51.7%	92	55.3%	315	46.7%	320	52.9%	380	48.5%	336	52.2%	656
½ to ¾	30.8%	444	31.1%	118	30.7%	326	28.1%	50	30.0%	171	32.3%	221	28.9%	208	32.9%	228	30.0%	377
¼ to ½	8.6%	124	8.9%	34	8.5%	90	6.7%	12	7.7%	44	9.9%	68	7.9%	57	9.4%	65	8.4%	105
Less than ¼	2.6%	38	3.4%	13	2.4%	25	5.6%	10	1.9%	11	2.5%	17	3.1%	22	2.2%	15	2.5%	32
(Don't know / varies)	7.3%	106	7.4%	28	7.3%	78	7.9%	14	5.1%	29	8.6%	59	7.2%	52	7.1%	49	6.8%	86
Base:		1443		380		1063		178		570		685		719		693		1256

# Wigan Household Survey for White Young Green

December 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q14 Where did you last shop for clothes or shoes?</b>																		
Wigan Town Centre	30.6%	596	29.8%	158	30.9%	438	33.8%	77	32.7%	237	28.3%	279	26.8%	252	34.9%	337	30.6%	507
Bolton Town Centre	8.3%	161	7.3%	39	8.6%	122	6.6%	15	7.2%	52	9.4%	93	8.3%	78	8.1%	78	8.1%	135
Leigh Town Centre	7.7%	150	6.6%	35	8.1%	115	8.8%	20	8.3%	60	7.1%	70	6.5%	61	8.8%	85	6.3%	105
Manchester City Centre	7.2%	140	7.7%	41	7.0%	99	11.4%	26	8.3%	60	5.5%	54	10.8%	102	3.9%	38	8.0%	133
Trafford Centre, Manchester	6.9%	135	7.5%	40	6.7%	95	12.7%	29	9.7%	70	3.7%	36	9.4%	89	4.4%	43	7.7%	127
Robin Park, Newtown/Wigan	5.1%	100	7.0%	37	4.4%	63	5.3%	12	5.7%	41	4.7%	46	4.6%	43	5.9%	57	5.5%	91
St Helens Town Centre	3.3%	64	2.4%	13	3.6%	51	2.2%	5	2.3%	17	4.1%	40	3.6%	34	2.9%	28	3.2%	53
Southport Town Centre	2.9%	56	1.3%	7	3.5%	49	0.0%	0	1.9%	14	4.2%	41	3.9%	37	1.9%	18	3.0%	50
Warrington Town Centre	2.7%	52	1.9%	10	3.0%	42	2.2%	5	2.2%	16	3.1%	31	3.5%	33	1.9%	18	2.8%	46
Liverpool City Centre	1.8%	35	1.7%	9	1.8%	26	2.6%	6	1.5%	11	1.8%	18	1.5%	14	2.1%	20	1.7%	29
Other	1.7%	33	2.1%	11	1.6%	22	2.2%	5	1.7%	12	1.6%	16	2.3%	22	1.1%	11	1.9%	32
Middlebrook Retail Park, Bolton	1.5%	29	1.5%	8	1.5%	21	2.6%	6	2.1%	15	0.8%	8	0.8%	8	2.2%	21	1.6%	26
Skelmersdale Town Centre/The Concourse	1.5%	29	1.1%	6	1.6%	23	1.8%	4	1.4%	10	1.5%	15	0.6%	6	2.3%	22	1.4%	23
Other, Greater Manchester	1.0%	19	0.4%	2	1.2%	17	0.4%	1	0.6%	4	1.4%	14	1.2%	11	0.8%	8	1.1%	18
Gemini Retail Park, Warrington	0.9%	17	0.6%	3	1.0%	14	0.0%	0	0.4%	3	1.4%	14	0.7%	7	0.9%	9	1.0%	16
Chorley Town Centre	0.7%	13	0.0%	0	0.9%	13	0.4%	1	0.4%	3	0.9%	9	0.6%	6	0.7%	7	0.8%	13
Parsonage Retail Park, Leigh	0.6%	12	0.8%	4	0.6%	8	0.4%	1	1.1%	8	0.3%	3	0.5%	5	0.7%	7	0.7%	12
Horwich Town Centre	0.6%	12	0.6%	3	0.6%	9	0.4%	1	0.8%	6	0.5%	5	0.7%	7	0.5%	5	0.7%	12
Asda, Atherleigh Way, Leigh	0.6%	11	0.4%	2	0.6%	9	0.0%	0	1.0%	7	0.4%	4	0.6%	6	0.4%	4	0.4%	7
Golborne Town Centre	0.5%	9	0.4%	2	0.5%	7	0.9%	2	0.3%	2	0.5%	5	0.5%	5	0.4%	4	0.4%	7
Preston City Centre	0.5%	9	0.4%	2	0.5%	7	0.9%	2	0.6%	4	0.3%	3	0.4%	4	0.5%	5	0.5%	9
Abroad	0.4%	8	0.4%	2	0.4%	6	0.0%	0	0.4%	3	0.5%	5	0.1%	1	0.7%	7	0.5%	8
Blackpool Town Centre	0.4%	8	0.6%	3	0.4%	5	0.0%	0	0.7%	5	0.3%	3	0.3%	3	0.5%	5	0.5%	8
Colne	0.4%	8	0.4%	2	0.4%	6	0.0%	0	0.3%	2	0.6%	6	0.4%	4	0.4%	4	0.5%	8
Other, Lancashire	0.4%	7	0.6%	3	0.3%	4	0.0%	0	0.0%	0	0.7%	7	0.3%	3	0.4%	4	0.4%	7
Lowry Outlet Centre, Salford	0.4%	7	0.4%	2	0.4%	5	0.0%	0	0.4%	3	0.4%	4	0.4%	4	0.2%	2	0.4%	7
Cheshire Oaks Designer Village, Ellesmere Port	0.4%	7	0.8%	4	0.2%	3	1.3%	3	0.4%	3	0.1%	1	0.4%	4	0.3%	3	0.4%	7
Ashton-in-Makerfield Town Centre	0.4%	7	0.4%	2	0.4%	5	0.4%	1	0.1%	1	0.5%	5	0.1%	1	0.6%	6	0.2%	4
Tyldesley Town Centre	0.3%	6	0.6%	3	0.2%	3	0.0%	0	0.4%	3	0.3%	3	0.2%	2	0.4%	4	0.3%	5
Tesco, Central Park Way, Wigan	0.3%	6	0.0%	0	0.4%	6	0.4%	1	0.3%	2	0.3%	3	0.1%	1	0.3%	3	0.4%	6
Hindley Town Centre	0.3%	6	0.2%	1	0.4%	5	0.4%	1	0.4%	3	0.2%	2	0.2%	2	0.4%	4	0.3%	5
Other, Merseyside	0.3%	6	0.6%	3	0.2%	3	0.0%	0	0.4%	3	0.3%	3	0.3%	3	0.3%	3	0.4%	6
Other, Cheshire	0.3%	6	0.4%	2	0.3%	4	0.9%	2	0.3%	2	0.2%	2	0.5%	5	0.1%	1	0.4%	6
Standish Village Centre	0.3%	5	0.0%	0	0.4%	5	0.0%	0	0.1%	1	0.4%	4	0.4%	4	0.1%	1	0.3%	5
Atherton Town Centre	0.3%	5	0.4%	2	0.2%	3	0.0%	0	0.0%	0	0.5%	5	0.3%	3	0.2%	2	0.2%	4
Other, Cumbria	0.3%	5	0.2%	1	0.3%	4	0.0%	0	0.3%	2	0.3%	3	0.2%	2	0.3%	3	0.2%	4
Other, Wigan	0.2%	4	0.0%	0	0.3%	4	0.0%	0	0.4%	3	0.1%	1	0.2%	2	0.2%	2	0.2%	3
Ormskirk Town Centre	0.2%	3	0.4%	2	0.1%	1	0.4%	1	0.0%	0	0.2%	2	0.1%	1	0.2%	2	0.2%	3
Other, Pemberton	0.1%	2	0.4%	2	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.1%	1	0.0%	0	0.1%	2
Blackburn Town Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Other, West Lancashire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Ravenhead Retail Park, St Helens	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Local shops, Platt Bridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Internet / Online / catalogue / mail order / TV Shopping	3.2%	63	3.0%	16	3.3%	47	0.4%	1	2.2%	16	4.7%	46	3.0%	28	3.3%	32	2.3%	38
(Don't regularly buy these goods)	2.5%	48	5.1%	27	1.5%	21	0.0%	0	1.2%	9	3.8%	37	1.9%	18	2.9%	28	1.9%	32
(Don't know / can't remember)	2.4%	47	4.0%	21	1.8%	26	0.0%	0	1.2%	9	3.7%	36	1.9%	18	2.5%	24	2.1%	35
Base:	1950	531	1419	228	724	986	942	967	1658									

Column %ges.

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q15 What are your main reasons for choosing (LOCATION MENTIONED AT Q14) when shopping for clothes and shoes?</b>																		
<i>Those who buy clothes and shoes at Q14</i>																		
Nearer to home	42.1%	781	42.2%	204	42.1%	577	46.1%	105	44.9%	317	38.8%	354	38.5%	349	45.6%	417	40.7%	648
Choice of non food goods available	11.9%	220	12.0%	58	11.8%	162	14.0%	32	13.3%	94	10.1%	92	11.9%	108	11.6%	106	12.2%	194
Choice of shops selling non food goods	10.2%	190	11.6%	56	9.8%	134	8.8%	20	9.8%	69	11.1%	101	11.8%	107	8.9%	81	10.4%	165
Car parking provision	3.4%	63	3.5%	17	3.4%	46	2.2%	5	3.1%	22	3.9%	36	4.4%	40	2.5%	23	3.9%	62
Day out / holiday	3.3%	61	3.5%	17	3.2%	44	0.4%	1	3.3%	23	4.1%	37	3.5%	32	3.2%	29	3.5%	55
Quality of shops selling non food goods	3.2%	59	3.7%	18	3.0%	41	3.9%	9	2.7%	19	3.4%	31	3.3%	30	3.0%	27	3.2%	51
Quality of non food goods available	2.6%	48	1.9%	9	2.8%	39	3.1%	7	1.8%	13	3.1%	28	2.1%	19	3.0%	27	2.5%	40
Other	2.5%	47	2.5%	12	2.6%	35	2.6%	6	2.7%	19	2.4%	22	2.9%	26	2.3%	21	2.5%	39
Shopping environment	2.4%	44	2.5%	12	2.3%	32	1.3%	3	2.8%	20	2.3%	21	2.8%	25	2.1%	19	2.5%	39
Nearer to work	2.3%	42	1.2%	6	2.6%	36	4.4%	10	3.5%	25	0.8%	7	3.2%	29	1.4%	13	2.5%	39
Convenient to friends / relatives	1.6%	30	1.2%	6	1.7%	24	0.9%	2	1.1%	8	2.2%	20	2.1%	19	1.2%	11	1.6%	26
Generally convenient	1.5%	28	2.1%	10	1.3%	18	0.4%	1	1.0%	7	2.2%	20	1.3%	12	1.6%	15	1.4%	22
Cheap / good value for money / reasonable prices	1.5%	27	2.7%	13	1.0%	14	0.4%	1	1.1%	8	2.0%	18	1.5%	14	1.4%	13	1.7%	27
Preference for retailer / location	1.4%	26	1.4%	7	1.4%	19	0.0%	0	0.7%	5	2.3%	21	1.4%	13	1.3%	12	1.5%	24
Accessibility by public transport	1.3%	25	0.6%	3	1.6%	22	0.4%	1	0.6%	4	2.2%	20	1.2%	11	1.5%	14	1.1%	17
Car parking prices	0.8%	14	0.6%	3	0.8%	11	0.9%	2	0.7%	5	0.8%	7	1.0%	9	0.4%	4	0.8%	13
Habit / familiarity	0.8%	14	0.4%	2	0.9%	12	0.4%	1	0.7%	5	0.9%	8	0.7%	6	0.9%	8	0.8%	13
Christmas shopping / Christmas treat	0.6%	12	0.8%	4	0.6%	8	0.4%	1	0.6%	4	0.8%	7	0.7%	6	0.7%	6	0.7%	11
Undercover shopping	0.6%	12	0.4%	2	0.7%	10	1.3%	3	1.1%	8	0.1%	1	0.9%	8	0.4%	4	0.8%	12
Everything in one place / under one roof	0.6%	11	0.8%	4	0.5%	7	0.9%	2	1.0%	7	0.2%	2	0.4%	4	0.8%	7	0.7%	11
Clothing is well suited to my size / age / weight	0.5%	10	0.4%	2	0.6%	8	0.4%	1	0.3%	2	0.8%	7	0.4%	4	0.7%	6	0.6%	9
Provision of services nearby, such as banks and other financial services	0.5%	10	0.6%	3	0.5%	7	0.0%	0	0.6%	4	0.7%	6	0.4%	4	0.5%	5	0.5%	8
Good / pleasant place to shop	0.5%	10	0.6%	3	0.5%	7	0.4%	1	0.4%	3	0.7%	6	0.3%	3	0.8%	7	0.6%	10
Choice of shops nearby selling food goods	0.5%	9	1.0%	5	0.3%	4	0.4%	1	0.4%	3	0.5%	5	0.3%	3	0.7%	6	0.5%	8
Work there	0.5%	9	0.6%	3	0.4%	6	0.9%	2	0.4%	3	0.4%	4	0.7%	6	0.3%	3	0.3%	5
Delivery service	0.5%	9	0.0%	0	0.7%	9	0.0%	0	0.1%	1	0.9%	8	0.3%	3	0.7%	6	0.4%	7
Sale shopping	0.4%	8	0.4%	2	0.4%	6	0.9%	2	0.4%	3	0.3%	3	0.6%	5	0.3%	3	0.4%	6
Bigger shops	0.4%	7	0.2%	1	0.4%	6	0.0%	0	0.1%	1	0.7%	6	0.4%	4	0.3%	3	0.2%	3
Easier	0.3%	6	0.2%	1	0.4%	5	0.0%	0	0.4%	3	0.3%	3	0.6%	5	0.1%	1	0.3%	5
Marks & Spencer is there	0.3%	6	0.2%	1	0.4%	5	0.4%	1	0.1%	1	0.4%	4	0.4%	4	0.2%	2	0.3%	5
Good disabled access	0.3%	6	0.0%	0	0.4%	6	0.0%	0	0.3%	2	0.3%	3	0.3%	3	0.3%	3	0.3%	5
Opening hours	0.3%	5	0.2%	1	0.3%	4	1.3%	3	0.1%	1	0.1%	1	0.3%	3	0.2%	2	0.3%	5
Linked trip with an appointment (eg hospital)	0.3%	5	0.2%	1	0.3%	4	0.4%	1	0.4%	3	0.1%	1	0.2%	2	0.3%	3	0.3%	5
Cleanliness	0.2%	4	0.6%	3	0.1%	1	0.0%	0	0.3%	2	0.2%	2	0.2%	2	0.2%	2	0.3%	4
Not too busy / crowded	0.2%	4	0.4%	2	0.1%	2	0.0%	0	0.4%	3	0.1%	1	0.3%	3	0.1%	1	0.2%	3
Just for a change	0.2%	4	0.0%	0	0.3%	4	0.9%	2	0.1%	1	0.1%	1	0.2%	2	0.2%	2	0.3%	4
Provision of leisure facilities nearby	0.2%	4	0.4%	2	0.1%	2	0.0%	0	0.1%	1	0.3%	3	0.2%	2	0.2%	2	0.3%	4
There isn't anything in Atherton	0.2%	4	0.2%	1	0.2%	3	0.0%	0	0.3%	2	0.2%	2	0.1%	1	0.3%	3	0.2%	3
University nearby	0.2%	4	0.2%	1	0.2%	3	1.8%	4	0.0%	0	0.0%	0	0.2%	2	0.2%	2	0.3%	4
Easy to travel to / not too far away to travel to	0.2%	3	0.0%	0	0.2%	3	0.0%	0	0.1%	1	0.2%	2	0.1%	1	0.2%	2	0.1%	2
Market, Wigan	0.2%	3	0.2%	1	0.1%	2	0.0%	0	0.1%	1	0.2%	2	0.1%	1	0.2%	2	0.2%	3
Public information, signposts and public facilities	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.0%	0	0.2%	2	0.1%	1	0.1%	1	0.1%	2
Entertainment / events	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.2%	2	0.0%	0	0.1%	2
Safety (during the day)	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
(Don't know / no particular reason)	3.9%	73	3.7%	18	4.0%	55	3.1%	7	2.8%	20	5.0%	46	3.4%	31	4.3%	39	3.6%	57
Base:	1855	483	1372	228	706	913	906	915	1591									

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q16 How do you travel to (LOCATION MENTIONED AT Q14) when shopping for clothes and shoes ?</b>																		
<i>Those who buy clothes and shoes at Q14 and who do not shop on the internet at Q14</i>																		
Car / van (as driver)	55.8%	1000	76.0%	355	48.7%	645	68.7%	156	65.7%	453	44.6%	387	64.2%	564	48.2%	426	64.1%	995
Car / van (as passenger)	16.1%	288	4.5%	21	20.2%	267	8.8%	20	11.7%	81	21.3%	185	13.4%	118	17.9%	158	15.8%	246
Bus, minibus or coach	16.2%	290	9.9%	46	18.4%	244	9.3%	21	9.9%	68	23.1%	200	10.8%	95	21.4%	189	9.5%	147
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.2%	93	4.3%	20	5.5%	73	5.3%	12	6.1%	42	4.5%	39	4.2%	37	6.3%	56	4.3%	67
Taxi	0.6%	10	0.4%	2	0.6%	8	0.0%	0	0.6%	4	0.6%	5	0.5%	4	0.6%	5	0.3%	4
Train	5.1%	91	4.5%	21	5.3%	70	6.6%	15	5.2%	36	4.6%	40	5.8%	51	4.3%	38	4.9%	76
Bicycle	0.2%	3	0.2%	1	0.2%	2	0.0%	0	0.1%	1	0.2%	2	0.1%	1	0.2%	2	0.1%	1
Other	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Fly	0.4%	7	0.2%	1	0.5%	6	0.0%	0	0.4%	3	0.5%	4	0.1%	1	0.7%	6	0.5%	7
(Don't know / varies)	0.5%	9	0.0%	0	0.7%	9	1.3%	3	0.3%	2	0.5%	4	0.7%	6	0.3%	3	0.6%	9
Base:		1792		467		1325		227		690		867		878		883		1553
<b>Q17 When you go shopping for clothes and shoes, do you link this trip with another activity ?</b>																		
<i>Those who buy clothes and shoes at Q14 and who do not shop on the internet at Q14</i>																		
No	53.5%	959	54.2%	253	53.3%	706	55.9%	127	54.1%	373	52.4%	454	50.7%	445	55.8%	493	53.5%	831
Yes – non-food shopping	17.1%	307	18.6%	87	16.6%	220	15.9%	36	16.5%	114	17.8%	154	18.3%	161	15.9%	140	16.9%	263
Yes – other food shopping	12.9%	232	11.8%	55	13.4%	177	8.4%	19	12.9%	89	14.2%	123	12.6%	111	13.4%	118	12.9%	200
Yes – visiting services such as banks and other financial institutions	12.5%	224	10.1%	47	13.4%	177	11.5%	26	11.7%	81	13.5%	117	11.5%	101	13.8%	122	12.8%	198
Yes – leisure activity	12.4%	223	12.4%	58	12.5%	165	13.2%	30	11.9%	82	12.8%	111	14.7%	129	10.2%	90	12.8%	199
Yes – travelling to / from work	3.9%	70	2.6%	12	4.4%	58	5.7%	13	6.5%	45	1.4%	12	4.6%	40	3.4%	30	4.3%	67
Meet or visit friends / relatives	1.7%	30	1.3%	6	1.8%	24	1.3%	3	1.6%	11	1.8%	16	2.1%	18	1.4%	12	1.5%	24
Go for a meal / eat at a restaurant / café / bar	1.5%	27	2.1%	10	1.3%	17	2.6%	6	1.0%	7	1.6%	14	1.5%	13	1.5%	13	1.5%	23
Yes – travelling to / from school / college	1.4%	25	0.4%	2	1.7%	23	4.0%	9	1.9%	13	0.3%	3	1.1%	10	1.7%	15	1.5%	23
Browsing / window shopping	0.4%	7	0.6%	3	0.3%	4	0.0%	0	0.1%	1	0.7%	6	0.0%	0	0.8%	7	0.3%	4
Hospital / doctor / dentist / optician appointment	0.3%	6	0.2%	1	0.4%	5	0.0%	0	0.4%	3	0.3%	3	0.1%	1	0.6%	5	0.3%	4
Yes – other activity	0.2%	4	0.0%	0	0.3%	4	0.0%	0	0.4%	3	0.1%	1	0.5%	4	0.0%	0	0.3%	4
Market	0.2%	4	0.4%	2	0.2%	2	0.0%	0	0.0%	0	0.5%	4	0.2%	2	0.2%	2	0.2%	3
Day out / holiday	0.2%	3	0.4%	2	0.1%	1	0.0%	0	0.1%	1	0.2%	2	0.2%	2	0.1%	1	0.2%	3
(Don't Know / varies)	1.6%	28	1.3%	6	1.7%	22	0.0%	0	1.9%	13	1.7%	15	1.7%	15	1.5%	13	1.4%	22
Base:		1792		467		1325		227		690		867		878		883		1553

# Wigan Household Survey for White Young Green

December 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q18 Where did you last go shopping for other small household goods (e.g. books, CDs, DVDs, toys, jewellery) ?</b>																		
Wigan Town Centre	22.4%	437	23.9%	127	21.8%	310	25.9%	59	23.8%	172	20.6%	203	20.4%	192	24.5%	237	22.6%	374
Leigh Town Centre	9.0%	175	8.1%	43	9.3%	132	9.2%	21	9.8%	71	8.4%	83	7.1%	67	10.9%	105	8.3%	138
Trafford Centre, Manchester	5.0%	97	4.1%	22	5.3%	75	6.1%	14	6.5%	47	3.7%	36	6.9%	65	3.1%	30	5.7%	95
Robin Park, Newtown/Wigan	5.0%	97	4.1%	22	5.3%	75	5.3%	12	6.4%	46	4.0%	39	5.6%	53	4.3%	42	5.7%	95
Bolton Town Centre	4.3%	84	3.0%	16	4.8%	68	3.9%	9	4.6%	33	4.3%	42	4.8%	45	3.7%	36	4.4%	73
Manchester City Centre	3.0%	59	4.3%	23	2.5%	36	5.3%	12	2.6%	19	2.8%	28	4.7%	44	1.6%	15	3.4%	56
St Helens Town Centre	2.6%	51	2.1%	11	2.8%	40	1.8%	4	2.2%	16	3.1%	31	2.7%	25	2.7%	26	2.7%	44
Skelmersdale Town Centre/The Concourse	1.8%	35	1.1%	6	2.0%	29	3.1%	7	2.3%	17	1.1%	11	1.6%	15	2.0%	19	1.9%	32
Southport Town Centre	1.8%	35	1.5%	8	1.9%	27	0.0%	0	1.0%	7	2.8%	28	2.9%	27	0.8%	8	1.9%	32
Warrington Town Centre	1.7%	34	1.5%	8	1.8%	26	2.2%	5	1.4%	10	1.9%	19	2.0%	19	1.6%	15	1.9%	32
Hindley Town Centre	1.2%	24	1.3%	7	1.2%	17	0.4%	1	1.8%	13	1.0%	10	1.0%	9	1.4%	14	1.2%	20
Middlebrook Retail Park, Bolton	1.1%	22	0.8%	4	1.3%	18	2.2%	5	1.1%	8	0.9%	9	1.4%	13	0.9%	9	1.3%	22
Golborne Town Centre	0.9%	18	0.2%	1	1.2%	17	0.9%	2	1.2%	9	0.7%	7	0.7%	7	1.0%	10	1.1%	18
Ormskirk Town Centre	0.8%	16	1.3%	7	0.6%	9	0.0%	0	0.8%	6	1.0%	10	1.1%	10	0.5%	5	0.8%	14
Atherton Town Centre	0.8%	16	1.3%	7	0.6%	9	0.9%	2	0.4%	3	1.1%	11	0.5%	5	1.1%	11	0.7%	12
Liverpool City Centre	0.8%	16	0.4%	2	1.0%	14	0.4%	1	1.1%	8	0.7%	7	0.4%	4	1.2%	12	0.9%	15
Other, Greater Manchester	0.7%	14	0.9%	5	0.6%	9	0.4%	1	0.7%	5	0.8%	8	0.7%	7	0.7%	7	0.8%	14
Chorley Town Centre	0.6%	12	0.4%	2	0.7%	10	0.0%	0	0.8%	6	0.5%	5	0.6%	6	0.6%	6	0.7%	11
Asda, Atherleigh Way, Leigh	0.6%	12	0.2%	1	0.8%	11	0.0%	0	0.6%	4	0.8%	8	1.0%	9	0.3%	3	0.6%	10
Ashton-in-Makerfield Town Centre	0.6%	12	0.6%	3	0.6%	9	0.4%	1	0.4%	3	0.8%	8	0.5%	5	0.7%	7	0.5%	8
Horwich Town Centre	0.6%	11	0.6%	3	0.6%	8	0.9%	2	1.0%	7	0.2%	2	0.7%	7	0.4%	4	0.7%	11
Other	0.6%	11	0.6%	3	0.6%	8	1.3%	3	0.6%	4	0.4%	4	0.7%	7	0.4%	4	0.7%	11
Preston City Centre	0.5%	10	0.6%	3	0.5%	7	0.0%	0	0.8%	6	0.4%	4	0.8%	8	0.2%	2	0.6%	10
Gemini Retail Park, Warrington	0.5%	10	0.2%	1	0.6%	9	1.3%	3	0.3%	2	0.5%	5	0.4%	4	0.6%	6	0.6%	10
Parsonage Retail Park, Leigh	0.5%	9	0.2%	1	0.6%	8	0.9%	2	0.6%	4	0.3%	3	0.4%	4	0.5%	5	0.5%	9
Tesco, Central Park Way, Wigan	0.5%	9	0.4%	2	0.5%	7	0.4%	1	0.8%	6	0.2%	2	0.3%	3	0.6%	6	0.5%	8
Other, Lancashire	0.5%	9	0.2%	1	0.6%	8	0.0%	0	0.6%	4	0.5%	5	0.5%	5	0.3%	3	0.5%	8
Other, Cheshire	0.4%	7	0.4%	2	0.4%	5	0.4%	1	0.7%	5	0.1%	1	0.5%	5	0.2%	2	0.4%	7
Other, Merseyside	0.3%	6	0.4%	2	0.3%	4	0.0%	0	0.3%	2	0.4%	4	0.4%	4	0.2%	2	0.4%	6
Ince	0.3%	6	0.0%	0	0.4%	6	0.0%	0	0.4%	3	0.2%	2	0.0%	0	0.5%	5	0.2%	4
Abroad	0.3%	5	0.0%	0	0.4%	5	0.4%	1	0.3%	2	0.2%	2	0.1%	1	0.4%	4	0.2%	4
Blackpool	0.2%	4	0.0%	0	0.3%	4	0.0%	0	0.1%	1	0.3%	3	0.0%	0	0.4%	4	0.2%	4
Local shops, Wigan	0.2%	4	0.2%	1	0.2%	3	0.4%	1	0.3%	2	0.1%	1	0.2%	2	0.2%	2	0.2%	4
Lowry Outlet Centre, Salford	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.1%	1	0.1%	1	0.1%	1	0.1%	1	0.1%	2
Other, Wigan	0.1%	2	0.0%	0	0.1%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.2%	2	0.1%	2
Ravenhead Retail Park, St Helens	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.0%	0	0.2%	2	0.1%	1	0.1%	1	0.1%	1
Other, Golborne	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.0%	0	0.2%	2	0.1%	1	0.1%	1	0.1%	2
Blackburn Town Centre	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.2%	2	0.1%	2
Sainsburys, Marus Bridge, Wigan	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	2	0.0%	0	0.1%	2
Standish Village Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Aintree	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Cheshire Oaks Designer Village, Ellesmere Port	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Local shops, Platt Bridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Other, Ashton-in-Makerfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Other, Cumbria	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
(Don't regularly buy these goods)	13.5%	264	14.5%	77	13.2%	187	3.1%	7	5.1%	37	21.9%	216	8.5%	80	18.0%	174	10.0%	166
Internet / online / catalogue / mail order / TV shopping	10.7%	209	14.5%	77	9.3%	132	19.3%	44	13.7%	99	6.6%	65	14.9%	140	7.0%	68	11.6%	193
(Don't know / can't remember)	4.7%	92	6.0%	32	4.2%	60	2.6%	6	4.3%	31	5.4%	53	4.0%	38	5.0%	48	4.3%	72
Base:	1950	531	1419	228	724	986	942	967	1658									

Column %ges.

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q19 How do you travel to (LOCATION MENTIONED AT Q18) when shopping for small household goods ?</b>																		
<i>Those who buy other small household goods at Q18 and who do not shop on the internet at Q18</i>																		
Car / van (as driver)	59.3%	821	73.6%	254	54.5%	567	69.6%	119	69.8%	389	47.9%	312	68.1%	466	50.7%	343	66.7%	819
Car / van (as passenger)	16.2%	224	4.3%	15	20.1%	209	10.5%	18	12.7%	71	20.2%	132	14.0%	96	18.0%	122	16.4%	201
Bus, minibus or coach	14.6%	202	11.3%	39	15.7%	163	9.4%	16	7.4%	41	22.2%	145	11.4%	78	17.9%	121	9.3%	114
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.3%	87	8.4%	29	5.6%	58	5.8%	10	6.8%	38	5.8%	38	3.2%	22	9.3%	63	4.2%	52
Taxi	0.3%	4	0.0%	0	0.4%	4	0.6%	1	0.4%	2	0.2%	1	0.1%	1	0.4%	3	0.2%	2
Train	2.6%	36	2.0%	7	2.8%	29	3.5%	6	2.3%	13	2.6%	17	2.5%	17	2.7%	18	2.4%	30
Bicycle	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.3%	2	0.0%	0	0.3%	2	0.1%	1
Other	0.2%	3	0.3%	1	0.2%	2	0.0%	0	0.2%	1	0.3%	2	0.3%	2	0.1%	1	0.2%	3
Fly	0.2%	3	0.0%	0	0.3%	3	0.6%	1	0.2%	1	0.2%	1	0.1%	1	0.3%	2	0.2%	2
(Don't know / varies)	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.2%	1	0.3%	2	0.1%	1	0.3%	2	0.2%	3
Base:		1385		345		1040		171		557		652		684		677		1227
<b>Q20 Are you aware of the Grand Arcade scheme in Wigan, which is under construction currently?</b>																		
Yes	78.0%	1521	79.8%	424	77.3%	1097	78.5%	179	80.1%	580	76.4%	753	77.6%	731	78.8%	762	79.6%	1320
No	22.0%	429	20.2%	107	22.7%	322	21.5%	49	19.9%	144	23.6%	233	22.4%	211	21.2%	205	20.4%	338
Base:		1950		531		1419		228		724		986		942		967		1658
<b>Q21 Which of these best describes how you think your use of Wigan town centre will change once the Grand Arcade scheme opens in 2007?</b>																		
<i>Those who are aware of the Grand Arcade scheme at Q20</i>																		
I will use Wigan town centre no more frequently and no less frequently than now	46.4%	705	49.1%	208	45.3%	497	32.4%	58	47.6%	276	48.5%	365	44.5%	325	48.0%	366	45.5%	600
I will use Wigan town centre less frequently than now	2.6%	39	2.4%	10	2.6%	29	2.8%	5	1.9%	11	3.1%	23	3.1%	23	2.0%	15	2.5%	33
I will use Wigan town centre more frequently than now	33.1%	503	27.6%	117	35.2%	386	51.4%	92	36.9%	214	26.0%	196	33.4%	244	33.2%	253	33.9%	448
I do not use Wigan town centre currently and will not use it once the Grand Arcade scheme is open.	8.9%	136	10.8%	46	8.2%	90	6.7%	12	6.4%	37	11.6%	87	10.3%	75	7.7%	59	8.9%	118
(Don't know)	9.1%	138	10.1%	43	8.7%	95	6.7%	12	7.2%	42	10.9%	82	8.8%	64	9.1%	69	9.2%	121
Base:		1521		424		1097		179		580		753		731		762		1320

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q22 Where did you last go shopping for furniture or carpets ?</b>																		
Wigan Town Centre	13.0%	254	13.2%	70	13.0%	184	13.2%	30	13.7%	99	12.5%	123	11.5%	108	14.4%	139	13.2%	219
Leigh Town Centre	11.2%	218	10.7%	57	11.3%	161	9.2%	21	9.5%	69	12.9%	127	9.3%	88	12.8%	124	11.2%	186
Robin Park, Newtown/Wigan	8.5%	166	7.5%	40	8.9%	126	11.8%	27	9.5%	69	7.0%	69	8.8%	83	8.2%	79	8.7%	144
Bolton Town Centre	5.3%	104	5.1%	27	5.4%	77	4.8%	11	7.3%	53	4.0%	39	6.1%	57	4.8%	46	5.7%	95
Middlebrook Retail Park, Bolton	4.7%	91	5.1%	27	4.5%	64	7.9%	18	5.9%	43	3.0%	30	5.1%	48	4.4%	43	5.4%	89
Warrington Town Centre	3.9%	77	3.8%	20	4.0%	57	7.5%	17	4.4%	32	2.8%	28	4.9%	46	3.2%	31	4.5%	74
Pemberton, Wigan	2.5%	48	1.3%	7	2.9%	41	1.8%	4	1.2%	9	3.6%	35	2.4%	23	2.6%	25	2.5%	41
Ashton-in-Makerfield Town Centre	2.3%	45	2.1%	11	2.4%	34	0.9%	2	1.1%	8	3.6%	35	2.2%	21	2.5%	24	2.3%	38
Other, Greater Manchester	2.2%	43	1.7%	9	2.4%	34	0.4%	1	3.0%	22	2.0%	20	2.7%	25	1.9%	18	2.6%	43
St Helens Town Centre	2.0%	39	1.3%	7	2.3%	32	0.9%	2	1.9%	14	2.1%	21	2.2%	21	1.8%	17	2.0%	33
Manchester City Centre	1.8%	36	1.9%	10	1.8%	26	2.2%	5	2.3%	17	1.4%	14	2.9%	27	0.9%	9	2.0%	33
Wigan, out of centre	1.6%	32	1.5%	8	1.7%	24	0.9%	2	1.8%	13	1.7%	17	1.9%	18	1.4%	14	1.5%	25
Gemini Retail Park, Warrington	1.6%	31	0.8%	4	1.9%	27	4.4%	10	1.9%	14	0.7%	7	2.1%	20	1.1%	11	1.8%	30
Other, Merseyside	1.5%	29	0.9%	5	1.7%	24	0.9%	2	1.5%	11	1.6%	16	1.4%	13	1.6%	15	1.6%	27
Chorley Town Centre	1.4%	27	1.7%	9	1.3%	18	0.9%	2	1.2%	9	1.6%	16	1.6%	15	1.2%	12	1.6%	27
Atherton Town Centre	1.3%	26	1.7%	9	1.2%	17	0.4%	1	1.7%	12	1.3%	13	1.3%	12	1.4%	14	1.0%	17
Other, Lancashire	1.2%	23	1.7%	9	1.0%	14	0.0%	0	1.2%	9	1.4%	14	1.7%	16	0.6%	6	1.3%	21
Southport Town Centre	1.1%	21	0.8%	4	1.2%	17	0.0%	0	0.6%	4	1.7%	17	1.5%	14	0.6%	6	1.1%	19
Liverpool City Centre	0.9%	17	0.4%	2	1.1%	15	1.3%	3	0.7%	5	0.9%	9	0.5%	5	1.1%	11	0.9%	15
Other	0.8%	16	1.3%	7	0.6%	9	0.4%	1	1.1%	8	0.7%	7	1.1%	10	0.5%	5	0.9%	15
Hindley Town Centre	0.8%	16	0.8%	4	0.8%	12	0.0%	0	1.0%	7	0.9%	9	0.5%	5	1.1%	11	0.7%	11
Skelmersdale Town Centre/The Concourse	0.8%	15	1.1%	6	0.6%	9	0.9%	2	0.8%	6	0.7%	7	0.3%	3	1.1%	11	0.8%	13
Horwich Town Centre	0.8%	15	0.8%	4	0.8%	11	0.4%	1	1.1%	8	0.6%	6	0.7%	7	0.7%	7	0.9%	15
Ormskirk Town Centre	0.8%	15	0.4%	2	0.9%	13	0.0%	0	0.8%	6	0.9%	9	1.1%	10	0.4%	4	0.8%	14
Tyldesley Town Centre	0.6%	12	0.8%	4	0.6%	8	0.0%	0	0.4%	3	0.9%	9	0.5%	5	0.7%	7	0.5%	9
Preston City Centre	0.5%	10	0.2%	1	0.6%	9	0.4%	1	0.7%	5	0.4%	4	0.3%	3	0.7%	7	0.6%	10
Trafford Centre, Manchester	0.4%	8	0.0%	0	0.6%	8	0.9%	2	0.6%	4	0.2%	2	0.7%	7	0.1%	1	0.5%	8
Parsonage Retail Park, Leigh	0.3%	6	0.2%	1	0.4%	5	0.4%	1	0.0%	0	0.5%	5	0.1%	1	0.5%	5	0.2%	3
Leigh, out of centre	0.3%	6	0.6%	3	0.2%	3	0.0%	0	0.1%	1	0.5%	5	0.3%	3	0.3%	3	0.3%	5
Aintree	0.3%	5	0.4%	2	0.2%	3	0.4%	1	0.3%	2	0.2%	2	0.3%	3	0.2%	2	0.2%	3
Shevington	0.2%	4	0.2%	1	0.2%	3	0.0%	0	0.0%	0	0.4%	4	0.3%	3	0.1%	1	0.2%	3
Ravenhead Retail Park, St Helens	0.2%	4	0.2%	1	0.2%	3	0.0%	0	0.6%	4	0.0%	0	0.2%	2	0.2%	2	0.2%	3
Other, Cheshire	0.2%	3	0.4%	2	0.1%	1	0.4%	1	0.3%	2	0.0%	0	0.1%	1	0.2%	2	0.2%	3
Standish Village Centre	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.2%	2	0.1%	2
Golborne Town Centre	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.0%	0	0.2%	2	0.0%	0	0.2%	2	0.1%	2
West One Retail Park, Salford	0.1%	2	0.0%	0	0.1%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	2	0.0%	0	0.1%	2
Other, Cumbria	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.2%	2	0.1%	2
Blackburn Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Other, Ashton-in-Makerfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
(Don't regularly buy these goods)	11.5%	224	15.1%	80	10.1%	144	11.4%	26	7.5%	54	14.4%	142	11.1%	105	11.6%	112	9.3%	155
(Don't know / can't remember)	10.8%	211	11.9%	63	10.4%	148	11.4%	26	11.3%	82	10.2%	101	9.3%	88	12.0%	116	10.2%	169
Internet / online / catalogue / mail order / TV shopping	2.2%	43	2.6%	14	2.0%	29	3.1%	7	2.5%	18	1.8%	18	2.4%	23	2.1%	20	2.1%	34
Base:		1950		531		1419		228		724		986		942		967		1658
<b>Q23 How do you travel to (LOCATION MENTIONED AT Q22) when shopping for furniture or carpets ?</b>																		
<i>Those who buy furniture or carpets and Q22 and who do not shop on the internet at Q22</i>																		
Car / van (as driver)	58.8%	865	81.0%	303	51.2%	562	69.8%	118	68.9%	393	48.1%	349	66.8%	485	51.0%	367	65.9%	857
Car / van (as passenger)	28.3%	416	6.2%	23	35.8%	393	23.1%	39	21.6%	123	34.6%	251	24.4%	177	31.9%	229	27.0%	351
Bus, minibus or coach	4.9%	72	5.3%	20	4.7%	52	1.2%	2	3.0%	17	7.3%	53	2.2%	16	7.5%	54	1.3%	17
Motorcycle, scooter or moped	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.0%	0
Walk	5.8%	86	5.3%	20	6.0%	66	3.6%	6	4.7%	27	7.3%	53	4.3%	31	7.5%	54	4.2%	55
Taxi	0.3%	4	0.0%	0	0.4%	4	0.6%	1	0.2%	1	0.3%	2	0.1%	1	0.3%	2	0.0%	0
Train	0.8%	12	0.5%	2	0.9%	10	0.6%	1	0.7%	4	1.0%	7	1.1%	8	0.6%	4	0.7%	9
Bicycle	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Other	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Delivered	0.5%	7	0.8%	3	0.4%	4	0.6%	1	0.2%	1	0.7%	5	0.4%	3	0.6%	4	0.5%	6
(Don't know / varies)	0.5%	7	0.3%	1	0.5%	6	0.6%	1	0.7%	4	0.3%	2	0.6%	4	0.4%	3	0.4%	5
Base:		1472		374		1098		169		570		725		726		719		1300

# Wigan Household Survey for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q24 Where did you last go shopping for electrical items, such as televisions, DVD players, washing machines and computers ?</b>																		
Robin Park, Newtown/Wigan	23.1%	451	18.5%	98	24.9%	353	22.8%	52	25.6%	185	21.4%	211	22.6%	213	24.2%	234	24.5%	407
Wigan Town Centre	12.9%	251	15.3%	81	12.0%	170	12.3%	28	12.3%	89	13.2%	130	11.5%	108	14.0%	135	12.4%	205
Leigh Town Centre	9.2%	180	8.1%	43	9.7%	137	7.5%	17	8.3%	60	10.3%	102	8.9%	84	9.4%	91	8.6%	142
Parsonage Retail Park, Leigh	5.5%	108	5.5%	29	5.6%	79	7.5%	17	5.2%	38	5.4%	53	5.9%	56	5.3%	51	6.0%	99
Bolton Town Centre	4.2%	81	4.7%	25	3.9%	56	3.1%	7	4.8%	35	4.0%	39	4.1%	39	4.1%	40	4.5%	75
Middlebrook Retail Park, Bolton	2.8%	55	2.8%	15	2.8%	40	4.4%	10	3.3%	24	2.1%	21	3.1%	29	2.7%	26	3.1%	51
Other, Greater Manchester	2.1%	40	2.6%	14	1.8%	26	1.8%	4	2.6%	19	1.7%	17	2.8%	26	1.4%	14	2.3%	38
St Helens Town Centre	1.6%	32	1.3%	7	1.8%	25	0.9%	2	1.1%	8	2.1%	21	1.8%	17	1.6%	15	1.8%	30
Atherton Town Centre	1.4%	27	1.3%	7	1.4%	20	0.9%	2	0.8%	6	1.9%	19	1.3%	12	1.4%	14	1.2%	20
Warrington Town Centre	1.3%	25	1.1%	6	1.3%	19	1.8%	4	1.5%	11	0.9%	9	1.5%	14	1.0%	10	1.3%	22
Hindley Town Centre	1.3%	25	2.1%	11	1.0%	14	0.9%	2	1.2%	9	1.4%	14	1.1%	10	1.4%	14	0.9%	15
Skelmersdale Town Centre/The Concourse	1.2%	24	1.3%	7	1.2%	17	3.1%	7	0.4%	3	1.4%	14	0.4%	4	2.1%	20	1.2%	20
Horwich Town Centre	0.8%	15	0.6%	3	0.8%	12	1.3%	3	1.0%	7	0.5%	5	0.5%	5	0.9%	9	0.8%	14
Other, Lancashire	0.7%	14	0.0%	0	1.0%	14	0.0%	0	1.0%	7	0.7%	7	1.0%	9	0.4%	4	0.7%	12
Manchester City Centre	0.7%	14	1.1%	6	0.6%	8	2.6%	6	0.7%	5	0.3%	3	1.1%	10	0.4%	4	0.8%	14
Aintree	0.7%	13	0.2%	1	0.8%	12	0.4%	1	1.0%	7	0.5%	5	0.5%	5	0.8%	8	0.7%	12
Trafford Centre, Manchester	0.7%	13	0.4%	2	0.8%	11	0.9%	2	0.6%	4	0.7%	7	0.6%	6	0.6%	6	0.8%	13
Ravenhead Retail Park, St Helens	0.6%	12	0.9%	5	0.5%	7	1.3%	3	0.7%	5	0.4%	4	1.0%	9	0.3%	3	0.7%	12
Haydock, St Helens	0.6%	12	0.6%	3	0.6%	9	0.4%	1	0.3%	2	0.9%	9	0.6%	6	0.5%	5	0.7%	12
Tesco, Central Park Way, Wigan	0.6%	12	0.8%	4	0.6%	8	1.8%	4	0.3%	2	0.6%	6	0.6%	6	0.6%	6	0.7%	11
Southport Town Centre	0.5%	10	0.8%	4	0.4%	6	0.4%	1	0.4%	3	0.6%	6	0.7%	7	0.3%	3	0.4%	7
Wigan, out of centre	0.5%	9	0.6%	3	0.4%	6	0.9%	2	0.1%	1	0.6%	6	0.5%	5	0.3%	3	0.5%	9
Other, Merseyside	0.5%	9	0.6%	3	0.4%	6	0.4%	1	0.6%	4	0.4%	4	0.6%	6	0.3%	3	0.5%	8
Ashton-in-Makerfield Town Centre	0.4%	8	0.0%	0	0.6%	8	0.0%	0	0.4%	3	0.5%	5	0.3%	3	0.4%	4	0.5%	8
Liverpool City Centre	0.4%	8	0.4%	2	0.4%	6	0.4%	1	0.4%	3	0.4%	4	0.3%	3	0.4%	4	0.5%	8
Southport, out of centre	0.4%	8	0.6%	3	0.4%	5	0.0%	0	0.1%	1	0.7%	7	0.4%	4	0.4%	4	0.4%	7
Tyldesley Town Centre	0.3%	6	0.2%	1	0.4%	5	0.0%	0	0.1%	1	0.5%	5	0.5%	5	0.1%	1	0.3%	5
Other	0.3%	6	0.8%	4	0.1%	2	0.0%	0	0.3%	2	0.4%	4	0.3%	3	0.3%	3	0.4%	6
Chorley Town Centre	0.3%	6	0.2%	1	0.4%	5	0.9%	2	0.3%	2	0.2%	2	0.4%	4	0.1%	1	0.4%	6
Golborne Town Centre	0.3%	6	0.2%	1	0.4%	5	0.0%	0	0.4%	3	0.3%	3	0.2%	2	0.4%	4	0.2%	4
Asda, Atherleigh Way, Leigh	0.3%	6	0.6%	3	0.2%	3	0.0%	0	0.1%	1	0.5%	5	0.4%	4	0.2%	2	0.3%	5
Preston City Centre	0.3%	5	0.4%	2	0.2%	3	0.4%	1	0.1%	1	0.3%	3	0.3%	3	0.2%	2	0.3%	5
Leigh, out of centre	0.2%	4	0.0%	0	0.3%	4	0.0%	0	0.4%	3	0.1%	1	0.2%	2	0.2%	2	0.2%	4
Aspull Village	0.2%	4	0.0%	0	0.3%	4	0.0%	0	0.1%	1	0.3%	3	0.3%	3	0.1%	1	0.2%	4
Other, Wigan	0.2%	4	0.2%	1	0.2%	3	0.4%	1	0.0%	0	0.3%	3	0.1%	1	0.3%	3	0.2%	4
Standish Village Centre	0.2%	4	0.0%	0	0.3%	4	0.0%	0	0.0%	0	0.4%	4	0.4%	4	0.0%	0	0.2%	4
Warrington, out of centre	0.2%	3	0.4%	2	0.1%	1	0.4%	1	0.1%	1	0.1%	1	0.2%	2	0.1%	1	0.2%	3
Pemberton, Wigan	0.1%	2	0.0%	0	0.1%	2	0.4%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	2	0.1%	2
Albion Retail Park, Warrington	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.2%	2	0.0%	0	0.1%	2
Local shops, Platt Bridge	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.0%	0	0.2%	2	0.1%	1	0.1%	1	0.0%	0
Ormskirk Town Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
West One Retail Park, Salford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Other, Haydock	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Other, Cumbria	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Gemini Retail Park, Warrington	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Other, Cheshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Other, Golborne	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Internet / online / catalogue / mail order / TV shopping	8.5%	165	11.7%	62	7.3%	103	12.3%	28	11.5%	83	5.4%	53	10.7%	101	6.5%	63	8.5%	141
(Don't regularly buy these goods)	8.0%	156	8.1%	43	8.0%	113	3.9%	9	5.9%	43	10.5%	104	7.5%	71	8.2%	79	6.3%	104
(Don't know / can't remember)	5.4%	106	4.7%	25	5.7%	81	3.5%	8	5.7%	41	5.7%	56	3.7%	35	7.0%	68	4.9%	81
Base:		1950		531		1419		228		724		986		942		967		1658

# Wigan Household Survey for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q25 How do you travel to (LOCATION MENTIONED AT Q24) when shopping for electrical items ?</b>																		
<i>Those who buy electrical items at Q24 and who do not shop on the internet at Q24</i>																		
Car / van (as driver)	59.2%	901	81.3%	326	51.2%	575	69.9%	128	69.3%	386	49.5%	383	66.3%	487	52.8%	400	66.9%	891
Car / van (as passenger)	29.3%	446	6.7%	27	37.3%	419	22.4%	41	22.8%	127	35.2%	272	26.3%	193	31.7%	240	27.8%	370
Bus, minibus or coach	5.2%	79	6.0%	24	4.9%	55	2.7%	5	2.2%	12	8.0%	62	2.7%	20	7.8%	59	1.2%	16
Motorcycle, scooter or moped	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
Walk	4.3%	66	4.2%	17	4.4%	49	3.3%	6	3.2%	18	5.4%	42	2.9%	21	5.5%	42	2.6%	35
Taxi	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.4%	2	0.1%	1	0.0%	0	0.4%	3	0.1%	1
Train	0.4%	6	0.5%	2	0.4%	4	0.0%	0	0.5%	3	0.4%	3	0.4%	3	0.4%	3	0.3%	4
Bicycle	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Other	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.0%	0	0.3%	2	0.3%	2	0.0%	0	0.2%	2
Delivered	0.7%	11	0.5%	2	0.8%	9	0.5%	1	0.9%	5	0.6%	5	0.5%	4	0.9%	7	0.5%	7
(Don't know / varies)	0.5%	7	0.2%	1	0.5%	6	1.1%	2	0.5%	3	0.3%	2	0.7%	5	0.1%	1	0.4%	5
Base:		1523		401		1122		183		557		773		735		757		1332

# Wigan Household Survey for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q26 Where did you last go shopping for DIY items ?</b>																		
B&Q, Wigan (Robin Park / Newtown)	21.8%	425	21.8%	116	21.8%	309	30.7%	70	25.3%	183	17.4%	172	21.9%	206	22.3%	216	23.6%	392
B&Q, Leigh	15.2%	297	16.4%	87	14.8%	210	16.7%	38	15.1%	109	15.1%	149	16.1%	152	14.7%	142	16.2%	268
B&Q, Bamber Bridge, Wigan	5.5%	108	3.6%	19	6.3%	89	5.7%	13	6.2%	45	5.1%	50	7.1%	67	4.2%	41	6.2%	102
Wickes, Wigan (Robin Park / Newtown)	3.5%	68	4.9%	26	3.0%	42	3.5%	8	4.6%	33	2.6%	26	3.5%	33	3.5%	34	3.8%	63
Wigan Town Centre	3.2%	63	4.1%	22	2.9%	41	5.3%	12	3.7%	27	2.4%	24	2.4%	23	3.9%	38	3.3%	54
Focus, Tyldesley, Wigan	3.1%	60	3.4%	18	3.0%	42	3.5%	8	3.9%	28	2.4%	24	3.5%	33	2.6%	25	3.2%	53
B&Q, Winwick, Warrington	3.0%	59	1.3%	7	3.7%	52	3.9%	9	3.9%	28	2.2%	22	3.9%	37	2.3%	22	3.4%	56
Leigh Town Centre	2.7%	52	2.6%	14	2.7%	38	2.2%	5	2.2%	16	3.1%	31	3.0%	28	2.3%	22	2.2%	37
B&Q, St Helens (Ravenhead Retail Park)	1.6%	31	1.3%	7	1.7%	24	1.3%	3	1.7%	12	1.6%	16	1.7%	16	1.4%	14	1.8%	30
Robin Park, Newtown / Wigan	1.5%	29	1.9%	10	1.3%	19	0.9%	2	1.1%	8	1.8%	18	1.8%	17	1.2%	12	1.5%	25
Homebase, Marus Bridge, Wigan	1.1%	22	1.1%	6	1.1%	16	1.8%	4	1.5%	11	0.7%	7	1.5%	14	0.8%	8	1.3%	21
Skelmersdale Town Centre / The Concourse	1.0%	19	1.7%	9	0.7%	10	0.4%	1	0.7%	5	1.3%	13	0.8%	8	1.0%	10	0.9%	15
Ashton-in-Makerfield Town Centre	0.9%	17	0.4%	2	1.1%	15	0.4%	1	0.7%	5	1.1%	11	0.7%	7	1.0%	10	0.8%	14
Middlebrook Retail Park, Bolton	0.9%	17	0.4%	2	1.1%	15	2.6%	6	0.8%	6	0.5%	5	1.0%	9	0.8%	8	1.0%	17
B&Q, Bolton	0.7%	14	0.4%	2	0.8%	12	0.4%	1	1.0%	7	0.6%	6	0.8%	8	0.6%	6	0.8%	14
Aintree	0.7%	14	0.9%	5	0.6%	9	0.0%	0	1.0%	7	0.7%	7	0.2%	2	1.2%	12	0.8%	14
Other, Lancashire	0.7%	14	1.3%	7	0.5%	7	0.0%	0	0.8%	6	0.8%	8	0.5%	5	0.9%	9	0.8%	13
Warrington Town Centre	0.7%	13	0.9%	5	0.6%	8	1.3%	3	0.7%	5	0.5%	5	0.8%	8	0.5%	5	0.8%	13
Bolton Town Centre	0.7%	13	0.9%	5	0.6%	8	0.4%	1	0.4%	3	0.9%	9	0.7%	7	0.6%	6	0.7%	11
Other, Greater Manchester	0.6%	12	1.3%	7	0.4%	5	0.9%	2	0.6%	4	0.6%	6	0.6%	6	0.6%	6	0.7%	12
Tyldesley Town Centre	0.6%	11	0.6%	3	0.6%	8	1.3%	3	1.1%	8	0.0%	0	1.0%	9	0.2%	2	0.6%	10
Local shops, Platt Bridge	0.6%	11	1.1%	6	0.4%	5	0.4%	1	0.4%	3	0.7%	7	0.3%	3	0.7%	7	0.7%	11
Southport	0.6%	11	0.0%	0	0.8%	11	0.0%	0	0.3%	2	0.9%	9	0.8%	8	0.3%	3	0.7%	11
Atherton Town Centre	0.6%	11	0.6%	3	0.6%	8	0.0%	0	0.4%	3	0.8%	8	0.5%	5	0.6%	6	0.4%	7
Horwich Town Centre	0.5%	10	0.2%	1	0.6%	9	0.0%	0	0.6%	4	0.6%	6	0.5%	5	0.4%	4	0.5%	9
Parbold	0.4%	8	0.6%	3	0.4%	5	0.4%	1	0.6%	4	0.3%	3	0.4%	4	0.3%	3	0.4%	6
Chorley Town Centre	0.4%	8	0.8%	4	0.3%	4	0.0%	0	0.6%	4	0.4%	4	0.5%	5	0.3%	3	0.5%	8
Other, Tyldesley	0.4%	8	0.2%	1	0.5%	7	1.3%	3	0.1%	1	0.4%	4	0.3%	3	0.4%	4	0.5%	8
Shevington	0.4%	7	0.4%	2	0.4%	5	0.0%	0	0.7%	5	0.2%	2	0.3%	3	0.4%	4	0.4%	7
Marus Bridge, Wigan	0.4%	7	0.4%	2	0.4%	5	0.4%	1	0.4%	3	0.2%	2	0.2%	2	0.5%	5	0.4%	7
St Helens Town Centre	0.3%	6	0.0%	0	0.4%	6	0.0%	0	0.1%	1	0.5%	5	0.1%	1	0.5%	5	0.1%	2
Ormskirk Town Centre	0.3%	6	0.4%	2	0.3%	4	0.0%	0	0.4%	3	0.3%	3	0.3%	3	0.3%	3	0.2%	4
B&Q, Chorley	0.3%	6	0.4%	2	0.3%	4	0.0%	0	0.6%	4	0.2%	2	0.4%	4	0.1%	1	0.4%	6
Upholland	0.3%	6	0.6%	3	0.2%	3	0.0%	0	0.6%	4	0.2%	2	0.3%	3	0.3%	3	0.3%	5
Liverpool City Centre	0.2%	4	0.0%	0	0.3%	4	0.0%	0	0.1%	1	0.3%	3	0.0%	0	0.4%	4	0.2%	3
Ravenhead Retail Park, St Helens	0.2%	4	0.2%	1	0.2%	3	0.0%	0	0.1%	1	0.3%	3	0.1%	1	0.3%	3	0.2%	3
Hindley Town Centre	0.2%	4	0.6%	3	0.1%	1	0.0%	0	0.0%	0	0.3%	3	0.1%	1	0.3%	3	0.2%	3
Wigan, out of centre	0.2%	3	0.2%	1	0.1%	2	0.4%	1	0.0%	0	0.2%	2	0.1%	1	0.2%	2	0.2%	3
Other, Merseyside	0.2%	3	0.0%	0	0.2%	3	0.0%	0	0.3%	2	0.1%	1	0.3%	3	0.0%	0	0.2%	3
Other, Wigan	0.2%	3	0.2%	1	0.1%	2	0.0%	0	0.3%	2	0.1%	1	0.1%	1	0.2%	2	0.1%	2
Manchester City Centre	0.1%	2	0.4%	2	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.2%	2	0.1%	2
Preston City Centre	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.0%	0	0.2%	2	0.1%	1	0.1%	1	0.1%	2
Other	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.1%	1	0.1%	1	0.1%	1
Abroad	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.2%	2	0.1%	2
Other, Skelmersdale	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.1%	1	0.1%	1	0.1%	1	0.1%	1	0.1%	2
Other, Cheshire	0.1%	2	0.4%	2	0.0%	0	0.4%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.1%	2
Other, Leigh	0.1%	2	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.2%	2	0.0%	0	0.2%	2	0.1%	2
Standish Village Centre	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.1%	1	0.1%	1	0.1%	2
Trafford Centre, Manchester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Parsonage Retail Park, Leigh	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Astley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
(Don't regularly buy these goods)	17.3%	338	14.3%	76	18.5%	262	8.8%	20	11.5%	83	23.2%	229	15.3%	144	18.4%	178	12.8%	213
(Don't know / can't remember)	4.9%	96	4.7%	25	5.0%	71	3.1%	7	3.5%	25	6.4%	63	3.5%	33	6.0%	58	4.3%	72
Internet / online / catalogue / mail order / TV shopping	0.7%	13	1.1%	6	0.5%	7	1.3%	3	1.0%	7	0.3%	3	0.8%	8	0.5%	5	0.8%	13
Base:	1950	531	1419	228	724	986	942	967	1658									

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q27 How do you travel to (LOCATION MENTIONED AT Q26) when shopping for DIY items ?</b>																		
<i>Those who buy DIY items at Q26 and who do not shop on the internet at Q26</i>																		
Car / van (as driver)	63.9%	960	84.0%	356	56.0%	604	73.2%	145	70.6%	430	55.3%	382	71.1%	538	56.9%	413	70.0%	952
Car / van (as passenger)	25.9%	390	5.4%	23	34.0%	367	19.7%	39	21.0%	128	32.0%	221	21.9%	166	30.0%	218	24.8%	337
Bus, minibus or coach	3.9%	58	4.5%	19	3.6%	39	2.0%	4	1.8%	11	6.2%	43	1.8%	14	5.8%	42	0.9%	12
Motorcycle, scooter or moped	0.1%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.3%	2	0.0%	0	0.0%	0
Walk	5.4%	81	5.2%	22	5.5%	59	4.0%	8	5.6%	34	5.6%	39	4.2%	32	6.3%	46	3.8%	51
Taxi	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Train	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.2%	1	0.1%	1	0.1%	1	0.1%	1	0.1%	1
Bicycle	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Other	0.2%	3	0.0%	0	0.3%	3	0.5%	1	0.2%	1	0.1%	1	0.1%	1	0.3%	2	0.2%	3
(Don't know / varies)	0.3%	5	0.2%	1	0.4%	4	0.5%	1	0.5%	3	0.1%	1	0.4%	3	0.3%	2	0.3%	4
Base:		1503		424		1079		198		609		691		757		726		1360
<b>Q28 Do the people who live in your house, including you, currently make use of electronic home shopping (i.e. Internet or TV shopping) ?</b>																		
Yes, Internet only	33.1%	646	37.5%	199	31.5%	447	54.4%	124	47.7%	345	17.6%	174	43.2%	407	24.1%	233	37.3%	618
Yes, TV shopping only	2.8%	55	2.6%	14	2.9%	41	0.0%	0	2.2%	16	4.0%	39	2.7%	25	3.0%	29	2.8%	47
Yes, both	5.3%	103	5.3%	28	5.3%	75	7.5%	17	8.1%	59	2.7%	27	6.3%	59	4.6%	44	6.2%	102
No	58.8%	1146	54.6%	290	60.3%	856	38.2%	87	42.0%	304	75.7%	746	47.9%	451	68.4%	661	53.7%	891
Base:		1950		531		1419		228		724		986		942		967		1658
<b>Q29 Which goods or services does your household currently purchase via electronic home shopping, or might you purchase in the future ?</b>																		
<b>Now</b>																		
Banking	22.5%	438	25.4%	135	21.4%	303	39.9%	91	33.4%	242	10.6%	105	30.4%	286	15.4%	149	25.6%	425
Books	22.2%	432	24.7%	131	21.2%	301	39.0%	89	32.2%	233	11.1%	109	30.8%	290	14.5%	140	25.2%	418
Car parts	4.6%	90	6.6%	35	3.9%	55	9.6%	22	6.9%	50	1.8%	18	5.4%	51	3.9%	38	5.4%	89
CD's, music, videos	26.3%	512	29.4%	156	25.1%	356	48.7%	111	38.3%	277	12.5%	123	36.9%	348	16.8%	162	29.5%	489
Clothes	17.7%	346	17.3%	92	17.9%	254	37.7%	86	25.6%	185	7.6%	75	24.3%	229	12.0%	116	20.0%	332
DIY goods	6.9%	134	8.3%	44	6.3%	90	10.1%	23	10.9%	79	3.2%	32	7.7%	73	6.2%	60	7.7%	127
Food	9.5%	185	9.4%	50	9.5%	135	23.7%	54	14.2%	103	2.8%	28	14.0%	132	5.3%	51	10.4%	173
Furniture / carpets	5.0%	98	7.7%	41	4.0%	57	11.4%	26	7.7%	56	1.6%	16	7.1%	67	3.1%	30	5.7%	94
Garden items	5.7%	112	7.2%	38	5.2%	74	11.4%	26	8.1%	59	2.7%	27	8.1%	76	3.7%	36	6.4%	106
Holiday and / or travel tickets	27.2%	531	32.6%	173	25.2%	358	42.1%	96	40.6%	294	14.3%	141	36.5%	344	18.9%	183	31.2%	517
Insurance	20.0%	390	23.9%	127	18.5%	263	38.2%	87	30.2%	219	8.4%	83	26.6%	251	14.1%	136	23.0%	382
Jewellery	7.9%	154	8.3%	44	7.8%	110	13.2%	30	10.9%	79	4.6%	45	9.8%	92	6.4%	62	8.9%	147
Major electrical items	11.9%	232	14.1%	75	11.1%	157	19.3%	44	18.1%	131	5.7%	56	16.6%	156	7.8%	75	13.2%	219
Small electrical items	15.3%	298	19.4%	103	13.7%	195	27.2%	62	22.9%	166	7.0%	69	20.6%	194	10.5%	102	17.0%	282
Small household goods	12.5%	244	13.0%	69	12.3%	175	25.9%	59	18.1%	131	5.5%	54	16.6%	156	9.1%	88	13.9%	231
Sports goods	9.2%	179	11.9%	63	8.2%	116	22.4%	51	14.2%	103	2.5%	25	12.3%	116	6.5%	63	10.5%	174
Toys	13.3%	259	13.2%	70	13.3%	189	31.6%	72	19.2%	139	4.9%	48	17.1%	161	10.0%	97	14.9%	247
Other	0.7%	13	0.9%	5	0.6%	8	0.9%	2	0.8%	6	0.5%	5	0.6%	6	0.7%	7	0.8%	13
Beauty / health products	0.5%	9	0.2%	1	0.6%	8	0.4%	1	0.6%	4	0.4%	4	0.7%	7	0.2%	2	0.5%	9
Computer equipment / software	0.4%	8	0.8%	4	0.3%	4	0.9%	2	0.4%	3	0.3%	3	0.4%	4	0.4%	4	0.4%	7
Crafts / collectables	0.2%	4	0.2%	1	0.2%	3	0.4%	1	0.1%	1	0.2%	2	0.1%	1	0.3%	3	0.2%	4
Theatre / concert tickets	0.2%	3	0.2%	1	0.1%	2	0.0%	0	0.1%	1	0.2%	2	0.2%	2	0.1%	1	0.2%	3
Clothing accessories (eg handbags)	0.2%	3	0.0%	0	0.2%	3	0.4%	1	0.0%	0	0.2%	2	0.2%	2	0.1%	1	0.2%	3
(None mentioned)	55.3%	1078	51.4%	273	56.7%	805	33.3%	76	38.4%	278	72.5%	715	43.7%	412	65.4%	632	49.7%	824
Base:		1950		531		1419		228		724		986		942		967		1658

# Wigan Household Survey for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Future</b>																		
Banking	7.7%	150	7.5%	40	7.8%	110	14.0%	32	11.3%	82	3.6%	35	9.2%	87	6.4%	62	8.3%	137
Books	9.7%	189	10.5%	56	9.4%	133	16.2%	37	14.4%	104	4.7%	46	11.0%	104	8.8%	85	10.8%	179
Car parts	3.9%	76	3.6%	19	4.0%	57	7.9%	18	6.5%	47	1.1%	11	4.0%	38	3.8%	37	4.3%	72
CD's, music, videos	11.6%	227	13.0%	69	11.1%	158	21.5%	49	16.4%	119	5.9%	58	12.5%	118	11.2%	108	12.9%	214
Clothes	7.7%	150	8.5%	45	7.4%	105	18.4%	42	11.3%	82	2.5%	25	7.9%	74	7.8%	75	8.3%	137
DIY goods	7.9%	154	7.9%	42	7.9%	112	16.2%	37	11.7%	85	3.2%	32	9.4%	89	6.6%	64	9.0%	149
Food	8.4%	164	9.0%	48	8.2%	116	14.9%	34	13.5%	98	3.2%	32	9.4%	89	7.8%	75	9.3%	155
Furniture / carpets	6.1%	118	6.2%	33	6.0%	85	13.2%	30	9.4%	68	2.0%	20	7.2%	68	5.2%	50	6.8%	113
Garden items	8.2%	160	8.3%	44	8.2%	116	15.4%	35	12.7%	92	3.3%	33	10.6%	100	6.1%	59	9.2%	152
Holiday and / or travel tickets	11.0%	214	11.1%	59	10.9%	155	18.4%	42	15.3%	111	6.0%	59	13.0%	122	9.5%	92	12.1%	201
Insurance	8.8%	171	10.0%	53	8.3%	118	15.4%	35	12.4%	90	4.6%	45	10.6%	100	7.3%	71	9.8%	162
Jewellery	4.6%	90	6.2%	33	4.0%	57	11.4%	26	6.9%	50	1.4%	14	5.1%	48	4.3%	42	5.1%	84
Major electrical items	10.5%	205	12.6%	67	9.7%	138	21.9%	50	15.3%	111	4.5%	44	12.2%	115	9.3%	90	11.7%	194
Small electrical items	11.5%	225	13.2%	70	10.9%	155	24.1%	55	16.3%	118	5.3%	52	14.2%	134	9.4%	91	12.9%	214
Small household goods	10.5%	205	10.5%	56	10.5%	149	20.2%	46	14.6%	106	5.4%	53	12.2%	115	9.2%	89	11.8%	196
Sports goods	8.5%	165	10.2%	54	7.8%	111	17.1%	39	13.4%	97	2.9%	29	10.3%	97	6.8%	66	9.4%	156
Toys	9.0%	176	8.7%	46	9.2%	130	16.2%	37	13.1%	95	4.4%	43	10.5%	99	7.9%	76	10.1%	167
Other	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Computer equipment / software	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
Crafts / collectables	0.1%	2	0.2%	1	0.1%	1	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.2%	2	0.1%	2
Theatre / concert tickets	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
(None mentioned)	66.1%	1289	63.3%	336	67.2%	953	43.0%	98	50.3%	364	82.9%	817	59.3%	559	71.7%	693	62.0%	1028
Base:		1950		531		1419		228		724		986		942		967		1658

# Wigan Household Survey for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q30 Which town / city centre did you last visit for indoor sport or health and fitness activities ?</b>																		
Wigan Town Centre	7.5%	146	8.7%	46	7.0%	100	13.2%	30	9.9%	72	4.5%	44	8.7%	82	6.6%	64	7.8%	130
Leigh Town Centre	2.3%	45	2.4%	13	2.3%	32	2.6%	6	2.3%	17	2.2%	22	2.7%	25	1.9%	18	2.5%	41
JJB Fitness, Wigan	1.9%	38	1.5%	8	2.1%	30	3.1%	7	3.3%	24	0.7%	7	1.6%	15	2.3%	22	2.2%	37
Skelmersdale Town Centre / The Concourse	1.8%	36	2.1%	11	1.8%	25	3.9%	9	1.9%	14	1.3%	13	1.3%	12	2.3%	22	2.1%	34
Atherton Town Centre	1.6%	31	0.9%	5	1.8%	26	1.3%	3	1.9%	14	1.4%	14	2.0%	19	1.2%	12	1.7%	29
Ashton-in-Makerfield Town Centre	1.5%	30	0.9%	5	1.8%	25	1.3%	3	1.7%	12	1.5%	15	1.7%	16	1.4%	14	1.7%	29
Total Fitness, Robin Park Arena, Robin Park, Newtown, Wigan	1.5%	30	2.4%	13	1.2%	17	2.6%	6	1.7%	12	1.2%	12	2.2%	21	0.9%	9	1.8%	30
Hindley Town Centre	1.4%	27	0.9%	5	1.6%	22	3.1%	7	1.7%	12	0.8%	8	1.1%	10	1.7%	16	1.4%	23
First Leisure, Robin Park Arena, Robin Park, Newtown, Wigan	1.3%	25	1.1%	6	1.3%	19	1.8%	4	1.9%	14	0.7%	7	1.7%	16	0.9%	9	1.4%	24
Total Fitness, Marus Bridge, Wigan	1.2%	23	0.8%	4	1.3%	19	2.2%	5	0.7%	5	1.3%	13	1.7%	16	0.7%	7	1.3%	21
Bolton Town Centre	1.1%	22	1.5%	8	1.0%	14	2.2%	5	2.1%	15	0.2%	2	1.2%	11	1.0%	10	1.2%	20
Robin Park, Newtown / Wigan	0.8%	15	0.9%	5	0.7%	10	0.9%	2	1.4%	10	0.2%	2	0.8%	8	0.7%	7	0.8%	13
Chorley Town Centre	0.7%	13	0.8%	4	0.6%	9	0.9%	2	1.1%	8	0.3%	3	0.8%	8	0.5%	5	0.8%	13
Other	0.7%	13	0.4%	2	0.8%	11	0.4%	1	0.7%	5	0.7%	7	0.6%	6	0.7%	7	0.8%	13
Tyldesley Town Centre	0.7%	13	0.9%	5	0.6%	8	0.9%	2	1.0%	7	0.4%	4	1.0%	9	0.4%	4	0.7%	12
Howe Bridge Sports Centre, Atherton	0.7%	13	0.2%	1	0.8%	12	1.3%	3	0.8%	6	0.4%	4	0.4%	4	0.9%	9	0.7%	11
Other, Greater Manchester	0.6%	12	0.8%	4	0.6%	8	1.3%	3	1.0%	7	0.2%	2	1.0%	9	0.3%	3	0.7%	11
Total Fitness, Leigh	0.6%	12	0.8%	4	0.6%	8	1.3%	3	0.7%	5	0.4%	4	0.3%	3	0.8%	8	0.5%	8
Warrington Town Centre	0.6%	11	0.9%	5	0.4%	6	1.3%	3	0.4%	3	0.5%	5	1.0%	9	0.2%	2	0.7%	11
Wrightington Country Club, Wigan	0.6%	11	0.6%	3	0.6%	8	0.0%	0	0.8%	6	0.5%	5	1.0%	9	0.1%	1	0.7%	11
Lowton, Golborne	0.6%	11	0.4%	2	0.6%	9	0.4%	1	1.0%	7	0.3%	3	0.6%	6	0.5%	5	0.7%	11
Orrell	0.6%	11	0.2%	1	0.7%	10	0.9%	2	0.7%	5	0.4%	4	0.5%	5	0.6%	6	0.7%	11
Wrightington, West Lancashire	0.5%	10	0.4%	2	0.6%	8	0.0%	0	0.8%	6	0.4%	4	0.6%	6	0.3%	3	0.5%	9
Other, Wigan	0.5%	10	0.4%	2	0.6%	8	0.4%	1	0.4%	3	0.6%	6	0.6%	6	0.4%	4	0.5%	9
Standish Town Centre	0.5%	10	0.8%	4	0.4%	6	1.3%	3	0.6%	4	0.3%	3	0.7%	7	0.3%	3	0.6%	10
Manchester City Centre	0.5%	9	0.9%	5	0.3%	4	1.8%	4	0.6%	4	0.1%	1	0.6%	6	0.3%	3	0.5%	9
Ormskirk Town Centre	0.4%	8	0.6%	3	0.4%	5	0.0%	0	0.7%	5	0.3%	3	0.7%	7	0.1%	1	0.5%	8
Other, Lancashire	0.4%	8	0.8%	4	0.3%	4	0.0%	0	0.7%	5	0.3%	3	0.5%	5	0.3%	3	0.4%	6
Other, Merseyside	0.4%	7	0.4%	2	0.4%	5	0.4%	1	0.4%	3	0.3%	3	0.3%	3	0.3%	3	0.4%	6
Haydock, St Helens	0.4%	7	0.4%	2	0.4%	5	0.0%	0	0.7%	5	0.2%	2	0.2%	2	0.5%	5	0.4%	7
St Helens Town Centre	0.3%	6	0.8%	4	0.1%	2	1.3%	3	0.3%	2	0.1%	1	0.3%	3	0.3%	3	0.4%	6
Walkden, Greater Manchester	0.3%	6	0.2%	1	0.4%	5	0.0%	0	0.3%	2	0.4%	4	0.5%	5	0.1%	1	0.4%	6
Other, Leigh	0.3%	5	0.4%	2	0.2%	3	0.0%	0	0.1%	1	0.4%	4	0.1%	1	0.4%	4	0.2%	3
Horwich Town Centre	0.3%	5	0.4%	2	0.2%	3	0.4%	1	0.3%	2	0.2%	2	0.4%	4	0.0%	0	0.3%	5
Other, Cheshire	0.2%	3	0.6%	3	0.0%	0	0.0%	0	0.3%	2	0.1%	1	0.2%	2	0.1%	1	0.2%	3
Abroad	0.2%	3	0.0%	0	0.2%	3	0.0%	0	0.1%	1	0.2%	2	0.3%	3	0.0%	0	0.1%	2
Middlebrook Retail Park, Bolton	0.2%	3	0.2%	1	0.1%	2	0.4%	1	0.1%	1	0.1%	1	0.1%	1	0.2%	2	0.2%	3
Leyland Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Golborne Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Aspull Village	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Other, Cumbria	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
(Don't do this activity)	63.6%	1240	61.4%	326	64.4%	914	45.2%	103	53.3%	386	75.1%	740	58.0%	546	68.9%	666	60.6%	1004
(Don't know / can't remember)	0.9%	18	1.5%	8	0.7%	10	1.8%	4	1.2%	9	0.5%	5	1.4%	13	0.4%	4	0.9%	15
Base:		1950		531		1419		228		724		986		942		967		1658

# Wigan Household Survey for White Young Green

December 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q31 How often do you visit (LOCATION NAMED AT Q30) for indoor sports or health and fitness activity ?</b>																		
<i>Those who visit indoor sports or health and fitness centres at Q30</i>																		
Daily	2.7%	19	4.6%	9	2.0%	10	4.1%	5	2.4%	8	2.5%	6	2.4%	9	3.4%	10	2.7%	17
Two or three times a week	39.0%	270	34.5%	68	40.8%	202	40.5%	49	38.0%	125	39.8%	96	42.6%	163	35.4%	105	40.1%	256
At least once a week	25.0%	173	22.3%	44	26.1%	129	24.0%	29	22.8%	75	28.6%	69	21.9%	84	27.3%	81	25.2%	161
At least once a fortnight	3.8%	26	4.6%	9	3.4%	17	4.1%	5	4.0%	13	2.9%	7	4.7%	18	2.7%	8	3.9%	25
At least once a month	7.8%	54	8.1%	16	7.7%	38	9.9%	12	7.6%	25	7.1%	17	9.1%	35	6.4%	19	8.0%	51
At least every two months	3.3%	23	4.1%	8	3.0%	15	2.5%	3	4.9%	16	1.7%	4	3.1%	12	3.4%	10	3.3%	21
At least every six months	4.3%	30	7.1%	14	3.2%	16	4.1%	5	5.2%	17	3.3%	8	3.7%	14	5.4%	16	4.1%	26
Less often	8.1%	56	10.2%	20	7.3%	36	7.4%	9	8.5%	28	7.9%	19	7.8%	30	8.8%	26	7.5%	48
Have only visited once	2.3%	16	2.0%	4	2.4%	12	0.8%	1	2.4%	8	2.9%	7	1.0%	4	4.0%	12	2.0%	13
(Don't know / varies)	3.6%	25	2.5%	5	4.0%	20	2.5%	3	4.3%	14	3.3%	8	3.7%	14	3.4%	10	3.3%	21
Base:		692		197		495		121		329		241		383		297		639
<b>Q32 Which town/city centre did you last visit for entertainment – such as theatre, cinema, restaurants etc?</b>																		
Manchester City Centre	16.5%	321	13.0%	69	17.8%	252	14.9%	34	17.7%	128	16.0%	158	20.3%	191	13.1%	127	17.9%	297
Wigan Town Centre	16.0%	312	17.7%	94	15.4%	218	27.6%	63	18.0%	130	11.9%	117	16.1%	152	15.9%	154	16.6%	276
Bolton Town Centre	6.2%	120	5.8%	31	6.3%	89	11.8%	27	7.2%	52	4.2%	41	7.6%	72	4.8%	46	6.6%	109
Robin Park, Newtown / Wigan	4.6%	90	3.8%	20	4.9%	70	7.0%	16	5.8%	42	3.2%	32	6.1%	57	3.3%	32	4.9%	82
Liverpool City Centre	3.1%	61	2.6%	14	3.3%	47	1.3%	3	3.2%	23	3.6%	35	3.4%	32	2.9%	28	3.1%	52
Middlebrook Retail Park, Bolton	2.8%	54	2.1%	11	3.0%	43	6.1%	14	4.1%	30	1.0%	10	3.1%	29	2.5%	24	3.1%	52
Southport	2.5%	48	2.3%	12	2.5%	36	0.9%	2	2.5%	18	2.7%	27	2.8%	26	2.2%	21	2.7%	44
Leigh Town Centre	2.0%	39	1.9%	10	2.0%	29	0.4%	1	1.7%	12	2.6%	26	1.7%	16	2.2%	21	1.5%	25
Trafford Centre, Manchester	1.6%	31	1.5%	8	1.6%	23	3.5%	8	2.3%	17	0.6%	6	1.6%	15	1.7%	16	1.7%	29
St Helens Town Centre	1.6%	31	1.7%	9	1.6%	22	1.3%	3	1.4%	10	1.8%	18	1.7%	16	1.6%	15	1.7%	28
Standish Town Centre	1.3%	26	1.7%	9	1.2%	17	0.4%	1	1.0%	7	1.8%	18	1.7%	16	0.8%	8	1.4%	24
Other, Lancashire	1.1%	22	1.3%	7	1.1%	15	0.4%	1	1.1%	8	1.3%	13	1.7%	16	0.6%	6	1.3%	21
Warrington Town Centre	1.1%	21	1.5%	8	0.9%	13	0.9%	2	1.0%	7	1.2%	12	1.3%	12	0.9%	9	1.2%	20
Other	1.0%	20	1.1%	6	1.0%	14	0.9%	2	0.8%	6	1.2%	12	1.5%	14	0.6%	6	1.1%	18
Horwich Town Centre	1.0%	19	0.6%	3	1.1%	16	2.2%	5	1.4%	10	0.4%	4	1.1%	10	0.8%	8	1.0%	17
London	0.9%	18	0.9%	5	0.9%	13	0.0%	0	0.7%	5	1.2%	12	0.8%	8	1.0%	10	1.1%	18
Ashton-in-Makerfield Town Centre	0.8%	16	0.4%	2	1.0%	14	0.9%	2	0.6%	4	1.0%	10	1.0%	9	0.7%	7	0.9%	15
Chorley Town Centre	0.7%	14	0.9%	5	0.6%	9	0.0%	0	0.4%	3	1.1%	11	0.4%	4	1.0%	10	0.8%	13
Hindley Town Centre	0.7%	14	0.9%	5	0.6%	9	0.9%	2	1.2%	9	0.3%	3	0.6%	6	0.8%	8	0.8%	14
Lowton, Golborne	0.7%	14	0.4%	2	0.8%	12	0.0%	0	0.6%	4	1.0%	10	0.5%	5	0.8%	8	0.7%	11
Other, Merseyside	0.7%	14	0.9%	5	0.6%	9	0.4%	1	0.6%	4	0.9%	9	0.7%	7	0.7%	7	0.7%	12
Atherton Town Centre	0.7%	13	0.2%	1	0.8%	12	0.4%	1	0.8%	6	0.6%	6	0.2%	2	1.1%	11	0.6%	10
Blackpool	0.6%	12	0.8%	4	0.6%	8	0.0%	0	0.6%	4	0.8%	8	0.2%	2	1.0%	10	0.5%	9
Lowry Outlet Centre, Salford	0.6%	11	0.8%	4	0.5%	7	0.4%	1	0.4%	3	0.7%	7	0.8%	8	0.3%	3	0.7%	11
Orrell	0.5%	10	0.2%	1	0.6%	9	0.4%	1	0.4%	3	0.6%	6	0.4%	4	0.6%	6	0.5%	8
Other, Greater Manchester	0.5%	10	0.2%	1	0.6%	9	0.4%	1	0.6%	4	0.5%	5	0.5%	5	0.5%	5	0.6%	10
Ormskirk Town Centre	0.4%	8	0.4%	2	0.4%	6	0.0%	0	0.7%	5	0.3%	3	0.5%	5	0.3%	3	0.4%	7
Preston City Centre	0.4%	8	0.4%	2	0.4%	6	0.9%	2	0.6%	4	0.2%	2	0.6%	6	0.2%	2	0.5%	8
Upholland	0.4%	8	0.6%	3	0.4%	5	0.0%	0	0.4%	3	0.5%	5	0.4%	4	0.4%	4	0.3%	5
Tyldesley Town Centre	0.4%	7	0.4%	2	0.4%	5	0.0%	0	0.7%	5	0.2%	2	0.4%	4	0.3%	3	0.4%	7
Other, Wigan	0.4%	7	0.2%	1	0.4%	6	0.0%	0	0.3%	2	0.4%	4	0.1%	1	0.5%	5	0.2%	4
Wrightington	0.3%	6	0.0%	0	0.4%	6	0.4%	1	0.1%	1	0.4%	4	0.4%	4	0.2%	2	0.4%	6
Billinge	0.3%	5	0.0%	0	0.4%	5	0.4%	1	0.1%	1	0.3%	3	0.4%	4	0.1%	1	0.3%	5
Other, Leigh	0.3%	5	0.4%	2	0.2%	3	0.0%	0	0.0%	0	0.5%	5	0.2%	2	0.3%	3	0.3%	5
Abroad	0.3%	5	0.2%	1	0.3%	4	0.0%	0	0.3%	2	0.3%	3	0.2%	2	0.3%	3	0.3%	5
Golborne Town Centre	0.3%	5	0.2%	1	0.3%	4	0.4%	1	0.3%	2	0.2%	2	0.3%	3	0.2%	2	0.2%	4
Westhoughton, Greater Manchester	0.3%	5	0.2%	1	0.3%	4	0.0%	0	0.6%	4	0.1%	1	0.0%	0	0.4%	4	0.3%	5
Aspull, Wigan	0.2%	4	0.2%	1	0.2%	3	0.0%	0	0.0%	0	0.4%	4	0.2%	2	0.2%	2	0.2%	4
Other, Cumbria	0.2%	4	0.0%	0	0.3%	4	0.0%	0	0.3%	2	0.2%	2	0.1%	1	0.3%	3	0.2%	4
Other, Cheshire	0.2%	4	0.4%	2	0.1%	2	0.4%	1	0.0%	0	0.3%	3	0.3%	3	0.1%	1	0.2%	4
Newtown, Wigan	0.2%	3	0.4%	2	0.1%	1	0.0%	0	0.1%	1	0.2%	2	0.1%	1	0.2%	2	0.2%	3
Astley, Wigan	0.2%	3	0.0%	0	0.2%	3	0.4%	1	0.1%	1	0.1%	1	0.1%	1	0.2%	2	0.2%	3
Beech Hill, Wigan	0.2%	3	0.4%	2	0.1%	1	0.0%	0	0.0%	0	0.3%	3	0.0%	0	0.3%	3	0.1%	1
Pemberton, Golborne	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.0%	0	0.2%	2	0.1%	1	0.1%	1	0.1%	1
Skelmersdale Town Centre / The Concourse	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
Blackburn Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
(Don't do this activity)	22.9%	447	27.5%	146	21.2%	301	11.8%	27	16.7%	121	29.7%	293	14.7%	138	30.2%	292	18.3%	304
(Don't know / can't remember)	2.5%	48	3.2%	17	2.2%	31	1.3%	3	2.6%	19	2.6%	26	2.7%	25	2.3%	22	2.8%	46
Base:		1950		531		1419		228		724		986		942		967		1658

Column %ges.

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q33 How often do you visit (LOCATION NAMED AT Q32) for entertainment ?</b>																		
<i>Those who visit entertainment activities at Q32</i>																		
Daily	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Two or three times a week	1.6%	23	2.4%	9	1.3%	14	2.5%	5	1.0%	6	1.8%	12	1.3%	10	2.0%	13	1.5%	19
At least once a week	6.9%	101	9.0%	33	6.3%	68	9.6%	19	5.7%	33	7.3%	49	6.5%	51	7.4%	48	7.3%	96
At least once a fortnight	8.5%	123	9.2%	34	8.2%	89	15.7%	31	8.4%	49	6.4%	43	10.3%	80	6.6%	43	8.9%	116
At least once a month	25.2%	367	27.7%	102	24.4%	265	34.3%	68	26.7%	156	20.8%	139	27.5%	214	22.2%	145	25.4%	332
At least every two months	19.2%	280	17.4%	64	19.9%	216	16.2%	32	19.5%	114	19.9%	133	20.0%	156	18.4%	120	19.0%	248
At least every six months	19.1%	278	16.8%	62	19.9%	216	14.1%	28	20.5%	120	19.3%	129	19.1%	149	19.3%	126	19.1%	250
Less often	12.9%	188	12.2%	45	13.2%	143	2.5%	5	12.5%	73	16.5%	110	10.9%	85	15.2%	99	12.5%	163
Have only visited once	3.0%	43	2.2%	8	3.2%	35	2.5%	5	2.7%	16	3.3%	22	1.8%	14	4.4%	29	3.0%	39
(Don't know / varies)	3.5%	51	3.0%	11	3.7%	40	2.5%	5	2.7%	16	4.5%	30	2.6%	20	4.4%	29	3.4%	44
Base:	1455	368	1087	198	584	667	779	653	1308									

**Q34 Which town / city centre did you last visit to play bingo?**

Wigan Town Centre	4.1%	79	2.3%	12	4.7%	67	5.3%	12	4.4%	32	3.3%	33	2.4%	23	5.3%	51	3.8%	63
Leigh Town Centre	3.0%	58	1.5%	8	3.5%	50	3.9%	9	3.0%	22	2.7%	27	2.5%	24	3.5%	34	2.8%	46
Robin Park, Newtown / Wigan	1.3%	26	0.8%	4	1.6%	22	1.3%	3	1.7%	12	1.1%	11	1.1%	10	1.7%	16	1.5%	25
St Helens Town Centre	0.6%	11	0.6%	3	0.6%	8	0.4%	1	0.1%	1	0.9%	9	0.2%	2	0.9%	9	0.6%	10
Other, Wigan	0.5%	10	0.6%	3	0.5%	7	0.0%	0	0.3%	2	0.8%	8	0.5%	5	0.5%	5	0.5%	8
Skelmersdale Town Centre / The Concourse	0.5%	10	0.4%	2	0.6%	8	0.0%	0	0.4%	3	0.7%	7	0.1%	1	0.9%	9	0.4%	7
Walkden, Greater Manchester	0.4%	8	0.2%	1	0.5%	7	0.4%	1	0.6%	4	0.3%	3	0.2%	2	0.6%	6	0.5%	8
Ashton-in-Makerfield Town Centre	0.4%	7	0.2%	1	0.4%	6	0.0%	0	0.0%	0	0.7%	7	0.2%	2	0.5%	5	0.2%	4
Other, Merseyside	0.3%	6	0.0%	0	0.4%	6	0.0%	0	0.1%	1	0.5%	5	0.2%	2	0.4%	4	0.3%	5
Standish Town Centre	0.3%	6	0.6%	3	0.2%	3	0.0%	0	0.0%	0	0.6%	6	0.0%	0	0.6%	6	0.2%	4
Other	0.3%	5	0.0%	0	0.4%	5	0.0%	0	0.1%	1	0.4%	4	0.2%	2	0.3%	3	0.1%	2
Blackpool	0.2%	4	0.4%	2	0.1%	2	0.0%	0	0.6%	4	0.0%	0	0.2%	2	0.2%	2	0.2%	4
Atherton Town Centre	0.2%	4	0.0%	0	0.3%	4	0.0%	0	0.0%	0	0.4%	4	0.0%	0	0.4%	4	0.1%	2
Hindley Town Centre	0.2%	4	0.0%	0	0.3%	4	0.0%	0	0.4%	3	0.1%	1	0.0%	0	0.4%	4	0.2%	3
Liverpool City Centre	0.2%	3	0.0%	0	0.2%	3	0.4%	1	0.0%	0	0.2%	2	0.2%	2	0.1%	1	0.2%	3
Other, Greater Manchester	0.2%	3	0.0%	0	0.2%	3	0.0%	0	0.1%	1	0.2%	2	0.0%	0	0.2%	2	0.1%	1
Ince, Wigan	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.2%	2	0.1%	2
Bolton Town Centre	0.1%	2	0.2%	1	0.1%	1	0.4%	1	0.1%	1	0.0%	0	0.2%	2	0.0%	0	0.1%	2
Other, Lancashire	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.0%	0	0.2%	2	0.1%	1	0.1%	1	0.1%	2
Southport	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.2%	2	0.1%	2
Warrington Town Centre	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.1%	1	0.1%	1	0.1%	1	0.1%	1	0.1%	2
Pemberton, Wigan	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.0%	0	0.2%	2	0.0%	0	0.2%	2	0.1%	2
Abroad	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.1%	1	0.1%	1	0.1%	1	0.1%	1	0.1%	2
Chorley Town Centre	0.1%	1	0.0%	0	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Golborne Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Leyland Town Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Tyldesley Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.0%	0
Other, Cumbria	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
Internet	0.1%	1	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Other, Leigh	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
(Don't do this activity)	85.9%	1676	90.8%	482	84.1%	1194	86.4%	197	86.6%	627	85.4%	842	90.4%	852	81.6%	789	86.7%	1438
(Don't know / can't remember)	0.5%	9	0.6%	3	0.4%	6	0.4%	1	0.6%	4	0.4%	4	0.4%	4	0.5%	5	0.4%	7
Base:	1950	531	1419	228	724	986	942	967	1658									

**Q35 How often do you visit (LOCATION NAMED AT Q34) for bingo ?**

<i>Those who play bingo at Q34</i>																		
Daily	0.8%	2	2.2%	1	0.5%	1	0.0%	0	0.0%	0	1.4%	2	2.3%	2	0.0%	0	0.9%	2
Two or three times a week	17.4%	46	19.6%	9	16.9%	37	0.0%	0	12.9%	12	24.3%	34	12.8%	11	19.1%	33	15.5%	33
At least once a week	41.5%	110	39.1%	18	42.0%	92	23.3%	7	32.3%	30	51.4%	72	34.9%	30	44.5%	77	41.8%	89
At least once a fortnight	4.5%	12	4.3%	2	4.6%	10	6.7%	2	3.2%	3	5.0%	7	7.0%	6	3.5%	6	2.8%	6
At least once a month	9.1%	24	10.9%	5	8.7%	19	16.7%	5	11.8%	11	5.7%	8	7.0%	6	10.4%	18	9.4%	20
At least every two months	6.4%	17	2.2%	1	7.3%	16	10.0%	3	9.7%	9	3.6%	5	5.8%	5	6.9%	12	7.0%	15
At least every six months	4.2%	11	2.2%	1	4.6%	10	16.7%	5	6.5%	6	0.0%	0	9.3%	8	1.7%	3	4.7%	10
Less often	7.9%	21	8.7%	4	7.8%	17	13.3%	4	10.8%	10	4.3%	6	11.6%	10	5.8%	10	9.4%	20
Have only visited once	5.3%	14	4.3%	2	5.5%	12	10.0%	3	9.7%	9	1.4%	2	7.0%	6	4.6%	8	5.6%	12
(Don't know / varies)	3.0%	8	6.5%	3	2.3%	5	3.3%	1	3.2%	3	2.9%	4	2.3%	2	3.5%	6	2.8%	6
Base:	265	46	219	30	93	140	86	173	213									

# Wigan Household Survey for White Young Green

December 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q36 Which centre did you last visit for nightlife such as bars, pubs and nightclubs?</b>																		
Wigan Town Centre	15.0%	292	20.5%	109	12.9%	183	33.3%	76	18.6%	135	8.2%	81	14.9%	140	15.4%	149	15.7%	261
Leigh Town Centre	5.7%	112	7.3%	39	5.1%	73	6.6%	15	7.0%	51	4.7%	46	5.6%	53	6.1%	59	5.7%	95
Manchester City Centre	5.0%	98	4.0%	21	5.4%	77	12.7%	29	7.6%	55	1.4%	14	8.0%	75	2.3%	22	5.8%	96
Ashton-in-Makerfield Town Centre	2.5%	48	1.9%	10	2.7%	38	3.9%	9	2.8%	20	1.9%	19	2.4%	23	2.6%	25	2.7%	44
Hindley Town Centre	1.6%	32	2.6%	14	1.3%	18	0.4%	1	2.8%	20	1.1%	11	1.2%	11	2.1%	20	1.5%	25
Bolton Town Centre	1.5%	30	2.3%	12	1.3%	18	4.4%	10	1.5%	11	0.9%	9	1.7%	16	1.3%	13	1.6%	27
Atherton Town Centre	1.4%	27	2.4%	13	1.0%	14	0.9%	2	1.1%	8	1.7%	17	0.7%	7	2.0%	19	1.1%	19
Tyldesley Town Centre	1.3%	26	1.5%	8	1.3%	18	0.9%	2	2.2%	16	0.8%	8	1.4%	13	1.3%	13	1.4%	24
Standish Town Centre	1.1%	22	1.9%	10	0.8%	12	0.4%	1	1.2%	9	1.2%	12	0.8%	8	1.4%	14	1.0%	17
Liverpool City Centre	1.1%	22	0.4%	2	1.4%	20	3.9%	9	1.1%	8	0.5%	5	1.3%	12	1.0%	10	1.3%	21
Other	1.0%	19	1.9%	10	0.6%	9	1.3%	3	1.1%	8	0.8%	8	0.8%	8	1.1%	11	1.1%	18
Skelmersdale Town Centre / The Concourse	0.9%	18	1.7%	9	0.6%	9	0.4%	1	1.0%	7	1.0%	10	0.4%	4	1.4%	14	1.0%	17
Astley, Wigan	0.9%	18	0.6%	3	1.1%	15	0.9%	2	1.2%	9	0.7%	7	1.3%	12	0.6%	6	0.9%	15
Lowton, Golborne	0.7%	13	0.8%	4	0.6%	9	0.4%	1	0.6%	4	0.8%	8	0.7%	7	0.6%	6	0.7%	12
Parbold, Lancashire	0.6%	12	0.8%	4	0.6%	8	0.9%	2	0.6%	4	0.6%	6	1.1%	10	0.2%	2	0.7%	11
Other, Wigan	0.6%	11	0.8%	4	0.5%	7	0.4%	1	0.4%	3	0.7%	7	0.4%	4	0.7%	7	0.6%	10
Billinge, Merseyside	0.5%	10	1.1%	6	0.3%	4	0.9%	2	0.4%	3	0.5%	5	0.4%	4	0.6%	6	0.6%	10
Southport	0.5%	10	0.4%	2	0.6%	8	0.4%	1	0.7%	5	0.4%	4	0.7%	7	0.3%	3	0.6%	10
Pemberton, Wigan	0.5%	10	0.6%	3	0.5%	7	0.0%	0	0.4%	3	0.7%	7	0.3%	3	0.7%	7	0.6%	10
Orrell	0.5%	9	0.2%	1	0.6%	8	0.4%	1	0.4%	3	0.5%	5	0.7%	7	0.2%	2	0.5%	9
Other, Greater Manchester	0.4%	8	0.4%	2	0.4%	6	0.0%	0	0.7%	5	0.3%	3	0.5%	5	0.3%	3	0.5%	8
Other, Cheshire	0.4%	8	0.6%	3	0.4%	5	0.4%	1	0.7%	5	0.2%	2	0.6%	6	0.2%	2	0.5%	8
Other, Lancashire	0.4%	8	0.4%	2	0.4%	6	0.4%	1	0.6%	4	0.3%	3	0.4%	4	0.4%	4	0.5%	8
Ince, Wigan	0.4%	7	0.4%	2	0.4%	5	0.0%	0	0.6%	4	0.3%	3	0.2%	2	0.5%	5	0.4%	6
Upholland	0.4%	7	0.6%	3	0.3%	4	0.0%	0	0.4%	3	0.4%	4	0.3%	3	0.4%	4	0.4%	6
Golborne Town Centre	0.3%	6	0.2%	1	0.4%	5	0.0%	0	0.1%	1	0.5%	5	0.0%	0	0.6%	6	0.3%	5
Warrington Town Centre	0.3%	6	0.2%	1	0.4%	5	0.9%	2	0.3%	2	0.2%	2	0.2%	2	0.4%	4	0.3%	5
St Helens Town Centre	0.3%	5	0.2%	1	0.3%	4	0.9%	2	0.3%	2	0.1%	1	0.3%	3	0.2%	2	0.3%	5
Wrightington	0.3%	5	0.2%	1	0.3%	4	0.4%	1	0.1%	1	0.3%	3	0.2%	2	0.2%	2	0.3%	5
Aspull, Wigan	0.2%	4	0.0%	0	0.3%	4	0.4%	1	0.0%	0	0.3%	3	0.3%	3	0.1%	1	0.2%	4
Platt Bridge, Wigan	0.2%	4	0.8%	4	0.0%	0	0.0%	0	0.4%	3	0.1%	1	0.1%	1	0.3%	3	0.2%	4
Shevington, Wigan	0.2%	4	0.0%	0	0.3%	4	0.0%	0	0.1%	1	0.3%	3	0.1%	1	0.3%	3	0.2%	3
Blackpool	0.2%	4	0.2%	1	0.2%	3	0.0%	0	0.3%	2	0.2%	2	0.2%	2	0.2%	2	0.2%	4
Other, Merseyside	0.2%	4	0.2%	1	0.2%	3	0.0%	0	0.3%	2	0.2%	2	0.3%	3	0.1%	1	0.2%	4
Ormskirk Town Centre	0.2%	3	0.2%	1	0.1%	2	0.4%	1	0.3%	2	0.0%	0	0.1%	1	0.2%	2	0.2%	3
Appley Bridge, Lancashire	0.2%	3	0.2%	1	0.1%	2	0.0%	0	0.1%	1	0.2%	2	0.2%	2	0.1%	1	0.2%	3
Westhoughton, Greater Manchester	0.2%	3	0.0%	0	0.2%	3	0.0%	0	0.1%	1	0.2%	2	0.1%	1	0.2%	2	0.1%	2
Newburgh, Lancashire	0.2%	3	0.0%	0	0.2%	3	0.0%	0	0.4%	3	0.0%	0	0.3%	3	0.0%	0	0.2%	3
Worsley Mesnes, Wigan	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Goose Green, Wigan	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.1%	1	0.1%	1	0.2%	2	0.0%	0	0.1%	2
Blackburn Town Centre	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.2%	2	0.0%	0	0.1%	2
Preston City Centre	0.1%	2	0.0%	0	0.1%	2	0.4%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.1%	2
Chorley Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
Horwich Town Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Abram, Wigan	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
Abroad	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
Other, Cumbria	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Robin Park, Newtown / Wigan	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
Other, Leigh	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
(Don't do this activity)	50.5%	985	40.3%	214	54.3%	771	21.1%	48	38.8%	281	65.3%	644	48.3%	455	51.7%	500	47.8%	792
(Don't know / can't remember)	1.0%	19	0.9%	5	1.0%	14	0.9%	2	1.5%	11	0.6%	6	1.4%	13	0.4%	4	1.0%	17
Base:	1950	531	1419	228	724	986	942	967	1658									

Column %ges.

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q37 How often do you visit (LOCATION NAMED AT Q36) to visit bars, pubs, or nightclubs ?</b>																		
<i>Those who go to nightclubs or bars at Q36</i>																		
Daily	1.4%	13	2.6%	8	0.8%	5	1.1%	2	0.7%	3	2.4%	8	1.1%	5	1.7%	8	1.2%	10
Two or three times a week	10.9%	103	19.6%	61	6.6%	42	6.7%	12	7.9%	34	17.0%	57	8.9%	42	13.2%	61	9.8%	83
At least once a week	25.7%	243	26.9%	84	25.1%	159	16.9%	30	23.8%	103	32.7%	110	21.3%	101	29.8%	138	25.2%	214
At least once a fortnight	11.3%	107	10.9%	34	11.5%	73	17.4%	31	10.9%	47	8.6%	29	12.4%	59	9.9%	46	11.8%	100
At least once a month	18.1%	171	17.3%	54	18.5%	117	29.2%	52	19.0%	82	11.0%	37	21.5%	102	14.9%	69	19.2%	163
At least every two months	13.2%	125	10.6%	33	14.5%	92	13.5%	24	14.4%	62	11.6%	39	15.6%	74	11.0%	51	14.0%	119
At least every six months	10.8%	102	6.1%	19	13.1%	83	9.0%	16	13.9%	60	7.7%	26	12.2%	58	9.3%	43	10.4%	88
Less often	4.9%	46	3.2%	10	5.7%	36	2.2%	4	5.8%	25	5.1%	17	3.8%	18	5.6%	26	4.7%	40
Have only visited once	1.3%	12	1.0%	3	1.4%	9	1.7%	3	1.6%	7	0.6%	2	1.5%	7	1.1%	5	1.4%	12
(Don't know / varies)	2.5%	24	1.9%	6	2.8%	18	2.2%	4	2.1%	9	3.3%	11	1.7%	8	3.5%	16	2.4%	20
Base:		946		312		634		178		432		336		474		463		849
<b>SEX Sex of respondent:</b>																		
Male	27.2%	531	100.0%	531	0.0%	0	24.1%	55	27.1%	196	28.3%	279	26.2%	247	28.6%	277	27.7%	460
Female	72.8%	1419	0.0%	0	100.0%	1419	75.9%	173	72.9%	528	71.7%	707	73.8%	695	71.4%	690	72.3%	1198
Base:		1950		531		1419		228		724		986		942		967		1658
<b>AGE In which of the following age bands do you fall ?</b>																		
18-24 years	3.2%	62	3.2%	17	3.2%	45	27.2%	62	0.0%	0	0.0%	0	4.0%	38	2.3%	22	3.5%	58
25-34 years	8.5%	166	7.2%	38	9.0%	128	72.8%	166	0.0%	0	0.0%	0	10.9%	103	6.5%	63	9.3%	155
35-44 years	16.2%	316	19.8%	105	14.9%	211	0.0%	0	43.6%	316	0.0%	0	18.3%	172	14.7%	142	18.1%	300
45-54 years	20.9%	408	17.1%	91	22.3%	317	0.0%	0	56.4%	408	0.0%	0	20.8%	196	20.8%	201	22.0%	365
55-64 years	27.9%	545	28.4%	151	27.8%	394	0.0%	0	0.0%	0	55.3%	545	25.7%	242	30.6%	296	29.0%	481
65+ years	22.6%	441	24.1%	128	22.1%	313	0.0%	0	0.0%	0	44.7%	441	19.7%	186	24.9%	241	17.7%	293
(Refused)	0.6%	12	0.2%	1	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.5%	5	0.2%	2	0.4%	6
Base:		1950		531		1419		228		724		986		942		967		1658
<b>ADU Including yourself, how many adults aged 16 years or over old are there living in your household ?</b>																		
One	22.1%	431	29.0%	154	19.5%	277	13.6%	31	13.0%	94	30.5%	301	22.0%	207	22.4%	217	14.7%	244
Two	56.9%	1110	52.7%	280	58.5%	830	64.9%	148	55.2%	400	56.7%	559	56.9%	536	57.6%	557	62.4%	1035
Three	14.3%	278	12.4%	66	14.9%	212	15.4%	35	21.4%	155	8.9%	88	14.1%	133	14.7%	142	16.0%	266
Four	4.6%	89	4.3%	23	4.7%	66	3.1%	7	7.7%	56	2.6%	26	5.2%	49	3.9%	38	5.1%	84
Five	1.4%	27	1.3%	7	1.4%	20	3.1%	7	1.8%	13	0.7%	7	1.6%	15	1.1%	11	1.6%	26
Six or more	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
(Refused)	0.7%	14	0.2%	1	0.9%	13	0.0%	0	0.7%	5	0.5%	5	0.1%	1	0.2%	2	0.1%	2
Base:		1950		531		1419		228		724		986		942		967		1658
<b>CHI How many children aged under 16 are there living in your household ?</b>																		
None	77.9%	1520	78.9%	419	77.6%	1101	46.5%	106	61.1%	442	97.9%	965	75.3%	709	80.7%	780	75.8%	1257
One	10.3%	201	10.4%	55	10.3%	146	24.1%	55	17.1%	124	2.1%	21	11.8%	111	9.3%	90	11.3%	188
Two	8.3%	161	7.7%	41	8.5%	120	19.3%	44	16.2%	117	0.0%	0	9.4%	89	7.3%	71	9.4%	156
Three	2.6%	51	2.3%	12	2.7%	39	9.2%	21	4.1%	30	0.0%	0	3.3%	31	2.1%	20	3.0%	50
Four	0.3%	6	0.6%	3	0.2%	3	0.9%	2	0.6%	4	0.0%	0	0.1%	1	0.5%	5	0.3%	5
Five	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.3%	2	0.0%	0	0.1%	1	0.1%	1	0.1%	2
Six or more	0.0%	0	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)	0.5%	9	0.2%	1	0.6%	8	0.0%	0	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1950		531		1419		228		724		986		942		967		1658
<b>CAR How many cars does your household own or have the use of ?</b>																		
None	14.5%	283	13.2%	70	15.0%	213	6.6%	15	7.5%	54	21.4%	211	7.9%	74	20.9%	202	0.0%	0
One	46.6%	909	48.4%	257	45.9%	652	37.3%	85	41.2%	298	52.8%	521	43.0%	405	50.2%	485	54.8%	909
Two	30.1%	586	32.6%	173	29.1%	413	47.4%	108	38.7%	280	20.0%	197	37.6%	354	23.6%	228	35.3%	586
Three or more	8.4%	163	5.7%	30	9.4%	133	8.8%	20	12.0%	87	5.7%	56	11.6%	109	5.4%	52	9.8%	163
(Refused)	0.5%	9	0.2%	1	0.6%	8	0.0%	0	0.7%	5	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Base:		1950		531		1419		228		724		986		942		967		1658

# Wigan Household Survey for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>ETH Finally, strictly for the purposes of the survey, to which ethnic group do you consider yourself to belong ?</b>																		
White	98.4%	1919	98.9%	525	98.2%	1394	95.6%	218	98.5%	713	99.3%	979	98.7%	930	99.4%	961	98.8%	1638
Indian	0.2%	4	0.2%	1	0.2%	3	1.3%	3	0.1%	1	0.0%	0	0.3%	3	0.0%	0	0.2%	4
Pakistani	0.1%	1	0.0%	0	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.3%	2	0.0%	0	0.1%	1	0.1%	1	0.1%	2
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.1%	1	0.0%	0	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.1%	1	0.0%	0	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Mixed Race	0.2%	3	0.4%	2	0.1%	1	0.0%	0	0.4%	3	0.0%	0	0.1%	1	0.2%	2	0.2%	3
Other Ethnic Group	0.1%	2	0.0%	0	0.1%	2	0.4%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.1%	2
(Refused)	0.9%	17	0.4%	2	1.1%	15	1.3%	3	0.6%	4	0.7%	7	0.3%	3	0.2%	2	0.4%	6
Base:		1950		531		1419		228		724		986		942		967		1658
<b>SEG Socio economic grouping</b>																		
A	4.8%	93	3.4%	18	5.3%	75	5.3%	12	5.1%	37	4.4%	43	9.9%	93	0.0%	0	5.6%	93
B	15.7%	306	19.0%	101	14.4%	205	21.5%	49	17.4%	126	13.2%	130	32.5%	306	0.0%	0	17.8%	295
C1	27.8%	543	24.1%	128	29.2%	415	35.1%	80	28.3%	205	25.9%	255	57.6%	543	0.0%	0	29.0%	480
C2	32.2%	627	36.3%	193	30.6%	434	24.6%	56	29.7%	215	36.0%	355	0.0%	0	64.8%	627	32.5%	539
D	16.4%	319	15.1%	80	16.8%	239	11.4%	26	16.3%	118	17.6%	174	0.0%	0	33.0%	319	13.0%	215
E	1.1%	21	0.8%	4	1.2%	17	1.3%	3	1.4%	10	0.8%	8	0.0%	0	2.2%	21	0.7%	11
(Refused)	2.1%	41	1.3%	7	2.4%	34	0.9%	2	1.8%	13	2.1%	21	0.0%	0	0.0%	0	1.5%	25
Base:		1950		531		1419		228		724		986		942		967		1658
<b>QUOTA Quota Area</b>																		
Zone 1	10.6%	207	10.0%	53	10.9%	154	11.4%	26	10.5%	76	10.5%	104	8.5%	80	12.9%	125	10.1%	167
Zone 2	10.8%	210	9.2%	49	11.3%	161	7.9%	18	8.6%	62	12.8%	126	11.4%	107	10.1%	98	10.5%	174
Zone 3	5.5%	107	5.7%	30	5.4%	77	3.9%	9	6.4%	46	5.0%	49	6.8%	64	4.2%	41	6.0%	99
Zone 4	5.5%	107	5.5%	29	5.5%	78	6.1%	14	5.7%	41	5.3%	52	6.9%	65	4.1%	40	6.0%	99
Zone 5	4.1%	80	4.3%	23	4.0%	57	2.2%	5	4.7%	34	4.2%	41	3.4%	32	4.9%	47	4.3%	71
Zone 6	3.8%	75	5.8%	31	3.1%	44	4.8%	11	4.3%	31	3.2%	32	2.8%	26	4.7%	45	3.7%	62
Zone 7	8.1%	158	8.5%	45	8.0%	113	11.4%	26	9.4%	68	6.5%	64	6.5%	61	9.8%	95	8.0%	132
Zone 8	3.1%	61	5.5%	29	2.3%	32	3.9%	9	3.6%	26	2.5%	25	1.8%	17	4.2%	41	3.2%	53
Zone 9	8.1%	157	6.2%	33	8.7%	124	8.8%	20	7.6%	55	8.2%	81	8.8%	83	7.4%	72	8.3%	138
Zone 10	5.5%	108	4.7%	25	5.8%	83	6.6%	15	4.6%	33	6.1%	60	6.6%	62	4.7%	45	5.7%	94
Zone 11	10.6%	207	11.7%	62	10.2%	145	9.2%	21	9.9%	72	11.6%	114	10.7%	101	10.4%	101	10.0%	166
Zone 12	5.5%	108	6.0%	32	5.4%	76	5.7%	13	4.3%	31	6.5%	64	5.6%	53	5.6%	54	4.8%	80
Zone 13	8.0%	156	5.7%	30	8.9%	126	7.9%	18	8.3%	60	7.8%	77	9.1%	86	6.6%	64	8.2%	136
Zone 14	5.2%	101	5.8%	31	4.9%	70	3.9%	9	7.6%	55	3.8%	37	7.2%	68	3.2%	31	5.8%	96
Zone 15	5.5%	108	5.5%	29	5.6%	79	6.1%	14	4.7%	34	6.1%	60	3.9%	37	7.0%	68	5.5%	91
Base:		1950		531		1419		228		724		986		942		967		1658

# Wigan Household Survey for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q01 Where do you buy your main food and grocery shopping ?</b>																		
Asda, Robin Park, Wigan	13.3%	260	36.7%	76	45.2%	95	28.0%	30	13.1%	14	3.8%	3	1.3%	1	1.9%	3	8.2%	5
Asda, Atherleigh Way, Leigh	11.9%	232	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	16.5%	26	8.2%	5
Tesco Extra, Central Park Way, Wigan	11.0%	215	27.5%	57	8.6%	18	23.4%	25	51.4%	55	23.8%	19	8.0%	6	3.2%	5	3.3%	2
Asda, Edge Green Lane, Golborne, Warrington	6.7%	130	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	14
Morrisons, Makerfield Way, Ince	6.6%	129	11.6%	24	1.0%	2	5.6%	6	0.0%	0	12.5%	10	49.3%	37	15.8%	25	23.0%	14
Asda, Ingram Road, Skelmersdale	6.4%	124	0.0%	0	3.8%	8	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Crabtree Lane, Atherton	5.3%	103	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, Cross Street, Hindley	5.2%	101	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	19	43.7%	69	8.2%	5
Sainsbury's, Worthington Way, Marus Bridge, Wigan	4.6%	89	4.8%	10	19.5%	41	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.6%	1
Sainsbury's, Parsonage Retail Park, Atherleigh Way, Leigh	3.1%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	3.3%	2
Morrisons, The Galleries, Wigan	2.9%	56	11.1%	23	2.9%	6	5.6%	6	3.7%	4	10.0%	8	2.7%	2	1.9%	3	4.9%	3
Tesco Extra, Mansell Way, Horwich	1.4%	28	0.0%	0	0.0%	0	0.9%	1	0.0%	0	13.8%	11	4.0%	3	3.2%	5	0.0%	0
Somerfield, Shuttle Street, Tyldesley	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Link Way, Horwich	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	13	0.0%	0	0.6%	1	1.6%	1
Tesco Express, Atherton Road, Hindley Green	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Somerfield, School Lane, Standish	0.9%	18	0.5%	1	0.0%	0	3.7%	4	11.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Lancashire	0.9%	17	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Morrisons, Brooke Street, Chorley	0.8%	15	1.0%	2	0.0%	0	2.8%	3	8.4%	9	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other, Bolton	0.7%	13	0.0%	0	0.0%	0	0.9%	1	0.9%	1	6.3%	5	2.7%	2	0.6%	1	0.0%	0
Somerfield, Gerard Centre, Gerard Road, Ashton-in-Makerfield	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Warrington	0.5%	10	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, St Helens	0.5%	9	0.0%	0	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Salford	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Scot Lane, Wigan	0.4%	8	0.0%	0	1.9%	4	0.9%	1	0.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Netto, Windermere Road, Leigh	0.4%	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
Iceland, The Concourse, Skelmersdale	0.4%	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
Wigan Town Centre	0.4%	7	1.9%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Atherton	0.4%	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
Other, Sefton	0.3%	6	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Boundary Road, St Helens	0.3%	6	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Preston	0.3%	6	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Kirkland Street, St Helens	0.3%	6	0.0%	0	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Chorley	0.3%	6	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Local shops, Leigh	0.3%	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
Netto, Platt Bridge, Wigan	0.3%	5	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Aldi, Southway, Skelmersdale	0.3%	5	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Castle Street, Tyldesley	0.3%	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
Local shops, Tyldesley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Princess Road, Ashton-in-Makerfield	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Iceland, Bradshawgate, Leigh	0.2%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Town Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Skelmersdale	0.2%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Darlington Street, Wigan	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Baxters Lane, St Helens	0.2%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Wigan Household Survey for White Young Green

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Morrisons, Mornington Road, Bolton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Church Street, Orrell	0.2%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Golborne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chorley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Spinning Jenny Way, Leigh	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hindley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Local shops, Haydock	0.1%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Marus Bridge, Wigan	0.1%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Gathurst Lane, Shevington, Wigan	0.1%	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
Sainsbury's, Trinity Street, Bolton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other, Newtown	0.1%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pemberton	0.1%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashton-in-Makerfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ormskirk Road, Pemberton	0.1%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wigan	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bolton Road, Ashton-in-Makerfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Manchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Poolstock Lane, Wigan	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wirral	0.1%	2	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Gidlow Lane, Wigan	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mason Street, Horwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Branch Way, Haydock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison, Olympian Way, Leyland	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
Kwik Save, Ladies Lane, Hindley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Spar, High St, Standish	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
Aldi, Harpers Lane, Chorley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Farnworth	0.1%	1	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, Common Lane, Culcheth	0.1%	1	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, Main Street, Billinge	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Horwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other, Bury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shevington	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
Other, Macclesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Spar, City Road, Kitt Green, Wigan	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Trafford	0.1%	1	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 / no pattern)	2.7%	53	0.0%	0	2.4%	5	2.8%	3	3.7%	4	1.3%	1	1.3%	1	3.2%	5	6.6%	4
Internet / online	1.5%	30	0.5%	1	1.0%	2	1.9%	2	2.8%	3	3.8%	3	0.0%	0	0.6%	1	0.0%	0
Base:		1950		207		210		107		107		80		75		158		61

**Q02 From which food retailer do you buy your main food goods when shopping on-line?***Those who shop online at Q01*

Tesco	73.3%	22	100.0%	1	50.0%	1	50.0%	1	66.7%	2	66.7%	2	0.0%	0	0.0%	0	0.0%	0
Asda	23.3%	7	0.0%	0	50.0%	1	50.0%	1	33.3%	1	33.3%	1	0.0%	0	100.0%	1	0.0%	0
(Don't know / varies)	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		30		1		2		2		3		3		0		1		0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping ?</b>																		
Nearer to home	53.6%	1046	58.0%	120	46.7%	98	43.9%	47	50.5%	54	48.8%	39	64.0%	48	53.8%	85	63.9%	39
Choice of food goods available	8.5%	166	6.8%	14	9.0%	19	10.3%	11	8.4%	9	11.3%	9	4.0%	3	10.8%	17	3.3%	2
Quality of food goods available	6.7%	130	3.9%	8	7.1%	15	5.6%	6	6.5%	7	8.8%	7	5.3%	4	5.7%	9	3.3%	2
Cheap / value for money	6.5%	127	9.2%	19	8.1%	17	7.5%	8	6.5%	7	8.8%	7	8.0%	6	5.7%	9	6.6%	4
Nearer to work	2.6%	50	2.4%	5	3.3%	7	8.4%	9	0.0%	0	0.0%	0	2.7%	2	2.5%	4	1.6%	1
Choice of shops selling food goods	2.4%	47	2.4%	5	2.9%	6	2.8%	3	0.0%	0	6.3%	5	4.0%	3	0.6%	1	0.0%	0
Preference for retailer	1.6%	32	4.3%	9	2.4%	5	1.9%	2	1.9%	2	1.3%	1	0.0%	0	1.9%	3	1.6%	1
Car parking provision	1.5%	30	1.4%	3	1.4%	3	3.7%	4	3.7%	4	2.5%	2	0.0%	0	0.6%	1	0.0%	0
Staff discount / I or someone I know works there	1.5%	29	0.5%	1	1.9%	4	0.9%	1	2.8%	3	0.0%	0	0.0%	0	2.5%	4	1.6%	1
Other	1.4%	27	2.4%	5	1.0%	2	0.9%	1	1.9%	2	1.3%	1	0.0%	0	1.9%	3	0.0%	0
Habit / familiarity	1.0%	20	2.4%	5	1.9%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	3.8%	6	0.0%	0
Shopping environment	0.9%	17	0.0%	0	0.0%	0	0.0%	0	3.7%	4	1.3%	1	2.7%	2	0.0%	0	0.0%	0
Quality of shops selling food goods	0.9%	17	0.5%	1	0.5%	1	0.9%	1	0.9%	1	0.0%	0	0.0%	0	1.9%	3	1.6%	1
Not too busy / quiet environment	0.7%	13	0.0%	0	1.4%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Generally convenient	0.6%	11	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything I need in one place	0.6%	11	0.5%	1	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	1	1.6%	1
Special offers available	0.6%	11	0.5%	1	1.0%	2	0.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Easier	0.5%	10	0.0%	0	1.0%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Reward scheme	0.5%	10	0.0%	0	1.0%	2	0.9%	1	0.9%	1	0.0%	0	1.3%	1	0.6%	1	0.0%	0
Good disabled access	0.4%	8	0.0%	0	1.0%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Convenient to friends / relatives	0.4%	7	0.5%	1	1.0%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Compact / smaller store	0.4%	7	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Accessibility by public transport	0.4%	7	0.0%	0	0.5%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Good choice of both non food and food products	0.4%	7	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Good store layout	0.4%	7	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1
Internet shopping / home delivery available	0.3%	6	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biggest store	0.3%	6	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of leisure facilities nearby	0.3%	5	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.2%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Cleanliness	0.2%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0
Fresh produce	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
I take a friend / relative there	0.2%	4	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.6%	1	0.0%	0
Choice of shops nearby selling non-food goods	0.2%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
No other choice	0.2%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I get a lift there	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly staff	0.2%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Car parking prices	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no particular reason)	2.8%	55	2.4%	5	1.9%	4	2.8%	3	7.5%	8	3.8%	3	1.3%	1	3.2%	5	6.6%	4
Base:	1950	207	210	107	107	80	75	158	61									
<b>Q04 Which of these best describes how frequently you undertake main food and grocery shopping to ...? (LOCATION MENTIONED AT Q01)</b>																		
Two or more times a week	19.1%	373	21.7%	45	14.8%	31	7.5%	8	15.0%	16	10.0%	8	21.3%	16	27.2%	43	11.5%	7
At least once a week	65.3%	1274	61.4%	127	68.1%	143	57.9%	62	69.2%	74	75.0%	60	70.7%	53	58.9%	93	75.4%	46
At least once a fortnight	9.9%	193	11.6%	24	11.0%	23	20.6%	22	11.2%	12	11.3%	9	1.3%	1	9.5%	15	9.8%	6
At least once a month	4.2%	81	3.9%	8	5.7%	12	10.3%	11	1.9%	2	3.8%	3	2.7%	2	3.8%	6	1.6%	1
At least every two months	0.3%	5	0.5%	1	0.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Varies / no pattern)	1.1%	22	1.0%	2	0.0%	0	2.8%	3	2.8%	3	0.0%	0	2.7%	2	0.6%	1	1.6%	1
Base:	1950	207	210	107	107	80	75	158	61									

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q05 When do you do your main food shopping ?</b>																		
Weekdays during the day	54.5%	1062	49.3%	102	63.8%	134	54.2%	58	49.5%	53	56.3%	45	56.0%	42	47.5%	75	49.2%	30
Weekdays during the evening	13.3%	259	19.3%	40	7.1%	15	15.9%	17	12.2%	13	10.0%	8	16.0%	12	12.0%	19	18.0%	11
Saturday	10.9%	213	9.2%	19	7.1%	15	10.3%	11	15.0%	16	16.3%	13	8.0%	6	13.9%	22	14.8%	9
Sunday	3.4%	67	4.8%	10	2.4%	5	2.8%	3	2.8%	3	1.3%	1	9.3%	7	5.1%	8	4.9%	3
Varies / no pattern	17.6%	344	17.4%	36	19.0%	40	16.8%	18	20.6%	22	15.0%	12	10.7%	8	21.5%	34	13.1%	8
(Don't know)	0.3%	5	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Base:		1950		207		210		107		107		80		75		158		61
<b>Q06 How do you usually travel to (LOCATION MENTIONED AT Q01) ?</b>																		
<i>Those who do not shop online at Q01</i>																		
Car / van (as driver)	62.6%	1202	53.9%	111	61.5%	128	73.3%	77	75.0%	78	67.5%	52	65.3%	49	65.0%	102	67.2%	41
Car / van (as passenger)	23.0%	442	29.1%	60	23.1%	48	18.1%	19	16.3%	17	19.5%	15	20.0%	15	20.4%	32	24.6%	15
Bus, minibus or coach	5.5%	106	5.8%	12	8.2%	17	1.9%	2	1.0%	1	10.4%	8	5.3%	4	5.1%	8	4.9%	3
Motorcycle, scooter or moped	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Walk	7.0%	135	10.7%	22	5.8%	12	3.8%	4	4.8%	5	2.6%	2	5.3%	4	7.0%	11	3.3%	2
Taxi	0.5%	10	0.5%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.6%	1	0.0%	0
Train	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	6	0.0%	0	0.0%	0	1.0%	1	2.9%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0
(Don't know / varies)	0.5%	9	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	2	0.0%	0
Base:		1920		206		208		105		104		77		75		157		61
<b>Q07 When you go shopping for main food goods, do you link this trip with another activity?</b>																		
<i>Those who do not shop online at Q01</i>																		
No	57.0%	1095	63.6%	131	59.1%	123	42.9%	45	62.5%	65	55.8%	43	64.0%	48	56.7%	89	70.5%	43
Yes – non-food shopping	18.4%	354	10.2%	21	17.8%	37	24.8%	26	15.4%	16	19.5%	15	14.7%	11	17.8%	28	11.5%	7
Yes – visiting services such as banks and other financial institutions	14.0%	268	9.2%	19	13.5%	28	15.2%	16	10.6%	11	13.0%	10	2.7%	2	18.5%	29	0.0%	0
Yes – other food shopping	11.0%	211	6.8%	14	13.0%	27	17.1%	18	8.7%	9	3.9%	3	5.3%	4	12.1%	19	1.6%	1
Yes – travelling to / from work	10.5%	202	11.2%	23	10.1%	21	11.4%	12	6.7%	7	14.3%	11	9.3%	7	12.1%	19	9.8%	6
Yes – leisure activity	5.9%	113	3.4%	7	8.7%	18	10.5%	11	1.9%	2	7.8%	6	5.3%	4	2.5%	4	1.6%	1
Yes – travelling to / from school / college	2.9%	55	3.9%	8	1.4%	3	1.9%	2	3.8%	4	3.9%	3	1.3%	1	4.5%	7	0.0%	0
Visiting friends / family	0.9%	17	1.5%	3	0.5%	1	4.8%	5	1.0%	1	0.0%	0	1.3%	1	0.0%	0	3.3%	2
Get petrol	0.8%	16	0.0%	0	0.0%	0	1.0%	1	2.9%	3	0.0%	0	4.0%	3	0.6%	1	3.3%	2
Yes – Other	0.8%	15	0.5%	1	0.5%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.6%	1	1.6%	1
Meet friends or family / take friends or family out	0.4%	8	1.5%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Recycling	0.3%	5	0.5%	1	0.0%	0	0.0%	0	1.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Go to a café / restaurant / bar	0.3%	5	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Picking up / dropping off somebody	0.2%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Doctor / hospital / dentist	0.2%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Visit market	0.2%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	23	1.9%	4	1.0%	2	1.9%	2	1.9%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Base:		1920		206		208		105		104		77		75		157		61

# Wigan Household Survey for White Young Green

December 2006

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Q08 Where do you buy non-food goods when it's linked to your main-food shopping?</b>																		
<i>Those who do not shop online at Q01, and who purchase non food goods at Q07</i>																		
Wigan	22.3%	79	52.4%	11	24.3%	9	42.3%	11	56.3%	9	46.7%	7	72.7%	8	25.0%	7	0.0%	0
In-Store	19.8%	70	28.6%	6	29.7%	11	19.2%	5	12.5%	2	6.7%	1	18.2%	2	21.4%	6	57.1%	4
Leigh	11.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	5	42.9%	3
Skelmersdale	8.2%	29	0.0%	0	8.1%	3	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atherton	5.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robin Retail Park, Wigan	3.1%	11	9.5%	2	5.4%	2	11.5%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
St Helens	2.5%	9	0.0%	0	13.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horwich	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	6	0.0%	0	0.0%	0	0.0%	0
Warrington	1.7%	6	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Chorley	1.1%	4	4.8%	1	0.0%	0	7.7%	2	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	1.1%	4	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Bolton	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	3.6%	1	0.0%	0
Hindley	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	4	0.0%	0
Southport	1.1%	4	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golborne	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
Standish	1.1%	4	0.0%	0	0.0%	0	3.8%	1	18.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashton-in-Makerfield	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Ormskirk	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyldesley	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pemberton	0.6%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marus Bridge, Wigan	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parsonage Retail Park, Leigh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.8%	24	4.8%	1	10.8%	4	3.8%	1	6.3%	1	0.0%	0	0.0%	0	10.7%	3	0.0%	0
Base:		354		21		37		26		16		15		11		28		7

**Q09 Do you make 'top up' shopping trips for basic goods, such as bread and milk, in between your main food shopping trip ?**

Yes	74.0%	1443	78.7%	163	69.5%	146	72.9%	78	80.4%	86	81.3%	65	68.0%	51	80.4%	127	57.4%	35
No	26.0%	507	21.3%	44	30.5%	64	27.1%	29	19.6%	21	18.8%	15	32.0%	24	19.6%	31	42.6%	26
Base:		1950		207		210		107		107		80		75		158		61

# Wigan Household Survey for White Young Green

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q10 Where do you do this 'top-up' shopping ?</b>																		
<i>Those who do top-up shopping at Q09</i>																		
Local shops, Wigan	5.7%	82	24.5%	40	3.4%	5	9.0%	7	0.0%	0	18.5%	12	7.8%	4	2.4%	3	8.6%	3
Local shops, Leigh	5.1%	73	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	5.7%	2
Tesco, Cross Street, Hindley	4.9%	71	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	3	45.1%	23	33.1%	42	2.9%	1
Asda, Atherleigh Way, Leigh	4.6%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	2.9%	1
Somerfield, School Lane, Standish	4.2%	61	0.0%	0	0.0%	0	6.4%	5	60.5%	52	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Central Park Way, Wigan	3.8%	55	16.6%	27	1.4%	2	6.4%	5	9.3%	8	16.9%	11	2.0%	1	0.8%	1	0.0%	0
Local shops, Skelmersdale	3.7%	53	0.0%	0	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ingram Road, Skelmersdale	3.1%	45	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Worthington Way, Marus Bridge, Wigan	2.8%	41	4.9%	8	12.3%	18	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Edge Green Lane, Golborne, Warrington	2.7%	39	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	6
Local shops, Atherton	2.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Robin Park, Wigan	2.6%	38	7.4%	12	13.0%	19	2.6%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.9%	1
Local shops, Ashton-in-Makerfield	2.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Crabtree Lane, Atherton	2.4%	35	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Galleries, Wigan	2.4%	35	12.9%	21	2.7%	4	2.6%	2	0.0%	0	3.1%	2	2.0%	1	0.8%	1	2.9%	1
Other, West Lancashire	2.2%	32	0.0%	0	0.0%	0	10.3%	8	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Shuttle Street, Tyldesley	2.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Makerfield Way, Ince	1.9%	27	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.5%	14	3.2%	4	11.4%	4
Sainsbury's, Parsonage Retail Park, Atherleigh Way, Leigh	1.7%	25	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Atherton Road, Hindley Green	1.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	21	0.0%	0
Local shops, Hindley	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	16.5%	21	0.0%	0
Local shops, Golborne	1.5%	21	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Astley	1.3%	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
Local shops, Tyldesley	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pemberton	1.1%	16	2.5%	4	8.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Gerard Centre, Gerard Road, Ashton-in-Makerfield	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	15	0.0%	0	0.0%	0	0.0%	0
Local shops, Aspull	1.1%	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
Other	1.0%	15	1.2%	2	1.4%	2	1.3%	1	1.2%	1	4.6%	3	0.0%	0	0.8%	1	0.0%	0
Co-Op, Gathurst Lane, Shevington, Wigan	1.0%	14	0.6%	1	0.0%	0	16.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Church Street, Orrell	0.9%	13	0.0%	0	8.2%	12	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Standish	0.9%	13	1.2%	2	0.0%	0	3.8%	3	9.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, St Helens	0.8%	12	0.0%	0	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Holmes House Avenue, Winstanley, Wigan	0.8%	11	0.0%	0	7.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Woodnook Road, Appley Bridge, Wigan	0.7%	10	0.0%	0	0.0%	0	12.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Bolton	0.7%	10	0.0%	0	0.0%	0	1.3%	1	0.0%	0	6.2%	4	0.0%	0	0.8%	1	0.0%	0
Tesco Express, Ormskirk Road, Pemberton	0.7%	10	1.8%	3	4.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bolton Road, Ashton-in-Makerfield	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigan Town Centre	0.6%	9	0.6%	1	2.1%	3	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local shops, St Helens	0.6%	9	0.0%	0	4.1%	6	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Princess Road, Ashton-in-Makerfield	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Windermere Road, Leigh	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Pole Street, Standish	0.6%	8	0.0%	0	0.0%	0	0.0%	0	9.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ince	0.5%	7	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Co-Op, Main Street, Billinge	0.5%	7	0.0%	0	4.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wigan	0.5%	7	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.6%	2	5.7%	2
Tesco Express, Poolstock Lane, Wigan	0.5%	7	3.1%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Wigan Household Survey for White Young Green

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Aldi, Castle Street, Tyldesley	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mansell Way, Horwich	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	2.0%	1	0.0%	0	0.0%	0
Spar, City Road, Kitt Green, Wigan	0.4%	6	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Kwik Save, Atherton Road, Hindley	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	0
Aldi, Scot Lane, Wigan	0.3%	5	0.6%	1	2.1%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Marus Bridge, Wigan	0.3%	5	0.6%	1	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Carr Lane, Hawkley Hall, Wigan	0.3%	5	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Borsdane Avenue, Hindley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0
Local shops, Orrell	0.3%	4	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Southway, Skelmersdale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Gidlow Lane, Wigan	0.3%	4	1.2%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Woodhouse Lane, Wigan	0.3%	4	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local shops, Platt Bridge	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	4
Asda, The Link Way, Horwich	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1	0.0%	0
Local shops, Shevington	0.2%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Ormskirk Road, Wigan	0.2%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Warrington Road, Platt Bridge, Wigan	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3
Other, Warrington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Chorley	0.2%	3	0.0%	0	0.0%	0	2.6%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Spinning Jenny Way, Leigh	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Platt Bridge, Wigan	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Sainsbury's Local, Common Lane, Culcheth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Whelley, Wigan	0.1%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bolton Road, Ashton-in-Makerfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Manchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Sefton	0.1%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Salford	0.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bolton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Iceland, Bradshawgate, Leigh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chorley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Westhoughton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1	0.0%	0
Lidl, Darlington Street, Wigan	0.1%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Lidl, High Street, Golborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Concourse, Skelmersdale	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Marsh Green, Pemberton	0.1%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Worthington Way, Wigan	0.1%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Branch Way, Haydock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wigan Lower Road, Standish Lower Ground, Wigan	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Abram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Morrisons, Brooke Street, Chorley	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
Co-Op, Wigan Road, Bryn, Wigan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newton-le-Willows	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kwik Save, Gerard Centre, Gerard Street, Ashton-in-Makerfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Horwich	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
Somerfield, Lee Lane, Horwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh 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

Column %ges.

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Other, Oldham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Preston	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robin Retail Park, Wigan	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Standish Gate, Wigan	0.1%	1	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, South Ribble	0.1%	1	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, Knowsley	0.1%	1	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 / no pattern)	5.7%	82	3.1%	5	9.6%	14	5.1%	4	2.3%	2	4.6%	3	3.9%	2	4.7%	6	8.6%	3
Base:		1443		163		146		78		86		65		51		127		35

### Q11 From which food retailer do you normally buy your top-up food goods when shopping on-line?

*Those who do top-up shopping at Q09, and who use the internet at Q10*

Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison's	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose/Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0

### Q12 Which of these best describes how frequently you undertake 'top-up' shopping... ?

*Those who do top-up shopping at Q09*

Two or more times a week	62.4%	900	66.9%	109	56.2%	82	57.7%	45	53.5%	46	56.9%	37	70.6%	36	71.7%	91	57.1%	20
At least once a week	28.9%	417	27.0%	44	30.8%	45	32.1%	25	33.7%	29	32.3%	21	21.6%	11	22.8%	29	31.4%	11
At least once a fortnight	3.8%	55	2.5%	4	6.8%	10	5.1%	4	8.1%	7	7.7%	5	0.0%	0	1.6%	2	2.9%	1
At least once a month	1.2%	18	0.0%	0	1.4%	2	1.3%	1	2.3%	2	1.5%	1	2.0%	1	0.0%	0	2.9%	1
At least every two months	0.2%	3	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies / no pattern	3.3%	48	3.7%	6	3.4%	5	3.8%	3	1.2%	1	1.5%	1	5.9%	3	3.9%	5	5.7%	2
(Don't know)	0.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1443		163		146		78		86		65		51		127		35

### Q13 Of all the money you spend on food and household groceries what share goes to your main food shop ?

*Those who do top-up shopping at Q09*

Over ¾	50.7%	731	46.0%	75	43.8%	64	53.8%	42	47.7%	41	67.7%	44	35.3%	18	60.6%	77	34.3%	12
½ to ¾	30.8%	444	30.7%	50	30.8%	45	34.6%	27	34.9%	30	15.4%	10	41.2%	21	27.6%	35	37.1%	13
¼ to ½	8.6%	124	9.2%	15	11.0%	16	3.8%	3	8.1%	7	6.2%	4	9.8%	5	3.2%	4	14.3%	5
Less than ¼	2.6%	38	5.5%	9	3.4%	5	1.3%	1	1.2%	1	1.5%	1	9.8%	5	0.8%	1	2.9%	1
(Don't know / varies)	7.3%	106	8.6%	14	11.0%	16	6.4%	5	8.1%	7	9.2%	6	3.9%	2	7.9%	10	11.4%	4
Base:		1443		163		146		78		86		65		51		127		35

# Wigan Household Survey for White Young Green

December 2006

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Q14 Where did you last shop for clothes or shoes?</b>																		
Wigan Town Centre	30.6%	596	51.7%	107	40.5%	85	34.6%	37	49.5%	53	56.3%	45	50.7%	38	32.3%	51	57.4%	35
Bolton Town Centre	8.3%	161	1.0%	2	1.4%	3	0.9%	1	3.7%	4	16.3%	13	10.7%	8	18.4%	29	3.3%	2
Leigh Town Centre	7.7%	150	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	7.6%	12	8.2%	5
Manchester City Centre	7.2%	140	6.3%	13	5.2%	11	4.7%	5	9.3%	10	3.8%	3	6.7%	5	3.8%	6	6.6%	4
Trafford Centre, Manchester	6.9%	135	2.4%	5	3.3%	7	3.7%	4	4.7%	5	1.3%	1	1.3%	1	5.1%	8	3.3%	2
Robin Park, Newtown/Wigan	5.1%	100	14.0%	29	11.0%	23	13.1%	14	3.7%	4	0.0%	0	4.0%	3	1.9%	3	6.6%	4
St Helens Town Centre	3.3%	64	1.9%	4	11.0%	23	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southport Town Centre	2.9%	56	0.5%	1	1.9%	4	7.5%	8	3.7%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Warrington Town Centre	2.7%	52	1.0%	2	3.3%	7	3.7%	4	1.9%	2	0.0%	0	1.3%	1	0.0%	0	3.3%	2
Liverpool City Centre	1.8%	35	1.9%	4	1.9%	4	0.0%	0	0.9%	1	1.3%	1	0.0%	0	0.6%	1	0.0%	0
Other	1.7%	33	1.0%	2	1.9%	4	3.7%	4	0.0%	0	1.3%	1	2.7%	2	1.3%	2	0.0%	0
Middlebrook Retail Park, Bolton	1.5%	29	0.5%	1	1.0%	2	1.9%	2	1.9%	2	6.3%	5	2.7%	2	4.4%	7	1.6%	1
Skelmersdale Town Centre/The Concourse	1.5%	29	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, Greater Manchester	1.0%	19	0.5%	1	1.0%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gemini Retail Park, Warrington	0.9%	17	1.4%	3	1.0%	2	1.9%	2	0.0%	0	0.0%	0	1.3%	1	0.6%	1	0.0%	0
Chorley Town Centre	0.7%	13	0.5%	1	0.5%	1	3.7%	4	3.7%	4	1.3%	1	0.0%	0	0.0%	0	1.6%	1
Parsonage Retail Park, Leigh	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.5%	4	0.0%	0
Horwich Town Centre	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.0%	4	0.0%	0	1.9%	3	0.0%	0
Asda, Atherleigh Way, Leigh	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golborne Town Centre	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston City Centre	0.5%	9	0.0%	0	1.0%	2	1.9%	2	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	8	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	2	1.6%	1
Blackpool Town Centre	0.4%	8	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Colne	0.4%	8	0.0%	0	1.0%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other, Lancashire	0.4%	7	0.5%	1	0.5%	1	1.9%	2	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0
Lowry Outlet Centre, Salford	0.4%	7	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Cheshire Oaks Designer Village, Ellesmere Port	0.4%	7	0.0%	0	0.0%	0	0.9%	1	0.9%	1	1.3%	1	1.3%	1	0.0%	0	0.0%	0
Ashton-in-Makerfield Town Centre	0.4%	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
Tyldesley Town Centre	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tesco, Central Park Way, Wigan	0.3%	6	1.4%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hindley Town Centre	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Other, Merseyside	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Cheshire	0.3%	6	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Standish Village Centre	0.3%	5	0.5%	1	0.0%	0	0.9%	1	0.9%	1	1.3%	1	1.3%	1	0.0%	0	0.0%	0
Atherton Town Centre	0.3%	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
Other, Cumbria	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.6%	1
Other, Wigan	0.2%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ormskirk Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Pemberton	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn 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
Other, West Lancashire	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
Ravenhead Retail Park, St Helens	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Platt Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Internet / Online / catalogue / mail order / TV Shopping	3.2%	63	5.8%	12	2.4%	5	2.8%	3	3.7%	4	2.5%	2	4.0%	3	3.2%	5	1.6%	1
(Don't regularly buy these goods)	2.5%	48	3.9%	8	1.4%	3	2.8%	3	3.7%	4	0.0%	0	2.7%	2	3.2%	5	0.0%	0
(Don't know / can't remember)	2.4%	47	1.9%	4	6.2%	13	2.8%	3	2.8%	3	1.3%	1	4.0%	3	3.2%	5	1.6%	1
Base:		1950		207		210		107		107		80		75		158		61

Column %ges.

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Q15 What are your main reasons for choosing (LOCATION MENTIONED AT Q14) when shopping for clothes and shoes?</b>																		
<i>Those who buy clothes and shoes at Q14</i>																		
Nearer to home	42.1%	781	50.8%	99	46.9%	91	46.5%	47	51.0%	51	59.5%	47	57.1%	40	34.5%	51	60.0%	36
Choice of non food goods available	11.9%	220	9.2%	18	13.4%	26	7.9%	8	8.0%	8	10.1%	8	10.0%	7	11.5%	17	6.7%	4
Choice of shops selling non food goods	10.2%	190	7.7%	15	6.7%	13	5.9%	6	7.0%	7	8.9%	7	10.0%	7	11.5%	17	6.7%	4
Car parking provision	3.4%	63	5.1%	10	4.1%	8	1.0%	1	3.0%	3	3.8%	3	5.7%	4	2.0%	3	1.7%	1
Day out / holiday	3.3%	61	3.6%	7	4.1%	8	3.0%	3	3.0%	3	1.3%	1	1.4%	1	4.1%	6	0.0%	0
Quality of shops selling non food goods	3.2%	59	2.1%	4	1.5%	3	4.0%	4	1.0%	1	0.0%	0	7.1%	5	1.4%	2	3.3%	2
Quality of non food goods available	2.6%	48	3.1%	6	2.6%	5	1.0%	1	7.0%	7	1.3%	1	0.0%	0	1.4%	2	1.7%	1
Other	2.5%	47	3.1%	6	2.1%	4	1.0%	1	3.0%	3	2.5%	2	1.4%	1	3.4%	5	3.3%	2
Shopping environment	2.4%	44	0.5%	1	3.1%	6	0.0%	0	1.0%	1	2.5%	2	1.4%	1	2.7%	4	6.7%	4
Nearer to work	2.3%	42	3.1%	6	1.0%	2	1.0%	1	5.0%	5	3.8%	3	1.4%	1	2.0%	3	1.7%	1
Convenient to friends / relatives	1.6%	30	1.5%	3	1.5%	3	2.0%	2	0.0%	0	0.0%	0	1.4%	1	1.4%	2	0.0%	0
Generally convenient	1.5%	28	2.1%	4	1.5%	3	3.0%	3	0.0%	0	0.0%	0	1.4%	1	0.7%	1	1.7%	1
Cheap / good value for money / reasonable prices	1.5%	27	1.5%	3	1.0%	2	3.0%	3	1.0%	1	0.0%	0	0.0%	0	2.7%	4	1.7%	1
Preference for retailer / location	1.4%	26	0.0%	0	0.5%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.7%	4	0.0%	0
Accessibility by public transport	1.3%	25	0.0%	0	2.1%	4	1.0%	1	0.0%	0	1.3%	1	0.0%	0	3.4%	5	0.0%	0
Car parking prices	0.8%	14	0.5%	1	0.5%	1	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0
Habit / familiarity	0.8%	14	0.5%	1	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	3	1.7%	1
Christmas shopping / Christmas treat	0.6%	12	0.5%	1	0.0%	0	0.0%	0	1.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Undercover shopping	0.6%	12	0.5%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Everything in one place / under one roof	0.6%	11	0.0%	0	0.5%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Clothing is well suited to my size / age / weight	0.5%	10	0.5%	1	1.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Provision of services nearby, such as banks and other financial services	0.5%	10	0.0%	0	0.5%	1	1.0%	1	0.0%	0	1.3%	1	0.0%	0	1.4%	2	0.0%	0
Good / pleasant place to shop	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.7%	1
Choice of shops nearby selling food goods	0.5%	9	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Work there	0.5%	9	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0
Delivery service	0.5%	9	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sale shopping	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Bigger shops	0.4%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier	0.3%	6	0.5%	1	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer is there	0.3%	6	0.0%	0	0.5%	1	0.0%	0	1.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.3%	6	0.5%	1	1.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Opening hours	0.3%	5	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Linked trip with an appointment (eg hospital)	0.3%	5	0.5%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleanliness	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Not too busy / crowded	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Just for a change	0.2%	4	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Provision of leisure facilities nearby	0.2%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
There isn't anything in Atherton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
University nearby	0.2%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Easy to travel to / not too far away to travel to	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Market, Wigan	0.2%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Public information, signposts and public facilities	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment / events	0.1%	2	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the day)	0.1%	1	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 / no particular reason)	3.9%	73	4.1%	8	4.6%	9	7.9%	8	8.0%	8	1.3%	1	5.7%	4	6.8%	10	5.0%	3
Base:		1855		195		194		101		100		79		70		148		60

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q16 How do you travel to (LOCATION MENTIONED AT Q14) when shopping for clothes and shoes ?</b>																		
<i>Those who buy clothes and shoes at Q14 and who do not shop on the internet at Q14</i>																		
Car / van (as driver)	55.8%	1000	39.9%	73	53.4%	101	62.2%	61	76.0%	73	64.9%	50	68.7%	46	61.5%	88	62.7%	37
Car / van (as passenger)	16.1%	288	12.6%	23	15.9%	30	16.3%	16	8.3%	8	13.0%	10	7.5%	5	14.0%	20	15.3%	9
Bus, minibus or coach	16.2%	290	16.4%	30	21.2%	40	10.2%	10	9.4%	9	15.6%	12	11.9%	8	18.2%	26	18.6%	11
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.2%	93	21.3%	39	2.6%	5	1.0%	1	0.0%	0	3.9%	3	3.0%	2	1.4%	2	0.0%	0
Taxi	0.6%	10	0.5%	1	0.5%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Train	5.1%	91	8.7%	16	5.3%	10	7.1%	7	5.2%	5	2.6%	2	6.0%	4	2.1%	3	3.4%	2
Bicycle	0.2%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fly	0.4%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.5%	1	1.4%	2	0.0%	0
(Don't know / varies)	0.5%	9	0.0%	0	1.1%	2	0.0%	0	1.0%	1	0.0%	0	1.5%	1	0.7%	1	0.0%	0
Base:		1792		183		189		98		96		77		67		143		59
<b>Q17 When you go shopping for clothes and shoes, do you link this trip with another activity ?</b>																		
<i>Those who buy clothes and shoes at Q14 and who do not shop on the internet at Q14</i>																		
No	53.5%	959	53.6%	98	46.6%	88	41.8%	41	68.8%	66	50.6%	39	62.7%	42	60.1%	86	64.4%	38
Yes – non-food shopping	17.1%	307	13.1%	24	14.8%	28	28.6%	28	13.5%	13	16.9%	13	19.4%	13	18.9%	27	10.2%	6
Yes – other food shopping	12.9%	232	7.7%	14	17.5%	33	14.3%	14	9.4%	9	13.0%	10	7.5%	5	16.1%	23	3.4%	2
Yes – visiting services such as banks and other financial institutions	12.5%	224	9.3%	17	19.0%	36	17.3%	17	12.5%	12	18.2%	14	7.5%	5	12.6%	18	1.7%	1
Yes – leisure activity	12.4%	223	10.4%	19	14.3%	27	23.5%	23	5.2%	5	10.4%	8	4.5%	3	9.8%	14	8.5%	5
Yes – travelling to / from work	3.9%	70	5.5%	10	3.7%	7	8.2%	8	2.1%	2	11.7%	9	0.0%	0	4.9%	7	3.4%	2
Meet or visit friends / relatives	1.7%	30	1.1%	2	2.6%	5	0.0%	0	0.0%	0	1.3%	1	3.0%	2	0.7%	1	1.7%	1
Go for a meal / eat at a restaurant / café / bar	1.5%	27	1.6%	3	1.1%	2	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.7%	1	5.1%	3
Yes – travelling to / from school / college	1.4%	25	2.7%	5	1.6%	3	0.0%	0	2.1%	2	1.3%	1	0.0%	0	2.8%	4	1.7%	1
Browsing / window shopping	0.4%	7	1.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital / doctor / dentist / optician appointment	0.3%	6	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.7%	1
Yes – other activity	0.2%	4	0.0%	0	1.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market	0.2%	4	0.5%	1	1.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Day out / holiday	0.2%	3	1.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't Know / varies)	1.6%	28	2.7%	5	3.2%	6	1.0%	1	2.1%	2	1.3%	1	1.5%	1	1.4%	2	1.7%	1
Base:		1792		183		189		98		96		77		67		143		59

# Wigan Household Survey for White Young Green

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q18 Where did you last go shopping for other small household goods (e.g. books, CDs, DVDs, toys, jewellery) ?</b>																		
Wigan Town Centre	22.4%	437	39.6%	82	32.4%	68	31.8%	34	43.0%	46	41.3%	33	34.7%	26	19.0%	30	32.8%	20
Leigh Town Centre	9.0%	175	1.4%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	10.8%	17	4.9%	3
Trafford Centre, Manchester	5.0%	97	2.4%	5	3.3%	7	4.7%	5	1.9%	2	1.3%	1	0.0%	0	3.2%	5	1.6%	1
Robin Park, Newtown/Wigan	5.0%	97	13.0%	27	13.8%	29	7.5%	8	4.7%	5	0.0%	0	2.7%	2	3.2%	5	6.6%	4
Bolton Town Centre	4.3%	84	0.0%	0	0.5%	1	0.0%	0	2.8%	3	8.8%	7	5.3%	4	10.1%	16	0.0%	0
Manchester City Centre	3.0%	59	1.4%	3	1.9%	4	4.7%	5	2.8%	3	5.0%	4	1.3%	1	1.3%	2	1.6%	1
St Helens Town Centre	2.6%	51	0.5%	1	9.5%	20	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0
Skelmersdale Town Centre/The Concourse	1.8%	35	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southport Town Centre	1.8%	35	0.5%	1	1.4%	3	4.7%	5	0.9%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Warrington Town Centre	1.7%	34	1.4%	3	1.0%	2	2.8%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	4.9%	3
Hindley Town Centre	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	11.4%	18	1.6%	1
Middlebrook Retail Park, Bolton	1.1%	22	1.0%	2	0.0%	0	0.9%	1	0.0%	0	3.8%	3	4.0%	3	3.8%	6	0.0%	0
Golborne Town Centre	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4
Ormskirk Town Centre	0.8%	16	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atherton Town Centre	0.8%	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
Liverpool City Centre	0.8%	16	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	2	0.0%	0
Other, Greater Manchester	0.7%	14	0.5%	1	0.0%	0	1.9%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1
Chorley Town Centre	0.6%	12	0.5%	1	0.0%	0	1.9%	2	3.7%	4	3.8%	3	0.0%	0	0.0%	0	1.6%	1
Asda, Atherleigh Way, Leigh	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashton-in-Makerfield Town Centre	0.6%	12	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horwich Town Centre	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.0%	4	4.0%	3	0.6%	1	0.0%	0
Other	0.6%	11	0.5%	1	1.0%	2	0.9%	1	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0
Preston City Centre	0.5%	10	0.0%	0	0.5%	1	2.8%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gemini Retail Park, Warrington	0.5%	10	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parsonage Retail Park, Leigh	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Tesco, Central Park Way, Wigan	0.5%	9	2.9%	6	0.0%	0	0.0%	0	0.9%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other, Lancashire	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.6%	1	1.6%	1
Other, Cheshire	0.4%	7	0.5%	1	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other, Merseyside	0.3%	6	0.0%	0	1.0%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ince	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	3.3%	2
Abroad	0.3%	5	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Blackpool	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wigan	0.2%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Lowry Outlet Centre, Salford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other, Wigan	0.1%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Ravenhead Retail Park, St Helens	0.1%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Golborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.6%	1	0.0%	0
Sainsburys, Marus Bridge, Wigan	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standish Village Centre	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
Aintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Village, Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Platt Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other, Ashton-in-Makerfield	0.1%	1	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, Cumbria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
(Don't regularly buy these goods)	13.5%	264	18.4%	38	14.8%	31	16.8%	18	9.3%	10	8.8%	7	16.0%	12	13.3%	21	13.1%	8
Internet / online / catalogue / mail order / TV shopping	10.7%	209	7.2%	15	6.7%	14	10.3%	11	21.5%	23	6.3%	5	13.3%	10	11.4%	18	14.8%	9
(Don't know / can't remember)	4.7%	92	6.3%	13	6.7%	14	5.6%	6	2.8%	3	5.0%	4	4.0%	3	3.8%	6	3.3%	2
Base:		1950		207		210		107		107		80		75		158		61

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q19 How do you travel to (LOCATION MENTIONED AT Q18) when shopping for small household goods ?</b>																		
<i>Those who buy other small household goods at Q18 and who do not shop on the internet at Q18</i>																		
Car / van (as driver)	59.3%	821	48.2%	68	58.3%	88	70.8%	51	84.5%	60	64.1%	41	58.0%	29	65.5%	74	64.3%	27
Car / van (as passenger)	16.2%	224	14.9%	21	15.2%	23	16.7%	12	7.0%	5	15.6%	10	16.0%	8	16.8%	19	23.8%	10
Bus, minibus or coach	14.6%	202	12.1%	17	19.9%	30	11.1%	8	7.0%	5	15.6%	10	16.0%	8	12.4%	14	11.9%	5
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.3%	87	22.7%	32	4.0%	6	0.0%	0	0.0%	0	1.6%	1	6.0%	3	2.7%	3	0.0%	0
Taxi	0.3%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	2.6%	36	0.7%	1	2.0%	3	1.4%	1	0.0%	0	3.1%	2	4.0%	2	1.8%	2	0.0%	0
Bicycle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fly	0.2%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
(Don't know / varies)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1385		141		151		72		71		64		50		113		42
<b>Q20 Are you aware of the Grand Arcade scheme in Wigan, which is under construction currently?</b>																		
Yes	78.0%	1521	96.6%	200	92.4%	194	93.5%	100	95.3%	102	100.0%	80	92.0%	69	87.3%	138	93.4%	57
No	22.0%	429	3.4%	7	7.6%	16	6.5%	7	4.7%	5	0.0%	0	8.0%	6	12.7%	20	6.6%	4
Base:		1950		207		210		107		107		80		75		158		61
<b>Q21 Which of these best describes how you think your use of Wigan town centre will change once the Grand Arcade scheme opens in 2007?</b>																		
<i>Those who are aware of the Grand Arcade scheme at Q20</i>																		
I will use Wigan town centre no more frequently and no less frequently than now	46.4%	705	58.5%	117	44.8%	87	43.0%	43	41.2%	42	52.5%	42	46.4%	32	43.5%	60	49.1%	28
I will use Wigan town centre less frequently than now	2.6%	39	2.5%	5	4.1%	8	2.0%	2	1.0%	1	0.0%	0	5.8%	4	1.4%	2	1.8%	1
I will use Wigan town centre more frequently than now	33.1%	503	29.5%	59	32.0%	62	40.0%	40	45.1%	46	32.5%	26	36.2%	25	34.8%	48	31.6%	18
I do not use Wigan town centre currently and will not use it once the Grand Arcade scheme is open.	8.9%	136	1.5%	3	6.2%	12	4.0%	4	2.9%	3	5.0%	4	1.4%	1	10.1%	14	7.0%	4
(Don't know)	9.1%	138	8.0%	16	12.9%	25	11.0%	11	9.8%	10	10.0%	8	10.1%	7	10.1%	14	10.5%	6
Base:		1521		200		194		100		102		80		69		138		57

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q22 Where did you last go shopping for furniture or carpets ?</b>																		
Wigan Town Centre	13.0%	254	26.6%	55	19.5%	41	18.7%	20	20.6%	22	20.0%	16	24.0%	18	14.6%	23	14.8%	9
Leigh Town Centre	11.2%	218	0.0%	0	1.0%	2	1.9%	2	0.0%	0	1.3%	1	4.0%	3	13.9%	22	4.9%	3
Robin Park, Newtown/Wigan	8.5%	166	17.9%	37	16.2%	34	12.2%	13	13.1%	14	5.0%	4	8.0%	6	4.4%	7	9.8%	6
Bolton Town Centre	5.3%	104	3.9%	8	0.5%	1	0.0%	0	7.5%	8	12.5%	10	6.7%	5	8.9%	14	14.8%	9
Middlebrook Retail Park, Bolton	4.7%	91	4.8%	10	1.0%	2	6.5%	7	3.7%	4	11.3%	9	8.0%	6	10.8%	17	0.0%	0
Warrington Town Centre	3.9%	77	2.9%	6	3.8%	8	3.7%	4	0.9%	1	2.5%	2	1.3%	1	2.5%	4	1.6%	1
Pemberton, Wigan	2.5%	48	2.9%	6	12.4%	26	2.8%	3	0.9%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Ashton-in-Makerfield Town Centre	2.3%	45	2.9%	6	1.4%	3	0.0%	0	0.0%	0	2.5%	2	2.7%	2	0.6%	1	3.3%	2
Other, Greater Manchester	2.2%	43	1.0%	2	2.9%	6	3.7%	4	0.9%	1	3.8%	3	2.7%	2	0.0%	0	1.6%	1
St Helens Town Centre	2.0%	39	0.5%	1	6.2%	13	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Manchester City Centre	1.8%	36	1.4%	3	1.0%	2	2.8%	3	3.7%	4	3.8%	3	2.7%	2	1.3%	2	3.3%	2
Wigan, out of centre	1.6%	32	6.3%	13	0.5%	1	1.9%	2	0.9%	1	2.5%	2	2.7%	2	0.6%	1	0.0%	0
Gemini Retail Park, Warrington	1.6%	31	1.9%	4	1.4%	3	1.9%	2	1.9%	2	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Other, Merseyside	1.5%	29	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.6%	1
Chorley Town Centre	1.4%	27	1.0%	2	1.0%	2	2.8%	3	3.7%	4	8.8%	7	1.3%	1	1.3%	2	1.6%	1
Atherton Town Centre	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other, Lancashire	1.2%	23	0.0%	0	1.4%	3	3.7%	4	0.9%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Southport Town Centre	1.1%	21	0.5%	1	1.0%	2	1.9%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.9%	17	0.0%	0	1.9%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	16	0.0%	0	0.0%	0	2.8%	3	1.9%	2	0.0%	0	1.3%	1	0.6%	1	3.3%	2
Hindley Town Centre	0.8%	16	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	5	6.3%	10	0.0%	0
Skelmersdale Town Centre/The Concourse	0.8%	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
Horwich Town Centre	0.8%	15	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ormskirk Town Centre	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tyldesley Town Centre	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Preston City Centre	0.5%	10	0.0%	0	1.0%	2	1.9%	2	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0
Trafford Centre, Manchester	0.4%	8	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Parsonage Retail Park, Leigh	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh, out of centre	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aintree	0.3%	5	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shevington	0.2%	4	0.0%	0	0.0%	0	2.8%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenhead Retail Park, St Helens	0.2%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Cheshire	0.2%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Standish Village Centre	0.1%	2	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golborne Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West One Retail Park, Salford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Cumbria	0.1%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Blackburn 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
Other, Ashton-in-Makerfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
(Don't regularly buy these goods)	11.5%	224	10.1%	21	6.2%	13	13.1%	14	22.4%	24	2.5%	2	12.0%	9	14.6%	23	9.8%	6
(Don't know / can't remember)	10.8%	211	13.5%	28	12.4%	26	7.5%	8	5.6%	6	8.8%	7	9.3%	7	11.4%	18	19.7%	12
Internet / online / catalogue / mail order / TV shopping	2.2%	43	1.0%	2	3.3%	7	4.7%	5	3.7%	4	1.3%	1	1.3%	1	2.5%	4	1.6%	1
Base:		1950		207		210		107		107		80		75		158		61
<b>Q23 How do you travel to (LOCATION MENTIONED AT Q22) when shopping for furniture or carpets ?</b>																		
<i>Those who buy furniture or carpets and Q22 and who do not shop on the internet at Q22</i>																		
Car / van (as driver)	58.8%	865	48.1%	75	61.6%	101	55.0%	44	74.0%	54	68.6%	48	67.2%	39	61.1%	69	73.8%	31
Car / van (as passenger)	28.3%	416	35.3%	55	26.8%	44	36.3%	29	19.2%	14	24.3%	17	15.5%	9	25.7%	29	26.2%	11
Bus, minibus or coach	4.9%	72	5.8%	9	3.7%	6	1.3%	1	1.4%	1	4.3%	3	8.6%	5	8.0%	9	0.0%	0
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.8%	86	9.0%	14	6.7%	11	5.0%	4	0.0%	0	1.4%	1	5.2%	3	3.5%	4	0.0%	0
Taxi	0.3%	4	0.6%	1	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Train	0.8%	12	0.0%	0	0.6%	1	2.5%	2	2.7%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.5%	7	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
(Don't know / varies)	0.5%	7	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.7%	1	0.9%	1	0.0%	0
Base:		1472		156		164		80		73		70		58		113		42

# Wigan Household Survey for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q24 Where did you last go shopping for electrical items, such as televisions, DVD players, washing machines and computers ?</b>																		
Robin Park, Newtown/Wigan	23.1%	451	46.4%	96	51.0%	107	44.9%	48	35.5%	38	10.0%	8	22.7%	17	13.9%	22	21.3%	13
Wigan Town Centre	12.9%	251	20.3%	42	16.2%	34	14.0%	15	19.6%	21	21.3%	17	28.0%	21	12.7%	20	23.0%	14
Leigh Town Centre	9.2%	180	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	12	11.5%	7
Parsonage Retail Park, Leigh	5.5%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	14	0.0%	0
Bolton Town Centre	4.2%	81	0.5%	1	0.0%	0	1.9%	2	3.7%	4	16.3%	13	6.7%	5	10.1%	16	4.9%	3
Middlebrook Retail Park, Bolton	2.8%	55	1.4%	3	0.0%	0	1.9%	2	0.0%	0	16.3%	13	6.7%	5	6.3%	10	1.6%	1
Other, Greater Manchester	2.1%	40	0.0%	0	1.0%	2	1.9%	2	1.9%	2	3.8%	3	0.0%	0	0.6%	1	3.3%	2
St Helens Town Centre	1.6%	32	0.0%	0	4.3%	9	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.6%	1	1.6%	1
Atherton Town Centre	1.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Town Centre	1.3%	25	0.5%	1	1.0%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Hindley Town Centre	1.3%	25	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	8.0%	6	8.9%	14	3.3%	2
Skelmersdale Town Centre/The Concourse	1.2%	24	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horwich Town Centre	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.9%	1	7.5%	6	1.3%	1	1.9%	3	0.0%	0
Other, Lancashire	0.7%	14	0.0%	0	1.0%	2	2.8%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.7%	14	0.0%	0	0.0%	0	1.9%	2	0.9%	1	1.3%	1	0.0%	0	0.6%	1	1.6%	1
Aintree	0.7%	13	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Ravenhead Retail Park, St Helens	0.6%	12	0.5%	1	1.9%	4	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydock, St Helens	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Tesco, Central Park Way, Wigan	0.6%	12	3.4%	7	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.6%	1	1.6%	1
Southport Town Centre	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigan, out of centre	0.5%	9	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.3%	2	0.0%	0
Other, Merseyside	0.5%	9	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashton-in-Makerfield Town Centre	0.4%	8	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Liverpool City Centre	0.4%	8	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Southport, out of centre	0.4%	8	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tyldesley Town Centre	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chorley Town Centre	0.3%	6	0.0%	0	0.5%	1	0.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Golborne Town Centre	0.3%	6	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Atherleigh Way, Leigh	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Preston City Centre	0.3%	5	0.0%	0	0.0%	0	0.9%	1	1.9%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Leigh, out of centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspull Village	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Other, Wigan	0.2%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Standish Village Centre	0.2%	4	0.0%	0	0.5%	1	1.9%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington, out of centre	0.2%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pemberton, Wigan	0.1%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albion Retail Park, Warrington	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Platt Bridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.6%	1
Ormskirk 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
West One Retail Park, Salford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Haydock	0.1%	1	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, Cumbria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Gemini Retail Park, Warrington	0.1%	1	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, Cheshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Golborne	0.1%	1	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 / online / catalogue / mail order / TV shopping	8.5%	165	7.2%	15	8.6%	18	10.3%	11	10.3%	11	7.5%	6	8.0%	6	7.0%	11	8.2%	5
(Don't regularly buy these goods)	8.0%	156	7.2%	15	6.2%	13	4.7%	5	15.0%	16	2.5%	2	4.0%	3	8.2%	13	3.3%	2
(Don't know / can't remember)	5.4%	106	7.7%	16	4.8%	10	4.7%	5	1.9%	2	6.3%	5	8.0%	6	7.0%	11	8.2%	5
Base:		1950		207		210		107		107		80		75		158		61

# Wigan Household Survey for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Q25 How do you travel to (LOCATION MENTIONED AT Q24) when shopping for electrical items ?</b>																		
<i>Those who buy electrical items at Q24 and who do not shop on the internet at Q24</i>																		
Car / van (as driver)	59.2%	901	53.4%	86	62.7%	106	59.3%	51	67.9%	53	64.2%	43	66.7%	40	55.3%	68	73.5%	36
Car / van (as passenger)	29.3%	446	29.8%	48	29.6%	50	36.0%	31	26.9%	21	19.4%	13	18.3%	11	30.1%	37	18.4%	9
Bus, minibus or coach	5.2%	79	5.0%	8	4.1%	7	2.3%	2	1.3%	1	4.5%	3	10.0%	6	10.6%	13	4.1%	2
Motorcycle, scooter or moped	0.1%	1	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	4.3%	66	10.6%	17	2.4%	4	0.0%	0	2.6%	2	7.5%	5	5.0%	3	3.3%	4	2.0%	1
Taxi	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Train	0.4%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.7%	11	1.2%	2	0.6%	1	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	7	0.0%	0	0.6%	1	1.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.0%	1
Base:		1523		161		169		86		78		67		60		123		49

# Wigan Household Survey for White Young Green

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q26 Where did you last go shopping for DIY items ?</b>																		
B&Q, Wigan (Robin Park / Newtown)	21.8%	425	47.3%	98	32.4%	68	43.9%	47	38.3%	41	22.5%	18	29.3%	22	12.7%	20	39.3%	24
B&Q, Leigh	15.2%	297	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	42.4%	67	3.3%	2
B&Q, Bamber Bridge, Wigan	5.5%	108	2.9%	6	10.5%	22	8.4%	9	7.5%	8	20.0%	16	5.3%	4	3.2%	5	3.3%	2
Wickes, Wigan (Robin Park / Newtown)	3.5%	68	7.2%	15	3.8%	8	6.5%	7	8.4%	9	0.0%	0	8.0%	6	1.9%	3	0.0%	0
Wigan Town Centre	3.2%	63	3.4%	7	3.8%	8	4.7%	5	8.4%	9	5.0%	4	18.7%	14	1.9%	3	4.9%	3
Focus, Tyldesley, Wigan	3.1%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	2	0.0%	0
B&Q, Winwick, Warrington	3.0%	59	1.0%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Leigh Town Centre	2.7%	52	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	3	3.3%	2
B&Q, St Helens (Ravenhead Retail Park)	1.6%	31	1.4%	3	4.3%	9	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.6%	1	0.0%	0
Robin Park, Newtown / Wigan	1.5%	29	3.9%	8	3.8%	8	1.9%	2	1.9%	2	1.3%	1	0.0%	0	0.6%	1	0.0%	0
Homebase, Marus Bridge, Wigan	1.1%	22	0.5%	1	5.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skelmersdale Town Centre / The Concourse	1.0%	19	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashton-in-Makerfield Town Centre	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlebrook Retail Park, Bolton	0.9%	17	0.0%	0	0.0%	0	0.9%	1	0.0%	0	7.5%	6	8.0%	6	0.6%	1	0.0%	0
B&Q, Bolton	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.7%	2	1.9%	3	0.0%	0
Aintree	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Lancashire	0.7%	14	0.0%	0	0.5%	1	3.7%	4	1.9%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Warrington Town Centre	0.7%	13	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	3.3%	2
Bolton Town Centre	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.5%	2	1.3%	1	0.6%	1	0.0%	0
Other, Greater Manchester	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyldesley Town Centre	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Platt Bridge	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	11.5%	7
Southport	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atherton Town Centre	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Horwich Town Centre	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	9	0.0%	0	0.0%	0	0.0%	0
Parbold	0.4%	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
Chorley Town Centre	0.4%	8	0.0%	0	0.0%	0	0.0%	0	4.7%	5	2.5%	2	1.3%	1	0.0%	0	0.0%	0
Other, Tyldesley	0.4%	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
Shevington	0.4%	7	0.0%	0	0.0%	0	6.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marus Bridge, Wigan	0.4%	7	1.0%	2	1.4%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens Town Centre	0.3%	6	0.0%	0	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Ormskirk Town Centre	0.3%	6	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Chorley	0.3%	6	0.5%	1	0.0%	0	0.9%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upholland	0.3%	6	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.2%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenhead Retail Park, St Helens	0.2%	4	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hindley Town Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.6%	1	0.0%	0
Wigan, out of centre	0.2%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Other, Merseyside	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wigan	0.2%	3	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Manchester City Centre	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Preston City Centre	0.1%	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
Other	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Abroad	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Skelmersdale	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Cheshire	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other, Leigh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standish Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parsonage Retail Park, Leigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Astley	0.1%	1	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 regularly buy these goods)	17.3%	338	23.2%	48	16.7%	35	13.1%	14	21.5%	23	13.8%	11	12.0%	9	20.9%	33	19.7%	12
(Don't know / can't remember)	4.9%	96	4.8%	10	10.0%	21	3.7%	4	0.9%	1	7.5%	6	1.3%	1	3.8%	6	4.9%	3
Internet / online / catalogue / mail order / TV shopping	0.7%	13	1.0%	2	0.5%	1	0.0%	0	1.9%	2	1.3%	1	1.3%	1	0.0%	0	1.6%	1
Base:	1950	207	210	107	107	80	75	158	61									

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q27 How do you travel to (LOCATION MENTIONED AT Q26) when shopping for DIY items ?</b>																		
<i>Those who buy DIY items at Q26 and who do not shop on the internet at Q26</i>																		
Car / van (as driver)	63.9%	960	61.2%	90	66.7%	102	64.0%	57	84.0%	68	59.7%	37	71.9%	46	65.5%	78	71.1%	32
Car / van (as passenger)	25.9%	390	26.5%	39	23.5%	36	30.3%	27	13.6%	11	32.3%	20	18.8%	12	28.6%	34	20.0%	9
Bus, minibus or coach	3.9%	58	4.8%	7	5.9%	9	1.1%	1	2.5%	2	4.8%	3	7.8%	5	5.0%	6	0.0%	0
Motorcycle, scooter or moped	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Walk	5.4%	81	7.5%	11	3.9%	6	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	8.9%	4
Taxi	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
Train	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Base:		1503		147		153		89		81		62		64		119		45
<b>Q28 Do the people who live in your house, including you, currently make use of electronic home shopping (i.e. Internet or TV shopping) ?</b>																		
Yes, Internet only	33.1%	646	33.8%	70	29.0%	61	38.3%	41	43.0%	46	31.3%	25	21.3%	16	37.3%	59	29.5%	18
Yes, TV shopping only	2.8%	55	4.8%	10	2.9%	6	1.9%	2	0.9%	1	3.8%	3	4.0%	3	0.6%	1	0.0%	0
Yes, both	5.3%	103	3.9%	8	5.2%	11	8.4%	9	7.5%	8	6.3%	5	6.7%	5	1.3%	2	3.3%	2
No	58.8%	1146	57.5%	119	62.9%	132	51.4%	55	48.6%	52	58.8%	47	68.0%	51	60.8%	96	67.2%	41
Base:		1950		207		210		107		107		80		75		158		61
<b>Q29 Which goods or services does your household currently purchase via electronic home shopping, or might you purchase in the future ?</b>																		
<b>Now</b>																		
Banking	22.5%	438	20.8%	43	22.4%	47	28.0%	30	28.0%	30	18.8%	15	8.0%	6	19.0%	30	18.0%	11
Books	22.2%	432	15.5%	32	16.7%	35	29.9%	32	29.0%	31	25.0%	20	9.3%	7	20.9%	33	14.8%	9
Car parts	4.6%	90	4.8%	10	2.4%	5	5.6%	6	6.5%	7	2.5%	2	1.3%	1	2.5%	4	1.6%	1
CD's, music, videos	26.3%	512	23.2%	48	21.9%	46	31.8%	34	38.3%	41	26.3%	21	14.7%	11	26.6%	42	19.7%	12
Clothes	17.7%	346	18.8%	39	13.3%	28	21.5%	23	26.2%	28	17.5%	14	14.7%	11	15.8%	25	16.4%	10
DIY goods	6.9%	134	5.8%	12	5.7%	12	11.2%	12	5.6%	6	11.3%	9	5.3%	4	10.8%	17	6.6%	4
Food	9.5%	185	6.8%	14	9.5%	20	13.1%	14	18.7%	20	8.8%	7	5.3%	4	7.0%	11	9.8%	6
Furniture / carpets	5.0%	98	3.4%	7	6.2%	13	4.7%	5	5.6%	6	5.0%	4	1.3%	1	7.6%	12	9.8%	6
Garden items	5.7%	112	4.8%	10	4.3%	9	5.6%	6	5.6%	6	11.3%	9	4.0%	3	5.1%	8	6.6%	4
Holiday and / or travel tickets	27.2%	531	24.6%	51	26.2%	55	35.5%	38	30.8%	33	23.8%	19	18.7%	14	25.3%	40	14.8%	9
Insurance	20.0%	390	15.9%	33	19.0%	40	24.3%	26	23.4%	25	17.5%	14	13.3%	10	19.6%	31	14.8%	9
Jewellery	7.9%	154	9.2%	19	7.6%	16	6.5%	7	8.4%	9	7.5%	6	9.3%	7	8.2%	13	8.2%	5
Major electrical items	11.9%	232	8.2%	17	10.5%	22	14.0%	15	15.0%	16	11.3%	9	10.7%	8	12.0%	19	9.8%	6
Small electrical items	15.3%	298	15.5%	32	13.3%	28	15.9%	17	20.6%	22	12.5%	10	14.7%	11	15.2%	24	14.8%	9
Small household goods	12.5%	244	9.7%	20	9.5%	20	13.1%	14	16.8%	18	15.0%	12	8.0%	6	14.6%	23	14.8%	9
Sports goods	9.2%	179	6.3%	13	8.1%	17	9.3%	10	13.1%	14	12.5%	10	4.0%	3	12.0%	19	11.5%	7
Toys	13.3%	259	14.0%	29	12.4%	26	15.9%	17	20.6%	22	15.0%	12	8.0%	6	13.9%	22	13.1%	8
Other	0.7%	13	1.0%	2	0.5%	1	0.9%	1	0.0%	0	1.3%	1	0.0%	0	1.3%	2	0.0%	0
Beauty / health products	0.5%	9	0.5%	1	0.5%	1	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Computer equipment / software	0.4%	8	0.0%	0	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crafts / collectables	0.2%	4	0.5%	1	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre / concert tickets	0.2%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Clothing accessories (eg handbags)	0.2%	3	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	55.3%	1078	56.0%	116	58.6%	123	44.9%	48	44.9%	48	58.8%	47	57.3%	43	60.8%	96	65.6%	40
Base:		1950		207		210		107		107		80		75		158		61

# Wigan Household Survey for White Young Green

December 2006

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Future</b>																		
Banking	7.7%	150	10.6%	22	9.5%	20	3.7%	4	8.4%	9	10.0%	8	6.7%	5	6.3%	10	6.6%	4
Books	9.7%	189	8.7%	18	8.1%	17	15.0%	16	9.3%	10	8.8%	7	10.7%	8	12.7%	20	11.5%	7
Car parts	3.9%	76	1.9%	4	4.8%	10	2.8%	3	6.5%	7	6.3%	5	2.7%	2	6.3%	10	4.9%	3
CD's, music, videos	11.6%	227	15.0%	31	11.9%	25	15.0%	16	9.3%	10	16.3%	13	9.3%	7	7.0%	11	13.1%	8
Clothes	7.7%	150	11.6%	24	8.1%	17	9.3%	10	9.3%	10	12.5%	10	2.7%	2	5.1%	8	11.5%	7
DIY goods	7.9%	154	3.9%	8	11.0%	23	13.1%	14	5.6%	6	11.3%	9	5.3%	4	5.7%	9	9.8%	6
Food	8.4%	164	10.6%	22	11.9%	25	15.0%	16	10.3%	11	8.8%	7	6.7%	5	5.7%	9	8.2%	5
Furniture / carpets	6.1%	118	6.3%	13	5.7%	12	11.2%	12	2.8%	3	6.3%	5	4.0%	3	2.5%	4	9.8%	6
Garden items	8.2%	160	5.8%	12	8.6%	18	15.9%	17	8.4%	9	3.8%	3	4.0%	3	7.6%	12	9.8%	6
Holiday and / or travel tickets	11.0%	214	10.1%	21	11.4%	24	18.7%	20	10.3%	11	18.8%	15	10.7%	8	9.5%	15	8.2%	5
Insurance	8.8%	171	5.8%	12	9.0%	19	13.1%	14	7.5%	8	13.8%	11	8.0%	6	7.0%	11	11.5%	7
Jewellery	4.6%	90	5.8%	12	3.3%	7	5.6%	6	3.7%	4	6.3%	5	2.7%	2	3.8%	6	4.9%	3
Major electrical items	10.5%	205	11.6%	24	12.4%	26	16.8%	18	9.3%	10	7.5%	6	13.3%	10	12.7%	20	9.8%	6
Small electrical items	11.5%	225	12.6%	26	12.4%	26	15.9%	17	7.5%	8	10.0%	8	9.3%	7	10.1%	16	9.8%	6
Small household goods	10.5%	205	10.6%	22	10.5%	22	13.1%	14	6.5%	7	12.5%	10	9.3%	7	10.1%	16	8.2%	5
Sports goods	8.5%	165	7.2%	15	9.0%	19	14.0%	15	8.4%	9	7.5%	6	6.7%	5	5.7%	9	11.5%	7
Toys	9.0%	176	10.6%	22	7.6%	16	12.2%	13	11.2%	12	8.8%	7	8.0%	6	7.6%	12	11.5%	7
Other	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
Computer equipment / software	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crafts / collectables	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre / concert tickets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	66.1%	1289	65.2%	135	68.1%	143	53.3%	57	63.6%	68	62.5%	50	72.0%	54	69.0%	109	75.4%	46
Base:		1950		207		210		107		107		80		75		158		61

# Wigan Household Survey for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q30 Which town / city centre did you last visit for indoor sport or health and fitness activities ?</b>																		
Wigan Town Centre	7.5%	146	18.4%	38	7.1%	15	9.3%	10	9.3%	10	21.3%	17	13.3%	10	3.2%	5	14.8%	9
Leigh Town Centre	2.3%	45	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	2
JJB Fitness, Wigan	1.9%	38	4.3%	9	3.8%	8	5.6%	6	1.9%	2	2.5%	2	1.3%	1	0.0%	0	3.3%	2
Skelmersdale Town Centre / The Concourse	1.8%	36	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atherton Town Centre	1.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Ashton-in-Makerfield Town Centre	1.5%	30	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.6%	1
Total Fitness, Robin Park Arena, Robin Park, Newtown, Wigan	1.5%	30	4.3%	9	1.4%	3	1.9%	2	1.9%	2	1.3%	1	2.7%	2	0.0%	0	4.9%	3
Hindley Town Centre	1.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	4.0%	3	12.0%	19	0.0%	0
First Leisure, Robin Park Arena, Robin Park, Newtown, Wigan	1.3%	25	2.4%	5	3.8%	8	2.8%	3	5.6%	6	1.3%	1	0.0%	0	0.6%	1	0.0%	0
Total Fitness, Marus Bridge, Wigan	1.2%	23	1.4%	3	4.8%	10	0.9%	1	1.9%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Bolton Town Centre	1.1%	22	0.5%	1	1.0%	2	0.9%	1	1.9%	2	5.0%	4	1.3%	1	1.9%	3	1.6%	1
Robin Park, Newtown / Wigan	0.8%	15	1.9%	4	1.0%	2	2.8%	3	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Chorley Town Centre	0.7%	13	1.0%	2	0.0%	0	2.8%	3	4.7%	5	1.3%	1	1.3%	1	0.0%	0	0.0%	0
Other	0.7%	13	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	1.3%	1	0.6%	1	0.0%	0
Tyldesley Town Centre	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Howe Bridge Sports Centre, Atherton	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Other, Greater Manchester	0.6%	12	0.5%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Total Fitness, Leigh	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Warrington Town Centre	0.6%	11	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Wrightington Country Club, Wigan	0.6%	11	0.0%	0	1.4%	3	6.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowton, Golborne	0.6%	11	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Orrell	0.6%	11	0.0%	0	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrightington, West Lancashire	0.5%	10	0.5%	1	0.0%	0	2.8%	3	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wigan	0.5%	10	1.4%	3	0.5%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Standish Town Centre	0.5%	10	0.5%	1	0.0%	0	0.9%	1	7.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Ormskirk Town Centre	0.4%	8	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Lancashire	0.4%	8	0.0%	0	0.5%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Merseyside	0.4%	7	0.5%	1	1.0%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydock, St Helens	0.4%	7	0.5%	1	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens Town Centre	0.3%	6	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.6%	1
Walkden, Greater Manchester	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leigh	0.3%	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
Horwich Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other, Cheshire	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlebrook Retail Park, Bolton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0
Leyland 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
Golborne 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
Aspull Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Cumbria	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this activity)	63.6%	1240	59.9%	124	67.1%	141	57.0%	61	53.3%	57	61.3%	49	68.0%	51	70.3%	111	63.9%	39
(Don't know / can't remember)	0.9%	18	0.5%	1	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	2	1.6%	1
Base:		1950		207		210		107		107		80		75		158		61

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q31 How often do you visit (LOCATION NAMED AT Q30) for indoor sports or health and fitness activity ?</b>																		
<i>Those who visit indoor sports or health and fitness centres at Q30</i>																		
Daily	2.7%	19	6.1%	5	1.5%	1	4.3%	2	2.0%	1	0.0%	0	12.5%	3	2.2%	1	4.8%	1
Two or three times a week	39.0%	270	47.6%	39	45.6%	31	50.0%	23	30.6%	15	35.5%	11	29.2%	7	46.7%	21	23.8%	5
At least once a week	25.0%	173	14.6%	12	20.6%	14	15.2%	7	22.4%	11	35.5%	11	33.3%	8	24.4%	11	42.9%	9
At least once a fortnight	3.8%	26	2.4%	2	2.9%	2	6.5%	3	6.1%	3	0.0%	0	4.2%	1	0.0%	0	4.8%	1
At least once a month	7.8%	54	7.3%	6	2.9%	2	13.0%	6	10.2%	5	6.5%	2	0.0%	0	6.7%	3	9.5%	2
At least every two months	3.3%	23	3.7%	3	1.5%	1	0.0%	0	6.1%	3	6.5%	2	0.0%	0	4.4%	2	0.0%	0
At least every six months	4.3%	30	4.9%	4	7.4%	5	4.3%	2	4.1%	2	0.0%	0	4.2%	1	4.4%	2	0.0%	0
Less often	8.1%	56	7.3%	6	13.2%	9	4.3%	2	12.2%	6	9.7%	3	12.5%	3	6.7%	3	9.5%	2
Have only visited once	2.3%	16	1.2%	1	1.5%	1	0.0%	0	2.0%	1	3.2%	1	0.0%	0	2.2%	1	0.0%	0
(Don't know / varies)	3.6%	25	4.9%	4	2.9%	2	2.2%	1	4.1%	2	3.2%	1	4.2%	1	2.2%	1	4.8%	1
Base:		692		82		68		46		49		31		24		45		21
<b>Q32 Which town/city centre did you last visit for entertainment – such as theatre, cinema, restaurants etc?</b>																		
Manchester City Centre	16.5%	321	11.6%	24	19.5%	41	15.9%	17	19.6%	21	10.0%	8	12.0%	9	8.9%	14	9.8%	6
Wigan Town Centre	16.0%	312	35.7%	74	22.9%	48	23.4%	25	25.2%	27	15.0%	12	10.7%	8	14.6%	23	31.1%	19
Bolton Town Centre	6.2%	120	1.9%	4	1.4%	3	1.9%	2	3.7%	4	13.8%	11	8.0%	6	10.1%	16	3.3%	2
Robin Park, Newtown / Wigan	4.6%	90	5.8%	12	8.1%	17	12.2%	13	5.6%	6	1.3%	1	9.3%	7	3.8%	6	3.3%	2
Liverpool City Centre	3.1%	61	1.4%	3	4.3%	9	4.7%	5	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Middlebrook Retail Park, Bolton	2.8%	54	1.0%	2	0.0%	0	0.9%	1	1.9%	2	11.3%	9	8.0%	6	7.0%	11	0.0%	0
Southport	2.5%	48	1.9%	4	1.9%	4	5.6%	6	2.8%	3	0.0%	0	0.0%	0	0.6%	1	1.6%	1
Leigh Town Centre	2.0%	39	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.6%	1
Trafford Centre, Manchester	1.6%	31	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
St Helens Town Centre	1.6%	31	0.0%	0	4.8%	10	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0
Standish Town Centre	1.3%	26	1.4%	3	1.0%	2	1.9%	2	8.4%	9	1.3%	1	1.3%	1	0.6%	1	3.3%	2
Other, Lancashire	1.1%	22	0.0%	0	0.0%	0	6.5%	7	1.9%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Warrington Town Centre	1.1%	21	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.6%	1
Other	1.0%	20	1.0%	2	0.5%	1	0.0%	0	1.9%	2	2.5%	2	2.7%	2	1.3%	2	0.0%	0
Horwich Town Centre	1.0%	19	0.0%	0	0.0%	0	0.9%	1	0.9%	1	2.5%	2	2.7%	2	1.9%	3	0.0%	0
London	0.9%	18	1.4%	3	1.9%	4	0.0%	0	0.9%	1	1.3%	1	0.0%	0	1.9%	3	1.6%	1
Ashton-in-Makerfield Town Centre	0.8%	16	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Chorley Town Centre	0.7%	14	1.0%	2	0.5%	1	0.0%	0	2.8%	3	3.8%	3	1.3%	1	1.3%	2	1.6%	1
Hindley Town Centre	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	7.0%	11	1.6%	1
Lowton, Golborne	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.6%	1
Other, Merseyside	0.7%	14	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atherton Town Centre	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	2	0.0%	0
Blackpool	0.6%	12	1.4%	3	0.0%	0	1.9%	2	0.9%	1	1.3%	1	1.3%	1	0.6%	1	0.0%	0
Lowry Outlet Centre, Salford	0.6%	11	0.0%	0	1.0%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orrell	0.5%	10	1.0%	2	2.4%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Greater Manchester	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.3%	1	0.0%	0	0.0%	0
Ormskirk Town Centre	0.4%	8	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston City Centre	0.4%	8	0.0%	0	0.5%	1	2.8%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upholland	0.4%	8	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyldesley Town Centre	0.4%	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
Other, Wigan	0.4%	7	0.5%	1	0.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrightington	0.3%	6	0.0%	0	0.0%	0	1.9%	2	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Billinge	0.3%	5	0.0%	0	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Other, Leigh	0.3%	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
Abroad	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Golborne Town Centre	0.3%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Westhoughton, Greater Manchester	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	1.3%	2	0.0%	0
Aspull, Wigan	0.2%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0
Other, Cumbria	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Other, Cheshire	0.2%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown, Wigan	0.2%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Astley, Wigan	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beech Hill, Wigan	0.2%	3	0.5%	1	0.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pemberton, Golborne	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skelmersdale Town Centre / The Concourse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn Town Centre (Don't do this activity)	0.1%	1	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 / can't remember)	2.9%	447	28.5%	59	20.0%	42	12.2%	13	16.8%	18	26.3%	21	36.0%	27	25.3%	40	27.9%	17
	2.5%	48	1.4%	3	1.9%	4	1.9%	2	1.9%	2	3.8%	3	0.0%	0	4.4%	7	6.6%	4
Base:		1950		207		210		107		107		80		75		158		61

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
<b>Q33 How often do you visit (LOCATION NAMED AT Q32) for entertainment ?</b>									
<i>Those who visit entertainment activities at Q32</i>									
Daily	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Two or three times a week	1.6%	23	4.1%	6	1.2%	2	1.1%	1	0.0%
At least once a week	6.9%	101	8.3%	12	9.1%	15	5.4%	5	9.2%
At least once a fortnight	8.5%	123	8.3%	12	6.7%	11	6.5%	6	13.8%
At least once a month	25.2%	367	30.3%	44	22.6%	37	22.8%	21	19.5%
At least every two months	19.2%	280	17.2%	25	20.7%	34	21.7%	20	25.3%
At least every six months	19.1%	278	16.6%	24	17.1%	28	22.8%	21	10.3%
Less often	12.9%	188	9.0%	13	15.9%	26	16.3%	15	18.4%
Have only visited once	3.0%	43	0.7%	1	3.0%	5	1.1%	1	0.0%
(Don't know / varies)	3.5%	51	5.5%	8	3.7%	6	2.2%	2	3.4%
Base:	1455	145	164	92	87	56	48	111	40

**Q34 Which town / city centre did you last visit to play bingo?**

Wigan Town Centre	4.1%	79	8.7%	18	6.2%	13	1.9%	2	2.8%	3	16.3%	13	9.3%	7	2.5%	4	8.2%	5
Leigh Town Centre	3.0%	58	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	7.6%	12	6.6%	4
Robin Park, Newtown / Wigan	1.3%	26	1.9%	4	3.3%	7	0.9%	1	0.9%	1	0.0%	0	2.7%	2	1.9%	3	1.6%	1
St Helens Town Centre	0.6%	11	0.5%	1	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wigan	0.5%	10	1.0%	2	0.5%	1	0.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.3%	2
Skelmersdale Town Centre / The Concourse	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walkden, Greater Manchester	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Ashton-in-Makerfield Town Centre	0.4%	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
Other, Merseyside	0.3%	6	0.5%	1	1.0%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standish Town Centre	0.3%	6	0.0%	0	0.0%	0	0.9%	1	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	5	0.5%	1	1.0%	2	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Blackpool	0.2%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.6%	1	0.0%	0
Atherton Town Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hindley Town Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.9%	3	0.0%	0
Liverpool City Centre	0.2%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Greater Manchester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ince, Wigan	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Bolton Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.6%	1	0.0%	0
Other, Lancashire	0.1%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Southport	0.1%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pemberton, Wigan	0.1%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Chorley Town Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golborne 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
Leyland Town Centre	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
Tyldesley 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
Other, Cumbria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Internet	0.1%	1	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, Leigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this activity)	85.9%	1676	84.5%	175	83.3%	175	90.7%	97	89.7%	96	81.3%	65	80.0%	60	81.6%	129	78.7%	48
(Don't know / can't remember)	0.5%	9	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Base:	1950	207	210	107	107	80	75	158	61									

**Q35 How often do you visit (LOCATION NAMED AT Q34) for bingo ?**

<i>Those who play bingo at Q34</i>									
Daily	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Two or three times a week	17.4%	46	25.0%	8	8.6%	3	10.0%	1	33.3%
At least once a week	41.5%	110	34.4%	11	45.7%	16	30.0%	3	44.4%
At least once a fortnight	4.5%	12	9.4%	3	2.9%	1	20.0%	2	0.0%
At least once a month	9.1%	24	6.3%	2	8.6%	3	0.0%	0	13.3%
At least every two months	6.4%	17	12.5%	4	5.7%	2	0.0%	0	20.0%
At least every six months	4.2%	11	3.1%	1	2.9%	1	0.0%	0	0.0%
Less often	7.9%	21	6.3%	2	17.1%	6	20.0%	2	11.1%
Have only visited once	5.3%	14	3.1%	1	0.0%	0	20.0%	2	11.1%
(Don't know / varies)	3.0%	8	0.0%	0	8.6%	3	0.0%	0	0.0%
Base:	265	32	35	10	9	15	15	29	12

# Wigan Household Survey for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q36 Which centre did you last visit for nightlife such as bars, pubs and nightclubs?</b>																		
Wigan Town Centre	15.0%	292	34.8%	72	22.4%	47	20.6%	22	18.7%	20	31.3%	25	26.7%	20	13.9%	22	24.6%	15
Leigh Town Centre	5.7%	112	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	8	1.6%	1
Manchester City Centre	5.0%	98	5.3%	11	4.8%	10	4.7%	5	4.7%	5	3.8%	3	6.7%	5	3.8%	6	1.6%	1
Ashton-in-Makerfield Town Centre	2.5%	48	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4
Hindley Town Centre	1.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6	16.5%	26	0.0%	0
Bolton Town Centre	1.5%	30	1.4%	3	0.0%	0	0.0%	0	1.9%	2	1.3%	1	1.3%	1	2.5%	4	0.0%	0
Atherton Town Centre	1.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyldesley Town Centre	1.3%	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
Standish Town Centre	1.1%	22	1.0%	2	0.5%	1	0.9%	1	16.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	1.1%	22	0.5%	1	1.9%	4	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other	1.0%	19	1.9%	4	0.0%	0	1.9%	2	0.0%	0	1.3%	1	1.3%	1	0.6%	1	1.6%	1
Skelmersdale Town Centre / The Concourse	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Astley, Wigan	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowton, Golborne	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Parbold, Lancashire	0.6%	12	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wigan	0.6%	11	1.9%	4	0.5%	1	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Billinge, Merseyside	0.5%	10	0.0%	0	3.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southport	0.5%	10	0.5%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pemberton, Wigan	0.5%	10	1.4%	3	3.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orrell	0.5%	9	0.5%	1	3.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Greater Manchester	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other, Cheshire	0.4%	8	0.0%	0	0.5%	1	0.9%	1	0.9%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other, Lancashire	0.4%	8	0.5%	1	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ince, Wigan	0.4%	7	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0
Upholland	0.4%	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
Golborne Town Centre	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Town Centre	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
St Helens Town Centre	0.3%	5	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrightington	0.3%	5	0.5%	1	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspull, Wigan	0.2%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Platt Bridge, Wigan	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4
Shevington, Wigan	0.2%	4	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.2%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other, Merseyside	0.2%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ormskirk Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Appley Bridge, Lancashire	0.2%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westhoughton, Greater Manchester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newburgh, Lancashire	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worsley Mesnes, Wigan	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goose Green, Wigan	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chorley 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
Horwich Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Abram, Wigan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other, Cumbria	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
Robin Park, Newtown / Wigan	0.1%	1	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, Leigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this activity)	50.5%	985	45.4%	94	54.8%	115	55.1%	59	48.6%	52	56.3%	45	45.3%	34	55.1%	87	52.5%	32
(Don't know / can't remember)	1.0%	19	0.5%	1	1.9%	4	0.0%	0	1.9%	2	0.0%	0	2.7%	2	0.6%	1	1.6%	1
Base:	1950	207	210	107	107	80	75	158	61									

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q37 How often do you visit (LOCATION NAMED AT Q36) to visit bars, pubs, or nightclubs ?</b>																		
<i>Those who go to nightclubs or bars at Q36</i>																		
Daily	1.4%	13	2.7%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	3.6%	1
Two or three times a week	10.9%	103	8.9%	10	7.7%	7	14.6%	7	15.1%	8	0.0%	0	25.6%	10	11.4%	8	10.7%	3
At least once a week	25.7%	243	27.7%	31	24.2%	22	25.0%	12	18.9%	10	34.3%	12	25.6%	10	21.4%	15	39.3%	11
At least once a fortnight	11.3%	107	8.9%	10	12.1%	11	12.5%	6	13.2%	7	5.7%	2	7.7%	3	8.6%	6	3.6%	1
At least once a month	18.1%	171	18.8%	21	16.5%	15	12.5%	6	22.6%	12	25.7%	9	7.7%	3	27.1%	19	21.4%	6
At least every two months	13.2%	125	17.9%	20	15.4%	14	14.6%	7	9.4%	5	17.1%	6	15.4%	6	10.0%	7	7.1%	2
At least every six months	10.8%	102	8.9%	10	11.0%	10	12.5%	6	13.2%	7	11.4%	4	10.3%	4	5.7%	4	7.1%	2
Less often	4.9%	46	3.6%	4	4.4%	4	6.3%	3	5.7%	3	5.7%	2	7.7%	3	4.3%	3	3.6%	1
Have only visited once	1.3%	12	0.9%	1	2.2%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
(Don't know / varies)	2.5%	24	1.8%	2	4.4%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	4	3.6%	1
Base:		946		112		91		48		53		35		39		70		28
<b>SEX Sex of respondent:</b>																		
Male	27.2%	531	25.6%	53	23.3%	49	28.0%	30	27.1%	29	28.8%	23	41.3%	31	28.5%	45	47.5%	29
Female	72.8%	1419	74.4%	154	76.7%	161	72.0%	77	72.9%	78	71.3%	57	58.7%	44	71.5%	113	52.5%	32
Base:		1950		207		210		107		107		80		75		158		61
<b>AGE In which of the following age bands do you fall ?</b>																		
18-24 years	3.2%	62	3.4%	7	2.9%	6	1.9%	2	4.7%	5	0.0%	0	9.3%	7	3.2%	5	3.3%	2
25-34 years	8.5%	166	9.2%	19	5.7%	12	6.5%	7	8.4%	9	6.3%	5	5.3%	4	13.3%	21	11.5%	7
35-44 years	16.2%	316	17.9%	37	11.4%	24	15.9%	17	16.8%	18	26.3%	21	17.3%	13	20.9%	33	21.3%	13
45-54 years	20.9%	408	18.8%	39	18.1%	38	27.1%	29	21.5%	23	16.3%	13	24.0%	18	22.2%	35	21.3%	13
55-64 years	27.9%	545	24.2%	50	31.0%	65	26.2%	28	36.4%	39	33.8%	27	21.3%	16	23.4%	37	19.7%	12
65+ years	22.6%	441	26.1%	54	29.0%	61	19.6%	21	12.2%	13	17.5%	14	21.3%	16	17.1%	27	21.3%	13
(Refused)	0.6%	12	0.5%	1	1.9%	4	2.8%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.6%	1
Base:		1950		207		210		107		107		80		75		158		61
<b>ADU Including yourself, how many adults aged 16 years or over old are there living in your household ?</b>																		
One	22.1%	431	25.6%	53	23.8%	50	16.8%	18	12.2%	13	16.3%	13	18.7%	14	21.5%	34	27.9%	17
Two	56.9%	1110	51.7%	107	58.1%	122	57.9%	62	64.5%	69	67.5%	54	64.0%	48	58.9%	93	59.0%	36
Three	14.3%	278	15.5%	32	12.9%	27	14.0%	15	13.1%	14	12.5%	10	13.3%	10	13.9%	22	8.2%	5
Four	4.6%	89	5.8%	12	2.9%	6	8.4%	9	6.5%	7	2.5%	2	2.7%	2	5.1%	8	3.3%	2
Five	1.4%	27	1.4%	3	1.0%	2	2.8%	3	3.7%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Six or more	0.1%	1	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)	0.7%	14	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.6%	1	1.6%	1
Base:		1950		207		210		107		107		80		75		158		61
<b>CHI How many children aged under 16 are there living in your household ?</b>																		
None	77.9%	1520	77.3%	160	83.3%	175	82.2%	88	74.8%	80	73.8%	59	72.0%	54	74.1%	117	68.9%	42
One	10.3%	201	11.1%	23	10.0%	21	9.3%	10	10.3%	11	6.3%	5	16.0%	12	12.7%	20	13.1%	8
Two	8.3%	161	8.2%	17	5.7%	12	4.7%	5	11.2%	12	10.0%	8	9.3%	7	10.8%	17	11.5%	7
Three	2.6%	51	2.4%	5	0.5%	1	3.7%	4	2.8%	3	8.8%	7	2.7%	2	1.9%	3	1.6%	1
Four	0.3%	6	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.3%	2
Five	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	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)	0.5%	9	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.6%	1
Base:		1950		207		210		107		107		80		75		158		61
<b>CAR How many cars does your household own or have the use of ?</b>																		
None	14.5%	283	19.3%	40	17.1%	36	7.5%	8	7.5%	8	11.3%	9	16.0%	12	15.8%	25	11.5%	7
One	46.6%	909	53.1%	110	51.9%	109	41.1%	44	27.1%	29	51.3%	41	42.7%	32	46.8%	74	63.9%	39
Two	30.1%	586	20.8%	43	23.3%	49	36.4%	39	48.6%	52	30.0%	24	30.7%	23	31.0%	49	21.3%	13
Three or more	8.4%	163	6.8%	14	7.6%	16	15.0%	16	16.8%	18	7.5%	6	9.3%	7	5.7%	9	1.6%	1
(Refused)	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.6%	1	1.6%	1
Base:		1950		207		210		107		107		80		75		158		61

# Wigan Household Survey for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>ETH Finally, strictly for the purposes of the survey, to which ethnic group do you consider yourself to belong ?</b>																		
White	98.4%	1919	98.1%	203	99.5%	209	99.1%	106	99.1%	106	98.8%	79	97.3%	73	99.4%	157	98.4%	60
Indian	0.2%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed Race	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Ethnic Group	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.9%	17	0.5%	1	0.5%	1	0.9%	1	0.9%	1	1.3%	1	2.7%	2	0.6%	1	1.6%	1
Base:		1950		207		210		107		107		80		75		158		61
<b>SEG Socio economic grouping</b>																		
A	4.8%	93	3.4%	7	3.8%	8	9.3%	10	10.3%	11	5.0%	4	4.0%	3	3.8%	6	0.0%	0
B	15.7%	306	10.1%	21	17.1%	36	24.3%	26	16.8%	18	11.3%	9	14.7%	11	12.7%	20	6.6%	4
C1	27.8%	543	25.1%	52	30.0%	63	26.2%	28	33.6%	36	23.8%	19	16.0%	12	22.2%	35	21.3%	13
C2	32.2%	627	33.8%	70	31.4%	66	28.0%	30	29.0%	31	33.8%	27	37.3%	28	39.9%	63	50.8%	31
D	16.4%	319	25.6%	53	14.3%	30	10.3%	11	8.4%	9	21.3%	17	20.0%	15	19.6%	31	14.8%	9
E	1.1%	21	1.0%	2	1.0%	2	0.0%	0	0.0%	0	3.8%	3	2.7%	2	0.6%	1	1.6%	1
(Refused)	2.1%	41	1.0%	2	2.4%	5	1.9%	2	1.9%	2	1.3%	1	5.3%	4	1.3%	2	4.9%	3
Base:		1950		207		210		107		107		80		75		158		61
<b>QUOTA Quota Area</b>																		
Zone 1	10.6%	207	100.0%	207	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	10.8%	210	0.0%	0	100.0%	210	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	5.5%	107	0.0%	0	0.0%	0	100.0%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	5.5%	107	0.0%	0	0.0%	0	0.0%	0	100.0%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	4.1%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	80	0.0%	0	0.0%	0	0.0%	0
Zone 6	3.8%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	75	0.0%	0	0.0%	0
Zone 7	8.1%	158	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	158	0.0%	0
Zone 8	3.1%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	61
Zone 9	8.1%	157	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 10	5.5%	108	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 11	10.6%	207	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 12	5.5%	108	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 13	8.0%	156	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 14	5.2%	101	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 15	5.5%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1950		207		210		107		107		80		75		158		61

# Wigan Household Survey for White Young Green

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>Q01 Where do you buy your main food and grocery shopping ?</b>								
Asda, Robin Park, Wigan	13.3%	260	10.2%	16	0.0%	0	0.0%	0
Asda, Atherleigh Way, Leigh	11.9%	232	0.6%	1	22.2%	24	60.4%	125
Tesco Extra, Central Park Way, Wigan	11.0%	215	5.7%	9	2.8%	3	0.0%	0
Asda, Edge Green Lane, Golborne, Warrington	6.7%	130	40.8%	64	45.4%	49	0.5%	1
Morrisons, Makerfield Way, Ince	6.6%	129	3.2%	5	0.9%	1	1.9%	4
Asda, Ingram Road, Skelmersdale	6.4%	124	0.0%	0	0.0%	0	0.0%	0
Tesco, Crabtree Lane, Atherton	5.3%	103	0.6%	1	0.9%	1	2.4%	5
Tesco, Cross Street, Hindley	5.2%	101	1.3%	2	0.0%	0	1.0%	2
Sainsbury's, Worthington Way, Marus Bridge, Wigan	4.6%	89	15.9%	25	0.0%	0	0.0%	0
Sainsbury's, Parsonage Retail Park, Atherleigh Way, Leigh	3.1%	60	0.0%	0	8.3%	9	17.9%	37
Morrisons, The Galleries, Wigan	2.9%	56	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mansell Way, Horwich	1.4%	28	0.0%	0	0.9%	1	0.5%	1
Somerfield, Shuttle Street, Tyldesley	1.1%	21	0.0%	0	0.0%	0	0.0%	0
Asda, The Link Way, Horwich	1.0%	20	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Atherton Road, Hindley Green	1.0%	20	0.0%	0	0.0%	0	1.9%	4
Somerfield, School Lane, Standish	0.9%	18	0.0%	0	0.0%	0	0.0%	0
Other, West Lancashire	0.9%	17	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brooke Street, Chorley	0.8%	15	0.0%	0	0.0%	0	0.0%	0
Other, Bolton	0.7%	13	0.6%	1	0.0%	0	0.0%	0
Somerfield, Gerard Centre, Gerard Road, Ashton-in-Makerfield	0.6%	12	7.0%	11	0.9%	1	0.0%	0
Other, Warrington	0.5%	10	1.3%	2	6.5%	7	0.0%	0
Other, St Helens	0.5%	9	0.6%	1	0.9%	1	0.0%	0
Other, Salford	0.5%	9	0.0%	0	0.0%	0	0.0%	0
Aldi, Scot Lane, Wigan	0.4%	8	0.6%	1	0.0%	0	0.0%	0
Netto, Windermere Road, Leigh	0.4%	7	0.0%	0	1.9%	2	2.4%	5
Iceland, The Concourse, Skelmersdale	0.4%	7	0.0%	0	0.0%	0	0.0%	0
Wigan Town Centre	0.4%	7	0.0%	0	0.0%	0	0.0%	0
Local shops, Atherton	0.4%	7	0.0%	0	0.0%	0	0.0%	0
Other, Sefton	0.3%	6	0.0%	0	0.0%	0	0.0%	0
Morrisons, Boundary Road, St Helens	0.3%	6	1.9%	3	0.9%	1	0.0%	0
Other, Preston	0.3%	6	0.0%	0	0.0%	0	0.0%	0
Asda, Kirkland Street, St Helens	0.3%	6	0.6%	1	0.0%	0	0.0%	0
Other, Chorley	0.3%	6	0.0%	0	0.0%	0	0.0%	0
Local shops, Leigh	0.3%	5	0.0%	0	0.0%	0	2.4%	5
Netto, Platt Bridge, Wigan	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Aldi, Southway, Skelmersdale	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Aldi, Castle Street, Tyldesley	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Local shops, Tyldesley	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, Princess Road, Ashton-in-Makerfield	0.2%	4	1.9%	3	0.0%	0	0.0%	0
Iceland, Bradshawgate, Leigh	0.2%	4	0.0%	0	0.0%	0	1.4%	3
Other	0.2%	4	0.0%	0	0.9%	1	0.0%	0
Leigh Town Centre	0.2%	4	0.0%	0	0.0%	0	1.9%	4
Local shops, Skelmersdale	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Lidl, Darlington Street, Wigan	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Baxters Lane, St Helens	0.2%	3	1.3%	2	0.0%	0	0.0%	0

# Wigan Household Survey for White Young Green

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Morrisons, Mornington Road, Bolton	0.2%	3	0.0%	0	0.0%	0	0.5%	1	0.9%	1	0.6%	1	0.0%	0	0.0%	0
Co-Op, Church Street, Orrell	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Golborne	0.2%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chorley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Spinning Jenny Way, Leigh	0.2%	3	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hindley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Haydock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marus Bridge, Wigan	0.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Gathurst Lane, Shevington, Wigan	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Trinity Street, Bolton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other, Newtown	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pemberton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashton-in-Makerfield	0.1%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ormskirk Road, Pemberton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Wigan	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bolton Road, Ashton-in-Makerfield	0.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other, Manchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Tesco Express, Poolstock Lane, Wigan	0.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wirral	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Gidlow Lane, Wigan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mason Street, Horwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Branch Way, Haydock	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison, Olympian Way, Leyland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kwik Save, Ladies Lane, Hindley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High St, Standish	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Harpers Lane, Chorley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Farnworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sainsbury's Local, Common Lane, Culcheth	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Main Street, Billinge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Horwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Bury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other, Liverpool	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shevington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Macclesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, City Road, Kitt Green, Wigan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Trafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
(Don't know / Varies / no pattern)	2.7%	53	1.3%	2	0.9%	1	2.9%	6	1.9%	2	8.3%	13	4.0%	4	1.9%	2
Internet / online	1.5%	30	0.0%	0	1.9%	2	0.5%	1	1.9%	2	4.5%	7	5.0%	5	0.9%	1
Base:		1950		157		108		207		108		156		101		108

**Q02 From which food retailer do you buy your main food goods when shopping on-line?***Those who shop online at Q01*

Tesco	73.3%	22	0.0%	0	50.0%	1	100.0%	1	100.0%	2	71.4%	5	100.0%	5	100.0%	1
Asda	23.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	2	0.0%	0	0.0%	0
(Don't know / varies)	3.3%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		30		0		2		1		2		7		5		1

# Wigan Household Survey for White Young Green

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping ?</b>																
Nearer to home	53.6%	1046	52.2%	82	63.0%	68	47.3%	98	59.3%	64	57.7%	90	51.5%	52	57.4%	62
Choice of food goods available	8.5%	166	12.7%	20	7.4%	8	9.7%	20	3.7%	4	4.5%	7	11.9%	12	10.2%	11
Quality of food goods available	6.7%	130	8.3%	13	7.4%	8	10.6%	22	3.7%	4	7.7%	12	6.9%	7	5.6%	6
Cheap / value for money	6.5%	127	5.1%	8	2.8%	3	7.7%	16	3.7%	4	4.5%	7	7.9%	8	3.7%	4
Nearer to work	2.6%	50	2.5%	4	3.7%	4	2.4%	5	1.9%	2	3.2%	5	2.0%	2	0.0%	0
Choice of shops selling food goods	2.4%	47	1.3%	2	2.8%	3	1.0%	2	5.6%	6	3.8%	6	2.0%	2	2.8%	3
Preference for retailer	1.6%	32	0.6%	1	0.9%	1	1.4%	3	0.0%	0	0.6%	1	1.0%	1	1.9%	2
Car parking provision	1.5%	30	1.9%	3	0.9%	1	1.0%	2	0.9%	1	1.9%	3	2.0%	2	0.9%	1
Staff discount / I or someone I know works there	1.5%	29	0.6%	1	1.9%	2	1.0%	2	6.5%	7	0.0%	0	3.0%	3	0.0%	0
Other	1.4%	27	0.6%	1	1.9%	2	1.9%	4	2.8%	3	0.6%	1	0.0%	0	1.9%	2
Habit / familiarity	1.0%	20	0.0%	0	0.0%	0	0.5%	1	0.9%	1	1.3%	2	0.0%	0	0.0%	0
Shopping environment	0.9%	17	1.9%	3	0.9%	1	1.9%	4	0.0%	0	0.6%	1	0.0%	0	0.9%	1
Quality of shops selling food goods	0.9%	17	1.9%	3	0.0%	0	1.4%	3	1.9%	2	0.0%	0	0.0%	0	0.9%	1
Not too busy / quiet environment	0.7%	13	0.0%	0	0.9%	1	2.4%	5	0.0%	0	0.6%	1	0.0%	0	1.9%	2
Generally convenient	0.6%	11	0.0%	0	0.9%	1	1.0%	2	0.9%	1	0.0%	0	4.0%	4	0.9%	1
Everything I need in one place	0.6%	11	0.6%	1	0.0%	0	1.4%	3	0.0%	0	0.6%	1	0.0%	0	0.9%	1
Special offers available	0.6%	11	0.6%	1	0.0%	0	1.0%	2	0.0%	0	0.6%	1	0.0%	0	1.9%	2
Easier	0.5%	10	1.3%	2	0.0%	0	0.0%	0	0.9%	1	0.6%	1	2.0%	2	0.0%	0
Reward scheme	0.5%	10	0.6%	1	0.9%	1	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Good disabled access	0.4%	8	0.0%	0	0.0%	0	0.5%	1	1.9%	2	0.6%	1	0.0%	0	0.0%	0
Convenient to friends / relatives	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.9%	1
Compact / smaller store	0.4%	7	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by public transport	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1
Good choice of both non food and food products	0.4%	7	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.9%	2
Good store layout	0.4%	7	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Internet shopping / home delivery available	0.3%	6	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Biggest store	0.3%	6	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.9%	1
Provision of leisure facilities nearby	0.3%	5	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.9%	1
Provision of services nearby, such as banks and other financial services	0.2%	4	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleanliness	0.2%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fresh produce	0.2%	4	0.0%	0	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
I take a friend / relative there	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of shops nearby selling non-food goods	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0
No other choice	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
I get a lift there	0.2%	3	0.0%	0	0.0%	0	0.5%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Friendly staff	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Car parking prices	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no particular reason)	2.8%	55	1.9%	3	0.9%	1	2.9%	6	0.9%	1	5.8%	9	2.0%	2	0.0%	0
Base:	1950	157	108	207	108	156	101	108								
<b>Q04 Which of these best describes how frequently you undertake main food and grocery shopping to ...? (LOCATION MENTIONED AT Q01)</b>																
Two or more times a week	19.1%	373	21.0%	33	18.5%	20	19.3%	40	24.1%	26	17.9%	28	15.8%	16	33.3%	36
At least once a week	65.3%	1274	63.1%	99	71.3%	77	64.3%	133	65.7%	71	66.7%	104	67.3%	68	59.3%	64
At least once a fortnight	9.9%	193	12.1%	19	5.6%	6	11.1%	23	4.6%	5	9.0%	14	7.9%	8	5.6%	6
At least once a month	4.2%	81	3.2%	5	3.7%	4	4.8%	10	4.6%	5	3.8%	6	5.0%	5	0.9%	1
At least every two months	0.3%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Less often	0.1%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Varies / no pattern)	1.1%	22	0.0%	0	0.0%	0	0.5%	1	0.9%	1	1.9%	3	4.0%	4	0.9%	1
Base:	1950	157	108	207	108	156	101	108								

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
<b>Q05 When do you do your main food shopping ?</b>																
Weekdays during the day	54.5%	1062	52.2%	82	54.6%	59	59.4%	123	48.1%	52	55.8%	87	53.5%	54	61.1%	66
Weekdays during the evening	13.3%	259	15.9%	25	8.3%	9	15.5%	32	12.0%	13	13.5%	21	14.9%	15	8.3%	9
Saturday	10.9%	213	12.1%	19	12.0%	13	12.1%	25	11.1%	12	10.9%	17	10.9%	11	4.6%	5
Sunday	3.4%	67	1.9%	3	2.8%	3	1.9%	4	6.5%	7	2.6%	4	4.0%	4	1.9%	2
Varies / no pattern	17.6%	344	17.8%	28	22.2%	24	11.1%	23	21.3%	23	16.7%	26	15.8%	16	24.1%	26
(Don't know)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.6%	1	1.0%	1	0.0%	0
Base:		1950		157		108		207		108		156		101		108

**Q06 How do you usually travel to (LOCATION MENTIONED AT Q01) ?***Those who do not shop online at Q01*

Car / van (as driver)	62.6%	1202	61.1%	96	64.2%	68	58.7%	121	46.2%	49	67.1%	100	77.1%	74	52.3%	56
Car / van (as passenger)	23.0%	442	29.9%	47	25.5%	27	23.3%	48	28.3%	30	18.1%	27	14.6%	14	26.2%	28
Bus, minibus or coach	5.5%	106	1.9%	3	2.8%	3	5.8%	12	8.5%	9	6.7%	10	4.2%	4	9.3%	10
Motorcycle, scooter or moped	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0
Walk	7.0%	135	6.4%	10	6.6%	7	9.7%	20	15.1%	16	5.4%	8	2.1%	2	9.3%	10
Taxi	0.5%	10	0.0%	0	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0	2.8%	3
Train	0.2%	3	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bicycle	0.2%	4	0.0%	0	0.9%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	6	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Base:		1920		157		106		206		106		149		96		107

**Q07 When you go shopping for main food goods, do you link this trip with another activity?***Those who do not shop online at Q01*

No	57.0%	1095	58.6%	92	54.7%	58	67.5%	139	48.1%	51	48.3%	72	51.0%	49	43.9%	47
Yes – non-food shopping	18.4%	354	21.7%	34	14.2%	15	11.7%	24	34.0%	36	20.8%	31	21.9%	21	29.9%	32
Yes – visiting services such as banks and other financial institutions	14.0%	268	9.6%	15	21.7%	23	6.3%	13	29.2%	31	22.8%	34	8.3%	8	27.1%	29
Yes – other food shopping	11.0%	211	9.6%	15	11.3%	12	7.3%	15	25.5%	27	10.1%	15	13.5%	13	17.8%	19
Yes – travelling to / from work	10.5%	202	12.7%	20	5.7%	6	7.8%	16	7.5%	8	14.8%	22	15.6%	15	8.4%	9
Yes – leisure activity	5.9%	113	5.7%	9	5.7%	6	5.3%	11	4.7%	5	8.7%	13	5.2%	5	10.3%	11
Yes – travelling to / from school / college	2.9%	55	1.9%	3	1.9%	2	4.4%	9	1.9%	2	4.7%	7	2.1%	2	1.9%	2
Visiting friends / family	0.9%	17	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.9%	1
Get petrol	0.8%	16	1.3%	2	0.9%	1	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Yes – Other	0.8%	15	0.6%	1	2.8%	3	1.0%	2	0.0%	0	0.0%	0	1.0%	1	1.9%	2
Meet friends or family / take friends or family out	0.4%	8	0.0%	0	0.9%	1	0.5%	1	0.0%	0	0.7%	1	1.0%	1	0.0%	0
Recycling	0.3%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Go to a café / restaurant / bar	0.3%	5	0.0%	0	0.9%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Picking up / dropping off somebody	0.2%	4	0.0%	0	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Doctor / hospital / dentist	0.2%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Visit market	0.2%	3	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	23	1.3%	2	0.9%	1	0.5%	1	1.9%	2	1.3%	2	1.0%	1	2.8%	3
Base:		1920		157		106		206		106		149		96		107

# Wigan Household Survey for White Young Green

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
<b>Q08 Where do you buy non-food goods when it's linked to your main-food shopping?</b>																
<i>Those who do not shop online at Q01, and who purchase non food goods at Q07</i>																
Wigan	22.3%	79	29.4%	10	6.7%	1	0.0%	0	2.8%	1	0.0%	0	23.8%	5	0.0%	0
In-Store	19.8%	70	32.4%	11	13.3%	2	12.5%	3	19.4%	7	12.9%	4	14.3%	3	9.4%	3
Leigh	11.9%	42	0.0%	0	26.7%	4	62.5%	15	11.1%	4	35.5%	11	0.0%	0	0.0%	0
Skelmersdale	8.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	6	59.4%	19
Atherton	5.9%	21	0.0%	0	0.0%	0	4.2%	1	52.8%	19	3.2%	1	0.0%	0	0.0%	0
Robin Retail Park, Wigan	3.1%	11	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
St Helens	2.5%	9	5.9%	2	6.7%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Horwich	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Warrington	1.7%	6	8.8%	3	6.7%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton	1.7%	6	0.0%	0	0.0%	0	4.2%	1	5.6%	2	6.5%	2	0.0%	0	0.0%	0
Chorley	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	4.8%	1	0.0%	0
Other, Bolton	1.1%	4	0.0%	0	6.7%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Hindley	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southport	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	6.3%	2
Golborne	1.1%	4	2.9%	1	20.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standish	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashton-in-Makerfield	1.1%	4	8.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ormskirk	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	6.3%	2
Tyldesley	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.6%	2	0.0%	0	6.7%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Other	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0
Liverpool	0.6%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Pemberton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Leyland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Marus Bridge, Wigan	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Parsonage Retail Park, Leigh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.8%	24	5.9%	2	6.7%	1	12.5%	3	2.8%	1	12.9%	4	0.0%	0	9.4%	3
Base:		354		34		15		24		36		31		21		32

**Q09 Do you make 'top up' shopping trips for basic goods, such as bread and milk, in between your main food shopping trip ?**

Yes	74.0%	1443	74.5%	117	70.4%	76	73.4%	152	75.9%	82	71.8%	112	71.3%	72	75.0%	81
No	26.0%	507	25.5%	40	29.6%	32	26.6%	55	24.1%	26	28.2%	44	28.7%	29	25.0%	27
Base:		1950		157		108		207		108		156		101		108

# Wigan Household Survey for White Young Green

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q10 Where do you do this 'top-up' shopping ?</b>																
<i>Those who do top-up shopping at Q09</i>																
Local shops, Wigan	5.7%	82	4.3%	5	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Local shops, Leigh	5.1%	73	0.0%	0	3.9%	3	40.8%	62	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Tesco, Cross Street, Hindley	4.9%	71	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Atherleigh Way, Leigh	4.6%	66	0.0%	0	10.5%	8	26.3%	40	4.9%	4	6.3%	7	0.0%	0	0.0%	0
Somerfield, School Lane, Standish	4.2%	61	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Extra, Central Park Way, Wigan	3.8%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Skelmersdale	3.7%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	18	40.7%	33
Asda, Ingram Road, Skelmersdale	3.1%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	9	43.2%	35
Sainsbury's, Worthington Way, Marus Bridge, Wigan	2.8%	41	10.3%	12	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Asda, Edge Green Lane, Golborne, Warrington	2.7%	39	4.3%	5	34.2%	26	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Local shops, Atherton	2.7%	39	0.0%	0	0.0%	0	0.0%	0	45.1%	37	1.8%	2	0.0%	0	0.0%	0
Asda, Robin Park, Wigan	2.6%	38	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Local shops, Ashton-in-Makerfield	2.6%	37	31.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Crabtree Lane, Atherton	2.4%	35	0.0%	0	0.0%	0	0.7%	1	31.7%	26	6.3%	7	0.0%	0	0.0%	0
Morrisons, The Galleries, Wigan	2.4%	35	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Lancashire	2.2%	32	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	29.2%	21	1.2%	1
Somerfield, Shuttle Street, Tyldesley	2.1%	30	0.0%	0	0.0%	0	0.7%	1	0.0%	0	25.9%	29	0.0%	0	0.0%	0
Morrisons, Makerfield Way, Ince	1.9%	27	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Parsonage Retail Park, Atherleigh Way, Leigh	1.7%	25	0.0%	0	2.6%	2	14.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Atherton Road, Hindley Green	1.7%	25	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Local shops, Hindley	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Golborne	1.5%	21	0.0%	0	26.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Astley	1.3%	19	0.9%	1	0.0%	0	0.0%	0	0.0%	0	16.1%	18	0.0%	0	0.0%	0
Local shops, Tyldesley	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	17	0.0%	0	0.0%	0
Local shops, Pemberton	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Gerard Centre, Gerard Road, Ashton-in-Makerfield	1.1%	16	12.8%	15	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aspull	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other	1.0%	15	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.8%	2	2.8%	2	0.0%	0
Co-Op, Gathurst Lane, Shevington, Wigan	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Church Street, Orrell	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Standish	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, St Helens	0.8%	12	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1
Co-Op, Holmes House Avenue, Winstanley, Wigan	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Woodnook Road, Appley Bridge, Wigan	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Bolton	0.7%	10	0.0%	0	0.0%	0	0.7%	1	1.2%	1	1.8%	2	0.0%	0	0.0%	0
Tesco Express, Ormskirk Road, Pemberton	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bolton Road, Ashton-in-Makerfield	0.6%	9	7.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigan Town Centre	0.6%	9	0.9%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, St Helens	0.6%	9	0.9%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Princess Road, Ashton-in-Makerfield	0.6%	9	7.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Windermere Road, Leigh	0.6%	8	0.0%	0	0.0%	0	4.6%	7	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co-Op, Pole Street, Standish	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ince	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co-Op, Main Street, Billinge	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wigan	0.5%	7	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Poolstock Lane, Wigan	0.5%	7	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Wigan Household Survey for White Young Green

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Aldi, Castle Street, Tyldesley	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.4%	6	0.0%	0	0.0%	0
Tesco Extra, Mansell Way, Horwich	0.5%	7	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Spar, City Road, Kitt Green, Wigan	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kwik Save, Atherton Road, Hindley	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Scot Lane, Wigan	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Marus Bridge, Wigan	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Carr Lane, Hawkley Hall, Wigan	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Borsdane Avenue, Hindley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Orrell	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Aldi, Southway, Skelmersdale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	1.2%	1
Spar, Gidlow Lane, Wigan	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Woodhouse Lane, Wigan	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Platt Bridge	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Link Way, Horwich	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Local shops, Shevington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Ormskirk Road, Wigan	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Co-Op, Warrington Road, Platt Bridge, Wigan	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Warrington	0.2%	3	0.9%	1	1.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other, Chorley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Spinning Jenny Way, Leigh	0.2%	3	0.0%	0	0.0%	0	1.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Netto, Platt Bridge, Wigan	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Common Lane, Culcheth	0.2%	3	0.0%	0	1.3%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Whelley, Wigan	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bolton Road, Ashton-in-Makerfield	0.1%	2	0.9%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other, Manchester	0.1%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other, Sefton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other, Salford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Local shops, Bolton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Bradshawgate, Leigh	0.1%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chorley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Westhoughton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Darlington Street, Wigan	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Golborne	0.1%	2	0.9%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Concourse, Skelmersdale	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Co-Op, Marsh Green, Pemberton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Worthington Way, Wigan	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Branch Way, Haydock	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wigan Lower Road, Standish Lower Ground, Wigan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Abram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brooke Street, Chorley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Wigan Road, Bryn, Wigan	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newton-le-Willows	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kwik Save, Gerard Centre, Gerard Street, Ashton-in-Makerfield	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Horwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Lee Lane, Horwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Leigh 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

# Wigan Household Survey for White Young Green

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Other, Oldham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	1
Other, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Robin Retail Park, Wigan	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Standish Gate, Wigan	0.1%	1	0.0%	0	0.7%	1	0.0%	0
Other, South Ribble	0.1%	1	0.0%	0	0.0%	1	0.0%	0
Other, Knowsley	0.1%	1	0.0%	0	0.0%	0	1.4%	0
(Don't know / Varies / no pattern)	5.7%	82	6.0%	7	7.9%	6	3.3%	5
Base:	1443	117	76	152	82	112	72	81

### Q11 From which food retailer do you normally buy your top-up food goods when shopping on-line?

*Those who do top-up shopping at Q09, and who use the internet at Q10*

Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison's	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose/Ocado	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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	0	0	0	0	0	0	0	0

### Q12 Which of these best describes how frequently you undertake 'top-up' shopping... ?

*Those who do top-up shopping at Q09*

Two or more times a week	62.4%	900	63.2%	74	67.1%	51	59.9%	91	61.0%	50	53.6%	60	59.7%	43	80.2%	65
At least once a week	28.9%	417	31.6%	37	22.4%	17	30.3%	46	32.9%	27	36.6%	41	31.9%	23	13.6%	11
At least once a fortnight	3.8%	55	0.9%	1	2.6%	2	4.6%	7	1.2%	1	2.7%	3	6.9%	5	3.7%	3
At least once a month	1.2%	18	0.9%	1	0.0%	0	1.3%	2	2.4%	2	3.6%	4	0.0%	0	1.2%	1
At least every two months	0.2%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies / no pattern	3.3%	48	3.4%	4	7.9%	6	2.6%	4	2.4%	2	3.6%	4	1.4%	1	1.2%	1
(Don't know)	0.1%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	1443	117	76	152	82	112	72	81								

### Q13 Of all the money you spend on food and household groceries what share goes to your main food shop ?

*Those who do top-up shopping at Q09*

Over ¾	50.7%	731	60.7%	71	46.1%	35	39.5%	60	75.6%	62	50.9%	57	61.1%	44	35.8%	29
½ to ¾	30.8%	444	27.4%	32	34.2%	26	40.1%	61	17.1%	14	28.6%	32	25.0%	18	37.0%	30
¼ to ½	8.6%	124	5.1%	6	10.5%	8	12.5%	19	4.9%	4	11.6%	13	6.9%	5	12.3%	10
Less than ¼	2.6%	38	0.0%	0	1.3%	1	2.6%	4	0.0%	0	2.7%	3	2.8%	2	4.9%	4
(Don't know / varies)	7.3%	106	6.8%	8	7.9%	6	5.3%	8	2.4%	2	6.3%	7	4.2%	3	9.9%	8
Base:	1443	117	76	152	82	112	72	81								

# Wigan Household Survey for White Young Green

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
<b>Q14 Where did you last shop for clothes or shoes?</b>																
Wigan Town Centre	30.6%	596	38.2%	60	14.8%	16	4.8%	10	1.9%	2	1.3%	2	37.6%	38	15.7%	17
Bolton Town Centre	8.3%	161	2.5%	4	2.8%	3	13.0%	27	35.2%	38	17.3%	27	0.0%	0	0.0%	0
Leigh Town Centre	7.7%	150	0.0%	0	15.7%	17	32.9%	68	19.4%	21	14.1%	22	0.0%	0	0.9%	1
Manchester City Centre	7.2%	140	3.8%	6	13.9%	15	10.6%	22	8.3%	9	13.5%	21	6.9%	7	2.8%	3
Trafford Centre, Manchester	6.9%	135	6.4%	10	12.0%	13	13.0%	27	6.5%	7	23.7%	37	5.9%	6	1.9%	2
Robin Park,	5.1%	100	3.2%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	6	7.4%	8
Newtown/Wigan																
St Helens Town Centre	3.3%	64	14.0%	22	0.9%	1	0.5%	1	0.9%	1	0.0%	0	5.0%	5	5.6%	6
Southport Town Centre	2.9%	56	2.5%	4	1.9%	2	0.0%	0	0.0%	0	0.6%	1	12.9%	13	16.7%	18
Warrington Town Centre	2.7%	52	8.3%	13	9.3%	10	2.9%	6	0.0%	0	2.6%	4	0.0%	0	0.9%	1
Liverpool City Centre	1.8%	35	2.5%	4	2.8%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	14.8%	16
Other	1.7%	33	1.9%	3	1.9%	2	1.4%	3	0.0%	0	3.2%	5	5.0%	5	0.0%	0
Middlebrook Retail Park,	1.5%	29	0.0%	0	0.0%	0	0.5%	1	1.9%	2	2.6%	4	0.0%	0	0.0%	0
Bolton																
Skelmersdale Town	1.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	22.2%	24
Centre/The Concourse																
Other, Greater Manchester	1.0%	19	0.0%	0	0.0%	0	1.4%	3	3.7%	4	4.5%	7	0.0%	0	0.9%	1
Gemini Retail Park,	0.9%	17	0.0%	0	1.9%	2	1.9%	4	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Warrington																
Chorley Town Centre	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Parsonage Retail Park, Leigh	0.6%	12	0.0%	0	0.0%	0	2.4%	5	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Horwich Town Centre	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.9%	3	0.0%	0	0.0%	0
Asda, Atherleigh Way, Leigh	0.6%	11	0.6%	1	0.9%	1	3.4%	7	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Golborne Town Centre	0.5%	9	2.5%	4	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston City Centre	0.5%	9	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Abroad	0.4%	8	0.0%	0	0.0%	0	1.0%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Blackpool Town Centre	0.4%	8	0.0%	0	0.0%	0	1.0%	2	1.9%	2	0.0%	0	1.0%	1	0.0%	0
Colne	0.4%	8	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.9%	1
Other, Lancashire	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Lowry Outlet Centre, Salford	0.4%	7	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Cheshire Oaks Designer	0.4%	7	0.0%	0	0.9%	1	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0
Village, Ellesmere Port																
Ashton-in-Makerfield Town	0.4%	7	2.5%	4	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre																
Tyldesley Town Centre	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0
Tesco, Central Park Way,	0.3%	6	0.0%	0	0.9%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigan																
Hindley Town Centre	0.3%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Merseyside	0.3%	6	0.6%	1	1.9%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.9%	2
Other, Cheshire	0.3%	6	0.0%	0	1.9%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Standish Village Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atherton Town Centre	0.3%	5	0.6%	1	0.0%	0	0.0%	0	1.9%	2	1.3%	2	0.0%	0	0.0%	0
Other, Cumbria	0.3%	5	0.0%	0	0.0%	0	0.5%	1	0.9%	1	0.6%	1	0.0%	0	0.0%	0
Other, Wigan	0.2%	4	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ormskirk Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.9%	2
Other, Pemberton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Blackburn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other, West Lancashire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenhead Retail Park, St	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helens																
Local shops, Platt Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Online / catalogue /	3.2%	63	3.8%	6	1.9%	2	2.9%	6	3.7%	4	3.2%	5	3.0%	3	1.9%	2
mail order / TV Shopping																
(Don't regularly buy these	2.5%	48	2.5%	4	0.9%	1	2.4%	5	6.5%	7	2.6%	4	1.0%	1	0.9%	1
goods)																
(Don't know / can't	2.4%	47	1.3%	2	1.9%	2	1.9%	4	0.0%	0	0.6%	1	3.0%	3	1.9%	2
remember)																
Base:		1950		157		108		207		108		156		101		108

# Wigan Household Survey for White Young Green

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
<b>Q15 What are your main reasons for choosing (LOCATION MENTIONED AT Q14) when shopping for clothes and shoes?</b>																
<i>Those who buy clothes and shoes at Q14</i>																
Nearer to home	42.1%	781	41.7%	63	33.3%	35	40.4%	80	22.8%	23	26.5%	40	47.4%	46	30.5%	32
Choice of non food goods available	11.9%	220	11.9%	18	11.4%	12	12.6%	25	13.9%	14	15.2%	23	9.3%	9	21.9%	23
Choice of shops selling non food goods	10.2%	190	9.3%	14	12.4%	13	11.1%	22	15.8%	16	12.6%	19	11.3%	11	18.1%	19
Car parking provision	3.4%	63	6.0%	9	2.9%	3	2.5%	5	1.0%	1	6.6%	10	1.0%	1	1.0%	1
Day out / holiday	3.3%	61	3.3%	5	4.8%	5	3.0%	6	5.9%	6	2.0%	3	5.2%	5	1.9%	2
Quality of shops selling non food goods	3.2%	59	6.6%	10	4.8%	5	2.0%	4	5.0%	5	4.6%	7	3.1%	3	3.8%	4
Quality of non food goods available	2.6%	48	2.6%	4	3.8%	4	3.5%	7	5.0%	5	3.3%	5	0.0%	0	0.0%	0
Other	2.5%	47	4.0%	6	4.8%	5	1.5%	3	4.0%	4	1.3%	2	0.0%	0	2.9%	3
Shopping environment	2.4%	44	1.3%	2	5.7%	6	1.5%	3	1.0%	1	2.6%	4	3.1%	3	5.7%	6
Nearer to work	2.3%	42	3.3%	5	0.0%	0	2.5%	5	1.0%	1	5.3%	8	1.0%	1	0.0%	0
Convenient to friends / relatives	1.6%	30	0.0%	0	2.9%	3	2.0%	4	2.0%	2	4.0%	6	3.1%	3	1.0%	1
Generally convenient	1.5%	28	0.0%	0	1.9%	2	3.0%	6	0.0%	0	1.3%	2	4.1%	4	1.0%	1
Cheap / good value for money / reasonable prices	1.5%	27	0.7%	1	1.0%	1	2.5%	5	2.0%	2	0.0%	0	1.0%	1	2.9%	3
Preference for retailer / location	1.4%	26	0.0%	0	1.9%	2	2.0%	4	2.0%	2	2.6%	4	3.1%	3	3.8%	4
Accessibility by public transport	1.3%	25	2.0%	3	1.9%	2	0.5%	1	4.0%	4	0.0%	0	2.1%	2	1.9%	2
Car parking prices	0.8%	14	0.7%	1	0.0%	0	2.0%	4	1.0%	1	2.0%	3	0.0%	0	0.0%	0
Habit / familiarity	0.8%	14	0.7%	1	0.0%	0	0.5%	1	1.0%	1	0.0%	0	1.0%	1	2.9%	3
Christmas shopping / Christmas treat	0.6%	12	0.0%	0	1.0%	1	2.0%	4	1.0%	1	0.7%	1	1.0%	1	1.0%	1
Undercover shopping	0.6%	12	0.7%	1	3.8%	4	1.0%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Everything in one place / under one roof	0.6%	11	1.3%	2	1.0%	1	0.5%	1	1.0%	1	1.3%	2	0.0%	0	0.0%	0
Clothing is well suited to my size / age / weight	0.5%	10	0.0%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Provision of services nearby, such as banks and other financial services	0.5%	10	0.0%	0	0.0%	0	0.5%	1	3.0%	3	0.7%	1	0.0%	0	0.0%	0
Good / pleasant place to shop	0.5%	10	0.7%	1	1.0%	1	0.5%	1	0.0%	0	0.0%	0	3.1%	3	1.0%	1
Choice of shops nearby selling food goods	0.5%	9	0.0%	0	1.0%	1	0.5%	1	1.0%	1	0.7%	1	0.0%	0	0.0%	0
Work there	0.5%	9	0.0%	0	0.0%	0	0.5%	1	2.0%	2	1.3%	2	0.0%	0	0.0%	0
Delivery service	0.5%	9	2.0%	3	0.0%	0	0.5%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Sale shopping	0.4%	8	0.0%	0	1.9%	2	1.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Bigger shops	0.4%	7	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	1	2.9%	3
Easier	0.3%	6	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1	1.0%	1	0.0%	0
Marks & Spencer is there	0.3%	6	0.0%	0	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Opening hours	0.3%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Linked trip with an appointment (eg hospital)	0.3%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Cleanliness	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.1%	2	0.0%	0
Not too busy / crowded	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0	0.0%	0
Just for a change	0.2%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of leisure facilities nearby	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
There isn't anything in Atherton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
University nearby	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0
Easy to travel to / not too far away to travel to	0.2%	3	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Wigan	0.2%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information, signposts and public facilities	0.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment / events	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the day)	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no particular reason)	3.9%	73	2.6%	4	1.9%	2	3.5%	7	1.0%	1	4.0%	6	0.0%	0	1.9%	2
Base:		1855		151		105		198		101		151		97		105

# Wigan Household Survey for White Young Green

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
<b>Q16 How do you travel to (LOCATION MENTIONED AT Q14) when shopping for clothes and shoes ?</b>																
<i>Those who buy clothes and shoes at Q14 and who do not shop on the internet at Q14</i>																
Car / van (as driver)	55.8%	1000	57.9%	84	60.2%	62	50.0%	96	40.2%	39	56.2%	82	64.9%	61	45.6%	47
Car / van (as passenger)	16.1%	288	19.3%	28	19.4%	20	12.0%	23	20.6%	20	22.6%	33	16.0%	15	27.2%	28
Bus, minibus or coach	16.2%	290	13.1%	19	11.7%	12	21.9%	42	27.8%	27	15.8%	23	9.6%	9	11.7%	12
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.2%	93	1.4%	2	1.0%	1	12.5%	24	3.1%	3	2.1%	3	0.0%	0	7.8%	8
Taxi	0.6%	10	0.0%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	2.1%	2	1.0%	1
Train	5.1%	91	8.3%	12	5.8%	6	1.6%	3	5.2%	5	2.1%	3	7.4%	7	5.8%	6
Bicycle	0.2%	3	0.0%	0	1.0%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fly	0.4%	7	0.0%	0	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.4%	2	0.0%	0	1.0%	1
Base:		1792		145		103		192		97		146		94		103

**Q17 When you go shopping for clothes and shoes, do you link this trip with another activity ?**

*Those who buy clothes and shoes at Q14 and who do not shop on the internet at Q14*

No	53.5%	959	54.5%	79	46.6%	48	56.8%	109	44.3%	43	50.7%	74	57.4%	54	52.4%	54
Yes – non-food shopping	17.1%	307	15.9%	23	16.5%	17	16.1%	31	32.0%	31	17.1%	25	16.0%	15	12.6%	13
Yes – other food shopping	12.9%	232	17.2%	25	15.5%	16	7.3%	14	19.6%	19	11.0%	16	19.1%	18	13.6%	14
Yes – visiting services such as banks and other financial institutions	12.5%	224	11.0%	16	12.6%	13	7.8%	15	21.6%	21	12.3%	18	11.7%	11	9.7%	10
Yes – leisure activity	12.4%	223	12.4%	18	14.6%	15	9.9%	19	13.4%	13	16.4%	24	10.6%	10	19.4%	20
Yes – travelling to / from work	3.9%	70	2.8%	4	1.9%	2	4.2%	8	3.1%	3	4.1%	6	2.1%	2	0.0%	0
Meet or visit friends / relatives	1.7%	30	1.4%	2	2.9%	3	1.6%	3	1.0%	1	2.1%	3	2.1%	2	3.9%	4
Go for a meal / eat at a restaurant / café / bar	1.5%	27	1.4%	2	1.9%	2	2.6%	5	3.1%	3	0.7%	1	1.1%	1	1.9%	2
Yes – travelling to / from school / college	1.4%	25	2.1%	3	1.0%	1	1.0%	2	1.0%	1	0.0%	0	1.1%	1	1.0%	1
Browsing / window shopping	0.4%	7	0.7%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hospital / doctor / dentist / optician appointment	0.3%	6	0.7%	1	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Yes – other activity	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Market	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Day out / holiday	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't Know / varies)	1.6%	28	1.4%	2	0.0%	0	0.0%	0	2.1%	2	2.1%	3	1.1%	1	1.0%	1
Base:		1792		145		103		192		97		146		94		103

# Wigan Household Survey for White Young Green

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q18 Where did you last go shopping for other small household goods (e.g. books, CDs, DVDs, toys, jewellery) ?</b>																
Wigan Town Centre	22.4%	437	23.6%	37	13.9%	15	3.4%	7	1.9%	2	1.3%	2	19.8%	20	13.9%	15
Leigh Town Centre	9.0%	175	0.0%	0	16.7%	18	38.6%	80	15.7%	17	21.8%	34	0.0%	0	0.0%	0
Trafford Centre, Manchester	5.0%	97	5.7%	9	7.4%	8	6.8%	14	3.7%	4	19.2%	30	4.0%	4	1.9%	2
Robin Park, Newtown/Wigan	5.0%	97	4.5%	7	1.9%	2	0.0%	0	0.0%	0	0.0%	0	6.9%	7	0.9%	1
Bolton Town Centre	4.3%	84	0.0%	0	1.9%	2	6.8%	14	19.4%	21	10.3%	16	0.0%	0	0.0%	0
Manchester City Centre	3.0%	59	1.9%	3	2.8%	3	6.3%	13	1.9%	2	7.7%	12	2.0%	2	0.9%	1
St Helens Town Centre	2.6%	51	12.1%	19	0.0%	0	0.5%	1	0.9%	1	0.0%	0	4.0%	4	2.8%	3
Skelmersdale Town Centre/The Concourse	1.8%	35	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	9	21.3%	23
Southport Town Centre	1.8%	35	1.9%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	11.9%	12	7.4%	8
Warrington Town Centre	1.7%	34	4.5%	7	10.2%	11	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Hindley Town Centre	1.2%	24	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Middlebrook Retail Park, Bolton	1.1%	22	0.6%	1	0.0%	0	0.0%	0	4.6%	5	0.6%	1	0.0%	0	0.0%	0
Golborne Town Centre	0.9%	18	6.4%	10	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ormskirk Town Centre	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	9.3%	10
Atherton Town Centre	0.8%	16	0.6%	1	0.0%	0	0.0%	0	10.2%	11	2.6%	4	0.0%	0	0.0%	0
Liverpool City Centre	0.8%	16	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	6.5%	7
Other, Greater Manchester	0.7%	14	0.0%	0	0.0%	0	0.0%	0	1.9%	2	3.8%	6	1.0%	1	0.0%	0
Chorley Town Centre	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Atherleigh Way, Leigh	0.6%	12	0.0%	0	0.9%	1	2.4%	5	2.8%	3	1.9%	3	0.0%	0	0.0%	0
Ashton-in-Makerfield Town Centre	0.6%	12	5.1%	8	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horwich Town Centre	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other	0.6%	11	0.0%	0	0.9%	1	0.5%	1	0.0%	0	1.3%	2	1.0%	1	0.0%	0
Preston City Centre	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.9%	1
Gemini Retail Park, Warrington	0.5%	10	0.0%	0	3.7%	4	1.0%	2	0.0%	0	0.6%	1	0.0%	0	0.9%	1
Parsonage Retail Park, Leigh	0.5%	9	0.0%	0	0.9%	1	1.4%	3	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Tesco, Central Park Way, Wigan	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other, Lancashire	0.5%	9	0.0%	0	0.9%	1	0.0%	0	0.9%	1	0.6%	1	1.0%	1	1.9%	2
Other, Cheshire	0.4%	7	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other, Merseyside	0.3%	6	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Ince	0.3%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1
Blackpool	0.2%	4	0.6%	1	0.0%	0	0.5%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Wigan	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0
Lowry Outlet Centre, Salford	0.1%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wigan	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenhead Retail Park, St Helens	0.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Golborne	0.1%	2	0.0%	0	0.9%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Marus Bridge, Wigan	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standish 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
Aintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Cheshire Oaks Designer Village, Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Platt Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Ashton-in-Makerfield	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Cumbria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these goods)	13.5%	264	10.8%	17	9.3%	10	15.9%	33	15.7%	17	11.5%	18	7.9%	8	14.8%	16
Internet / online / catalogue / mail order / TV shopping	10.7%	209	11.5%	18	11.1%	12	11.6%	24	11.1%	12	8.3%	13	16.8%	17	7.4%	8
(Don't know / can't remember)	4.7%	92	5.1%	8	7.4%	8	2.4%	5	1.9%	2	5.1%	8	4.0%	4	5.6%	6
Base:		1950		157		108		207		108		156		101		108

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
<b>Q19 How do you travel to (LOCATION MENTIONED AT Q18) when shopping for small household goods ?</b>																
<i>Those who buy other small household goods at Q18 and who do not shop on the internet at Q18</i>																
Car / van (as driver)	59.3%	821	57.9%	66	66.7%	52	49.7%	72	42.9%	33	65.8%	77	61.1%	44	50.0%	39
Car / van (as passenger)	16.2%	224	21.1%	24	12.8%	10	9.7%	14	27.3%	21	17.1%	20	16.7%	12	19.2%	15
Bus, minibus or coach	14.6%	202	11.4%	13	15.4%	12	19.3%	28	20.8%	16	15.4%	18	11.1%	8	12.8%	10
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.3%	87	4.4%	5	0.0%	0	19.3%	28	6.5%	5	0.0%	0	0.0%	0	5.1%	4
Taxi	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Train	2.6%	36	4.4%	5	3.8%	3	1.4%	2	2.6%	2	0.0%	0	9.7%	7	7.7%	6
Bicycle	0.1%	2	0.0%	0	1.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.3%	1
Fly	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.2%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.4%	1	0.0%	0
Base:		1385		114		78		145		77		117		72		78
<b>Q20 Are you aware of the Grand Arcade scheme in Wigan, which is under construction currently?</b>																
Yes	78.0%	1521	88.5%	139	66.7%	72	55.6%	115	46.3%	50	31.4%	49	89.1%	90	61.1%	66
No	22.0%	429	11.5%	18	33.3%	36	44.4%	92	53.7%	58	68.6%	107	10.9%	11	38.9%	42
Base:		1950		157		108		207		108		156		101		108
<b>Q21 Which of these best describes how you think your use of Wigan town centre will change once the Grand Arcade scheme opens in 2007?</b>																
<i>Those who are aware of the Grand Arcade scheme at Q20</i>																
I will use Wigan town centre no more frequently and no less frequently than now	46.4%	705	44.6%	62	56.9%	41	41.7%	48	32.0%	16	36.7%	18	47.8%	43	39.4%	26
I will use Wigan town centre less frequently than now	2.6%	39	2.9%	4	1.4%	1	2.6%	3	6.0%	3	2.0%	1	1.1%	1	4.5%	3
I will use Wigan town centre more frequently than now	33.1%	503	36.0%	50	22.2%	16	25.2%	29	22.0%	11	26.5%	13	32.2%	29	47.0%	31
I do not use Wigan town centre currently and will not use it once the Grand Arcade scheme is open.	8.9%	136	7.9%	11	11.1%	8	27.0%	31	34.0%	17	32.7%	16	6.7%	6	3.0%	2
(Don't know)	9.1%	138	8.6%	12	8.3%	6	3.5%	4	6.0%	3	2.0%	1	12.2%	11	6.1%	4
Base:		1521		139		72		115		50		49		90		66

# Wigan Household Survey for White Young Green

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q22 Where did you last go shopping for furniture or carpets ?</b>																
Wigan Town Centre	13.0%	254	14.7%	23	6.5%	7	2.9%	6	0.0%	0	0.0%	0	9.9%	10	3.7%	4
Leigh Town Centre	11.2%	218	2.5%	4	25.9%	28	44.0%	91	17.6%	19	27.6%	43	0.0%	0	0.0%	0
Robin Park, Newtown/Wigan	8.5%	166	6.4%	10	3.7%	4	1.4%	3	0.0%	0	0.6%	1	13.9%	14	12.0%	13
Bolton Town Centre	5.3%	104	0.0%	0	3.7%	4	6.8%	14	10.2%	11	12.2%	19	0.0%	0	0.9%	1
Middlebrook Retail Park, Bolton	4.7%	91	1.9%	3	3.7%	4	3.9%	8	10.2%	11	5.8%	9	0.0%	0	0.9%	1
Warrington Town Centre	3.9%	77	6.4%	10	15.7%	17	4.8%	10	0.9%	1	3.2%	5	3.0%	3	3.7%	4
Pemberton, Wigan	2.5%	48	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8	0.9%	1
Ashton-in-Makerfield Town Centre	2.3%	45	16.6%	26	1.9%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Greater Manchester	2.2%	43	0.6%	1	0.0%	0	1.4%	3	5.6%	6	6.4%	10	4.0%	4	0.0%	0
St Helens Town Centre	2.0%	39	9.6%	15	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.9%	2
Manchester City Centre	1.8%	36	1.9%	3	2.8%	3	1.4%	3	0.9%	1	2.6%	4	1.0%	1	0.0%	0
Wigan, out of centre	1.6%	32	0.6%	1	2.8%	3	0.5%	1	0.9%	1	0.6%	1	3.0%	3	0.0%	0
Gemini Retail Park, Warrington	1.6%	31	2.5%	4	2.8%	3	1.0%	2	0.0%	0	0.6%	1	4.0%	4	2.8%	3
Other, Merseyside	1.5%	29	4.5%	7	4.6%	5	1.0%	2	0.0%	0	0.0%	0	2.0%	2	7.4%	8
Chorley Town Centre	1.4%	27	0.0%	0	0.0%	0	0.5%	1	0.9%	1	0.0%	0	3.0%	3	0.0%	0
Atherton Town Centre	1.3%	26	0.0%	0	0.0%	0	1.0%	2	18.5%	20	1.9%	3	0.0%	0	0.0%	0
Other, Lancashire	1.2%	23	0.6%	1	1.9%	2	0.5%	1	0.9%	1	0.0%	0	5.0%	5	2.8%	3
Southport Town Centre	1.1%	21	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	5.9%	6	6.5%	7
Liverpool City Centre	0.9%	17	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	8.3%	9
Other	0.8%	16	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.0%	1	1.9%	2
Hindley Town Centre	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skelmersdale Town Centre/The Concourse	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.9%	3	0.0%	0	0.0%	0
Horwich Town Centre	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.0%	4	6.5%	7
Ormskirk Town Centre	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.0%	4	6.5%	7
Tyldesley Town Centre	0.6%	12	0.0%	0	0.0%	0	0.5%	1	0.0%	0	6.4%	10	0.0%	0	0.0%	0
Preston City Centre	0.5%	10	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.0%	2	0.0%	0
Trafford Centre, Manchester	0.4%	8	1.3%	2	0.0%	0	0.0%	0	0.9%	1	1.9%	3	0.0%	0	0.0%	0
Parsonage Retail Park, Leigh	0.3%	6	0.0%	0	0.9%	1	1.9%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Leigh, out of centre	0.3%	6	0.0%	0	0.0%	0	1.9%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Aintree	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.8%	3
Shevington	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenhead Retail Park, St Helens	0.2%	4	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other, Cheshire	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Standish Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golborne Town Centre	0.1%	2	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West One Retail Park, Salford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other, Cumbria	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other, Ashton-in-Makerfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these goods)	11.5%	224	14.0%	22	2.8%	3	13.0%	27	17.6%	19	15.4%	24	8.9%	9	7.4%	8
(Don't know / can't remember)	10.8%	211	10.2%	16	13.9%	15	8.2%	17	10.2%	11	8.3%	13	12.9%	13	13.0%	14
Internet / online / catalogue / mail order / TV shopping	2.2%	43	1.3%	2	3.7%	4	1.4%	3	0.9%	1	0.6%	1	3.0%	3	3.7%	4
Base:		1950		157		108		207		108		156		101		108
<b>Q23 How do you travel to (LOCATION MENTIONED AT Q22) when shopping for furniture or carpets ?</b>																
<i>Those who buy furniture or carpets and Q22 and who do not shop on the internet at Q22</i>																
Car / van (as driver)	58.8%	865	48.7%	57	65.1%	56	51.3%	82	51.9%	40	61.9%	73	72.4%	55	50.0%	41
Car / van (as passenger)	28.3%	416	35.0%	41	26.7%	23	25.0%	40	26.0%	20	28.8%	34	25.0%	19	37.8%	31
Bus, minibus or coach	4.9%	72	3.4%	4	5.8%	5	7.5%	12	6.5%	5	5.1%	6	2.6%	2	4.9%	4
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Walk	5.8%	86	8.5%	10	1.2%	1	13.8%	22	11.7%	9	2.5%	3	0.0%	0	4.9%	4
Taxi	0.3%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.8%	12	3.4%	4	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.5%	7	0.9%	1	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	1.2%	1
(Don't know / varies)	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.8%	1	0.0%	0	1.2%	1
Base:		1472		117		86		160		77		118		76		82

# Wigan Household Survey for White Young Green

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q24 Where did you last go shopping for electrical items, such as televisions, DVD players, washing machines and computers ?</b>																
Robin Park, Newtown/Wigan	23.1%	451	26.8%	42	7.4%	8	0.5%	1	0.0%	0	1.3%	2	30.7%	31	16.7%	18
Wigan Town Centre	12.9%	251	21.7%	34	4.6%	5	1.9%	4	0.9%	1	0.6%	1	14.9%	15	6.5%	7
Leigh Town Centre	9.2%	180	0.6%	1	14.8%	16	42.5%	88	18.5%	20	21.8%	34	0.0%	0	0.0%	0
Parsonage Retail Park, Leigh	5.5%	108	0.0%	0	10.2%	11	22.2%	46	15.7%	17	12.8%	20	0.0%	0	0.0%	0
Bolton Town Centre	4.2%	81	0.0%	0	3.7%	4	3.9%	8	7.4%	8	10.3%	16	1.0%	1	0.0%	0
Middlebrook Retail Park, Bolton	2.8%	55	0.0%	0	1.9%	2	0.5%	1	12.0%	13	2.6%	4	1.0%	1	0.0%	0
Other, Greater Manchester	2.1%	40	1.3%	2	0.9%	1	1.4%	3	5.6%	6	9.0%	14	2.0%	2	0.0%	0
St Helens Town Centre	1.6%	32	8.3%	13	1.9%	2	1.0%	2	0.0%	0	0.0%	0	1.0%	1	1.9%	2
Atherton Town Centre	1.4%	27	0.0%	0	1.9%	2	1.0%	2	15.7%	17	3.2%	5	0.0%	0	0.9%	1
Warrington Town Centre	1.3%	25	3.2%	5	11.1%	12	1.0%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Hindley Town Centre	1.3%	25	0.0%	0	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Skelmersdale Town Centre/The Concourse	1.2%	24	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	15.7%	17
Horwich Town Centre	0.8%	15	0.6%	1	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.0%	1	0.0%	0
Other, Lancashire	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.0%	3	3.7%	4
Manchester City Centre	0.7%	14	0.0%	0	0.9%	1	0.5%	1	0.0%	0	1.9%	3	2.0%	2	0.9%	1
Aintree	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	10.2%	11
Trafford Centre, Manchester	0.7%	13	0.0%	0	0.0%	0	0.5%	1	0.0%	0	6.4%	10	0.0%	0	0.0%	0
Ravenhead Retail Park, St Helens	0.6%	12	1.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Haydock, St Helens	0.6%	12	2.5%	4	2.8%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.9%	2
Tesco, Central Park Way, Wigan	0.6%	12	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southport Town Centre	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	5.6%	6
Wigan, out of centre	0.5%	9	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other, Merseyside	0.5%	9	1.9%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.9%	1
Ashton-in-Makerfield Town Centre	0.4%	8	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5
Southport, out of centre	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.7%	4
Tyldesley Town Centre	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.2%	5	0.0%	0	0.0%	0
Other	0.3%	6	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Chorley Town Centre	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Golborne Town Centre	0.3%	6	1.3%	2	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Atherleigh Way, Leigh	0.3%	6	0.0%	0	0.0%	0	1.0%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Preston City Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Leigh, out of centre	0.2%	4	0.0%	0	2.8%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspull Village	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wigan	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1	0.0%	0
Standish Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington, out of centre	0.2%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pemberton, Wigan	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albion Retail Park, Warrington	0.1%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Platt Bridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ormskirk 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
West One Retail Park, Salford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other, Haydock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other, Cumbria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gemini Retail Park, Warrington	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Cheshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Golborne	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / online / catalogue / mail order / TV shopping	8.5%	165	6.4%	10	14.8%	16	8.2%	17	3.7%	4	8.3%	13	13.9%	14	7.4%	8
(Don't regularly buy these goods)	8.0%	156	12.1%	19	4.6%	5	9.2%	19	11.1%	12	10.9%	17	5.0%	5	9.3%	10
(Don't know / can't remember)	5.4%	106	5.7%	9	6.5%	7	3.4%	7	3.7%	4	4.5%	7	4.0%	4	7.4%	8
Base:		1950		157		108		207		108		156		101		108

# Wigan Household Survey for White Young Green

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
<b>Q25 How do you travel to (LOCATION MENTIONED AT Q24) when shopping for electrical items ?</b>																
<i>Those who buy electrical items at Q24 and who do not shop on the internet at Q24</i>																
Car / van (as driver)	59.2%	901	53.8%	64	68.8%	55	53.7%	88	51.1%	45	63.0%	75	64.1%	50	50.0%	41
Car / van (as passenger)	29.3%	446	39.5%	47	23.8%	19	28.7%	47	29.5%	26	26.9%	32	30.8%	24	37.8%	31
Bus, minibus or coach	5.2%	79	3.4%	4	2.5%	2	3.0%	5	11.4%	10	7.6%	9	2.6%	2	6.1%	5
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Walk	4.3%	66	1.7%	2	2.5%	2	11.0%	18	6.8%	6	0.0%	0	0.0%	0	2.4%	2
Taxi	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Train	0.4%	6	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.7%	11	0.0%	0	2.5%	2	1.2%	2	0.0%	0	0.8%	1	1.3%	1	0.0%	0
(Don't know / varies)	0.5%	7	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Base:		1523		119		80		164		88		119		78		82

# Wigan Household Survey for White Young Green

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q26 Where did you last go shopping for DIY items ?</b>																
B&Q, Wigan (Robin Park / Newtown)	21.8%	425	25.5%	40	2.8%	3	0.5%	1	0.9%	1	0.0%	0	29.7%	30	11.1%	12
B&Q, Leigh	15.2%	297	1.3%	2	31.5%	34	51.2%	106	38.0%	41	26.9%	42	0.0%	0	0.0%	0
B&Q, Bamber Bridge, Wigan	5.5%	108	8.9%	14	0.9%	1	0.5%	1	0.9%	1	0.6%	1	6.9%	7	10.2%	11
Wickes, Wigan (Robin Park / Newtown)	3.5%	68	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	11	5.6%	6
Wigan Town Centre	3.2%	63	2.5%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	4.0%	4	0.9%	1
Focus, Tyldesley, Wigan	3.1%	60	0.0%	0	0.9%	1	0.5%	1	1.9%	2	34.0%	53	0.0%	0	0.0%	0
B&Q, Winwick, Warrington	3.0%	59	4.5%	7	33.3%	36	3.4%	7	1.9%	2	0.0%	0	2.0%	2	0.0%	0
Leigh Town Centre	2.7%	52	0.0%	0	6.5%	7	15.9%	33	0.9%	1	3.2%	5	0.0%	0	0.0%	0
B&Q, St Helens (Ravenhead Retail Park)	1.6%	31	7.6%	12	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.9%	2
Robin Park, Newtown / Wigan	1.5%	29	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.9%	2
Homebase, Marus Bridge, Wigan	1.1%	22	4.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Skelmersdale Town Centre / The Concourse	1.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	13.9%	15
Ashton-in-Makerfield Town Centre	0.9%	17	9.6%	15	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlebrook Retail Park, Bolton	0.9%	17	0.0%	0	0.0%	0	0.5%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0
B&Q, Bolton	0.7%	14	0.0%	0	0.0%	0	0.0%	0	3.7%	4	1.9%	3	0.0%	0	0.0%	0
Aintree	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	11.1%	12
Other, Lancashire	0.7%	14	1.3%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1	1.9%	2
Warrington Town Centre	0.7%	13	0.6%	1	4.6%	5	0.0%	0	0.0%	0	0.6%	1	1.0%	1	0.0%	0
Bolton Town Centre	0.7%	13	0.0%	0	0.0%	0	2.4%	5	0.9%	1	1.3%	2	0.0%	0	0.0%	0
Other, Greater Manchester	0.6%	12	0.6%	1	0.9%	1	1.4%	3	0.9%	1	3.8%	6	0.0%	0	0.0%	0
Tyldesley Town Centre	0.6%	11	0.0%	0	0.0%	0	0.0%	0	2.8%	3	5.1%	8	0.0%	0	0.0%	0
Local shops, Platt Bridge	0.6%	11	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southport	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	5.6%	6
Atherton Town Centre	0.6%	11	0.0%	0	0.0%	0	0.0%	0	6.5%	7	1.9%	3	0.0%	0	0.0%	0
Horwich Town Centre	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Parbold	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8	0.0%	0
Chorley Town Centre	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Tyldesley	0.4%	8	0.0%	0	0.0%	0	0.0%	0	5.6%	6	1.3%	2	0.0%	0	0.0%	0
Shevington	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marus Bridge, Wigan	0.4%	7	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens Town Centre	0.3%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ormskirk Town Centre	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.8%	3
B&Q, Chorley	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Upholland	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Liverpool City Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Ravenhead Retail Park, St Helens	0.2%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hindley Town Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigan, out of centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other, Merseyside	0.2%	3	1.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wigan	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1	0.0%	0
Other, Skelmersdale	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Other, Cheshire	0.1%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leigh	0.1%	2	0.0%	0	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Standish Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parsonage Retail Park, Leigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Astley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
(Don't regularly buy these goods)	17.3%	338	19.1%	30	8.3%	9	18.8%	39	20.4%	22	11.5%	18	9.9%	10	23.1%	25
(Don't know / can't remember)	4.9%	96	6.4%	10	2.8%	3	3.9%	8	6.5%	7	6.4%	10	1.0%	1	4.6%	5
Internet / online / catalogue / mail order / TV shopping	0.7%	13	0.0%	0	1.9%	2	0.5%	1	0.9%	1	0.0%	0	0.0%	0	0.9%	1
Base:	1950		157		108		207		108		156		101		108	

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
<b>Q27 How do you travel to (LOCATION MENTIONED AT Q26) when shopping for DIY items ?</b>																
<i>Those who buy DIY items at Q26 and who do not shop on the internet at Q26</i>																
Car / van (as driver)	63.9%	960	55.6%	65	68.1%	64	60.4%	96	56.4%	44	64.1%	82	61.1%	55	57.1%	44
Car / van (as passenger)	25.9%	390	31.6%	37	27.7%	26	24.5%	39	28.2%	22	23.4%	30	24.4%	22	33.8%	26
Bus, minibus or coach	3.9%	58	4.3%	5	3.2%	3	3.8%	6	3.8%	3	2.3%	3	2.2%	2	3.9%	3
Motorcycle, scooter or moped	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Walk	5.4%	81	6.0%	7	1.1%	1	10.7%	17	10.3%	8	7.8%	10	10.0%	9	3.9%	3
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.1%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.1%	1	0.0%	0
(Don't know / varies)	0.3%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	1	1.3%	1
Base:		1503		117		94		159		78		128		90		77
<b>Q28 Do the people who live in your house, including you, currently make use of electronic home shopping (i.e. Internet or TV shopping) ?</b>																
Yes, Internet only	33.1%	646	34.4%	54	36.1%	39	28.0%	58	23.1%	25	35.3%	55	45.5%	46	30.6%	33
Yes, TV shopping only	2.8%	55	2.5%	4	2.8%	3	5.3%	11	2.8%	3	3.2%	5	1.0%	1	1.9%	2
Yes, both	5.3%	103	5.7%	9	7.4%	8	3.9%	8	7.4%	8	4.5%	7	3.0%	3	9.3%	10
No	58.8%	1146	57.3%	90	53.7%	58	62.8%	130	66.7%	72	57.1%	89	50.5%	51	58.3%	63
Base:		1950		157		108		207		108		156		101		108
<b>Q29 Which goods or services does your household currently purchase via electronic home shopping, or might you purchase in the future ?</b>																
<b>Now</b>																
Banking	22.5%	438	24.2%	38	24.1%	26	18.4%	38	23.1%	25	25.0%	39	25.7%	26	31.5%	34
Books	22.2%	432	25.5%	40	25.0%	27	22.7%	47	20.4%	22	23.7%	37	33.7%	34	24.1%	26
Car parts	4.6%	90	2.5%	4	9.3%	10	5.8%	12	8.3%	9	4.5%	7	6.9%	7	4.6%	5
CD's, music, videos	26.3%	512	29.9%	47	29.6%	32	21.7%	45	23.1%	25	29.5%	46	33.7%	34	25.9%	28
Clothes	17.7%	346	17.2%	27	18.5%	20	15.5%	32	18.5%	20	17.3%	27	24.8%	25	15.7%	17
DIY goods	6.9%	134	1.9%	3	6.5%	7	5.3%	11	7.4%	8	7.1%	11	10.9%	11	6.5%	7
Food	9.5%	185	5.7%	9	8.3%	9	5.8%	12	11.1%	12	11.5%	18	17.8%	18	10.2%	11
Furniture / carpets	5.0%	98	3.2%	5	10.2%	11	5.8%	12	2.8%	3	3.2%	5	5.0%	5	2.8%	3
Garden items	5.7%	112	4.5%	7	6.5%	7	2.9%	6	9.3%	10	7.1%	11	6.9%	7	8.3%	9
Holiday and / or travel tickets	27.2%	531	25.5%	40	37.0%	40	26.1%	54	24.1%	26	28.8%	45	33.7%	34	30.6%	33
Insurance	20.0%	390	17.2%	27	25.9%	28	18.8%	39	18.5%	20	21.8%	34	25.7%	26	25.9%	28
Jewellery	7.9%	154	6.4%	10	11.1%	12	7.2%	15	9.3%	10	7.7%	12	5.9%	6	6.5%	7
Major electrical items	11.9%	232	10.2%	16	14.8%	16	12.1%	25	9.3%	10	13.5%	21	17.8%	18	13.0%	14
Small electrical items	15.3%	298	12.7%	20	15.7%	17	15.5%	32	15.7%	17	15.4%	24	17.8%	18	15.7%	17
Small household goods	12.5%	244	8.9%	14	14.8%	16	12.1%	25	12.0%	13	16.7%	26	13.9%	14	13.0%	14
Sports goods	9.2%	179	4.5%	7	10.2%	11	9.2%	19	8.3%	9	9.6%	15	11.9%	12	12.0%	13
Toys	13.3%	259	10.2%	16	15.7%	17	10.6%	22	12.0%	13	9.6%	15	17.8%	18	14.8%	16
Other	0.7%	13	0.0%	0	1.9%	2	0.5%	1	0.9%	1	0.6%	1	1.0%	1	0.0%	0
Beauty / health products	0.5%	9	0.0%	0	1.9%	2	0.0%	0	1.9%	2	0.6%	1	0.0%	0	0.0%	0
Computer equipment / software	0.4%	8	0.0%	0	0.0%	0	1.0%	2	0.9%	1	0.0%	0	1.0%	1	0.0%	0
Crafts / collectables	0.2%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre / concert tickets	0.2%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing accessories (eg handbags)	0.2%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	55.3%	1078	56.7%	89	53.7%	58	62.3%	129	59.3%	64	51.9%	81	40.6%	41	50.9%	55
Base:		1950		157		108		207		108		156		101		108

# Wigan Household Survey for White Young Green

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
<b>Future</b>																
Banking	7.7%	150	9.6%	15	5.6%	6	8.7%	18	2.8%	3	9.0%	14	7.9%	8	3.7%	4
Books	9.7%	189	12.7%	20	3.7%	4	6.8%	14	7.4%	8	9.6%	15	13.9%	14	10.2%	11
Car parts	3.9%	76	5.7%	9	2.8%	3	1.9%	4	3.7%	4	2.6%	4	4.0%	4	3.7%	4
CD's, music, videos	11.6%	227	14.0%	22	6.5%	7	10.6%	22	5.6%	6	12.8%	20	15.8%	16	12.0%	13
Clothes	7.7%	150	7.6%	12	3.7%	4	8.7%	18	2.8%	3	4.5%	7	9.9%	10	7.4%	8
DIY goods	7.9%	154	7.6%	12	8.3%	9	3.4%	7	11.1%	12	10.9%	17	6.9%	7	10.2%	11
Food	8.4%	164	11.5%	18	8.3%	9	3.4%	7	2.8%	3	7.1%	11	6.9%	7	8.3%	9
Furniture / carpets	6.1%	118	4.5%	7	8.3%	9	4.3%	9	6.5%	7	6.4%	10	8.9%	9	8.3%	9
Garden items	8.2%	160	9.6%	15	10.2%	11	6.3%	13	7.4%	8	9.0%	14	7.9%	8	10.2%	11
Holiday and / or travel tickets	11.0%	214	16.6%	26	4.6%	5	10.1%	21	8.3%	9	11.5%	18	7.9%	8	7.4%	8
Insurance	8.8%	171	10.8%	17	6.5%	7	7.7%	16	8.3%	9	11.5%	18	9.9%	10	5.6%	6
Jewellery	4.6%	90	3.2%	5	4.6%	5	5.8%	12	4.6%	5	5.1%	8	2.0%	2	7.4%	8
Major electrical items	10.5%	205	7.0%	11	7.4%	8	5.8%	12	7.4%	8	14.1%	22	10.9%	11	12.0%	13
Small electrical items	11.5%	225	11.5%	18	10.2%	11	11.1%	23	8.3%	9	14.1%	22	15.8%	16	11.1%	12
Small household goods	10.5%	205	13.4%	21	9.3%	10	8.7%	18	10.2%	11	12.8%	20	8.9%	9	12.0%	13
Sports goods	8.5%	165	7.6%	12	5.6%	6	5.3%	11	7.4%	8	12.8%	20	11.9%	12	10.2%	11
Toys	9.0%	176	9.6%	15	7.4%	8	6.8%	14	5.6%	6	10.3%	16	10.9%	11	10.2%	11
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Computer equipment / software	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Crafts / collectables	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Theatre / concert tickets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	66.1%	1289	63.7%	100	68.5%	74	74.4%	154	64.8%	70	61.5%	96	64.4%	65	63.0%	68
Base:		1950		157		108		207		108		156		101		108

# Wigan Household Survey for White Young Green

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q30 Which town / city centre did you last visit for indoor sport or health and fitness activities ?</b>																
Wigan Town Centre	7.5%	146	5.7%	9	1.9%	2	2.9%	6	0.0%	0	0.0%	0	10.9%	11	3.7%	4
Leigh Town Centre	2.3%	45	0.0%	0	4.6%	5	11.1%	23	1.9%	2	7.7%	12	0.0%	0	0.0%	0
JJB Fitness, Wigan	1.9%	38	1.3%	2	0.9%	1	1.0%	2	0.0%	0	0.0%	0	2.0%	2	0.9%	1
Skelmersdale Town Centre / The Concourse	1.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	10	22.2%	24
Atherton Town Centre	1.6%	31	0.0%	0	0.9%	1	5.8%	12	7.4%	8	4.5%	7	0.0%	0	0.0%	0
Ashton-in-Makerfield Town Centre	1.5%	30	12.7%	20	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Total Fitness, Robin Park Arena, Robin Park, Newtown, Wigan	1.5%	30	0.6%	1	3.7%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Hindley Town Centre	1.4%	27	0.0%	0	0.0%	0	1.0%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0
First Leisure, Robin Park Arena, Robin Park, Newtown, Wigan	1.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Total Fitness, Marus Bridge, Wigan	1.2%	23	3.2%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton Town Centre	1.1%	22	0.0%	0	0.0%	0	1.0%	2	1.9%	2	1.9%	3	0.0%	0	0.0%	0
Robin Park, Newtown / Wigan	0.8%	15	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Chorley Town Centre	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other	0.7%	13	0.6%	1	0.0%	0	0.5%	1	0.0%	0	3.2%	5	2.0%	2	0.0%	0
Tyldesley Town Centre	0.7%	13	0.0%	0	0.0%	0	0.0%	0	1.9%	2	6.4%	10	0.0%	0	0.0%	0
Howe Bridge Sports Centre, Atherton	0.7%	13	0.0%	0	0.0%	0	3.4%	7	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Other, Greater Manchester	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0
Total Fitness, Leigh	0.6%	12	0.0%	0	0.9%	1	2.9%	6	0.0%	0	2.6%	4	0.0%	0	0.0%	0
Warrington Town Centre	0.6%	11	1.3%	2	3.7%	4	1.0%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Wrightington Country Club, Wigan	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lowton, Golborne	0.6%	11	0.0%	0	5.6%	6	1.0%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Orrell	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Wrightington, West Lancashire	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Other, Wigan	0.5%	10	0.6%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standish Town Centre	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.5%	9	0.6%	1	0.9%	1	1.0%	2	0.0%	0	1.3%	2	2.0%	2	0.0%	0
Ormskirk Town Centre	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.6%	5
Other, Lancashire	0.4%	8	0.0%	0	0.9%	1	0.5%	1	0.0%	0	0.6%	1	2.0%	2	0.0%	0
Other, Merseyside	0.4%	7	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Haydock, St Helens	0.4%	7	1.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens Town Centre	0.3%	6	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walkden, Greater Manchester	0.3%	6	0.0%	0	0.9%	1	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0
Other, Leigh	0.3%	5	0.0%	0	0.9%	1	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horwich Town Centre	0.3%	5	0.0%	0	0.9%	1	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Other, Cheshire	0.2%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Abroad	0.2%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Middlebrook Retail Park, Bolton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Leyland Town Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golborne Town Centre	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspull Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Cumbria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this activity)	63.6%	1240	66.9%	105	64.8%	70	59.4%	123	82.4%	89	60.9%	95	56.4%	57	63.0%	68
(Don't know / can't remember)	0.9%	18	1.3%	2	0.9%	1	2.9%	6	0.0%	0	0.6%	1	2.0%	2	0.0%	0
Base:		1950		157		108		207		108		156		101		108

# Wigan Household Survey for White Young Green

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>Q31 How often do you visit (LOCATION NAMED AT Q30) for indoor sports or health and fitness activity ?</b>								
<i>Those who visit indoor sports or health and fitness centres at Q30</i>								
Daily	2.7%	19	0.0%	0	2.7%	1	0.0%	0
Two or three times a week	39.0%	270	42.0%	21	35.1%	13	32.1%	25
At least once a week	25.0%	173	30.0%	15	32.4%	12	30.8%	24
At least once a fortnight	3.8%	26	2.0%	1	2.7%	1	3.8%	3
At least once a month	7.8%	54	6.0%	3	2.7%	1	11.5%	9
At least every two months	3.3%	23	0.0%	0	5.4%	2	5.1%	4
At least every six months	4.3%	30	2.0%	1	2.7%	1	6.4%	5
Less often	8.1%	56	6.0%	3	8.1%	3	6.4%	5
Have only visited once	2.3%	16	8.0%	4	2.7%	1	1.3%	1
(Don't know / varies)	3.6%	25	4.0%	2	5.4%	2	2.6%	2
Base:	692	50	37	78	19	60	42	40
<b>Q32 Which town/city centre did you last visit for entertainment – such as theatre, cinema, restaurants etc?</b>								
Manchester City Centre	16.5%	321	12.1%	19	24.1%	26	22.7%	47
Wigan Town Centre	16.0%	312	14.0%	22	8.3%	9	4.8%	10
Bolton Town Centre	6.2%	120	0.0%	0	4.6%	5	10.1%	21
Robin Park, Newtown / Wigan	4.6%	90	5.7%	9	3.7%	4	0.5%	1
Liverpool City Centre	3.1%	61	8.9%	14	3.7%	4	1.0%	2
Middlebrook Retail Park, Bolton	2.8%	54	0.0%	0	2.8%	3	5.8%	12
Southport	2.5%	48	1.9%	3	0.9%	1	0.5%	1
Leigh Town Centre	2.0%	39	0.0%	0	4.6%	5	10.6%	22
Trafford Centre, Manchester	1.6%	31	3.2%	5	2.8%	3	3.4%	7
St Helens Town Centre	1.6%	31	7.0%	11	0.9%	1	0.0%	0
Standish Town Centre	1.3%	26	1.9%	3	0.9%	1	0.5%	1
Other, Lancashire	1.1%	22	0.0%	0	3.7%	4	1.0%	2
Warrington Town Centre	1.1%	21	1.9%	3	7.4%	8	2.4%	5
Other	1.0%	20	0.6%	1	0.0%	0	0.5%	1
Horwich Town Centre	1.0%	19	0.6%	1	0.0%	0	0.5%	1
London	0.9%	18	1.3%	2	0.0%	0	0.0%	0
Ashton-in-Makerfield Town Centre	0.8%	16	8.3%	13	0.0%	0	0.0%	0
Chorley Town Centre	0.7%	14	0.6%	1	0.0%	0	0.0%	0
Hindley Town Centre	0.7%	14	0.6%	1	0.0%	0	0.0%	0
Lowton, Golborne	0.7%	14	0.0%	0	8.3%	9	1.0%	2
Other, Merseyside	0.7%	14	1.3%	2	2.8%	3	1.9%	4
Atherton Town Centre	0.7%	13	0.0%	0	0.9%	1	1.4%	3
Blackpool	0.6%	12	0.0%	0	0.0%	0	1.0%	2
Lowry Outlet Centre, Salford	0.6%	11	0.6%	1	0.9%	1	0.5%	1
Orrell	0.5%	10	0.6%	1	0.0%	0	0.0%	0
Other, Greater Manchester	0.5%	10	0.0%	0	0.0%	0	0.5%	1
Ormskirk Town Centre	0.4%	8	0.0%	0	0.0%	0	0.5%	1
Preston City Centre	0.4%	8	0.0%	0	0.0%	0	1.0%	2
Upholland	0.4%	8	0.0%	0	0.0%	0	0.0%	0
Tyldesley Town Centre	0.4%	7	0.0%	0	0.0%	0	0.0%	0
Other, Wigan	0.4%	7	0.6%	1	0.9%	1	0.0%	0
Wrightington	0.3%	6	0.6%	1	0.0%	0	0.0%	0
Billinge	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Other, Leigh	0.3%	5	0.0%	0	0.0%	0	1.4%	3
Abroad	0.3%	5	0.0%	0	0.0%	0	0.5%	1
Golborne Town Centre	0.3%	5	0.6%	1	1.9%	2	0.0%	0
Westhoughton, Greater Manchester	0.3%	5	0.0%	0	0.0%	0	0.5%	1
Aspull, Wigan	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Other, Cumbria	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Other, Cheshire	0.2%	4	0.6%	1	0.9%	1	0.0%	0
Newtown, Wigan	0.2%	3	0.0%	0	0.0%	0	0.5%	1
Astley, Wigan	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Beech Hill, Wigan	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Pemberton, Golborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Skelmersdale Town Centre / The Concourse	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Blackburn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't do this activity)	22.9%	447	24.2%	38	13.0%	14	22.7%	47
(Don't know / can't remember)	2.5%	48	1.9%	3	1.9%	2	2.4%	5
Base:	1950	157	108	207	108	156	101	108

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>Q33 How often do you visit (LOCATION NAMED AT Q32) for entertainment ?</b>								
<i>Those who visit entertainment activities at Q32</i>								
Daily	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Two or three times a week	1.6%	23	1.7%	2	4.3%	4	1.3%	2
At least once a week	6.9%	101	9.5%	11	13.0%	12	1.9%	3
At least once a fortnight	8.5%	123	8.6%	10	5.4%	5	6.5%	10
At least once a month	25.2%	367	26.7%	31	22.8%	21	24.5%	38
At least every two months	19.2%	280	12.1%	14	19.6%	18	18.1%	28
At least every six months	19.1%	278	22.4%	26	19.6%	18	21.9%	34
Less often	12.9%	188	9.5%	11	7.6%	7	17.4%	27
Have only visited once	3.0%	43	3.4%	4	5.4%	5	5.2%	8
(Don't know / varies)	3.5%	51	6.0%	7	2.2%	2	3.2%	5
Base:	1455	116	92	155	69	129	75	76

**Q34 Which town / city centre did you last visit to play bingo?**

Wigan Town Centre	4.1%	79	5.1%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.0%	3	1.9%	2
Leigh Town Centre	3.0%	58	0.0%	0	5.6%	6	10.6%	22	3.7%	4	3.8%	6	0.0%	0	0.0%	0
Robin Park, Newtown / Wigan	1.3%	26	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.9%	2
St Helens Town Centre	0.6%	11	1.3%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0
Other, Wigan	0.5%	10	0.0%	0	0.0%	0	0.5%	1	0.9%	1	0.6%	1	0.0%	0	0.0%	0
Skelmersdale Town Centre / The Concourse	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	8.3%	9
Walkden, Greater Manchester	0.4%	8	0.0%	0	0.0%	0	1.4%	3	1.9%	2	0.6%	1	0.0%	0	0.0%	0
Ashton-in-Makerfield Town Centre	0.4%	7	4.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Merseyside	0.3%	6	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standish Town Centre	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.2%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atherton Town Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.6%	1	0.0%	0	0.0%	0
Hindley Town Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.2%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Greater Manchester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.3%	2	0.0%	0	0.0%	0
Ince, Wigan	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Lancashire	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Warrington Town Centre	0.1%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pemberton, Wigan	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chorley 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
Golborne Town Centre	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyland 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
Tyldesley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other, Cumbria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leigh	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this activity)	85.9%	1676	83.4%	131	90.7%	98	86.0%	178	88.0%	95	90.4%	141	93.1%	94	87.0%	94
(Don't know / can't remember)	0.5%	9	0.0%	0	0.9%	1	0.5%	1	0.9%	1	1.3%	2	1.0%	1	0.0%	0
Base:	1950	157	108	207	108	156	101	108								

**Q35 How often do you visit (LOCATION NAMED AT Q34) for bingo ?**

<i>Those who play bingo at Q34</i>																
Daily	0.8%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Two or three times a week	17.4%	46	26.9%	7	0.0%	0	17.9%	5	16.7%	2	0.0%	0	16.7%	1	35.7%	5
At least once a week	41.5%	110	46.2%	12	55.6%	5	46.4%	13	50.0%	6	23.1%	3	50.0%	3	35.7%	5
At least once a fortnight	4.5%	12	3.8%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	7.1%	1
At least once a month	9.1%	24	7.7%	2	22.2%	2	7.1%	2	16.7%	2	0.0%	0	0.0%	0	21.4%	3
At least every two months	6.4%	17	0.0%	0	0.0%	0	3.6%	1	0.0%	0	23.1%	3	0.0%	0	0.0%	0
At least every six months	4.2%	11	3.8%	1	11.1%	1	10.7%	3	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Less often	7.9%	21	0.0%	0	11.1%	1	3.6%	1	0.0%	0	23.1%	3	16.7%	1	0.0%	0
Have only visited once	5.3%	14	7.7%	2	0.0%	0	0.0%	0	8.3%	1	15.4%	2	16.7%	1	0.0%	0
(Don't know / varies)	3.0%	8	3.8%	1	0.0%	0	7.1%	2	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Base:	265	26	9	28	12	13	6	14								

# Wigan Household Survey for White Young Green

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q36 Which centre did you last visit for nightlife such as bars, pubs and nightclubs?</b>																
Wigan Town Centre	15.0%	292	7.0%	11	7.4%	8	3.9%	8	0.9%	1	0.6%	1	15.8%	16	3.7%	4
Leigh Town Centre	5.7%	112	0.0%	0	11.1%	12	35.7%	74	7.4%	8	4.5%	7	0.0%	0	0.9%	1
Manchester City Centre	5.0%	98	3.8%	6	11.1%	12	5.3%	11	4.6%	5	10.9%	17	1.0%	1	0.0%	0
Ashton-in-Makerfield Town Centre	2.5%	48	24.2%	38	2.8%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hindley Town Centre	1.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton Town Centre	1.5%	30	0.0%	0	4.6%	5	1.4%	3	6.5%	7	2.6%	4	0.0%	0	0.0%	0
Atherton Town Centre	1.4%	27	0.0%	0	0.0%	0	0.5%	1	23.1%	25	0.6%	1	0.0%	0	0.0%	0
Tyldesley Town Centre	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.9%	1	16.0%	25	0.0%	0	0.0%	0
Standish Town Centre	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	1.1%	22	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	8.3%	9
Other	1.0%	19	0.6%	1	0.0%	0	0.0%	0	1.9%	2	0.0%	0	2.0%	2	3.7%	4
Skelmersdale Town Centre / The Concourse	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	14.8%	16
Astley, Wigan	0.9%	18	0.0%	0	0.0%	0	0.0%	0	1.9%	2	10.3%	16	0.0%	0	0.0%	0
Lowton, Golborne	0.7%	13	0.0%	0	11.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parbold, Lancashire	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	9	1.9%	2
Other, Wigan	0.6%	11	1.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billinge, Merseyside	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Southport	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.0%	3	2.8%	3
Pemberton, Wigan	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orrell	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other, Greater Manchester	0.4%	8	0.6%	1	1.9%	2	0.5%	1	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Other, Cheshire	0.4%	8	0.0%	0	0.9%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.9%	1
Other, Lancashire	0.4%	8	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Ince, Wigan	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upholland	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.9%	1
Golborne Town Centre	0.3%	6	0.6%	1	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Town Centre	0.3%	6	0.6%	1	2.8%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
St Helens Town Centre	0.3%	5	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Wrightington	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspull, Wigan	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Platt Bridge, Wigan	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shevington, Wigan	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Blackpool	0.2%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Merseyside	0.2%	4	0.6%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ormskirk Town Centre	0.2%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Appley Bridge, Lancashire	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westhoughton, Greater Manchester	0.2%	3	0.0%	0	0.0%	0	0.5%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Newburgh, Lancashire	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Worsley Mesnes, Wigan	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Goose Green, Wigan	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Preston City Centre	0.1%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chorley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Horwich 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
Abram, Wigan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Cumbria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robin Park, Newtown / Wigan	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Leigh	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this activity)	50.5%	985	57.3%	90	39.8%	43	48.3%	100	48.1%	52	48.7%	76	43.6%	44	57.4%	62
(Don't know / can't remember)	1.0%	19	0.6%	1	0.0%	0	0.0%	0	0.9%	1	1.3%	2	3.0%	3	0.9%	1
Base:		1950		157		108		207		108		156		101		108

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
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**Q37 How often do you visit (LOCATION NAMED AT Q36) to visit bars, pubs, or nightclubs ?***Those who go to nightclubs or bars at Q36*

Daily	1.4%	13	3.0%	2	1.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Two or three times a week	10.9%	103	7.6%	5	10.8%	7	15.0%	16	14.5%	8	5.1%	4	5.6%	3	15.6%	7
At least once a week	25.7%	243	28.8%	19	29.2%	19	27.1%	29	18.2%	10	26.9%	21	27.8%	15	15.6%	7
At least once a fortnight	11.3%	107	13.6%	9	9.2%	6	11.2%	12	12.7%	7	14.1%	11	14.8%	8	17.8%	8
At least once a month	18.1%	171	18.2%	12	15.4%	10	15.9%	17	21.8%	12	25.6%	20	9.3%	5	8.9%	4
At least every two months	13.2%	125	13.6%	9	21.5%	14	5.6%	6	16.4%	9	5.1%	4	22.2%	12	8.9%	4
At least every six months	10.8%	102	10.6%	7	7.7%	5	14.0%	15	9.1%	5	14.1%	11	13.0%	7	11.1%	5
Less often	4.9%	46	3.0%	2	1.5%	1	7.5%	8	1.8%	1	5.1%	4	3.7%	2	11.1%	5
Have only visited once	1.3%	12	0.0%	0	1.5%	1	1.9%	2	0.0%	0	1.3%	1	3.7%	2	2.2%	1
(Don't know / varies)	2.5%	24	1.5%	1	1.5%	1	1.9%	2	3.6%	2	2.6%	2	0.0%	0	8.9%	4
Base:		946		66		65		107		55		78		54		45

**SEX Sex of respondent:**

Male	27.2%	531	21.0%	33	23.1%	25	30.0%	62	29.6%	32	19.2%	30	30.7%	31	26.9%	29
Female	72.8%	1419	79.0%	124	76.9%	83	70.0%	145	70.4%	76	80.8%	126	69.3%	70	73.1%	79
Base:		1950		157		108		207		108		156		101		108

**AGE In which of the following age bands do you fall ?**

18-24 years	3.2%	62	3.8%	6	1.9%	2	1.0%	2	7.4%	8	3.8%	6	1.0%	1	2.8%	3
25-34 years	8.5%	166	8.9%	14	12.0%	13	9.2%	19	4.6%	5	7.7%	12	7.9%	8	10.2%	11
35-44 years	16.2%	316	13.4%	21	18.5%	20	15.5%	32	8.3%	9	11.5%	18	26.7%	27	12.0%	13
45-54 years	20.9%	408	21.7%	34	12.0%	13	19.3%	40	20.4%	22	26.9%	42	27.7%	28	19.4%	21
55-64 years	27.9%	545	27.4%	43	33.3%	36	30.4%	63	31.5%	34	25.6%	40	27.7%	28	25.0%	27
65+ years	22.6%	441	24.2%	38	22.2%	24	24.6%	51	27.8%	30	23.7%	37	8.9%	9	30.6%	33
(Refused)	0.6%	12	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Base:		1950		157		108		207		108		156		101		108

**ADU Including yourself, how many adults aged 16 years or over old are there living in your household ?**

One	22.1%	431	20.4%	32	16.7%	18	24.6%	51	31.5%	34	30.1%	47	9.9%	10	25.0%	27
Two	56.9%	1110	55.4%	87	68.5%	74	56.5%	117	50.9%	55	40.4%	63	65.3%	66	52.8%	57
Three	14.3%	278	16.6%	26	12.0%	13	14.0%	29	13.0%	14	19.2%	30	12.9%	13	16.7%	18
Four	4.6%	89	3.8%	6	0.9%	1	3.4%	7	4.6%	5	5.8%	9	7.9%	8	4.6%	5
Five	1.4%	27	3.2%	5	1.9%	2	0.5%	1	0.0%	0	2.6%	4	2.0%	2	0.0%	0
Six or more	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Refused)	0.7%	14	0.6%	1	0.0%	0	1.0%	2	0.0%	0	1.9%	3	1.0%	1	0.9%	1
Base:		1950		157		108		207		108		156		101		108

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

None	77.9%	1520	80.3%	126	76.9%	83	79.2%	164	89.8%	97	76.9%	120	67.3%	68	80.6%	87
One	10.3%	201	8.3%	13	9.3%	10	9.2%	19	7.4%	8	12.8%	20	11.9%	12	8.3%	9
Two	8.3%	161	6.4%	10	10.2%	11	8.2%	17	0.9%	1	5.8%	9	17.8%	18	9.3%	10
Three	2.6%	51	4.5%	7	3.7%	4	2.4%	5	0.9%	1	3.2%	5	2.0%	2	0.9%	1
Four	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1
Five	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	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)	0.5%	9	0.6%	1	0.0%	0	1.0%	2	0.0%	0	1.3%	2	1.0%	1	0.0%	0
Base:		1950		157		108		207		108		156		101		108

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

None	14.5%	283	11.5%	18	13.0%	14	18.8%	39	25.9%	28	11.5%	18	4.0%	4	15.7%	17
One	46.6%	909	51.0%	80	38.0%	41	47.8%	99	45.4%	49	42.9%	67	30.7%	31	59.3%	64
Two	30.1%	586	29.3%	46	41.7%	45	27.5%	57	22.2%	24	32.7%	51	48.5%	49	20.4%	22
Three or more	8.4%	163	7.6%	12	7.4%	8	4.8%	10	6.5%	7	11.5%	18	15.8%	16	4.6%	5
(Refused)	0.5%	9	0.6%	1	0.0%	0	1.0%	2	0.0%	0	1.3%	2	1.0%	1	0.0%	0
Base:		1950		157		108		207		108		156		101		108

# Wigan Household Survey for White Young Green

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>ETH Finally, strictly for the purposes of the survey, to which ethnic group do you consider yourself to belong ?</b>																
White	98.4%	1919	98.1%	154	99.1%	107	96.6%	200	99.1%	107	97.4%	152	99.0%	100	98.1%	106
Indian	0.2%	4	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Pakistani	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Mixed Race	0.2%	3	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Ethnic Group	0.1%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.9%	17	0.6%	1	0.0%	0	1.0%	2	0.0%	0	2.6%	4	0.0%	0	0.9%	1
Base:		1950		157		108		207		108		156		101		108
<b>SEG Socio economic grouping</b>																
A	4.8%	93	3.2%	5	2.8%	3	6.8%	14	1.9%	2	4.5%	7	8.9%	9	3.7%	4
B	15.7%	306	15.3%	24	18.5%	20	17.4%	36	16.7%	18	19.2%	30	22.8%	23	9.3%	10
C1	27.8%	543	34.4%	54	36.1%	39	24.6%	51	30.6%	33	31.4%	49	35.6%	36	21.3%	23
C2	32.2%	627	34.4%	54	27.8%	30	33.3%	69	23.1%	25	26.3%	41	21.8%	22	37.0%	40
D	16.4%	319	9.6%	15	13.0%	14	15.0%	31	25.0%	27	14.7%	23	7.9%	8	24.1%	26
E	1.1%	21	1.9%	3	0.9%	1	0.5%	1	1.9%	2	0.0%	0	1.0%	1	1.9%	2
(Refused)	2.1%	41	1.3%	2	0.9%	1	2.4%	5	0.9%	1	3.8%	6	2.0%	2	2.8%	3
Base:		1950		157		108		207		108		156		101		108
<b>QUOTA Quota Area</b>																
Zone 1	10.6%	207	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	10.8%	210	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	5.5%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	5.5%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	4.1%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	3.8%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	8.1%	158	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	3.1%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	8.1%	157	100.0%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	5.5%	108	0.0%	0	100.0%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	10.6%	207	0.0%	0	0.0%	0	100.0%	207	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	5.5%	108	0.0%	0	0.0%	0	0.0%	0	100.0%	108	0.0%	0	0.0%	0	0.0%	0
Zone 13	8.0%	156	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	156	0.0%	0	0.0%	0
Zone 14	5.2%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0
Zone 15	5.5%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	108
Base:		1950		157		108		207		108		156		101		108

Weighted:

December 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q01 Where do you buy your main food and grocery shopping ?</b>																		
Asda, Robin Park, Wigan	14.7%	286	12.8%	66	15.4%	220	20.6%	47	15.5%	109	12.8%	130	14.1%	130	15.7%	155	15.5%	254
Asda, Atherleigh Way, Leigh	12.5%	244	14.8%	77	11.6%	166	15.7%	36	14.4%	101	10.5%	106	13.3%	122	11.9%	117	13.1%	216
Tesco Extra, Central Park Way, Wigan	10.3%	201	9.8%	51	10.5%	149	11.7%	27	11.3%	79	9.2%	93	12.5%	115	8.2%	81	11.3%	186
Asda, Ingram Road, Skelmersdale	8.5%	166	9.2%	48	8.3%	118	8.8%	20	8.3%	58	8.7%	88	6.2%	57	10.4%	103	9.2%	151
Asda, Edge Green Lane, Golborne, Warrington	6.8%	132	4.6%	24	7.6%	108	7.4%	17	7.3%	51	6.3%	63	7.2%	67	6.4%	63	6.9%	113
Morrisons, Makerfield Way, Ince	5.5%	108	6.0%	31	5.4%	77	3.9%	9	6.3%	44	5.2%	53	3.8%	35	7.0%	69	5.7%	93
Tesco, Crabtree Lane, Atherton	5.1%	99	5.0%	26	5.1%	72	5.4%	12	4.4%	31	5.5%	55	5.9%	54	4.4%	43	4.9%	80
Sainsbury's, Worthington Way, Marus Bridge, Wigan	5.0%	98	4.4%	23	5.2%	74	4.5%	10	3.5%	25	6.0%	60	6.3%	59	3.7%	37	5.2%	86
Tesco, Cross Street, Hindley	3.9%	75	3.8%	20	3.9%	55	5.8%	13	4.7%	33	2.9%	29	3.2%	30	4.6%	45	3.8%	62
Sainsbury's, Parsonage Retail Park, Atherleigh Way, Leigh	3.4%	65	2.8%	14	3.6%	51	1.3%	3	1.8%	13	4.9%	50	4.5%	41	2.4%	23	3.3%	54
Morrisons, The Galleries, Wigan	2.9%	57	4.1%	22	2.5%	36	0.3%	1	2.3%	16	3.9%	39	2.3%	21	3.7%	37	1.3%	22
Tesco Extra, Mansell Way, Horwich	1.1%	21	1.0%	5	1.1%	16	1.5%	4	1.1%	8	0.9%	10	1.8%	17	0.3%	3	1.2%	20
Tesco Express, Atherton Road, Hindley Green	0.9%	18	0.7%	4	1.0%	14	0.9%	2	0.9%	6	1.0%	10	0.8%	7	1.0%	10	1.1%	18
Somerfield, Shuttle Street, Tyldesley	0.9%	18	0.8%	4	0.9%	14	0.7%	2	0.8%	6	1.0%	10	1.0%	9	0.8%	8	0.7%	12
Other, West Lancashire	0.9%	17	1.1%	5	0.8%	12	0.2%	1	0.8%	5	1.1%	11	1.1%	11	0.7%	7	0.9%	15
Asda, The Link Way, Horwich	0.7%	14	0.7%	4	0.7%	10	0.0%	0	1.1%	8	0.6%	6	0.8%	7	0.6%	6	0.8%	13
Somerfield, School Lane, Standish	0.7%	14	0.7%	4	0.7%	10	0.0%	0	0.4%	3	1.0%	10	0.8%	7	0.6%	5	0.7%	12
Iceland, The Concourse, Skelmersdale	0.6%	12	0.3%	2	0.7%	10	0.8%	2	0.5%	3	0.7%	7	0.0%	0	1.2%	12	0.1%	2
Morrisons, Brooke Street, Chorley	0.6%	12	0.4%	2	0.7%	10	0.6%	1	0.7%	5	0.5%	6	0.3%	3	0.9%	9	0.7%	11
Somerfield, Gerard Centre, Gerard Road, Ashton-in-Makerfield	0.6%	12	0.8%	4	0.6%	8	0.0%	0	0.3%	2	1.0%	10	0.4%	4	0.8%	8	0.5%	8
Other, Warrington	0.6%	11	0.6%	3	0.5%	8	0.5%	1	0.8%	5	0.4%	4	0.7%	6	0.5%	4	0.7%	11
Other, St Helens	0.6%	11	0.7%	3	0.5%	7	0.0%	0	0.2%	2	0.9%	9	0.8%	7	0.2%	2	0.5%	8
Other, Bolton	0.5%	9	0.5%	3	0.4%	6	0.8%	2	0.7%	5	0.2%	2	0.5%	4	0.4%	4	0.5%	8
Wigan Town Centre	0.4%	8	0.6%	3	0.4%	5	0.0%	0	0.1%	1	0.8%	8	0.3%	3	0.5%	5	0.2%	3
Netto, Windermere Road, Leigh	0.4%	8	0.2%	1	0.5%	7	0.0%	0	0.2%	1	0.7%	7	0.1%	1	0.7%	7	0.3%	6
Other, Salford	0.4%	8	0.5%	3	0.4%	5	0.4%	1	0.7%	5	0.3%	3	0.5%	4	0.3%	3	0.4%	7
Aldi, Scot Lane, Wigan	0.4%	8	0.3%	2	0.4%	6	0.5%	1	0.3%	2	0.5%	5	0.6%	5	0.3%	3	0.5%	8
Morrisons, Boundary Road, St Helens	0.4%	7	0.0%	0	0.5%	7	0.0%	0	0.4%	3	0.4%	4	0.4%	4	0.3%	3	0.4%	7
Aldi, Southway, Skelmersdale	0.4%	7	0.3%	2	0.4%	5	0.0%	0	0.2%	1	0.6%	6	0.2%	2	0.5%	5	0.3%	5
Local shops, Atherton	0.4%	7	0.6%	3	0.3%	4	0.0%	0	0.3%	2	0.5%	5	0.3%	3	0.4%	4	0.2%	4
Asda, Kirkland Street, St Helens	0.3%	7	0.2%	1	0.4%	6	0.0%	0	0.3%	2	0.3%	3	0.2%	2	0.5%	5	0.4%	7
Other, Sefton	0.3%	6	0.0%	0	0.4%	6	0.8%	2	0.0%	0	0.4%	4	0.4%	4	0.2%	2	0.4%	6
Local shops, Leigh	0.3%	6	0.4%	2	0.2%	4	0.5%	1	0.2%	1	0.3%	4	0.3%	2	0.2%	2	0.1%	2
Other, Preston	0.3%	6	0.3%	2	0.3%	4	0.0%	0	0.6%	4	0.2%	2	0.3%	3	0.3%	3	0.3%	6
Netto, Platt Bridge, Wigan	0.3%	5	0.3%	2	0.3%	4	0.6%	1	0.2%	1	0.3%	3	0.0%	0	0.5%	5	0.3%	5
Other, Chorley	0.2%	5	0.1%	1	0.3%	4	0.0%	0	0.3%	2	0.2%	2	0.1%	1	0.3%	3	0.3%	5
Leigh Town Centre	0.2%	5	0.4%	2	0.2%	2	0.0%	0	0.2%	1	0.3%	4	0.0%	0	0.5%	5	0.0%	0
Iceland, Bradshawgate, Leigh	0.2%	5	0.2%	1	0.2%	4	0.5%	1	0.0%	0	0.3%	4	0.1%	1	0.4%	4	0.1%	1
Aldi, Castle Street, Tyldesley	0.2%	4	0.2%	1	0.2%	3	0.0%	0	0.1%	1	0.3%	3	0.3%	3	0.2%	2	0.3%	4
Aldi, Princess Road, Ashton-in-Makerfield	0.2%	4	0.2%	1	0.2%	3	0.0%	0	0.0%	0	0.4%	4	0.1%	1	0.3%	3	0.1%	2
Local shops, Skelmersdale	0.2%	4	0.1%	1	0.2%	3	0.0%	0	0.2%	1	0.3%	3	0.3%	3	0.0%	0	0.1%	2
Lidl, Spinning Jenny Way, Leigh	0.2%	4	0.2%	1	0.2%	2	0.0%	0	0.0%	0	0.3%	4	0.0%	0	0.4%	4	0.1%	2
Co-Op, Church Street, Orrell	0.2%	3	0.2%	1	0.2%	2	0.0%	0	0.0%	0	0.3%	3	0.1%	1	0.2%	2	0.1%	1
Local shops, Tyldesley	0.2%	3	0.2%	1	0.2%	3	0.0%	0	0.0%	0	0.3%	3	0.2%	2	0.2%	2	0.1%	1
Lidl, High Street, Golborne	0.2%	3	0.0%	0	0.2%	3	0.0%	0	0.2%	1	0.2%	2	0.1%	1	0.2%	2	0.1%	1
Morrisons, Baxters Lane, St	0.2%	3	0.0%	0	0.2%	3	0.4%	1	0.1%	1	0.1%	1	0.2%	2	0.1%	1	0.2%	3

Column %ges.

Weighted:

December 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Helens																		
Other	0.2%	3	0.2%	1	0.1%	2	0.0%	0	0.2%	1	0.2%	2	0.1%	1	0.2%	3		
Morrisons, Mornington Road, Bolton	0.2%	3	0.2%	1	0.1%	2	0.0%	0	0.0%	0	0.3%	3	0.0%	0	0.3%	3	0.1%	2
Local shops, Pemberton	0.1%	3	0.0%	0	0.2%	3	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.3%	3	0.2%	3
Other, Newtown	0.1%	3	0.0%	0	0.2%	3	0.0%	0	0.0%	0	0.3%	3	0.0%	0	0.3%	3	0.1%	1
Marus Bridge, Wigan	0.1%	2	0.2%	1	0.1%	1	0.4%	1	0.2%	1	0.0%	0	0.1%	1	0.1%	1	0.1%	2
Local shops, Ashton-in-Makerfield	0.1%	2	0.0%	0	0.1%	2	0.4%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	2	0.1%	1
Local shops, Wigan	0.1%	2	0.3%	1	0.0%	1	0.0%	0	0.0%	0	0.2%	2	0.2%	2	0.0%	0	0.1%	2
Other, Wirral	0.1%	2	0.0%	0	0.1%	2	0.3%	1	0.0%	0	0.1%	1	0.2%	2	0.0%	0	0.0%	1
Local shops, Chorley	0.1%	2	0.1%	1	0.1%	1	0.0%	0	0.2%	1	0.1%	1	0.1%	1	0.1%	1	0.1%	2
Tesco Express, Bolton Road, Ashton-in-Makerfield	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.1%	1	0.1%	1	0.1%	1
Local shops, Hindley	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.0%	0	0.2%	2	0.0%	0	0.2%	2	0.0%	0
Lidl, Darlington Street, Wigan	0.1%	2	0.2%	1	0.0%	1	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.2%	2	0.1%	2
Tesco Express, Ormskirk Road, Pemberton	0.1%	2	0.2%	1	0.0%	1	0.0%	0	0.2%	2	0.0%	0	0.1%	1	0.1%	1	0.1%	2
Co-Op, Gathurst Lane, Shevington, Wigan	0.1%	2	0.3%	2	0.0%	0	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.2%	2	0.1%	1
Local shops, Haydock	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.2%	2	0.1%	2
Other, Manchester	0.1%	2	0.0%	0	0.1%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	2	0.0%	0	0.1%	2
Tesco Express, Poolstock Lane, Wigan	0.1%	2	0.1%	1	0.1%	1	0.4%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.1%	2
Sainsbury's, Trinity Street, Bolton	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.1%	1	0.1%	1	0.1%	1	0.1%	1	0.1%	2
Spar, Gidlow Lane, Wigan	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Spar, City Road, Kitt Green, Wigan	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Co-Op, Main Street, Billinge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Sainsbury's Local, Common Lane, Culcheth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Other, Bury	0.1%	1	0.0%	0	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Iceland, Branch Way, Haydock	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
Other, Liverpool	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Morrison, Olympian Way, Leyland	0.0%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Spar, High St, Standish	0.0%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Local shops, Shevington	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Local shops, Farnworth	0.0%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
Other, Trafford	0.0%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Kwik Save, Ladies Lane, Hindley	0.0%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Local shops, Horwich	0.0%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	1
Other, Macclesfield	0.0%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	1
Aldi, Harpers Lane, Chorley	0.0%	1	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	1
Aldi, Mason Street, Horwich	0.0%	1	0.0%	0	0.0%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	1
(Don't know / Varies / no pattern)	2.5%	48	3.9%	21	1.9%	28	0.0%	0	2.6%	18	2.9%	29	2.2%	21	2.5%	25	2.3%	38
Internet / online	1.3%	26	1.5%	8	1.3%	18	2.5%	6	2.4%	17	0.3%	3	2.1%	19	0.7%	6	1.3%	21
Weighted base:	1950	521	1429	228	700	1010	923	987	1643									
Sample:	1950	531	1419	228	724	986	942	967	1658									

**Q02 From which food retailer do you buy your main food goods when shopping on-line?***Those who shop online at Q01*

Tesco	73.5%	19	67.9%	5	76.0%	14	54.1%	3	79.9%	14	74.8%	2	76.1%	15	65.9%	4	74.3%	16
Asda	22.2%	6	32.1%	3	17.9%	3	26.7%	2	20.2%	3	25.2%	1	18.2%	4	34.1%	2	20.4%	4
(Don't know / varies)	4.3%	1	0.0%	0	6.1%	1	19.2%	1	0.0%	0	0.0%	0	5.7%	1	0.0%	0	5.2%	1
Weighted base:	26	8	18	6	17	3	19	6	21									
Sample:	30	9	21	6	20	4	22	8	25									

Weighted:

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	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping ?</b>																		
Nearer to home	53.7%	1048	60.5%	315	51.3%	733	60.1%	137	52.9%	370	52.9%	535	54.9%	507	52.2%	516	53.9%	885
Choice of food goods available	8.5%	166	6.5%	34	9.3%	132	6.6%	15	9.7%	68	8.1%	82	8.6%	79	8.5%	84	8.7%	143
Quality of food goods available	6.6%	129	4.9%	26	7.2%	103	5.3%	12	6.7%	47	6.8%	69	8.0%	74	5.5%	54	6.7%	111
Cheap / value for money	6.5%	126	7.4%	39	6.1%	88	6.4%	15	5.7%	40	7.0%	71	4.1%	38	8.6%	85	6.6%	108
Nearer to work	2.5%	49	0.8%	4	3.2%	45	2.6%	6	5.0%	35	0.7%	7	3.0%	27	2.2%	22	2.8%	47
Choice of shops selling food goods	2.4%	47	1.1%	6	2.9%	41	2.5%	6	2.0%	14	2.7%	27	1.5%	14	3.1%	31	1.9%	31
Preference for retailer	1.8%	35	1.7%	9	1.8%	26	1.7%	4	1.7%	12	2.0%	20	2.1%	20	1.6%	16	1.8%	29
Other	1.5%	29	2.1%	11	1.3%	19	2.0%	5	1.7%	12	1.3%	13	1.8%	16	1.3%	13	1.4%	22
Car parking provision	1.5%	28	2.0%	10	1.3%	18	0.0%	0	1.0%	7	2.1%	21	1.5%	14	1.5%	15	1.7%	28
Staff discount / I or someone I know works there	1.4%	27	1.0%	5	1.5%	22	2.3%	5	2.0%	14	0.6%	6	1.1%	10	1.5%	15	1.4%	23
Habit / familiarity	1.1%	21	0.3%	2	1.3%	19	0.9%	2	0.9%	7	1.2%	12	1.4%	13	0.6%	6	1.0%	17
Quality of shops selling food goods	0.9%	17	0.6%	3	1.0%	15	0.5%	1	1.2%	8	0.8%	8	1.2%	12	0.6%	6	0.9%	14
Shopping environment	0.8%	16	0.9%	5	0.8%	11	0.0%	0	1.0%	7	0.9%	9	0.9%	8	0.7%	7	0.8%	13
Not too busy / quiet environment	0.8%	15	1.1%	6	0.7%	10	0.0%	0	0.4%	3	1.2%	12	0.8%	8	0.8%	7	0.9%	14
Special offers available	0.7%	13	0.4%	2	0.8%	11	1.4%	3	0.7%	5	0.4%	4	0.7%	6	0.6%	6	0.6%	9
Everything I need in one place	0.6%	12	0.3%	2	0.7%	10	1.6%	4	0.3%	2	0.6%	6	0.5%	5	0.7%	7	0.7%	12
Generally convenient	0.5%	10	0.9%	5	0.4%	5	0.5%	1	0.6%	4	0.5%	5	0.4%	3	0.7%	7	0.5%	8
Reward scheme	0.5%	9	0.2%	1	0.5%	8	0.3%	1	0.2%	1	0.7%	7	0.6%	6	0.3%	3	0.5%	9
Easier	0.5%	9	0.7%	4	0.4%	5	0.5%	1	0.7%	5	0.3%	3	0.7%	6	0.3%	3	0.5%	8
Good choice of both non food and food products	0.4%	8	0.2%	1	0.5%	7	0.4%	1	0.4%	3	0.5%	5	0.4%	3	0.5%	5	0.4%	6
Good disabled access	0.4%	8	0.4%	2	0.4%	6	0.0%	0	0.5%	3	0.4%	4	0.5%	4	0.3%	3	0.3%	5
Convenient to friends / relatives	0.4%	8	0.2%	1	0.5%	7	0.0%	0	0.0%	0	0.8%	8	0.6%	5	0.3%	3	0.4%	7
Biggest store	0.4%	7	0.7%	4	0.2%	4	0.8%	2	0.2%	1	0.4%	4	0.2%	2	0.5%	5	0.4%	7
Accessibility by public transport	0.3%	7	0.1%	1	0.4%	6	0.0%	0	0.2%	1	0.5%	5	0.2%	1	0.5%	5	0.1%	2
Good store layout	0.3%	7	0.2%	1	0.4%	5	0.4%	1	0.1%	1	0.5%	5	0.3%	3	0.4%	4	0.4%	7
Compact / smaller store	0.3%	6	0.0%	0	0.5%	6	0.4%	1	0.3%	2	0.4%	4	0.4%	4	0.3%	3	0.4%	6
No other choice	0.3%	6	0.3%	2	0.3%	5	0.0%	0	0.0%	0	0.6%	6	0.0%	0	0.6%	6	0.1%	2
Provision of leisure facilities nearby	0.3%	6	0.2%	1	0.3%	5	0.0%	0	0.1%	1	0.5%	5	0.2%	2	0.4%	4	0.3%	5
Internet shopping / home delivery available	0.3%	5	0.0%	0	0.4%	5	1.0%	2	0.2%	2	0.2%	2	0.4%	3	0.2%	2	0.2%	3
Provision of services nearby, such as banks and other financial services	0.2%	4	0.2%	1	0.2%	3	0.0%	0	0.1%	1	0.3%	3	0.0%	0	0.4%	4	0.2%	3
Cleanliness	0.2%	4	0.0%	0	0.3%	4	0.0%	0	0.1%	1	0.3%	3	0.2%	2	0.2%	2	0.2%	4
Choice of shops nearby selling non-food goods	0.2%	3	0.3%	1	0.1%	2	0.0%	0	0.3%	2	0.2%	2	0.0%	0	0.4%	3	0.2%	2
I take a friend / relative there	0.2%	3	0.3%	2	0.1%	2	0.0%	0	0.2%	1	0.2%	2	0.1%	1	0.2%	2	0.2%	3
Fresh produce	0.2%	3	0.3%	2	0.1%	2	1.2%	3	0.1%	1	0.0%	0	0.3%	3	0.1%	1	0.2%	3
I get a lift there	0.2%	3	0.0%	0	0.2%	3	0.0%	0	0.0%	0	0.3%	3	0.0%	0	0.3%	3	0.1%	1
Friendly staff	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.1%	1	0.2%	2	0.0%	0	0.1%	2
Car parking prices	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
(Don't know / no particular reason)	2.6%	50	3.1%	16	2.4%	34	0.6%	1	2.6%	18	3.0%	30	2.1%	20	2.8%	28	2.6%	42
Weighted base:	1950		521		1429		228		700		1010		923		987		1643	
Sample:	1950		531		1419		228		724		986		942		967		1658	
<b>Q04 Which of these best describes how frequently you undertake main food and grocery shopping to ...? (LOCATION MENTIONED AT Q01)</b>																		
Two or more times a week	20.0%	389	23.2%	121	18.8%	269	19.5%	45	17.8%	124	21.5%	217	18.5%	171	21.4%	211	19.1%	313
At least once a week	64.7%	1262	60.4%	315	66.3%	948	61.8%	141	67.5%	472	63.7%	644	63.7%	588	66.0%	652	65.9%	1083
At least once a fortnight	9.9%	193	10.0%	52	9.9%	141	15.0%	34	8.6%	60	9.6%	97	11.5%	106	8.1%	80	9.7%	159
At least once a month	4.1%	80	5.0%	26	3.7%	54	3.0%	7	5.2%	37	3.4%	34	5.0%	46	3.1%	31	4.0%	67
At least every two months	0.3%	5	0.3%	1	0.3%	4	0.0%	0	0.5%	3	0.2%	2	0.3%	3	0.2%	2	0.2%	4
Less often	0.1%	2	0.1%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.2%	2	0.1%	2
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Varies / no pattern)	1.0%	19	1.1%	6	0.9%	13	0.6%	1	0.4%	3	1.4%	15	1.0%	9	0.9%	9	1.0%	17
Weighted base:	1950		521		1429		228		700		1010		923		987		1643	
Sample:	1950		531		1419		228		724		986		942		967		1658	

Column %ges.

Weighted:

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	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q05 When do you do your main food shopping ?</b>																		
Weekdays during the day	55.0%	1072	48.8%	255	57.2%	817	31.5%	72	40.0%	280	70.6%	713	50.3%	465	59.0%	583	51.8%	852
Weekdays during the evening	13.2%	257	17.0%	89	11.8%	168	31.8%	73	18.8%	131	5.2%	52	15.5%	143	11.2%	110	14.5%	239
Saturday	10.4%	203	9.2%	48	10.8%	154	10.0%	23	11.8%	83	9.3%	93	10.1%	93	10.6%	104	11.0%	180
Sunday	3.3%	64	3.4%	18	3.2%	46	4.8%	11	4.8%	34	1.9%	19	3.6%	33	3.1%	31	3.6%	59
Varies / no pattern	18.0%	350	21.0%	109	16.9%	241	21.6%	49	24.0%	168	13.0%	132	20.1%	186	16.0%	158	18.9%	310
(Don't know)	0.2%	4	0.5%	3	0.1%	1	0.4%	1	0.5%	3	0.0%	0	0.4%	3	0.1%	1	0.2%	3
Weighted base:		1950		521		1429		228		700		1010		923		987		1643
Sample:		1950		531		1419		228		724		986		942		967		1658

**Q06 How do you usually travel to (LOCATION MENTIONED AT Q01) ?***Those who do not shop online at Q01*

Car / van (as driver)	60.9%	1172	76.3%	392	55.3%	780	72.0%	160	74.1%	506	49.7%	500	71.9%	650	51.5%	505	71.9%	1166
Car / van (as passenger)	23.9%	461	7.3%	37	30.0%	423	18.2%	41	15.5%	106	30.8%	310	18.6%	169	28.3%	277	22.8%	370
Bus, minibus or coach	5.8%	111	5.4%	28	5.9%	83	1.1%	2	2.8%	19	8.9%	90	3.1%	28	8.4%	82	1.2%	19
Motorcycle, scooter or moped	0.1%	2	0.3%	2	0.0%	1	0.0%	0	0.0%	0	0.2%	2	0.2%	2	0.1%	1	0.0%	1
Walk	7.6%	146	9.8%	50	6.8%	96	5.6%	13	6.5%	44	8.9%	89	4.9%	44	9.9%	97	3.3%	54
Taxi	0.6%	12	0.3%	2	0.7%	11	1.4%	3	0.4%	2	0.6%	6	0.4%	4	0.8%	8	0.1%	2
Train	0.1%	3	0.3%	2	0.1%	1	0.5%	1	0.1%	1	0.1%	1	0.3%	3	0.0%	0	0.1%	2
Bicycle	0.2%	4	0.0%	0	0.3%	4	0.4%	1	0.0%	0	0.3%	3	0.1%	1	0.4%	3	0.1%	1
Other	0.3%	5	0.0%	0	0.3%	5	0.0%	0	0.2%	1	0.3%	3	0.2%	1	0.3%	3	0.1%	1
(Don't know / varies)	0.4%	7	0.2%	1	0.4%	6	0.7%	2	0.4%	3	0.3%	3	0.3%	3	0.5%	5	0.4%	6
Weighted base:		1924		513		1411		222		683		1007		904		981		1622
Sample:		1920		522		1398		222		704		982		920		959		1633

**Q07 When you go shopping for main food goods, do you link this trip with another activity?***Those who do not shop online at Q01*

No	57.0%	1098	57.7%	296	56.8%	801	57.5%	128	53.3%	364	59.5%	599	56.2%	508	57.4%	563	56.1%	910
Yes – non-food shopping	18.4%	354	17.1%	88	18.9%	267	15.2%	34	19.2%	131	18.8%	189	18.3%	166	18.6%	183	19.0%	308
Yes – visiting services such as banks and other financial institutions	14.5%	279	16.1%	82	13.9%	196	10.3%	23	13.8%	94	16.0%	162	13.0%	117	16.0%	157	14.7%	238
Yes – other food shopping	11.3%	217	9.5%	49	11.9%	168	7.7%	17	11.7%	80	11.8%	119	9.8%	88	12.6%	123	11.1%	180
Yes – travelling to / from work	10.2%	196	8.4%	43	10.9%	153	21.0%	47	18.3%	125	2.1%	21	12.5%	113	8.1%	80	11.4%	185
Yes – leisure activity	6.1%	117	7.2%	37	5.7%	80	3.9%	9	6.9%	47	6.0%	61	6.7%	61	5.7%	56	6.4%	103
Yes – travelling to / from school / college	2.8%	55	1.9%	10	3.2%	45	4.5%	10	4.9%	34	1.1%	11	2.0%	18	3.6%	35	3.2%	52
Visiting friends / family	0.9%	16	0.6%	3	0.9%	13	1.0%	2	0.4%	3	1.1%	11	1.2%	11	0.6%	6	0.9%	14
Yes – Other	0.8%	16	0.6%	3	0.9%	13	0.8%	2	0.0%	0	1.4%	14	1.2%	11	0.4%	4	0.8%	14
Get petrol	0.7%	13	1.3%	7	0.4%	6	1.0%	2	0.5%	4	0.7%	7	0.8%	7	0.6%	6	0.8%	13
Meet friends or family / take friends or family out	0.4%	8	0.0%	0	0.6%	8	0.3%	1	0.3%	2	0.6%	6	0.3%	3	0.5%	5	0.3%	5
Recycling	0.3%	5	0.0%	0	0.4%	5	0.3%	1	0.6%	4	0.1%	1	0.4%	3	0.2%	2	0.3%	5
Go to a café / restaurant / bar	0.3%	5	0.5%	2	0.2%	2	0.5%	1	0.0%	0	0.4%	4	0.3%	3	0.2%	2	0.2%	3
Picking up / dropping off somebody	0.2%	4	0.4%	2	0.1%	2	0.0%	0	0.0%	0	0.4%	4	0.1%	1	0.3%	3	0.2%	4
Visit market	0.2%	4	0.3%	1	0.2%	2	0.0%	0	0.0%	0	0.4%	4	0.0%	0	0.4%	4	0.2%	4
Doctor / hospital / dentist	0.2%	4	0.2%	1	0.2%	3	0.0%	0	0.0%	0	0.4%	4	0.2%	2	0.2%	2	0.2%	3
(Don't know / varies)	1.3%	25	0.8%	4	1.5%	21	1.1%	2	0.9%	6	1.7%	17	1.6%	14	1.1%	11	1.4%	22
Weighted base:		1924		513		1411		222		683		1007		904		981		1622
Sample:		1920		522		1398		222		704		982		920		959		1633

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q08 Where do you buy non-food goods when it's linked to your main-food shopping?</b>																		
<i>Those who do not shop online at Q01, and who purchase non food goods at Q07</i>																		
In-Store	19.8%	70	19.7%	17	19.8%	53	29.6%	10	33.5%	44	8.6%	16	28.3%	47	12.7%	23	21.3%	66
Wigan	19.6%	69	23.8%	21	18.2%	49	27.6%	9	17.6%	23	19.2%	36	20.4%	34	19.5%	36	19.8%	61
Leigh	11.8%	42	11.3%	10	11.9%	32	14.2%	5	11.7%	15	11.4%	22	10.1%	17	13.2%	24	12.3%	38
Skelmersdale	11.4%	40	10.5%	9	11.7%	31	8.5%	3	7.0%	9	15.1%	28	6.1%	10	15.7%	29	10.3%	32
Atherton	5.9%	21	10.3%	9	4.5%	12	3.0%	1	4.0%	5	7.9%	15	5.3%	9	6.7%	12	4.2%	13
Robin Retail Park, Wigan	3.0%	11	0.9%	1	3.7%	10	0.0%	0	5.3%	7	1.9%	4	2.6%	4	3.4%	6	3.0%	9
St Helens	2.7%	9	2.5%	2	2.7%	7	0.0%	0	2.1%	3	3.6%	7	3.6%	6	1.9%	3	2.7%	8
Warrington	1.8%	6	1.1%	1	2.0%	5	0.0%	0	1.5%	2	2.3%	4	1.2%	2	2.4%	4	2.1%	6
Bolton	1.5%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0	2.9%	5	1.2%	2	1.9%	3	1.3%	4
Southport	1.4%	5	0.0%	0	1.8%	5	0.0%	0	0.0%	0	2.6%	5	1.9%	3	0.9%	2	1.6%	5
Horwich	1.2%	4	0.0%	0	1.6%	4	0.0%	0	2.0%	3	0.9%	2	1.4%	2	1.1%	2	1.4%	4
Golborne	1.2%	4	0.0%	0	1.6%	4	3.3%	1	0.0%	0	1.7%	3	1.9%	3	0.6%	1	1.0%	3
Ormskirk	1.1%	4	2.6%	2	0.6%	2	0.0%	0	0.0%	0	2.1%	4	0.0%	0	2.2%	4	0.7%	2
Chorley	1.1%	4	0.0%	0	1.4%	4	0.0%	0	2.2%	3	0.5%	1	0.4%	1	1.2%	2	1.2%	4
Ashton-in-Makerfield	1.1%	4	0.0%	0	1.4%	4	0.0%	0	0.0%	0	2.0%	4	0.5%	1	1.6%	3	0.9%	3
Other, Bolton	1.0%	3	0.0%	0	1.3%	3	0.0%	0	1.0%	1	1.1%	2	1.4%	2	0.5%	1	1.1%	3
Manchester	0.9%	3	1.0%	1	0.9%	2	0.0%	0	0.6%	1	1.2%	2	1.9%	3	0.0%	0	1.0%	3
Hindley	0.9%	3	1.8%	2	0.6%	2	0.0%	0	1.2%	2	0.8%	2	0.9%	2	0.8%	2	1.0%	3
Standish	0.8%	3	0.8%	1	0.8%	2	0.0%	0	1.2%	2	0.7%	1	1.3%	2	0.4%	1	0.9%	3
Liverpool	0.8%	3	2.0%	2	0.4%	1	0.0%	0	1.3%	2	0.5%	1	0.6%	1	0.9%	2	0.9%	3
Tyldesley	0.7%	3	1.0%	1	0.6%	2	2.5%	1	0.0%	0	0.9%	2	1.5%	3	0.0%	0	0.8%	3
Pemberton	0.7%	2	1.3%	1	0.4%	1	0.0%	0	0.9%	1	0.6%	1	0.0%	0	1.3%	2	0.8%	2
Trafford Centre, Manchester	0.6%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0	1.0%	2	1.2%	2	0.0%	0	0.6%	2
Preston	0.5%	2	0.0%	0	0.6%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.9%	2	0.6%	2
Leyland	0.5%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.9%	2	0.6%	2
Other	0.5%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.4%	1	0.5%	1	0.0%	0	0.3%	1
Parsonage Retail Park, Leigh	0.3%	1	0.0%	0	0.4%	1	3.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1
Marus Bridge, Wigan	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
(Don't know / varies)	7.3%	26	9.6%	8	6.6%	18	8.3%	3	5.1%	7	8.8%	17	5.1%	8	8.7%	16	7.2%	22
Weighted base:		354		88		267		34		131		189		166		183		308
Sample:		354		86		268		34		135		184		174		174		312

**Q09 Do you make 'top up' shopping trips for basic goods, such as bread and milk, in between your main food shopping trip ?**

Yes	74.1%	1444	71.1%	370	75.1%	1074	80.1%	183	79.6%	557	68.7%	694	76.0%	702	72.1%	711	75.8%	1245
No	26.0%	506	28.9%	151	24.9%	355	19.9%	45	20.4%	143	31.3%	316	24.0%	221	27.9%	276	24.2%	398
Weighted base:		1950		521		1429		228		700		1010		923		987		1643
Sample:		1950		531		1419		228		724		986		942		967		1658

Weighted:

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	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q10 Where do you do this 'top-up' shopping ?</b>																		
<i>Those who do top-up shopping at Q09</i>																		
Local shops, Wigan	6.1%	88	5.2%	19	6.4%	68	4.8%	9	6.0%	33	6.6%	46	5.5%	39	6.8%	48	5.6%	70
Local shops, Leigh	5.7%	83	5.9%	22	5.7%	61	6.2%	11	3.7%	21	7.3%	51	5.8%	41	5.7%	41	4.8%	60
Asda, Atherleigh Way, Leigh	4.9%	71	5.9%	22	4.6%	49	5.9%	11	5.6%	31	4.2%	29	4.5%	31	5.2%	37	5.3%	66
Local shops, Skelmersdale	4.8%	69	4.3%	16	4.9%	53	6.3%	11	3.5%	20	5.5%	38	3.3%	23	6.1%	44	4.4%	55
Asda, Ingram Road, Skelmersdale	4.6%	66	5.0%	18	4.5%	48	7.5%	14	5.9%	33	2.8%	20	4.7%	33	4.4%	32	5.1%	64
Tesco Extra, Central Park Way, Wigan	3.9%	57	4.2%	16	3.8%	41	3.7%	7	4.3%	24	3.6%	25	3.8%	26	4.1%	29	4.3%	54
Tesco, Cross Street, Hindley	3.4%	49	3.2%	12	3.5%	37	6.5%	12	4.5%	25	1.7%	12	3.0%	21	3.7%	27	3.6%	45
Sainsbury's, Worthington Way, Marus Bridge, Wigan	3.2%	46	2.4%	9	3.5%	37	4.1%	7	2.7%	15	3.1%	22	3.7%	26	2.7%	19	3.4%	43
Asda, Robin Park, Wigan	3.1%	44	2.8%	10	3.2%	34	3.9%	7	4.3%	24	1.9%	13	3.6%	25	2.6%	18	3.0%	38
Somerfield, School Lane, Standish	2.9%	42	3.7%	14	2.7%	29	2.6%	5	3.0%	17	3.0%	21	3.5%	25	2.3%	16	3.2%	40
Morrisons, The Galleries, Wigan	2.9%	41	2.8%	10	2.9%	31	0.0%	0	2.9%	16	3.6%	25	1.9%	14	3.9%	28	2.2%	27
Asda, Edge Green Lane, Golborne, Warrington	2.8%	41	2.7%	10	2.9%	31	3.3%	6	3.0%	17	2.6%	18	3.4%	24	2.3%	17	3.1%	38
Local shops, Atherton	2.7%	39	3.5%	13	2.4%	26	1.1%	2	1.6%	9	4.0%	28	3.0%	21	2.5%	18	2.4%	30
Local shops, Ashton-in-Makerfield	2.5%	36	2.4%	9	2.6%	28	2.2%	4	1.6%	9	3.4%	24	2.1%	15	2.9%	21	2.5%	31
Tesco, Crabtree Lane, Atherton	2.4%	35	1.6%	6	2.7%	29	3.8%	7	1.8%	10	2.5%	18	2.2%	16	2.5%	18	2.6%	33
Sainsbury's, Parsonage Retail Park, Atherleigh Way, Leigh	2.0%	29	3.8%	14	1.4%	15	0.6%	1	2.5%	14	2.0%	14	2.3%	16	1.7%	12	2.2%	27
Somerfield, Shuttle Street, Tyldesley	1.8%	26	1.5%	5	1.9%	20	1.9%	3	1.7%	9	1.9%	13	2.2%	16	1.2%	8	1.9%	24
Local shops, Golborne	1.6%	23	1.2%	4	1.8%	19	2.4%	4	1.6%	9	1.4%	10	2.2%	16	1.1%	8	1.5%	19
Other, West Lancashire	1.6%	22	1.6%	6	1.6%	17	0.8%	1	2.1%	12	1.3%	9	2.2%	16	0.7%	5	1.6%	20
Morrisons, Makerfield Way, Ince	1.4%	20	1.1%	4	1.5%	16	1.4%	3	1.6%	9	1.2%	8	0.9%	7	1.9%	14	1.4%	17
Tesco Express, Atherton Road, Hindley Green	1.4%	20	1.5%	5	1.3%	14	1.7%	3	1.4%	8	1.3%	9	1.3%	9	1.5%	11	1.6%	20
Local shops, Pemberton	1.3%	19	0.6%	2	1.6%	17	0.0%	0	0.9%	5	1.9%	13	0.5%	4	2.0%	15	1.3%	16
Local shops, Hindley	1.2%	17	2.3%	8	0.8%	8	1.3%	2	1.2%	7	1.1%	8	0.9%	6	1.4%	10	1.1%	14
Local shops, Astley	1.1%	16	1.1%	4	1.1%	12	1.4%	3	1.1%	6	1.1%	8	1.4%	10	0.9%	6	1.2%	15
Somerfield, Gerard Centre, Gerard Road, Ashton-in-Makerfield	1.1%	16	1.3%	5	1.0%	11	0.5%	1	1.3%	7	1.1%	8	1.3%	9	1.0%	7	1.2%	15
Co-Op, Church Street, Orrell	1.0%	15	0.6%	2	1.1%	12	0.6%	1	1.5%	8	0.8%	5	1.3%	9	0.8%	6	1.1%	13
Local shops, Tyldesley	1.0%	14	0.9%	3	1.0%	11	0.0%	0	1.4%	8	1.0%	7	1.1%	8	1.0%	7	0.9%	11
Other, St Helens	0.9%	13	0.9%	3	0.9%	10	2.3%	4	0.6%	3	0.8%	6	1.6%	11	0.3%	2	1.0%	12
Other	0.9%	13	0.7%	3	1.0%	10	0.4%	1	0.6%	3	1.3%	9	0.9%	6	0.9%	7	1.0%	12
Co-Op, Holmes House Avenue, Winstanley, Wigan	0.9%	13	0.6%	2	1.0%	10	0.6%	1	1.3%	7	0.7%	5	0.8%	6	1.0%	7	0.9%	12
Co-Op, Gathurst Lane, Shevington, Wigan	0.9%	13	1.2%	4	0.8%	8	1.7%	3	1.2%	7	0.4%	3	0.7%	5	1.0%	7	1.0%	13
Tesco Express, Ormskirk Road, Pemberton	0.8%	12	0.6%	2	0.9%	10	0.6%	1	0.7%	4	1.1%	7	0.8%	6	0.9%	6	0.7%	9
Local shops, Standish	0.7%	11	1.0%	4	0.7%	7	1.5%	3	0.7%	4	0.6%	4	1.1%	8	0.4%	3	0.9%	11
Local shops, Aspull	0.7%	10	0.6%	2	0.8%	8	0.3%	1	1.0%	6	0.6%	4	0.5%	3	1.0%	7	0.7%	8
Local shops, St Helens	0.7%	10	0.0%	0	0.9%	10	0.6%	1	0.4%	2	0.9%	6	0.5%	3	0.6%	4	0.4%	5
Wigan Town Centre	0.6%	9	0.5%	2	0.7%	7	0.0%	0	0.6%	3	0.8%	6	0.4%	3	0.9%	6	0.6%	7
Netto, Windermere Road, Leigh	0.6%	9	0.3%	1	0.7%	8	0.0%	0	0.8%	4	0.7%	5	0.7%	5	0.6%	4	0.6%	8
Tesco Express, Bolton Road, Ashton-in-Makerfield	0.6%	9	0.5%	2	0.6%	7	1.1%	2	0.7%	4	0.4%	3	0.7%	5	0.6%	4	0.6%	8
Aldi, Princess Road, Ashton-in-Makerfield	0.6%	9	0.3%	1	0.7%	8	0.0%	0	0.2%	1	1.0%	7	0.3%	2	0.8%	6	0.6%	7
Spar, Woodnook Road, Appley Bridge, Wigan	0.6%	9	0.2%	1	0.7%	8	0.0%	0	0.5%	3	0.7%	5	0.7%	5	0.5%	3	0.6%	8
Tesco Express, Poolstock Lane, Wigan	0.6%	9	0.4%	1	0.7%	7	2.9%	5	0.4%	2	0.2%	1	0.7%	5	0.5%	4	0.7%	9
Co-Op, Main Street, Billinge	0.6%	8	0.6%	2	0.5%	6	0.6%	1	0.2%	1	0.8%	6	0.7%	5	0.5%	3	0.7%	8
Other, Bolton	0.5%	8	0.5%	2	0.6%	6	0.6%	1	0.8%	5	0.3%	2	0.8%	5	0.3%	2	0.6%	7
Spar, City Road, Kitt Green, Wigan	0.5%	8	0.9%	4	0.4%	4	0.0%	0	0.6%	4	0.6%	4	0.4%	3	0.7%	5	0.3%	4
Local shops, Ince	0.5%	7	0.1%	1	0.6%	7	1.0%	2	0.5%	3	0.3%	2	0.0%	0	0.9%	7	0.3%	3

Column %ges.

Weighted:

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	Total	Male		Female		18 to 34		35 to 54		55+	ABC1		C2DE		Car in hhold			
Co-Op, Carr Lane, Hawkley Hall, Wigan	0.5%	7	0.7%	3	0.4%	4	0.0%	0	0.7%	4	0.4%	3	0.0%	0	1.0%	7	0.4%	5
Other, Wigan	0.4%	6	0.2%	1	0.5%	6	0.0%	0	1.0%	6	0.1%	1	0.2%	1	0.7%	5	0.5%	6
Aldi, Castle Street, Tyldesley	0.4%	6	0.5%	2	0.4%	4	0.0%	0	0.5%	3	0.5%	4	0.7%	5	0.1%	1	0.5%	6
Local shops, Marus Bridge, Wigan	0.4%	6	0.4%	1	0.4%	5	0.6%	1	0.0%	0	0.7%	5	0.2%	1	0.7%	5	0.3%	3
Aldi, Scot Lane, Wigan	0.4%	6	0.2%	1	0.5%	5	0.6%	1	0.2%	1	0.5%	3	0.4%	3	0.4%	3	0.4%	4
Co-Op, Pole Street, Standish	0.4%	5	0.0%	0	0.5%	5	0.4%	1	0.1%	1	0.6%	4	0.4%	3	0.4%	3	0.4%	5
Co-Op, Woodhouse Lane, Wigan	0.3%	5	0.0%	0	0.5%	5	0.7%	1	0.1%	1	0.4%	3	0.1%	1	0.4%	3	0.4%	5
Tesco Extra, Mansell Way, Horwich	0.3%	5	0.7%	3	0.2%	2	0.3%	1	0.5%	3	0.2%	2	0.5%	4	0.2%	1	0.3%	4
Kwik Save, Atherton Road, Hindley	0.3%	5	0.2%	1	0.4%	4	0.0%	0	0.0%	0	0.7%	5	0.3%	2	0.3%	2	0.2%	2
Spar, Gidlow Lane, Wigan	0.3%	4	0.4%	1	0.3%	3	0.5%	1	0.0%	0	0.5%	4	0.4%	3	0.2%	1	0.2%	2
Local shops, Orrell	0.3%	4	0.2%	1	0.3%	3	0.0%	0	0.0%	0	0.6%	4	0.6%	4	0.0%	0	0.3%	4
Aldi, Southway, Skelmersdale	0.2%	3	0.5%	2	0.2%	2	0.0%	0	0.2%	1	0.3%	2	0.2%	1	0.3%	2	0.3%	3
Sainsbury's Local, Common Lane, Culcheth	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.2%	1	0.3%	2	0.2%	1	0.3%	2	0.3%	3
Iceland, The Concourse, Skelmersdale	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.3%	2	0.2%	2	0.0%	0	0.5%	3	0.0%	0
Local shops, Platt Bridge	0.2%	3	0.7%	3	0.1%	1	0.5%	1	0.2%	1	0.2%	2	0.2%	2	0.2%	2	0.3%	3
Lidl, Spinning Jenny Way, Leigh	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.0%	0	0.5%	3	0.0%	0	0.5%	3	0.2%	2
Spar, Borsdane Avenue, Hindley	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.1%	1	0.3%	2	0.2%	2	0.2%	2	0.1%	2
Other, Warrington	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.2%	1	0.3%	2	0.0%	0	0.4%	3	0.2%	3
Netto, Platt Bridge, Wigan	0.2%	3	0.5%	2	0.1%	1	0.0%	0	0.2%	1	0.2%	2	0.1%	1	0.3%	2	0.2%	3
Local shops, Shevington	0.2%	3	0.0%	0	0.2%	3	0.5%	1	0.0%	0	0.2%	2	0.2%	2	0.1%	1	0.1%	2
Other, Sefton	0.2%	3	0.5%	2	0.1%	1	0.0%	0	0.0%	0	0.4%	3	0.1%	1	0.2%	2	0.1%	1
Co-Op, Marsh Green, Pemberton	0.2%	3	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.4%	3	0.2%	3
Co-Op, Warrington Road, Platt Bridge, Wigan	0.2%	3	0.7%	3	0.0%	0	0.0%	0	0.3%	2	0.1%	1	0.1%	1	0.2%	2	0.2%	3
Other, Chorley	0.2%	2	0.0%	0	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.2%	2	0.1%	1	0.2%	2
Iceland, Bradshawgate, Leigh	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.3%	2	0.2%	2
Netto, Worthington Way, Wigan	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.3%	2	0.2%	2
Co-Op, Ormskirk Road, Wigan	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.4%	2	0.0%	0	0.1%	1	0.2%	2	0.2%	2
Asda, The Link Way, Horwich	0.2%	2	0.0%	0	0.2%	2	0.3%	1	0.3%	2	0.0%	0	0.1%	1	0.2%	2	0.2%	2
Lidl, High Street, Golborne	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.3%	2	0.0%	0	0.3%	2	0.1%	1
Other, Salford	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.4%	2	0.0%	0	0.1%	1	0.2%	1	0.1%	1
Co-Op, Bolton Road, Ashton-in-Makerfield	0.1%	2	0.0%	0	0.2%	2	0.5%	1	0.0%	0	0.1%	1	0.1%	1	0.1%	1	0.2%	2
Other, Manchester	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	2
Local shops, Bolton	0.1%	2	0.2%	1	0.1%	1	0.5%	1	0.1%	1	0.0%	0	0.3%	2	0.0%	0	0.1%	2
Other, Liverpool	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.2%	2	0.1%	2
Lidl, Darlington Street, Wigan	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.0%	0	0.2%	2	0.1%	1	0.1%	1	0.1%	2
Spar, Whelley, Wigan	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Morrisons, Brooke Street, Chorley	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Local shops, Chorley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Local shops, Westhoughton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Leigh Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Iceland, Standish Gate, Wigan	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Local shops, Newton-le-Willows	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Other, South Ribble	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Other, Oldham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Kwik Save, Gerard Centre, Gerard Street, Ashton-in-Makerfield	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Iceland, Branch Way, Haydock	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Co-Op, Wigan Road, Bryn, Wigan	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
Other, Preston	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
Spar, Wigan Lower Road,	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1

Column %ges.

Weighted:

December 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Standish Lower Ground, Wigan																		
Robin Retail Park, Wigan	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1								
Somerfield, Lee Lane, Horwich	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1								
Local shops, Abram	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.1%	1								
Other, Knowsley	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	1								
Local shops, Horwich	0.0%	1	0.1%	1	0.0%	0	0.1%	1	0.0%	1								
(Don't know / Varies / no pattern)	5.6%	80	7.7%	29	4.8%	52	4.6%	8	7.0%	39	4.8%	33	7.6%	53	3.6%	26	6.0%	74
Weighted base:	1444	370	1074	183	557	694	702	711	1245									
Sample:	1443	380	1063	178	570	685	719	693	1256									

**Q11 From which food retailer do you normally buy your top-up food goods when shopping on-line?***Those who do top-up shopping at Q09, and who use the internet at Q10*

Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison's	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose/Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

**Q12 Which of these best describes how frequently you undertake 'top-up' shopping... ?***Those who do top-up shopping at Q09*

Two or more times a week	63.3%	914	63.1%	234	63.4%	681	61.9%	113	66.3%	370	61.7%	428	62.6%	439	64.6%	460	63.6%	792
At least once a week	28.1%	406	28.9%	107	27.9%	299	29.9%	55	28.2%	157	27.4%	190	28.1%	197	27.7%	197	27.8%	346
At least once a fortnight	3.7%	54	3.6%	13	3.7%	40	5.5%	10	2.5%	14	4.3%	30	4.4%	31	2.8%	20	3.5%	44
At least once a month	1.2%	17	1.7%	6	1.0%	11	1.0%	2	0.7%	4	1.6%	11	1.6%	11	0.8%	5	1.1%	14
At least every two months	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.1%	1	0.3%	2	0.1%	1	0.3%	2	0.1%	2
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies / no pattern	3.3%	48	2.5%	9	3.6%	39	1.0%	2	2.2%	13	4.5%	31	3.0%	21	3.6%	26	3.7%	46
(Don't know)	0.2%	2	0.3%	1	0.1%	1	0.6%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.1%	1
Weighted base:	1444	370	1074	183	557	694	702	711	1245									
Sample:	1443	380	1063	178	570	685	719	693	1256									

**Q13 Of all the money you spend on food and household groceries what share goes to your main food shop ?***Those who do top-up shopping at Q09*

Over ¾	49.1%	709	47.6%	176	49.7%	533	50.8%	93	54.0%	301	44.9%	312	51.9%	365	46.6%	332	50.9%	633
½ to ¾	31.4%	453	31.0%	115	31.5%	339	28.3%	52	30.4%	169	33.2%	230	29.1%	204	33.6%	239	30.6%	381
¼ to ½	9.1%	131	10.0%	37	8.7%	94	5.9%	11	8.4%	47	10.5%	73	8.3%	58	10.0%	71	8.7%	109
Less than ¼	2.8%	41	4.0%	15	2.4%	26	6.4%	12	2.2%	12	2.4%	17	3.2%	23	2.5%	17	2.8%	35
(Don't know / varies)	7.6%	110	7.4%	28	7.6%	82	8.7%	16	5.0%	28	8.9%	62	7.5%	52	7.3%	52	7.0%	87
Weighted base:	1444	370	1074	183	557	694	702	711	1245									
Sample:	1443	380	1063	178	570	685	719	693	1256									

Weighted:

December 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q14 Where did you last shop for clothes or shoes?</b>																		
Wigan Town Centre	29.3%	571	28.2%	147	29.7%	424	33.8%	77	31.5%	220	26.7%	270	26.2%	242	32.8%	323	29.4%	482
Leigh Town Centre	8.1%	157	7.4%	38	8.3%	119	9.1%	21	9.1%	63	7.2%	73	7.0%	64	9.0%	89	6.7%	110
Bolton Town Centre	7.4%	145	6.6%	35	7.7%	111	5.6%	13	6.3%	44	8.6%	87	7.6%	70	7.2%	71	7.3%	120
Manchester City Centre	7.1%	138	7.7%	40	6.9%	98	10.8%	25	8.3%	58	5.5%	56	10.7%	98	4.0%	40	8.0%	131
Trafford Centre, Manchester	6.8%	132	7.4%	39	6.5%	93	12.5%	28	9.9%	69	3.4%	34	9.5%	88	4.2%	41	7.5%	124
Robin Park, Newtown/Wigan	5.7%	112	7.8%	41	5.0%	71	5.8%	13	6.2%	43	5.3%	54	5.1%	47	6.5%	64	6.1%	101
St Helens Town Centre	3.7%	71	2.7%	14	4.0%	57	2.6%	6	2.6%	18	4.5%	45	3.8%	35	3.4%	34	3.6%	58
Southport Town Centre	3.2%	62	1.2%	6	3.9%	55	0.0%	0	1.9%	13	4.7%	48	4.1%	38	2.3%	22	3.3%	54
Warrington Town Centre	2.8%	54	1.9%	10	3.1%	44	2.2%	5	2.3%	16	3.3%	33	3.5%	33	2.0%	20	2.9%	47
Liverpool City Centre	2.4%	48	2.6%	13	2.4%	34	4.1%	9	2.2%	15	2.2%	23	1.8%	16	3.0%	30	2.3%	38
Skelmersdale Town Centre/The Concourse	2.3%	44	1.8%	9	2.4%	35	2.5%	6	2.0%	14	2.4%	25	0.9%	8	3.5%	34	2.1%	34
Other	1.5%	30	2.0%	10	1.4%	20	1.9%	4	1.5%	10	1.5%	15	2.1%	19	1.1%	11	1.7%	28
Middlebrook Retail Park, Bolton	1.2%	23	1.1%	6	1.2%	18	2.4%	5	1.6%	11	0.7%	7	0.7%	6	1.7%	17	1.2%	20
Other, Greater Manchester	1.0%	20	0.4%	2	1.2%	18	0.4%	1	0.7%	5	1.4%	14	1.2%	11	0.8%	8	1.1%	19
Gemini Retail Park, Warrington	0.9%	17	0.6%	3	1.0%	14	0.0%	0	0.4%	3	1.5%	15	0.7%	7	1.0%	10	1.0%	17
Asda, Atherleigh Way, Leigh	0.6%	12	0.4%	2	0.7%	10	0.0%	0	1.1%	8	0.4%	4	0.7%	6	0.5%	5	0.5%	8
Parsonage Retail Park, Leigh	0.6%	11	0.8%	4	0.5%	7	0.4%	1	1.0%	7	0.3%	3	0.5%	5	0.6%	6	0.7%	11
Chorley Town Centre	0.5%	11	0.0%	0	0.7%	11	0.3%	1	0.3%	2	0.8%	8	0.5%	5	0.6%	6	0.7%	11
Golborne Town Centre	0.5%	9	0.4%	2	0.5%	7	1.0%	2	0.3%	2	0.5%	5	0.6%	5	0.4%	4	0.4%	7
Preston City Centre	0.5%	9	0.4%	2	0.5%	7	0.7%	2	0.7%	5	0.3%	3	0.4%	4	0.5%	5	0.5%	9
Horwich Town Centre	0.5%	9	0.5%	2	0.5%	7	0.3%	1	0.7%	5	0.3%	3	0.6%	5	0.4%	4	0.5%	9
Colne	0.4%	8	0.4%	2	0.4%	6	0.0%	0	0.3%	2	0.6%	6	0.5%	5	0.4%	4	0.5%	8
Blackpool Town Centre	0.4%	8	0.6%	3	0.3%	5	0.0%	0	0.7%	5	0.3%	3	0.3%	3	0.5%	5	0.5%	8
Other, Merseyside	0.4%	8	0.7%	4	0.3%	4	0.0%	0	0.5%	4	0.4%	4	0.5%	5	0.3%	3	0.5%	8
Ashton-in-Makerfield Town Centre	0.4%	7	0.4%	2	0.4%	5	0.4%	1	0.1%	1	0.5%	5	0.1%	1	0.6%	6	0.3%	4
Tesco, Central Park Way, Wigan	0.4%	7	0.0%	0	0.5%	7	0.5%	1	0.3%	2	0.4%	4	0.1%	1	0.3%	3	0.4%	7
Abroad	0.4%	7	0.4%	2	0.4%	5	0.0%	0	0.3%	2	0.5%	5	0.1%	1	0.6%	6	0.4%	7
Other, Lancashire	0.3%	7	0.5%	3	0.3%	4	0.0%	0	0.0%	0	0.7%	7	0.3%	3	0.4%	4	0.4%	7
Lowry Outlet Centre, Salford	0.3%	6	0.3%	2	0.3%	5	0.0%	0	0.4%	3	0.4%	4	0.4%	4	0.2%	2	0.4%	6
Other, Cheshire	0.3%	6	0.4%	2	0.3%	4	0.8%	2	0.3%	2	0.2%	2	0.5%	5	0.1%	1	0.4%	6
Cheshire Oaks Designer Village, Ellesmere Port	0.3%	5	0.6%	3	0.2%	2	1.0%	2	0.4%	3	0.1%	1	0.4%	3	0.2%	2	0.3%	5
Tyldesley Town Centre	0.3%	5	0.5%	3	0.2%	3	0.0%	0	0.4%	3	0.3%	3	0.2%	2	0.3%	3	0.3%	4
Hindley Town Centre	0.2%	5	0.1%	1	0.3%	4	0.3%	1	0.3%	2	0.2%	2	0.2%	2	0.3%	3	0.2%	4
Atherton Town Centre	0.2%	5	0.4%	2	0.2%	3	0.0%	0	0.0%	0	0.5%	5	0.3%	3	0.2%	2	0.2%	4
Other, Cumbria	0.2%	5	0.2%	1	0.3%	4	0.0%	0	0.2%	2	0.3%	3	0.2%	2	0.3%	3	0.2%	3
Ormskirk Town Centre	0.2%	4	0.7%	3	0.1%	1	0.4%	1	0.0%	0	0.3%	3	0.1%	1	0.3%	3	0.3%	4
Other, Wigan	0.2%	4	0.0%	0	0.3%	4	0.0%	0	0.4%	3	0.1%	1	0.2%	2	0.3%	2	0.2%	3
Standish Village Centre	0.2%	4	0.0%	0	0.3%	4	0.0%	0	0.1%	1	0.3%	3	0.3%	3	0.1%	1	0.2%	4
Other, Pemberton	0.1%	2	0.4%	2	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.1%	1	0.0%	0	0.1%	2
Ravenhead Retail Park, St Helens	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Blackburn Town Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Other, West Lancashire	0.0%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Local shops, Platt Bridge	0.0%	1	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	1
Internet / Online / catalogue / mail order / TV Shopping	3.3%	63	2.9%	15	3.4%	48	0.5%	1	2.3%	16	4.6%	46	2.9%	26	3.5%	35	2.3%	37
(Don't regularly buy these goods)	2.5%	48	5.0%	26	1.6%	22	0.0%	0	1.4%	9	3.7%	37	1.9%	18	2.9%	28	2.0%	32
(Don't know / can't remember)	2.4%	47	3.7%	19	1.9%	28	0.0%	0	1.0%	7	3.7%	38	2.1%	19	2.3%	23	2.1%	35
Weighted base:	1950		521		1429		228		700		1010		923		987		1643	
Sample:	1950		531		1419		228		724		986		942		967		1658	

Weighted:

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	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q15 What are your main reasons for choosing (LOCATION MENTIONED AT Q14) when shopping for clothes and shoes?</b>																		
<i>Those who buy clothes and shoes at Q14</i>																		
Nearer to home	41.3%	766	41.4%	197	41.3%	569	45.5%	104	44.1%	302	38.1%	356	37.7%	334	44.7%	418	39.7%	626
Choice of non food goods available	12.4%	230	12.2%	58	12.5%	172	15.1%	35	14.1%	96	10.4%	97	11.6%	103	12.9%	121	13.0%	204
Choice of shops selling non food goods	10.5%	195	12.0%	57	10.0%	138	9.1%	21	9.7%	66	11.5%	108	12.0%	106	9.2%	86	10.7%	168
Car parking provision	3.4%	63	3.5%	17	3.3%	46	2.3%	5	3.0%	20	4.0%	37	4.5%	39	2.5%	23	3.9%	61
Day out / holiday	3.3%	62	3.6%	17	3.2%	44	0.5%	1	3.3%	23	4.1%	38	3.6%	32	3.1%	29	3.5%	55
Quality of shops selling non food goods	3.2%	58	3.9%	18	2.9%	40	4.1%	9	2.5%	17	3.4%	32	3.4%	30	2.8%	26	3.2%	50
Other	2.6%	49	2.4%	11	2.7%	38	2.8%	6	3.0%	21	2.3%	22	3.0%	26	2.4%	23	2.6%	41
Quality of non food goods available	2.6%	48	1.9%	9	2.9%	39	3.2%	7	1.9%	13	3.0%	28	2.1%	18	3.0%	28	2.5%	39
Shopping environment	2.5%	46	2.5%	12	2.5%	34	1.5%	3	3.0%	20	2.3%	22	2.9%	26	2.1%	20	2.6%	41
Nearer to work	2.1%	39	1.5%	7	2.3%	32	4.0%	9	3.6%	25	0.6%	5	3.2%	28	1.2%	11	2.3%	36
Convenient to friends / relatives	1.6%	30	1.4%	7	1.7%	23	0.8%	2	1.2%	8	2.1%	20	2.1%	19	1.2%	11	1.6%	25
Cheap / good value for money / reasonable prices	1.6%	29	3.1%	15	1.0%	14	0.5%	1	1.1%	8	2.2%	20	1.7%	15	1.5%	14	1.9%	29
Generally convenient	1.5%	29	2.1%	10	1.3%	19	0.3%	1	0.9%	6	2.4%	22	1.5%	13	1.5%	14	1.4%	21
Preference for retailer / location	1.4%	27	1.4%	6	1.5%	20	0.0%	0	0.6%	4	2.4%	23	1.5%	13	1.3%	13	1.6%	25
Accessibility by public transport	1.3%	25	0.6%	3	1.6%	22	0.3%	1	0.4%	3	2.3%	21	1.2%	11	1.5%	14	1.0%	16
Habit / familiarity	0.8%	15	0.6%	3	0.9%	13	0.4%	1	0.7%	5	1.0%	9	0.7%	6	1.0%	9	0.9%	14
Car parking prices	0.7%	14	0.7%	3	0.8%	10	0.9%	2	0.8%	6	0.7%	6	1.0%	9	0.4%	4	0.8%	13
Christmas shopping / Christmas treat	0.7%	13	0.9%	4	0.6%	8	0.8%	2	0.5%	3	0.8%	7	0.8%	7	0.6%	6	0.7%	12
Undercover shopping	0.7%	12	0.5%	3	0.7%	10	1.3%	3	1.2%	8	0.1%	1	0.9%	8	0.4%	4	0.8%	12
Clothing is well suited to my size / age / weight	0.6%	11	0.5%	2	0.6%	9	0.5%	1	0.3%	2	0.8%	8	0.5%	4	0.7%	7	0.6%	10
Everything in one place / under one roof	0.6%	10	0.7%	4	0.5%	7	0.9%	2	1.0%	7	0.2%	2	0.4%	3	0.7%	7	0.7%	10
Delivery service	0.5%	10	0.0%	0	0.7%	10	0.0%	0	0.1%	1	1.0%	9	0.4%	3	0.7%	7	0.5%	7
Provision of services nearby, such as banks and other financial services	0.5%	9	0.6%	3	0.5%	6	0.0%	0	0.6%	4	0.6%	5	0.4%	4	0.5%	5	0.5%	7
Bigger shops	0.5%	9	0.1%	1	0.6%	8	0.0%	0	0.1%	1	0.9%	8	0.5%	5	0.4%	4	0.2%	3
Good / pleasant place to shop	0.5%	9	0.4%	2	0.5%	7	0.3%	1	0.3%	2	0.6%	6	0.3%	3	0.6%	6	0.6%	9
Work there	0.5%	9	0.6%	3	0.4%	6	1.0%	2	0.4%	3	0.4%	4	0.7%	6	0.3%	3	0.3%	4
Sale shopping	0.5%	8	0.5%	2	0.4%	6	1.2%	3	0.4%	2	0.3%	3	0.5%	5	0.4%	4	0.4%	6
Choice of shops nearby selling food goods	0.4%	8	0.8%	4	0.3%	4	0.4%	1	0.4%	3	0.5%	5	0.4%	3	0.5%	5	0.4%	7
Good disabled access	0.3%	6	0.0%	0	0.5%	6	0.0%	0	0.3%	2	0.4%	4	0.3%	3	0.4%	3	0.3%	5
Marks & Spencer is there	0.3%	6	0.2%	1	0.3%	5	0.5%	1	0.2%	1	0.4%	4	0.5%	4	0.2%	2	0.3%	5
Linked trip with an appointment (eg hospital)	0.3%	6	0.2%	1	0.3%	5	0.4%	1	0.5%	4	0.1%	1	0.2%	2	0.4%	4	0.4%	6
Easier	0.3%	6	0.2%	1	0.3%	5	0.0%	0	0.4%	2	0.4%	3	0.5%	4	0.1%	1	0.3%	4
Opening hours	0.3%	5	0.2%	1	0.3%	4	1.2%	3	0.1%	1	0.1%	1	0.3%	3	0.2%	2	0.3%	5
Provision of leisure facilities nearby	0.2%	4	0.4%	2	0.2%	2	0.0%	0	0.1%	1	0.4%	3	0.2%	2	0.2%	2	0.3%	4
There isn't anything in Atherton	0.2%	4	0.2%	1	0.2%	3	0.0%	0	0.3%	2	0.2%	2	0.1%	1	0.3%	3	0.2%	3
Just for a change	0.2%	4	0.0%	0	0.3%	4	0.8%	2	0.1%	1	0.1%	1	0.2%	2	0.2%	2	0.2%	4
Not too busy / crowded	0.2%	3	0.3%	2	0.1%	2	0.0%	0	0.4%	3	0.1%	1	0.3%	2	0.1%	1	0.2%	2
University nearby	0.2%	3	0.1%	1	0.2%	3	1.4%	3	0.0%	0	0.0%	0	0.2%	2	0.2%	1	0.2%	3
Easy to travel to / not too far away to travel to	0.2%	3	0.0%	0	0.2%	3	0.0%	0	0.1%	1	0.3%	2	0.1%	1	0.3%	2	0.1%	2
Market, Wigan	0.2%	3	0.2%	1	0.1%	2	0.0%	0	0.1%	1	0.2%	2	0.1%	1	0.2%	2	0.2%	3
Cleanliness	0.1%	3	0.5%	2	0.0%	1	0.0%	0	0.2%	1	0.1%	1	0.1%	1	0.2%	2	0.2%	3
Entertainment / events	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.2%	1	0.1%	1	0.2%	2	0.0%	0	0.1%	2
Public information, signposts and public facilities	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.0%	0	0.2%	2	0.1%	1	0.1%	1	0.1%	2
Safety (during the day)	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
(Don't know / no particular reason)	3.8%	70	3.5%	17	3.9%	54	2.6%	6	2.8%	19	4.9%	46	3.3%	30	4.2%	39	3.5%	55
Weighted base:	1855	476	1379	228	684	935	886	936	1576									
Sample:	1855	483	1372	228	706	913	906	915	1591									

Column %ges.

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q16 How do you travel to (LOCATION MENTIONED AT Q14) when shopping for clothes and shoes ?</b>																		
<i>Those who buy clothes and shoes at Q14 and who do not shop on the internet at Q14</i>																		
Car / van (as driver)	53.5%	959	74.7%	344	46.2%	615	67.2%	153	63.0%	420	42.9%	381	62.3%	536	45.9%	414	62.0%	954
Car / van (as passenger)	16.6%	298	4.6%	21	20.8%	277	9.3%	21	12.5%	83	21.6%	192	13.9%	119	18.5%	167	16.5%	255
Bus, minibus or coach	16.5%	296	9.8%	45	18.9%	251	8.6%	19	10.1%	67	23.4%	208	11.3%	97	21.5%	194	9.7%	149
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.4%	115	5.5%	25	6.7%	89	6.4%	14	8.0%	53	5.3%	47	5.2%	45	7.8%	70	5.4%	83
Taxi	0.6%	10	0.3%	1	0.7%	9	0.0%	0	0.4%	3	0.7%	6	0.4%	3	0.6%	6	0.2%	3
Train	5.2%	94	4.6%	21	5.5%	73	7.2%	16	5.3%	35	4.8%	42	5.9%	51	4.5%	41	5.1%	78
Bicycle	0.2%	4	0.3%	1	0.2%	2	0.0%	0	0.2%	1	0.3%	2	0.2%	1	0.3%	2	0.1%	1
Other	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Fly	0.3%	6	0.3%	1	0.4%	5	0.0%	0	0.3%	2	0.5%	4	0.1%	1	0.6%	5	0.4%	6
(Don't know / varies)	0.5%	9	0.0%	0	0.7%	9	1.4%	3	0.3%	2	0.4%	4	0.6%	5	0.4%	4	0.6%	9
Weighted base:		1791		461		1331		227		668		889		860		902		1539
Sample:		1792		467		1325		227		690		867		878		883		1553

**Q17 When you go shopping for clothes and shoes, do you link this trip with another activity ?***Those who buy clothes and shoes at Q14 and who do not shop on the internet at Q14*

No	52.8%	947	53.1%	244	52.8%	702	54.5%	124	53.6%	358	51.8%	460	49.8%	428	55.3%	499	53.0%	815
Yes – non-food shopping	16.7%	299	18.0%	83	16.3%	216	16.4%	37	16.0%	107	17.1%	152	18.1%	156	15.2%	137	16.6%	256
Yes – leisure activity	12.9%	232	13.2%	61	12.8%	171	13.8%	31	12.5%	83	13.2%	117	15.3%	132	10.6%	96	13.4%	207
Yes – other food shopping	12.8%	229	11.8%	54	13.1%	175	8.3%	19	12.7%	85	14.0%	125	12.7%	109	12.9%	116	12.8%	197
Yes – visiting services such as banks and other financial institutions	12.3%	221	9.6%	44	13.3%	176	10.6%	24	11.7%	78	13.3%	118	11.5%	99	13.3%	120	12.5%	193
Yes – travelling to / from work	3.7%	67	2.6%	12	4.2%	55	5.5%	12	6.5%	43	1.3%	11	4.5%	39	3.2%	28	4.1%	63
Meet or visit friends / relatives	1.8%	32	1.3%	6	2.0%	26	1.4%	3	1.6%	11	2.1%	18	1.9%	16	1.8%	16	1.6%	24
Go for a meal / eat at a restaurant / café / bar	1.6%	29	2.4%	11	1.3%	18	3.0%	7	1.0%	7	1.7%	15	1.7%	15	1.5%	13	1.6%	25
Yes – travelling to / from school / college	1.4%	26	0.4%	2	1.8%	24	4.5%	10	1.9%	13	0.3%	3	1.2%	10	1.7%	16	1.5%	24
Browsing / window shopping	0.5%	9	0.8%	4	0.4%	5	0.0%	0	0.2%	1	0.9%	8	0.0%	0	1.0%	9	0.3%	5
Hospital / doctor / dentist / optician appointment	0.3%	6	0.2%	1	0.4%	5	0.0%	0	0.5%	3	0.3%	3	0.1%	1	0.5%	5	0.3%	4
Market	0.3%	5	0.5%	2	0.2%	2	0.0%	0	0.0%	0	0.5%	5	0.2%	2	0.3%	3	0.2%	4
Day out / holiday	0.2%	4	0.5%	3	0.1%	1	0.0%	0	0.2%	1	0.3%	3	0.3%	3	0.2%	1	0.3%	4
Yes – other activity	0.2%	4	0.0%	0	0.3%	4	0.0%	0	0.4%	2	0.1%	1	0.4%	4	0.0%	0	0.2%	4
(Don't Know / varies)	1.6%	28	1.6%	7	1.6%	21	0.0%	0	1.7%	11	1.9%	17	1.7%	15	1.5%	14	1.3%	21
Weighted base:		1791		461		1331		227		668		889		860		902		1539
Sample:		1792		467		1325		227		690		867		878		883		1553

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q18 Where did you last go shopping for other small household goods (e.g. books, CDs, DVDs, toys, jewellery) ?</b>																		
Wigan Town Centre	21.9%	426	23.7%	124	21.2%	303	24.9%	57	23.0%	161	20.4%	206	20.0%	185	23.7%	234	21.9%	360
Leigh Town Centre	9.3%	181	8.8%	46	9.5%	136	9.1%	21	10.5%	74	8.6%	87	7.7%	71	10.9%	108	8.6%	142
Robin Park, Newtown/Wigan	5.3%	104	4.3%	22	5.7%	82	5.2%	12	7.1%	50	4.2%	42	6.1%	56	4.7%	46	6.2%	102
Trafford Centre, Manchester	4.9%	95	4.1%	21	5.2%	74	6.0%	14	6.5%	46	3.5%	36	6.9%	64	3.0%	30	5.7%	93
Warrington Town Centre	3.8%	75	2.6%	13	4.3%	61	4.0%	9	3.8%	26	3.9%	39	4.4%	40	3.3%	32	3.9%	64
Manchester City Centre	2.9%	57	4.3%	22	2.4%	35	4.9%	11	2.5%	18	2.8%	28	4.4%	41	1.6%	16	3.3%	54
St Helens Town Centre	2.8%	54	2.2%	12	3.0%	43	1.8%	4	2.4%	17	3.3%	34	2.8%	25	2.9%	29	2.9%	47
Skelmersdale Town Centre/The Concourse	2.5%	48	1.8%	9	2.7%	39	4.2%	10	3.3%	23	1.5%	15	2.0%	18	2.8%	28	2.6%	43
Warrington Town Centre	1.9%	36	1.6%	8	2.0%	28	2.1%	5	1.6%	12	2.0%	20	2.2%	20	1.6%	16	2.1%	34
Southport Town Centre	1.8%	35	1.5%	8	1.9%	27	0.0%	0	0.7%	5	3.0%	30	2.7%	25	1.0%	10	1.9%	31
Ormskirk Town Centre	1.1%	22	2.0%	10	0.8%	11	0.0%	0	1.2%	9	1.3%	13	1.4%	13	0.7%	7	1.2%	19
Liverpool City Centre	1.0%	19	0.4%	2	1.2%	17	0.3%	1	1.3%	9	0.9%	10	0.3%	3	1.6%	16	1.1%	17
Middlebrook Retail Park, Bolton	0.9%	18	0.6%	3	1.1%	15	2.3%	5	0.9%	7	0.7%	7	1.2%	11	0.7%	7	1.1%	18
Hindley Town Centre	0.9%	18	1.0%	5	0.9%	13	0.3%	1	1.4%	10	0.8%	8	0.8%	7	1.1%	11	0.9%	15
Golborne Town Centre	0.9%	18	0.2%	1	1.2%	17	0.9%	2	1.2%	9	0.7%	7	0.8%	7	1.0%	10	1.1%	18
Atherton Town Centre	0.8%	15	1.3%	7	0.6%	9	0.8%	2	0.4%	3	1.1%	11	0.5%	5	1.1%	11	0.7%	12
Asda, Atherleigh Way, Leigh	0.6%	12	0.2%	1	0.8%	11	0.0%	0	0.6%	4	0.8%	8	1.0%	9	0.3%	3	0.6%	10
Ashton-in-Makerfield Town Centre	0.6%	12	0.6%	3	0.7%	9	0.4%	1	0.4%	3	0.8%	8	0.6%	5	0.7%	7	0.5%	8
Other, Greater Manchester	0.6%	12	0.8%	4	0.6%	8	0.4%	1	0.6%	4	0.7%	7	0.7%	7	0.6%	6	0.7%	12
Gemini Retail Park, Warrington	0.6%	12	0.2%	1	0.8%	11	1.6%	4	0.4%	3	0.6%	6	0.6%	5	0.7%	7	0.7%	12
Tesco, Central Park Way, Wigan	0.5%	10	0.5%	3	0.5%	8	0.6%	1	1.0%	7	0.2%	2	0.4%	3	0.7%	7	0.6%	9
Other	0.5%	10	0.6%	3	0.5%	7	1.1%	2	0.5%	4	0.4%	4	0.7%	7	0.4%	3	0.6%	10
Other, Lancashire	0.5%	9	0.3%	2	0.5%	7	0.0%	0	0.7%	5	0.4%	4	0.6%	6	0.3%	3	0.5%	9
Preston City Centre	0.5%	9	0.5%	3	0.4%	6	0.0%	0	0.8%	6	0.3%	3	0.8%	7	0.2%	2	0.6%	9
Chorley Town Centre	0.5%	9	0.3%	1	0.5%	8	0.0%	0	0.7%	5	0.3%	3	0.4%	4	0.5%	5	0.5%	8
Parsonage Retail Park, Leigh	0.4%	9	0.2%	1	0.5%	8	0.8%	2	0.5%	4	0.3%	3	0.4%	4	0.5%	5	0.5%	9
Other, Cheshire	0.4%	7	0.4%	2	0.4%	5	0.8%	2	0.7%	5	0.1%	1	0.5%	5	0.3%	3	0.5%	7
Horwich Town Centre	0.4%	7	0.4%	2	0.4%	5	0.5%	1	0.7%	5	0.1%	1	0.4%	4	0.3%	3	0.4%	7
Other, Merseyside	0.3%	6	0.4%	2	0.3%	4	0.0%	0	0.3%	2	0.4%	4	0.4%	4	0.2%	2	0.4%	6
Abroad	0.3%	6	0.0%	0	0.4%	6	0.6%	1	0.3%	2	0.2%	2	0.1%	1	0.4%	4	0.3%	4
Ince	0.2%	4	0.0%	0	0.3%	4	0.0%	0	0.3%	2	0.1%	1	0.0%	0	0.3%	3	0.2%	3
Blackpool	0.2%	4	0.0%	0	0.3%	4	0.0%	0	0.1%	1	0.3%	3	0.0%	0	0.4%	4	0.3%	4
Local shops, Wigan	0.2%	3	0.2%	1	0.2%	2	0.4%	1	0.3%	2	0.1%	1	0.2%	2	0.1%	1	0.2%	3
Sainsburys, Marus Bridge, Wigan	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.1%	2
Other, Golborne	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.0%	0	0.2%	2	0.1%	1	0.1%	1	0.1%	2
Ravenhead Retail Park, St Helens	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.2%	2	0.1%	1	0.1%	1	0.1%	1
Lowry Outlet Centre, Salford	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.1%	1	0.1%	1	0.1%	1	0.1%	1	0.1%	2
Other, Wigan	0.1%	2	0.0%	0	0.1%	2	0.3%	1	0.2%	1	0.0%	0	0.0%	0	0.2%	2	0.1%	2
Aintree	0.1%	2	0.0%	0	0.1%	2	0.0%	0	0.0%	0	0.2%	2	0.0%	0	0.2%	2	0.1%	2
Blackburn Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Cheshire Oaks Designer Village, Ellesmere Port	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	0	0.1%	1	0.0%	0
Other, Ashton-in-Makerfield	0.0%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Standish Village Centre	0.0%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	1
Other, Cumbria	0.0%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	1
Local shops, Platt Bridge	0.0%	1	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	1
(Don't regularly buy these goods)	14.1%	274	14.8%	77	13.8%	197	3.2%	7	5.4%	38	22.3%	226	8.9%	82	18.4%	182	10.4%	172
Internet / online / catalogue / mail order / TV shopping	10.1%	197	13.3%	69	8.9%	128	19.7%	45	12.7%	89	6.1%	62	14.1%	130	6.7%	66	11.1%	182
(Don't know / can't remember)	4.9%	95	5.9%	31	4.5%	65	2.9%	7	4.3%	30	5.5%	56	4.3%	39	5.0%	49	4.4%	73
Weighted base:	1950	521	1429	228	700	1010	923	987	1643									
Sample:	1950	531	1419	228	724	986	942	967	1658									

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q19 How do you travel to (LOCATION MENTIONED AT Q18) when shopping for small household goods ?</b>																		
<i>Those who buy other small household goods at Q18 and who do not shop on the internet at Q18</i>																		
Car / van (as driver)	57.5%	796	72.3%	249	52.6%	547	67.5%	114	67.9%	369	46.7%	312	67.0%	450	48.5%	335	65.3%	794
Car / van (as passenger)	16.2%	224	4.0%	14	20.2%	210	10.9%	18	13.2%	72	19.7%	131	14.2%	96	17.8%	123	16.4%	200
Bus, minibus or coach	14.8%	205	11.6%	40	15.9%	165	9.1%	15	7.3%	40	22.5%	150	12.0%	80	17.8%	123	9.5%	116
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.6%	105	10.2%	35	6.7%	70	7.5%	13	8.6%	47	6.6%	44	3.9%	26	11.1%	76	5.3%	64
Taxi	0.5%	6	0.0%	0	0.6%	6	1.0%	2	0.5%	3	0.3%	2	0.2%	1	0.7%	5	0.2%	3
Train	2.6%	36	1.6%	6	3.0%	31	3.2%	5	1.9%	10	3.1%	21	2.2%	15	3.0%	20	2.5%	31
Bicycle	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.3%	2	0.0%	0	0.3%	2	0.1%	1
Other	0.2%	3	0.2%	1	0.2%	2	0.0%	0	0.2%	1	0.4%	2	0.2%	2	0.2%	2	0.3%	3
Fly	0.3%	4	0.0%	0	0.3%	4	0.8%	1	0.3%	1	0.1%	1	0.2%	1	0.3%	2	0.2%	2
(Don't know / varies)	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.1%	1	0.3%	2	0.1%	1	0.2%	1	0.2%	2
Weighted base:		1384		344		1040		169		543		667		672		690		1216
Sample:		1385		345		1040		171		557		652		684		677		1227

**Q20 Are you aware of the Grand Arcade scheme in Wigan, which is under construction currently?**

Yes	76.8%	1498	78.5%	409	76.2%	1089	78.3%	179	79.4%	556	74.7%	755	76.8%	709	77.3%	763	78.5%	1290
No	23.2%	452	21.5%	112	23.8%	340	21.7%	49	20.6%	144	25.3%	255	23.2%	215	22.7%	224	21.5%	353
Weighted base:		1950		521		1429		228		700		1010		923		987		1643
Sample:		1950		531		1419		228		724		986		942		967		1658

**Q21 Which of these best describes how you think your use of Wigan town centre will change once the Grand Arcade scheme opens in 2007?***Those who are aware of the Grand Arcade scheme at Q20*

I will use Wigan town centre no more frequently and no less frequently than now	46.8%	700	48.7%	199	46.0%	501	34.0%	61	48.1%	267	48.5%	366	45.2%	320	48.2%	368	45.9%	592
I will use Wigan town centre less frequently than now	2.7%	41	2.3%	9	2.9%	32	3.2%	6	2.0%	11	3.2%	24	3.2%	23	2.2%	16	2.7%	35
I will use Wigan town centre more frequently than now	32.8%	491	28.1%	115	34.6%	376	51.0%	91	36.6%	203	25.9%	196	32.8%	233	33.3%	254	33.7%	434
I do not use Wigan town centre currently and will not use it once the Grand Arcade scheme is open.	8.9%	134	11.0%	45	8.1%	89	6.4%	11	6.5%	36	11.5%	87	10.2%	72	7.8%	59	9.0%	116
(Don't know)	8.8%	131	9.9%	40	8.4%	91	5.5%	10	6.9%	38	10.8%	82	8.6%	61	8.5%	65	8.8%	113
Weighted base:		1498		409		1089		179		556		755		709		763		1290
Sample:		1521		424		1097		179		580		753		731		762		1320

Weighted:

December 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q22 Where did you last go shopping for furniture or carpets ?</b>																		
Wigan Town Centre	12.8%	249	12.1%	63	13.0%	186	13.2%	30	13.1%	92	12.4%	125	11.5%	106	13.7%	135	12.9%	211
Leigh Town Centre	11.4%	222	11.0%	57	11.6%	165	9.1%	21	9.9%	69	13.0%	131	9.8%	91	12.7%	126	11.5%	189
Robin Park, Newtown/Wigan	9.0%	176	8.3%	43	9.3%	133	13.1%	30	9.9%	69	7.5%	75	8.7%	81	9.3%	91	9.2%	151
Bolton Town Centre	4.8%	94	4.6%	24	4.9%	70	4.4%	10	6.6%	46	3.6%	36	5.8%	53	4.0%	40	5.3%	87
Middlebrook Retail Park, Bolton	4.3%	83	4.8%	25	4.1%	58	7.6%	17	5.7%	40	2.6%	26	4.9%	45	3.9%	38	5.0%	81
Warrington Town Centre	4.2%	81	3.9%	20	4.3%	61	7.7%	18	4.7%	33	3.1%	31	5.0%	46	3.6%	35	4.7%	78
Pemberton, Wigan	2.6%	50	1.3%	7	3.0%	43	1.6%	4	1.5%	10	3.6%	36	2.6%	24	2.6%	26	2.6%	42
Ashton-in-Makerfield Town Centre	2.3%	45	2.2%	12	2.4%	34	0.9%	2	1.1%	8	3.5%	36	2.3%	21	2.4%	24	2.3%	39
St Helens Town Centre	2.1%	41	1.4%	7	2.4%	34	0.8%	2	2.1%	15	2.2%	23	2.4%	22	1.8%	18	2.1%	35
Other, Greater Manchester	2.0%	39	1.7%	9	2.1%	30	0.3%	1	2.7%	19	1.9%	19	2.6%	24	1.5%	15	2.4%	39
Other, Merseyside	1.8%	34	1.2%	6	2.0%	28	0.9%	2	1.9%	13	1.9%	19	1.6%	14	1.8%	18	2.0%	32
Wigan, out of centre	1.7%	33	1.5%	8	1.8%	25	0.8%	2	1.9%	13	1.8%	18	2.0%	18	1.5%	15	1.6%	26
Manchester City Centre	1.7%	32	1.5%	8	1.7%	24	2.1%	5	2.2%	16	1.2%	12	2.6%	24	0.8%	8	1.8%	29
Gemini Retail Park, Warrington	1.7%	32	0.8%	4	2.0%	28	4.9%	11	2.0%	14	0.7%	7	2.2%	21	1.2%	12	1.9%	31
Atherton Town Centre	1.3%	26	1.8%	9	1.2%	17	0.4%	1	1.7%	12	1.3%	13	1.3%	12	1.4%	14	1.0%	17
Liverpool City Centre	1.2%	24	0.3%	1	1.6%	22	1.9%	4	1.0%	7	1.2%	12	0.6%	5	1.7%	17	1.2%	20
Southport Town Centre	1.2%	23	1.1%	6	1.2%	18	0.0%	0	0.6%	4	1.9%	19	1.7%	16	0.7%	7	1.3%	21
Skelmersdale Town Centre/The Concourse	1.1%	22	1.8%	9	0.9%	13	1.0%	2	1.1%	8	1.2%	12	0.3%	3	1.8%	18	1.2%	19
Other, Lancashire	1.1%	22	1.6%	8	1.0%	14	0.0%	0	1.1%	8	1.4%	15	1.8%	17	0.5%	5	1.3%	21
Chorley Town Centre	1.1%	21	1.5%	8	0.9%	13	0.6%	1	0.9%	6	1.3%	13	1.2%	11	1.0%	10	1.3%	21
Ormskirk Town Centre	1.0%	19	0.4%	2	1.1%	16	0.0%	0	1.0%	7	1.1%	11	1.2%	11	0.7%	7	1.1%	18
Other	0.7%	15	1.2%	6	0.6%	8	0.4%	1	0.8%	6	0.8%	8	1.0%	9	0.5%	5	0.8%	14
Hindley Town Centre	0.6%	12	0.5%	3	0.6%	9	0.0%	0	0.6%	4	0.7%	7	0.4%	3	0.8%	8	0.4%	7
Tyldesley Town Centre	0.5%	10	0.7%	4	0.5%	7	0.0%	0	0.4%	3	0.8%	8	0.5%	4	0.6%	6	0.5%	8
Horwich Town Centre	0.5%	10	0.5%	3	0.5%	8	0.3%	1	0.8%	6	0.4%	4	0.5%	5	0.5%	5	0.6%	10
Preston City Centre	0.4%	9	0.2%	1	0.5%	8	0.3%	1	0.6%	4	0.3%	3	0.2%	2	0.6%	6	0.5%	9
Trafford Centre, Manchester	0.4%	7	0.0%	0	0.5%	7	0.9%	2	0.5%	4	0.2%	2	0.7%	6	0.1%	1	0.4%	7
Aintree	0.4%	7	0.6%	3	0.3%	4	0.3%	1	0.5%	3	0.3%	3	0.4%	4	0.3%	3	0.2%	4
Parsonage Retail Park, Leigh	0.3%	7	0.2%	1	0.4%	6	0.5%	1	0.0%	0	0.5%	5	0.1%	1	0.6%	5	0.2%	3
Leigh, out of centre	0.3%	6	0.6%	3	0.2%	3	0.0%	0	0.2%	1	0.5%	5	0.3%	3	0.3%	3	0.3%	5
Ravenhead Retail Park, St Helens	0.3%	5	0.2%	1	0.3%	4	0.0%	0	0.7%	5	0.0%	0	0.3%	3	0.2%	2	0.2%	4
Other, Cheshire	0.2%	4	0.6%	3	0.1%	1	0.4%	1	0.4%	3	0.0%	0	0.2%	2	0.2%	2	0.2%	4
Shevington	0.2%	3	0.2%	1	0.2%	2	0.0%	0	0.0%	0	0.3%	3	0.3%	2	0.1%	1	0.1%	2
Standish Village Centre	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.2%	2	0.1%	2
Golborne Town Centre	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.0%	0	0.2%	2	0.0%	0	0.2%	2	0.1%	2
West One Retail Park, Salford	0.1%	2	0.0%	0	0.1%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	2	0.0%	0	0.1%	2
Other, Cumbria	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Blackburn Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Other, Ashton-in-Makerfield	0.0%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
(Don't know / can't remember)	11.1%	217	12.0%	62	10.8%	154	11.4%	26	11.7%	82	10.6%	107	9.4%	87	12.6%	124	10.4%	171
(Don't regularly buy these goods)	11.1%	216	14.7%	77	9.7%	139	11.1%	25	7.1%	50	13.7%	139	10.9%	100	11.0%	108	8.9%	146
Internet / online / catalogue / mail order / TV shopping	2.2%	43	2.9%	15	2.0%	28	2.7%	6	2.6%	18	1.9%	19	2.5%	23	2.0%	20	2.0%	34
Weighted base:	1950		521		1429		228		700		1010		923		987		1643	
Sample:	1950		531		1419		228		724		986		942		967		1658	

# Wigan Household Survey for White Young Green

Weighted:

December 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q23 How do you travel to (LOCATION MENTIONED AT Q22) when shopping for furniture or carpets ?</b>																		
<i>Those who buy furniture or carpets and Q22 and who do not shop on the internet at Q22</i>																		
Car / van (as driver)	56.9%	840	79.5%	292	49.5%	548	67.7%	115	67.0%	368	46.9%	350	65.3%	465	49.2%	362	64.4%	833
Car / van (as passenger)	29.3%	433	6.3%	23	37.0%	409	24.7%	42	22.9%	126	35.1%	262	25.2%	180	33.0%	242	28.0%	362
Bus, minibus or coach	5.0%	74	5.0%	18	5.0%	55	1.3%	2	3.1%	17	7.3%	54	2.4%	17	7.4%	54	1.4%	18
Motorcycle, scooter or moped	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.0%	0
Walk	6.5%	96	6.5%	24	6.5%	72	3.6%	6	5.5%	30	7.9%	59	4.8%	35	8.2%	60	4.8%	62
Taxi	0.3%	4	0.0%	0	0.3%	4	0.8%	1	0.1%	1	0.2%	2	0.2%	1	0.2%	2	0.0%	0
Train	0.7%	11	0.5%	2	0.8%	9	0.6%	1	0.6%	3	0.9%	7	1.1%	8	0.4%	3	0.6%	8
Bicycle	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Other	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Delivered	0.5%	8	1.1%	4	0.4%	4	0.7%	1	0.2%	1	0.8%	6	0.4%	3	0.7%	5	0.5%	7
(Don't know / varies)	0.5%	7	0.4%	1	0.5%	6	0.6%	1	0.6%	3	0.3%	3	0.4%	3	0.5%	4	0.3%	4
Weighted base:		1474		367		1107		171		550		746		712		735		1293
Sample:		1472		374		1098		169		570		725		726		719		1300