Examination Library Feb-14

Newcastle-Gateshead Retail Studies:

Strategic Comparison Goods Retail Capacity Forecasts Update 2012

for

Newcastle City Council
Gateshead Metropolitan Borough Council

125 Old Broad Street
London EC2N 2BQ

October 2012

Contents

1. Introduction

1.1 In January 2010, we completed the report *'Newcastle-Gateshead Retail Studies: Strategic Comparison Goods Retail Capacity Forecasts'* (hereinafter referred to as the 'January 2010 Study') on behalf of Newcastle City Council and Gateshead Borough Council. That report set out detailed forecasts of quantitative need for new comparison goods retail floorspace in Newcastle City Centre, Gateshead Town Centre, Metrocentre, and the retail parks in Newcastle and Gateshead. The report concluded that a very substantial new comparison goods retail development of up to about 86,500 sq m net sales area would be supportable in Newcastle City Centre by 2020, if Metrocentre was to be restricted from growing much beyond its floorspace existing and committed in 2009.

1.2 Based on that advice (and on previous analysis of qualitative needs, site availability in relation to the sequential approach, and potential retailer demand), Newcastle City Council, continued to progress planning policies identifying the East Pilgrim Street area as the appropriate location for such a retail-led regeneration scheme, and published Interim Planning Guidance setting out the Council's preferred approach and policies for this area. Both Councils accept that Newcastle City Centre is the priority location for strategic growth in comparison goods retail floorspace, which accords with the 'town centres first' policy of the NPPF.

1.3 The forecasts in the January 2010 Study were prepared with the aid of our RECAP retail capacity forecasting Model. They were based on the merged results of Household interview surveys of shopping patterns for comparison goods in Newcastle/Gateshead and its wide regional shopping catchment area, undertaken in 2006 and 2007[1]. These survey results were the only such data on shopping patterns available in 2009 when we were preparing the January 2010 Study. We advised that it would be premature to undertake a new household interview survey at that time, because the final (large scale) phase of the Eldon Square extension was then under construction, and would be likely to render obsolete any survey undertaken before its completion. We considered that the results of the 2006/7 surveys still provided a realistic indication of strategic shopping patterns for comparison goods in the region, pending completion of the Eldon Square extensions.

1.4 The 2006 and 2007 surveys, however, did have some significant weaknesses. In particular, some of the questions were not precisely matched to the international standard COICOP definitions of retail expenditure; no question was included on shopping habits for chemists', medical and beauty products (which experience with other surveys has shown have the most localised shopping patterns of all comparison goods categories); and the survey did not use age-related quota sampling, as a consequence of which the results were significantly biased in favour of older residents.

[1] The 2006 survey was designed and commissioned by consultants then acting for Multiplex, in conjunction with GVA Grimley who were then advising Newcastle City Council. The 2007 supplementary survey was commissioned by DTZ using the same questionnaire as the 2006 survey, in order to increase the sample size in the core zones and split these into separate zones north and south of the River Tyne.

1.5 To account for the passage of time since the January 2010 Study was completed, and to overcome these weaknesses in the original survey (the results of which are also now substantially out-of-date owing to completion of the Eldon Square extensions and other developments), Newcastle and Gateshead Councils commissioned DTZ to prepare updated strategic comparison goods retail capacity forecasts, as set out in this report. These were to be based on a new household interview survey of shopping patterns, together with up-to-date information on population growth and retail expenditure, existing and committed retail floorspace, retailers' sales densities and other forecasting parameters. These new forecasts therefore take account of the current and expected performance of the national economy and that of the North-East Region, rapid growth of internet shopping, changes in the floorspace and occupancy of shops and stores, and changes in retailers' sales densities. The forecasts in this report are therefore based on the most up-to-date information currently available.

1.6 After this Introduction, in Section 2 of our report we describe the basis of our new strategic comparison goods retail capacity forecasts, and the data inputs and assumptions on which they are based. In Section 3, we set out and describe the new forecasts for strategic comparison goods locations in Newcastle and Gateshead (Newcastle City Centre, Gateshead Town Centre, Metrocentre, and the retail parks in Newcastle and Gateshead). In Section 4 we outline the likely retail impacts of committed and proposed major new retail developments in Newcastle City Centre. In Section 5, we summarise our principal findings and conclusions and the implications for retail planning policies in Newcastle and Gateshead. Appendix 1 provides a map of the catchment area used for forecasting, indicating the individual catchment zones. Appendix 2 comprises the results of the new household interview survey of shopping patterns. Appendix 3 is the Technical Report on the survey by RMG:Clarity, which carried out the interviewing and data processing. In Appendix 4, we set out full details of our RECAP Model quantitative need forecasts.

2. Basis of the Updated Retail Capacity Forecasts

2.1 For the retail capacity forecasting in this report, we have again used our RECAP retail capacity forecasting Model, as was used for the January 2010 Study (and for other retail capacity forecasting work in Newcastle and Gateshead). The RECAP Model is an empirical 'step by step' model, based on the results of the 2012 Household interview survey of shopping patterns as its method of allocating retail expenditure from catchment zones to shopping destinations. It is therefore not a theoretical gravity model, but is based on consumer responses about actual shopping patterns. It is also a growth allocation model; which allocates growth in expenditure to shopping destinations based on shopping patterns indicated by the Household interview survey, and informed professional judgements about how these will be likely to change in the future as a result of committed or potential new retail developments.

2.2 The RECAP Model forecasts the expenditure-based capacity for additional retail floorspace in the following way:

- Calculate the total amount of convenience and comparison goods expenditure which is available within the 13 zones comprising the catchment area;

- Allocate the available expenditure to Newcastle City Centre, Gateshead Town Centre, Metrocentre and the retail parks, based on the results of the 2012 Household interview survey of shopping patterns; so as to obtain estimates of current sales and forecast future sales in each;

- Compare the estimated sales in each shopping destination with existing floorspace (and in the case of the retail parks, with sales based on estimated 'benchmark' company average performance); so as to assess the current trading performance of each shopping destination, and the capacity to support further growth in comparison goods floorspace;

- Assess likely future changes to the measured 2012 pattern of market shares to take account of the committed Trinity Square town centre redevelopment in Gateshead Town Centre; and of a potential large-scale new comparison goods retail development in Newcastle City Centre at East Pilgrim Street thereafter; and recalculate the sales and capacity forecasts.

2.3 The RECAP Model (like any other forecasting model of this type) is an exploratory tool, rather than a prescriptive mechanism. Thus the resulting forecasts of quantitative need are not intended as growth targets which must be achieved, or as rigid limits to future growth. Rather, they are a realistic guide to planning policies and decisions on planning applications.

Separate capacity forecasts have been prepared for each shopping destination in order to assist the Councils with identification and testing of alternative options, developing a preferred strategy and formulating policies for new retail development. However we have also indicated capacity on a combined city-wide basis.

2.4 When using the retail capacity forecasts as a guide to future planning policy, it is also important to remember that the further ahead the forecasting date, the less certain the forecast. Thus the forecasts for 2017 and 2020 are more robust than those for 2025 and 2030. In particular for these later dates, we suggest that forecasts such as these should be treated with some caution, since they only indicate the broad order of magnitude of retail capacity at those dates, if all of the forecast trends occur. There are also particular uncertainties at the present time as a result of the recent economic recession, the financial and economic difficulties in the Eurozone, and the need for government austerity, for which there is very little precedent. It is therefore a matter of some conjecture as to how long it will take the economy to recover and at what rate. Furthermore, the long term growth in the use of internet shopping is as yet unknown (although it has to a substantial degree been taken into account in this report), and reinforces the need to revise the forecasts of retail floorspace capacity before 2020.

Principal Data Inputs

Catchment Area

2.5 For this new report, we have used a slightly smaller catchment area than was used for the forecasts in the January 2010 Study. It excludes areas south of the River Tees, because the results of the 2006/7 surveys showed that Newcastle and Gateshead attracted no significant comparison goods expenditure from that area. This new catchment area was divided into 13 catchment zones. A map of the catchment area showing these 13 zones is included in Appendix 1. These zones were defined having regard to the results of previous surveys, and in order to obtain the most cost-effective sampling specification.

Base and Forecasting Years

2.6 The new household interview survey was undertaken in May and June 2012, so we have used 2012 as our base year for the forecasts. The RECAP Model therefore provides estimates of the current comparison goods retail sales in each shopping destination in 2012. As instructed by the Councils, we have prepared forecasts of comparison goods retail capacity at 2017, 2020, 2025 and 2030, so as to cover the period covered by the emerging Joint Local Plan.

Catchment Population

2.7 The starting point for the population forecasts was a report, dated June 2012, commissioned from Pitney Bowes on the current and projected future population of each catchment area zone. These population forecasts cover the period up to 2021; and we have therefore extrapolated them to 2025 and 2030 by trend projection. The result is that for the catchment area as a whole the population is expected to increase from 2,285,098 in 2012 to 2,467,570 by 2030, which is an increase of almost 8%.

2.8 The catchment zones are based on postcode geography and do not match local authority administrative boundaries. Zone 3 includes (but is substantially larger than) Newcastle; and has a population of 432,157 in 2012, forecast to increase to 470,755 by 2030, an increase of 8.9%. Zone 5 includes (but is substantially larger than) Gateshead. It has a population of 340,458 in 2012, which is forecast to increase to 362,109 by 2030, an increase of 6.4%. Newcastle itself has a population of 285,229 in 2012, whilst Gateshead has a population of 193,025. According to provisional population forecasts by the Councils in July 2012, the population of Newcastle is expected to increase by about 7.9% by 2030, and that of Gateshead by about 5.5%. The Pitney Bowes population forecasts for Zones 3 and 5 are therefore broadly compatible with those for Newcastle and Gateshead; and include the level of growth in population envisaged in emerging planning policy. The population forecasts mean that there will be an increasing need for new retail development in both Newcastle and Gateshead, in order to meet the needs of this growing population.

Price Basis

2.9 All monetary values in this report are in constant 2010 prices, unless otherwise stated, so as to exclude the effects of price inflation. Price conversions from other price bases have been undertaken using Table 3.5 of *'Retail Expenditure Guide, Spending Update, November 2011'*, Pitney Bowes & Oxford Economics.

Per Capita Expenditure

2.10 For this Study, we obtained from Pitney Bowes estimated average per capita expenditure on comparison goods in each catchment zone for the years 2009, 2010 and 2011, together with forecasts for 2016 and 2021. These estimates and forecasts take account of differences in average per capita expenditure on comparison goods from zone to zone. We have used these figures as the basis for our base year estimates and new forecasts. For the base year of 2012 and forecasting years of 2017 and 2020 we interpolated between the Pitney Bowes figures; and for our forecasting years of 2025 and 2030 we applied trend extrapolation to the Pitney Bowes figures. The resulting estimates and forecasts of per capita expenditure on comparison goods, including expenditure on Special Forms of Trading, are set out in the top half of RECAP Model Table 2 in Appendix 4.

2.11 The forecast growth in per capita expenditure in RECAP Model Table 2 is specific to the catchment area, and does not apply national average growth forecasts to the local catchment area base figures, as has been done in the past (including the January 2010 Study). This is because such local catchment area growth forecasts have only recently become available from Pitney Bowes & Oxford Economics. Use of local growth forecasts is expected to be more reliable, as stated by Oxford Economics: '*Forecast expenditure (2016 and 2021) are based on Oxford Economics' published UK Macroeconomic forecasts with local level projections incorporating additional data from Oxford Economics' published regional and local authority level forecasts. The results are much more targeted to the prospects for a particular locality than simply taking the latest expenditure estimates for the area and increasing them in line with national trend-based projections for the appropriate category of goods. This is partly because our consumer spending forecasts enable us to take account of changes in the underlying forces driving different elements of consumer spending in a much more sophisticated way than simply extrapolating trends. But, equally importantly, our local and regional forecasts allow us to take account of how underlying differences in economic performance in different parts of the country are likely to affect relative spending power in different locations.'* (Pitney Bowes report for the catchment area, 21 June 2012).

Special Forms of Trading including internet shopping

2.12 We have made deductions from the per capita expenditure figures supplied by Pitney Bowes to allow for expenditure via special forms of trading (SFT). This includes mail order, vending machines, party plan retailing, on-line shopping via the internet or interactive TV, and expenditure at temporary market stalls; and is therefore expenditure not made in retail shops. RECAP Model Table 2 shows the growing deductions which we have made, based on information for the UK published by Verdict Research Limited on growth in 'e-retail' (i.e. internet shopping and shopping via interactive TV) and forecast trends; and forecasts by Oxford Economics published in Pitney Bowes 'Retail Expenditure Guide' 2011/12. Table 2.1 shows Verdict's estimates for the proportion of all retail sales in the UK in 2010 accounted for by electronic shopping, and its trend-based forecasts for 2015. This shows the proportion of such sales growing substantially over the 5 years to 2015. For some categories of comparison goods, the proportion is already substantial and is expected to become much more so. Based on these, we have judged the deductions for SFT shown in RECAP Model Table 2. Our deductions:

- Assume a flattening of the growth trend after 2015 as internet shopping matures;
- Allow for the fact that internet shopping sales are included in the retail sales densities of some retailers which operate multi-channel retailing;
- Include other SFT apart from the internet, in particular sales from temporary markets such as Farmers' Markets and other periodic street markets.

Table 2.1: UK e-retail Shopping Estimates and Forecasts

Goods Type	Online sales as proportion of all UK retail sales (%)	
	2010	2015
Comparison goods: Music & video	55.2	93.4
Electrical goods	28.0	37.2
Books	35.1	58.6
Homewares	9.0	12.8
DIY & gardening goods	5.5	6.4
Clothing & footwear	7.7	13.2
Furniture & floor coverings	4.2	6.6
Health & beauty	3.6	5.6
Other comparison goods	9.8	20.5
All Comparison Goods	**11.5**	**18.0**

Source: 'UK e-Retail 2011', Verdict Research Limited

2.13 Oxford Economics estimate that non-store retail sales (i.e. SFT) accounted for 11.9% of all comparison goods expenditure in 2010; and forecast that this will rise to 14.3% by 2015 and 14.7% by 2021[2]. Their estimate for 2010 is close to Verdict's estimate for e-retail shopping alone in that year. However Oxford Economics' forecasts are well below those of Verdict. For 2017 therefore, we have applied a SFT deduction which is between these two forecasts, as indicated in RECAP Model Table 2 in Appendix 4. For subsequent years we have assumed further growth in SFT at a higher rate than forecast by Oxford Economics in their 'Central Case', but lower than if Verdict's trend was to be extrapolated. The bottom half of RECAP Model Table 2 shows forecast growth in per capita expenditure on comparison goods in each catchment zone, after deducting expenditure on SFT at the rates indicated in the table.

2.14 The combined effect of the forecast growth in population and in per capita expenditure is that (after deducting expenditure on SFT) we expect total catchment area expenditure on comparison goods (set out in Table 3 in Appendix 4) to increase by about £3,584m (68%) over the period 2012 to 2030. This compares with growth in total catchment area population of 8% over the period. Thus only a small proportion (approximately 12%) of the growth in catchment area expenditure on comparison goods is accounted for by forecast growth in population. This means that the comparison goods floorspace capacity forecasts are very insensitive to population growth and much more sensitive to the assumptions about growth in per capita expenditure, particularly in the later part of the forecasting period. The large increase in forecast expenditure on comparison goods indicates that a need for additional comparison goods retail floorspace will grow substantially to 2030 (particularly in the middle and later parts of this forecasting period). However, this should be reviewed at regular intervals over that period.

[2] Broad Definition and Central Case. 'Retail Expenditure Guide 2011/12' Table 3.1

Shopping Patterns in the Catchment Area

2.15 For this study, we designed and commissioned a new household interview survey of shopping patterns in the catchment area. It covered the area shown on the map in Appendix 1 which was divided into the 13 catchment zones shown on that map. A total of 2,000 interviews was undertaken for us by RMG:Clarity in May and June 2012. These interviews were divided between the 13 catchment zones approximately in proportion to the population of each zone; but with adjustments to ensure that not less than 100 interviews were undertaken in any zone, and to optimise confidence limits within the budgeted limit of 2,000 interviews. Within each zone, the interviews were distributed as far as practicable in proportion to the distribution of population within the zone.

2.16 Age quotas were set for the sample in each zone, which were broadly representative of the age distribution of the catchment population. This was to ensure that the interviewed sample of respondents were broadly representative of the population (rather than being heavily biased towards the older age groups, particularly retired people, which occurs with random sampling). In the event, it proved impracticable within time and budgetary constraints to fulfil completely the age quotas in the lower age bands. Thus the raw results from the survey were still somewhat biased in favour of older residents. However RMG:Clarity advised that:

'The weightings used for the survey are robust and reflect the age breakdown of each zone. In only three of the 13 zones is the weight for those 18-34 over 3 (the highest being 4.3), whilst in the remainder of the zones the weight for those 18-34 is between 1.8 and 2.8. Furthermore, the number of interviews conducted in each zone with those aged 18-34 ranges from 6 to 32. These relatively low weights mean that any atypical interviews conducted with younger residents are not disproportionally represented in the survey results and that the weighted results are representative of the survey area.'

We therefore used these age-weighted results, provided in Appendix 2, as indicative of market shares in our RECAP Model.

2.17 The new survey asked questions about households' shopping habits for main food shopping and top-up food and convenience goods shopping. [Whilst the results of these questions were not used in this study (which covers comparison goods retailing only) they could be obtained at no additional cost and will be likely to have other uses for planning purposes.] The survey also asked questions about households' shopping habits for 8 different sub-categories of comparison goods shopping. These categories were closely matched to the international COICPO categories of retail expenditure set out in Appendix A of the DCLG 'Practice Guidance'. We combined the results of Questions 5 to 12 of the household interview survey to provide weighted average market shares of all comparison goods expenditure which are attracted to each shopping destination, using weights according to the amount of expenditure on each of these 8 sub-categories of comparison goods. These are set out in RECAP Model Table 6 for Newcastle City Centre, Table 12 for Gateshead Town Centre,

Table 18 for Metrocentre, Table 24 for the retail parks in Newcastle and Table 31 for the retail parks in Gateshead. The weighted averages are then corrected as described below, rounded to the nearest integer, and set out in RECAP Model Tables 7, 13, 19, 25 and 32 respectively.

Market Share Corrections

2.18 The Household interview survey provides a detailed picture of where households in each of the 13 catchment zones do most of their shopping for 8 different categories of comparison goods. Its results do not directly indicate actual expenditure flows, but are the best available data to use as a proxy for modelling retail expenditure flows from residential areas to shopping destinations. However, like all such surveys, this means that its results cannot be applied uncritically in the RECAP Model. Thus for example, in our extensive experience, such surveys (undertaken by ourselves and by other consultants) tend to over-emphasise comparison goods shopping in large centres, and under-represent it in district centres.[3] The main reason is because in a small sample survey, the probability of interviewing the small number of people who use small centres is much less than the probability of interviewing the much larger number of people who use larger centres. The same can sometimes apply to retail parks, because the questions ask *'where does your household do most of its shopping for (goods category)'*. The nature of the stores on retail parks, and their smaller total floorspace than in large town centres, means that relatively fewer households do most of their shopping for some of the goods categories at retail parks (e.g. clothing and footwear, chemists goods, luxury and recreational goods, which together account for a high proportion of total comparison goods expenditure), than in large town centres.

2.19 It is therefore sometimes necessary to introduce market share correction factors; so as to transfer expenditure in the Model from one or more locations to others, to balance (or calibrate) the Model and make it represent reality more accurately. This is not uncommon, and has been necessary in this case for all the retail destinations modelled.

2.20 These market share corrections do not alter the centres or retail parks themselves in any way, but are simply a means of calibrating the Model to make it as realistic as possible a representation of actual expenditure flows. Studies which we have undertaken over many years using the same methods have shown that there is a broad relationship between centre size and comparison goods sales density. Thus larger centres normally have higher sales densities than smaller centres (and hence higher shop rental values). This experience has informed our judgements about the market share corrections needed to make the RECAP Model a realistic representation of the balance between the different centres and retail parks modelled. In the case of the retail parks in Newcastle and Gateshead, our judgements about the market share correction factors were guided by independently published information on

[3] This is confirmed by the DCLG 'Practice Guidance' which states, *'Also, surveys that use simple questions about where people shop, provide answers that relate to trips and not spending flows. They can also overstate the importance of the larger centres and stores, and can understate the smaller and less frequently visited stores.'* (Appendix B, paragraph B.34)

retail warehouse and superstore operators' sales densities. The 'benchmark' sales in the retail parks, based on sales densities or average sales per outlet, are set out in RECAP Model Table 28 for Newcastle retail parks and Table 35 for Gateshead retail parks; and form the basis for calibrating the market shares attracted by the retail parks.[4]

2.21 For comparison goods shopping in Newcastle City Centre, use of the 2012 household interview survey results in the RECAP Model without correction would result in an unrealistically high sales density for the city centre, which would be significantly above the sales density which we would expect for the city centre. Respondents to the survey were asked where they do *'most of'* their shopping for the 8 categories of comparison goods. However, we consider that the uncorrected survey results have over-estimated the scale of expenditure in Newcastle City Centre (for example expenditure on 'big ticket' items may have been over estimated by respondents), and underestimated it in smaller centres in the catchment area and in the retail warehouses in Newcastle and Gateshead. We have therefore decreased the survey-indicated market shares for every catchment zone by the market share correction factor of 85% indicated in the header to RECAP Model Table 7 (i.e. we have decreased them by 15% from the no-change default factor of 100%). This correction to the survey-indicated market shares was our professional judgement, in the light of experience with undertaking a large number of such studies over many years.

2.22 Gateshead Town Centre is a centre where we would expect the survey results to under-estimate comparison goods sales, because of its small size and somewhat limited comparison goods retail offer at the date of the survey. In fact use of uncorrected comparison goods market shares for the town centre results in a very unrealistically low sales density, confirming our expectation. In order to redistribute expenditure therefore and calibrate the Model, we have increased the 2012 survey-indicated market shares for comparison goods for every zone by a market share correction factor of 175% indicated in the header to RECAP Model Table 13 (i.e. we have increased them by 75% from the no-change default factor of 100%). In later years in Scenarios 2 and 3 (described below) we have allowed for increases in these base year market shares, as a result of new retail development in the town centre at Trinity Square in accordance with the Council's policy.

2.23 As with Newcastle City Centre, the uncorrected survey results for Metrocentre (being a very large centre) result in an unrealistically high average sales density. We have therefore decreased the survey-indicated market shares for every catchment zone by the market share correction factor of 90% indicated in the header to RECAP Model Table 19 (i.e. we have decreased them by 10% from the no-change default factor of 100%).

2.24 In the case of the retail parks in Newcastle, in this survey we included the Tesco Extra superstore and the other large stores (Next, Boots, Brantano and Poundstretcher) at Kingston District Centre. This was because results of the 2006/7 surveys strongly suggested that

[4] See Appendix B, paragraph B40 of the DCLG 'Practice Guidance'.

shoppers do not distinguish between the various components of the overall shopping area comprising Kingston District Centre, Belvedere Retail Park and Kingston Retail Park, as these are all very close together, and likely to be visited in a single journey. Used uncorrected, the results of the 2012 survey would result in an average sales density for all of Newcastle's retail parks combined which is well below the 'benchmark' level based on the retailers' company average sales densities or average sales per outlet. For Newcastle retail parks therefore, we have increased the survey-indicated market shares across the board by the market share correction factor of 150% indicated in the header to RECAP Model Table 25 (i.e. we have increased them by 50% from the no-change default factor of 100%), so as to bring the estimated current sales of these retail parks as a group up to just below the 'benchmark' level. We consider that this judgement is realistic in the current economic climate, as there is no evidence that they are overtrading; not that they are substantially undertrading (such as high vacancy).

2.25 Use of the survey results for the retail parks in Gateshead without correction would also result in an average sales density for these occupied retail warehouses which is well below the 'benchmark' level based on independently estimated company average sales densities or average sales per outlet. There is no evidence to suggest that these stores are trading at such a low level. It has therefore been necessary to make corrections to the base year pattern of market shares for the retail parks in Gateshead, in order to arrive at a realistic base year average sales density. We have therefore increased the market shares indicated by the survey in all the zones by a market share correction factor of 180% (i.e. we have increased them by 80% from the no-change default factor of 100%). Again, these corrections to the survey-indicated market shares are our professional judgements.

2.26 Together, these corrections transfer comparison goods expenditure in the RECAP Model from Newcastle City Centre and Metrocentre to Gateshead Town Centre, the retail parks in Newcastle and Gateshead, to other town centres outside Newcastle/Gateshead but within its catchment area, and to district and local centres in Newcastle and Gateshead, so as to make the Model reflect current reality more accurately. With these calibration corrections, we consider that the RECAP Model realistically represents the current patterns of strategic comparison goods shopping in Newcastle and Gateshead, and provides a reliable basis for forecasting future shop floorspace capacity at this level in the hierarchy.

Visitor Expenditure on Comparison Goods

2.27 We have adopted the same assumption as in the January 2010 Study that expenditure on comparison goods in Newcastle City Centre by visitors who live outside the 13 zone catchment area amounts to 3% of expenditure by catchment area residents. We consider that this is realistic for the city centre. In Scenario 3, from 2020 onwards we have assumed that this will rise to 4% as a result of potential large-scale new retail development in Newcastle City Centre. For Metrocentre, we have again assumed that expenditure by visitors amounts to 1% of that by catchment area residents. Whilst these may seem very small allowances for visitor expenditure, research elsewhere has shown that comparison goods expenditure in retail shops by visitors is always very small in comparison with that by catchment area residents, particularly where the catchment area is very widely drawn, as in this case. We have made no allowances for visitor expenditure in the case of Gateshead Town Centre, and the retail parks in Newcastle and Gateshead, because the household interview survey results show that these destinations attract expenditure from a much smaller area than do Newcastle City Centre and Metrocentre.

Existing Shop Floorspace

2.28 We have obtained the most up-to-date details of existing occupied shop floorspace in Newcastle City Centre, Gateshead Town Centre and Metrocentre from Experian Goad. In the case of Newcastle City Centre, the figures include the Eldon Square shopping centre extension, the last phase of which was completed early in 2011. We have used these figures in our RECAP Model. Up-to-date information on retail floorspace and occupancy on the retail parks was provided by Newcastle and Gateshead Councils, based on data in the January 2010 study, updated by means of on-site inspections and by reference to planning applications. Where necessary, we have also made use of retail floorspace data from rating valuations published on the VOA website. Installed mezzanine floors have been included. For some retail warehouses, we have deducted part of the floorspace to allow for trade and other non-retail sales. This applies to the DIY goods stores, and to PC World, Staples and Halfords. The resulting floorspace figures are set out in RECAP Model Tables 11 and 17 for Newcastle City Centre and Gateshead Town Centre respectively, Table 23 for Metrocentre, and Tables 28 and 35 for the retail parks in Newcastle and Gateshead respectively.

Sales Densities on the Retail Parks

2.29 For retail warehouses, we have applied the most up-to-date ‘benchmark’ company average sales densities provided by Mintel in *‘UK Retail Rankings 2012’*. These are shown in RECAP Model Tables 28 (Newcastle Retail Parks) and 35 (Gateshead Retail Parks) in Appendix 4. For the comparison goods floorspace in the food/non-food superstores on the retail parks we have applied the most up-to-date ‘benchmark’ company average comparison goods sales densities derived from data purchased from Verdict Research Limited.

Committed Developments

2.30 In Newcastle City Centre we have included the new retail floorspace expected to result from the internal reconfiguration of Monument Mall, as a committed development, together with the extension to Primark. Also in the city centre, there is currently a substantial amount of vacant Class A1 retail floorspace, as a result of the recession. We have included most of the vacant such floorspace located in the prime retail areas in RECAP Model Tables 10 and 11 as committed development; because it is likely that most of it will be reoccupied for retail use as the economy improves. However, we have excluded all the vacant Class A1 shops in the secondary retail areas, as we would not expect much of that floorspace to be reoccupied for comparison goods shopping even when economic and retail growth resumes. From past experience, we would expect much of it to go over to other uses, such as service businesses, in due course.

2.31 In Gateshead Town Centre we have included the expected comparison goods floorspace in the new Tesco Extra superstore as a committed development, as it is now under construction. We have also assumed that 40% of the other proposed new retail floorspace in the Trinity Square redevelopment would be occupied for comparison goods retailing, and have included this as committed development (RECAP Model Table 16). In the case of the latter we have not included potential mezzanine floors, as these may or may not be installed by tenants. We have allowed for demolition of the original Tesco superstore in the RECAP Model, to make way for the new Tesco Extra and Trinity Square. At Metrocentre, there is currently no committed comparison goods retail floorspace to be included in the RECAP Model; and only a low level of vacancy consistent with normal market 'churn'.

2.32 On the retail parks in Newcastle and Gateshead there are a number of vacant retail warehouses, which together account for a significant amount of retail floorspace. Clearly, these have the potential to be reoccupied (commensurate with their planning conditions) for comparison goods retailing. We have therefore treated them as committed developments, and included their floorspace and typical sales potential in RECAP Model Tables 29 and 36.

Development Scenarios Assessed

2.33 We have assessed four scenarios for new strategic comparison goods retail development, as follows:

Scenario 1 – the 'baseline' scenario, in which we assume that the pattern of market shares of strategic comparison goods shopping locations in Newcastle and Gateshead indicated by the household interview survey 2012 (corrected as described above), totalling 38.6%, remains unchanged throughout the forecasting period. The implicit assumption in this scenario is that new retail development in Newcastle and Gateshead (for example the new Tesco Extra and Trinity Square development in the latter), or in other towns, does not change the market shares of expenditure attracted from the catchment area.

Scenario 2 – in which we allow for the Tesco Extra and Trinity Square development in Gateshead Town Centre to increase the town centre's market shares of catchment area expenditure from 2017 onwards, partly at the expense of Metrocentre and Gateshead's retail parks; resulting in an increased total market share of 39.2%.

Scenario 3 – in which (in addition to the Scenario 2 changes) we explore the potential of the first phase of a major new prime comparison goods retail development at East Pilgrim Street in Newcastle City Centre, to achieve a further small increase in the market shares of catchment area comparison goods expenditure attracted by strategic comparison goods shopping locations in Newcastle and Gateshead from 2020 onwards (to a total of 40.2%); together with a small amount of internal redistribution of market share between the strategic comparison goods shopping locations in the combined urban area.

Scenario 4 – in which (in addition to the Scenario 2 changes) we explore the potential of a single major new prime comparison goods retail development at East Pilgrim Street in Newcastle City Centre, to achieve a greater increase in the market shares of catchment area comparison goods expenditure attracted by strategic comparison goods shopping locations in Newcastle and Gateshead from 2020 onwards (to a total of 40.6%), together with a somewhat greater internal redistribution of market share in the urban area than in Scenario 3.

2.34 Scenarios 3 and 4 are therefore specifically designed to re-test the concept of new city centre comparison goods retail development in terms of retail capacity to support it; based on low (Scenario 3) and higher (Scenario 4) increases in market share attracted by the city centre from 2020 onwards. However, because there is as yet no designed scheme with a defined retail content which could be tested, our assumptions about increased market shares in both of these scenarios are necessarily conceptual at this stage. They would need to be checked and refined at the time when the Retail Assessment to support the planning application for the scheme itself was being prepared.

2.35 Scenario 1 is conservative, because it assumes that new retail developments will be unable to change shopping habits and increase the market shares of catchment area expenditure attracted by the centres in which it is located. However, new retail development on a large enough scale to extend the prime retail core of Newcastle City Centre and introduce a range of shops and stores which are not currently represented in the city, would be likely to make the city centre more attractive to shoppers from the catchment area and beyond. We therefore consider that if Newcastle City Council wishes to proceed with a major prime retail development in the East Pilgrim Street area (the only site in the city centre which could realistically accommodate such a scheme), Scenarios 3 and 4 are more realistic. Of these, Scenario 3 would be more realistic for a phased development with a first phase opening by 2020 followed later by subsequent phases; and Scenario 4 for a single large development opening by 2020.

2.36 If the Council decides that neither such development is appropriate or achievable, Scenario 2 would be more realistic. In the case of Gateshead Town Centre, Scenario 2 is more realistic than Scenario 1, as we would expect the new Tesco Extra with its substantial comparison goods offer, together with the remainder of the Trinity Square development, to increase the market shares of comparison goods expenditure attracted to the town centre, particularly from the Gateshead area (Zone 5). We discuss the four scenarios further in Section 5 below.

Format of the RECAP Model Tables

2.37 The RECAP Model Tables are set out in Appendix 4. Tables 1 to 5 set out the population and expenditure forecasts for the catchment area. Tables 6 to 11 are the Scenario 1 tables for Newcastle City Centre. Table 6 shows the pattern of market shares of expenditure on each category of comparison goods attracted from the catchment area, as indicated by the Household interview surveys before correction. Table 7 shows the corrected market share patterns for all comparison goods expenditure in the city centre. Tables 8 and 9 show the amounts of expenditure on each comparison goods sub-category attracted, and the amounts of all comparison goods, respectively. Table 8 is the product of Table 5 and Table 6; whilst Table 9 is the product of Table 3 and Table 7. Table 10 sets out the committed city centre developments and their expected sales levels. Table 11 brings together the expenditure attracted, visitor expenditure, existing floorspace and committed developments, to arrive at the retail capacity forecasts for the city centre. It also shows the overall market shares of total catchment area expenditure on comparison goods which are shown as attracted by the city centre.

2.38 Tables 12 to 17 are the Scenario 1 tables for Gateshead Town Centre, whilst Tables 18 to 23 are those for Metrocentre. These two sets of tables both follow the same arrangement as the tables for Newcastle City Centre. Tables 19 to 30 are the Scenario 1 tables for Newcastle retail parks, and Tables 31 to 37 are those for Gateshead retail parks. These latter two sets of tables also follow the same arrangement as for the city centre; with the difference that for Newcastle retail parks Table 28 lists the occupied retail warehouses, and shows their sales at estimated company average levels, to provide a 'benchmark' for assessing future floorspace needs. The comparable table for Gateshead retail parks is Table 35.

2.39 The RECAP Model tables for Scenario 2 are simpler. For Newcastle City Centre these are Tables 38 to 40, and are the same as Tables 7, 9 and 11 respectively in Scenario 1. For Gateshead Town Centre Table 41 shows the revised comparison goods market shares from 2017 onwards as a result of the committed developments listed in Table 16. Table 42 is the product of Table 3 and Table 41. Table 43 shows the revised retail capacity forecasts and increased overall market shares of expenditure attracted from the catchment area, under the Scenario 2 assumptions. The corresponding Scenario 2 tables for Metrocentre are Tables 44 to 46, for Newcastle retail parks are Tables 47 to 49, and for Gateshead retail parks are Tables 50 to 52. These all follow the same arrangement as the Scenario 2 tables for Newcastle City Centre.

2.40 A similar arrangement of tables follows for Scenarios 3 and 4 for Newcastle City Centre, Gateshead Town Centre, Metrocentre, Newcastle Retail Parks and Gateshead Retail Parks. For Scenario 3 these are Tables 53 to 55, 56 to 58, 59 to 61, 62 to 64 and 65 to 67 respectively. Tables 53, 56, 59, 62 and 65 show the changed pattern of market shares in each location from 2020, as a result of planned major prime comparison goods retail development in the East Pilgrim Street area in Newcastle City Centre. In the case of Gateshead Town Centre, Table 56 shows the changed pattern of market shares from 2017 as a result of completion of the proposed Trinity Square redevelopment. Tables 68 to 82 cover Scenario 4, and follow the same arrangement as for Scenario 3.

2.41 The RECAP Model is completed by summary Tables 83 to 87. Table 83 shows the (corrected) market shares attracted in 2012 by all the retail destinations modelled for each of the 8 comparison goods categories. This provides the basis for the retail sector analysis described below. Tables 84 to 87 show the patterns of combined market shares (as corrected) for all comparison goods, attracted by the retail destinations modelled in each of Scenarios 1 to 4 respectively. Table 85 for Scenario 2 shows how these combined market shares for all comparison goods are expected to increase from 2017, as a result of the committed new comparison goods retail developments in Gateshead Town Centre and . Tables 86 and 87 show the further increases from 2020 under Scenarios 3 and 4 respectively.

3. Quantitative Need for New Retail Development

3.1 In this section, we set out in Table 3.1 and describe our retail capacity forecasts for Newcastle City Centre, Gateshead Town Centre, Metrocentre and for non-central retail parks in Newcastle and Gateshead, based on an appropriate sales density for each. In setting out our forecasts, we define comparison goods as follows:

Clothing and footwear; household textiles and soft furnishings; Furniture and floor coverings; household appliances; audio visual equipment; hardware, DIY goods, decorating supplies; chemist and medical goods, cosmetics and beauty products; books, jewellery, watches, china, glassware and kitchen utensils, recreational, personal and luxury goods.

Table 3.1:
Summary of Comparison Goods Retail Capacity Forecasts (sq. m. net sales area)

Scenario 1

Location	2017	2020	2025	2030	RECAP Model Table
Newcastle City Centre	1,550	12,750	26,900	40,400	11
Gateshead Town Centre	-12,450	-11,750	-10,800	-9,900	17
Metrocentre	9,950	17,000	25,700	33,950	23
Newcastle Retail Parks*	200	4,200	9,500	14,450	30
Gateshead Retail Parks*	-5,300	-650	5,050	10,450	37

Scenario 2

Newcastle City Centre	1,550	12,750	26,900	40,400	40
Gateshead Town Centre	150	1,550	3,300	4,950	43
Metrocentre	8,300	15,200	23,800	32,000	46
Newcastle Retail Parks*	200	4,200	9,500	14,450	49
Gateshead Retail Parks*	-8,050	-3,550	1,950	7,200	52

Scenario 3

Newcastle City Centre	1,550	36,750	53,700	68,750	55
Gateshead Town Centre	150	1,550	3,300	4,950	58
Metrocentre	8,300	9,950	18,200	26,100	61
Newcastle Retail Parks*	200	550	5,550	10,300	64
Gateshead Retail Parks*	-8,050	-6,450	-1,100	3,950	67

Scenario 4

Newcastle City Centre	1,550	49,100	65,600	81,350	70
Gateshead Town Centre	150	1,550	3,300	4,950	73
Metrocentre	8,300	3,750	11,600	19,150	76
Newcastle Retail Parks*	200	550	5,550	10,300	79
Gateshead Retail Parks*	-8,050	-6,450	-1,100	3,950	82

Source: NG Compn Goods RECAP Model 2012 (Appendix 4) rounded to the nearest 50sq m net.

Notes: * Includes freestanding individual retail warehouses in Newcastle and Gateshead.

The forecasts in Table 3.1 are cumulative, i.e. the forecasts for each date include the forecasts for the previous dates and are not additional to those earlier forecasts.

The forecasts are for new floorspace additional to the committed retail developments included in RECAP Model Tables 10, 16, 22, 29 and 36. In Newcastle City Centre, this includes substantial vacant floorspace in the commercially prime retail areas. In Gateshead Town Centre it is additional to the proposed Tesco Extra superstore and Trinity Square developments.

The RECAP Model Forecasts

3.2 Before describing our retail capacity forecasts, we must stress that although we have prepared separate forecasts for each strategic comparison goods shopping location in Newcastle and Gateshead, this has been done simply for forecasting reliability and convenience. It does not mean that any such capacity forecast as out-of-centre should necessarily be accommodated in the form of out-of-centre development. Rather, the sequential approach of the NPPF should be applied; and throughout both Newcastle and Gateshead, new developments to accommodate any of the forecast need, including that forecast as retail parks, should be located in or on the edge of the defined 'town centres' in a retail format appropriate to such a location, in preference to out-of-centre locations, if at all possible.

Newcastle City Centre

3.3 In RECAP Model Table 11, we estimate that the existing comparison goods floorspace in Newcastle City Centre was achieving in 2012 an average sales density of £6,012 per sq m net. This is a realistic sales density for a city centre of this size and type. It reflects the wide catchment area and regional role of Newcastle.

3.4 In order to allow a substantial proportion of the growth in expenditure to support the existing shops, we have assumed that the sales density of the existing city centre floorspace will grow at 1.5% per annum from 2012 onwards. This allocates about 45% of the growth in expenditure to existing shops and about 55% to new floorspace.

3.5 On this basis, Table 3.1 shows that under Scenarios 1 and 2, in which the city centre's 2012 market shares remain unchanged[5], there will be capacity for about 1,550 sq m net new comparison goods floorspace in the city centre in 2017, rising to about 12,750 sq m net by 2020, 26,900 sq m net by 2025 and 40,400 sq m net by 2030, if forecast trends occur. Thus there would not be sufficient expenditure to support a major retail-led regeneration in the East Pilgrim Street area until late in the forecasting period. However, the 'baseline' assumption of no increase in market shares in Scenarios 1 and 2 is not realistic, as indicated above. In the more realistic Scenario 3 in which such a development increases modestly the market shares

[5] Scenario 2 is the same as Scenario 1 for Newcastle City Centre, as we do not expect the Gateshead Town Centre redevelopment to have any discernable impact on Newcastle City Centre; so the market shares of catchment area expenditure attracted by the city centre remain unchanged in Scenario 2.

of catchment area expenditure attracted from 2020, there would be forecast capacity at that date of about 36,750 sq m net additional comparison goods floorspace. If the increased market shares at 2020 remained unchanged thereafter, capacity for additional comparison goods floorspace would rise further as a result of growth in population and expenditure; such that it would be about 53,700 sq m net by 2025, rising to about 68,750 sq m net by 2030, if forecast trends occur.

3.6 The Scenario 3 forecasts, based on a very limited redistribution of market shares, show that there should be sufficient expenditure to support a prime comparison goods retail development of up to about 36,750 sq m net at East Pilgrim Street by about 2020; with potential further phases thereafter. This could therefore be a large-scale retail development; albeit phased over a period, with the first phase opening by about 2018 to 2020.

3.7 In Scenario 4, where greater redistribution of market shares is assumed than in Scenario 3, capacity is forecast to be about 49,100 sq m net by 2020, rising to about 81,350 sq m net by 2030. Whilst this forecast capacity at 2020 is somewhat smaller than envisaged in the equivalent scenario in our January 2010 report (Scenario 3 in that report: around 75,000 sq m net), Scenario 4 would still represent a very large new retail development; equivalent to an increase in the existing city centre comparison goods floorspace of just over 30%.

3.8 The above forecasts (particularly under Scenario 4) show rises in capacity for more city centre floorspace beyond the scale previously envisaged for East Pilgrim Street, by the end of the forecasting period. They are based on the assumption that growth in the efficiency of city centre retail floorspace (both existing and new) will continue at 1.5%pa throughout the forecasting period to 2030. However, once major prime retail development in the East Pilgrim Street area had opened, it would probably be more realistic to allocate a greater proportion of growth in expenditure to the (by then much expanded) existing floorspace, and a smaller proportion to support further new floorspace. On this alternative assumption, the retail capacity forecasts in Table 3.1 for the city centre for 2025 and 2030 under Scenarios 3 and 4 would be reduced substantially; potentially down to the forecast level for 2020, if the whole of post-2020 forecast growth in expenditure was allocated to existing floorspace.

3.9 In any event, the forecasts will need to be revised and updated again before 2020. The retail capacity forecasts would also need to be revised again once a major retail development at East Pilgrim Street had opened. This would enable the actual effects of such a development to be taken into account before commitments were entered into for further large scale retail development in Newcastle City Centre or elsewhere in Newcastle and Gateshead. The longer term retail capacity forecasts for the city centre in Table 3.1 should therefore not be treated as targets which must be achieved, or for which sites must be identified in the Local Plan. They are a guide to the potential order of magnitude of future retail capacity, if the stated assumptions are achieved in practice.

3.10 The above retail capacity forecasts for Newcastle City Centre are significantly lower than on a comparable basis in our January 2010 report[6]. This is for the following principal reasons:

1. This report is based on catchment area specific forecasts of growth in per capita expenditure, which indicate somewhat lower growth than the national average growth forecasts, partly due to the climate of public sector austerity.

2. It is also based on more up-to-date forecasts of growth in per capita expenditure, which take account of the extended recession.

3. The new household interview survey is more soundly based than the previous surveys; as well as being more up-to-date, and taking account of the actual (rather than predicted) effects of the final phase of the Eldon Square extension.

4. Other forecasting inputs have also been updated, including catchment population, existing retail floorspace and committed developments, and retail sales densities.

The retail capacity forecasts in this report therefore supersede and replace those in our January 2010 report.

Gateshead Town Centre

3.11 In RECAP Model Table 17, we estimate that the existing comparison goods floorspace in Gateshead Town Centre, including that in the existing Tesco store, is achieving in 2012 an average sales density of £4,176 per sq m net. In the current economic conditions, this is a realistic sales density for a town centre of this size and type. Table 3.1 shows that in Scenario 1, in which we make no allowance for the new Tesco Extra store to increase town centre market shares, there will not be sufficient expenditure to support the comparison goods floorspace in the new Tesco Extra and Trinity Square developments within the forecasting period. In fact the Scenario 1 forecasts show a substantial theoretical over-supply of comparison goods floorspace throughout the forecasting period.

3.12 As indicated above however, the 'baseline' Scenario 1 is somewhat artificial and unrealistic. Scenario 2 is much more realistic as it allows for the new Tesco Extra and Trinity Square developments, with their substantial comparison goods offer, to increase market shares in Gateshead Town Centre. Table 3.1 shows that in Scenario 2, these developments would be supportable in full by 2017 (or in practice by soon after they open, if earlier, as the market share increases would start to take effect on opening, rather than at the adopted forecasting date of 2017). Thereafter, if the increased market shares continue, there would be capacity for an additional 1,550 sq m net by 2020, rising to about 3,300 sq m net by 2025 and about

[6] The comparable scenarios between the January 2010 report and this report are Scenario 3 in the January 2010 report and Scenario 4 in this report. The January 2010 report did not include a scenario of low redistribution of market shares, as shown by Scenario 3 in this report.

4,950 sq m net by 2030, if forecast trends occur. This would be sufficient to support modest additional comparison goods retail development in the period 2020 to 2030.

Metrocentre

3.13 We estimate that Metrocentre is currently achieving a slightly lower sales density than Newcastle City Centre, of £5,758 per sq m net (RECAP Model Table 23). Table 3.1 shows that in Scenario 1 with no changes in market shares, there would be capacity for about 9,950 sq m net additional comparison goods floorspace at Metrocentre in 2017, rising to about 17,000 sq m net by 2020, 25,700 sq m net by 2025 and 33,950 sq m net by 2030, if forecast trends occur.

3.14 We expect that the Tesco Extra and Trinity Square developments in Gateshead Town Centre would have a very small impact on Metrocentre. In Scenario 2 therefore, we have allowed for a small transfer of market share from Metrocentre to Gateshead Town Centre from 2017 onwards. On this more realistic basis, Table 3.1 shows that in this Scenario 2, there would be forecast capacity at Metrocentre of about 8,300 sq m net in 2017, rising to about 15,200 sq m net by 2020, about 23,800 sq m net by 2025, and about 32,000 sq m net by 2030, if forecast trends occur.

3.15 In Scenario 3, we have explored the implications of very limited redistribution of market shares between Metrocentre and Newcastle City Centre to support major new retail development in the latter. In Scenario 3, we have allowed for the city centre's overall market share of catchment area expenditure to rise from 17.6% in 2012 to 19.4% from 2020 onwards; and for that of Metrocentre to fall from 11.4% in 2012 to 10.8%, from 2020 (having fallen to 11.2% by 2017 as a result of the Gateshead Town Centre developments). On this assumption, there would be capacity for about 9,950 sq m net additional comparison goods floorspace at Metrocentre in 2020, rising to about 18,200 sq m net by 2025, and to about 26,100 sq m net by 2030, if forecast trends occur

3.16 In Scenario 4, we have allowed for the city centre's overall market share of catchment area expenditure to rise further to 20.3% from 2020 onwards; and for that of Metrocentre to fall to 10.3%, from 2020. On this assumption, there would still be capacity for about 3,750 sq m net additional comparison goods floorspace at Metrocentre in 2020, rising to about 11,600 sq m net by 2025, and to about 19,150 sq m net by 2030, if forecast trends occur.

3.17 These Scenario 4 forecasts allocate around 60% of growth in expenditure at Metrocentre to existing floorspace and around 40% to support new floorspace. However, the owners of Metrocentre may wish to allocate more of the growth in expenditure to the existing floorspace in order to drive the rental and capital values of the asset, rather than seeking to expand the already very large centre in accordance with our long term forecasts. This would mean that the practical capacity for new floorspace at Metrocentre would be less than forecast in Scenario 4.

3.18 The Scenarios 3 and 4 forecasts show capacity for about 8,300 sq m net comparison goods retail floorspace at Metrocentre by 2017. That is because a major new retail development in Newcastle City Centre would probably not be open by that date, to attract additional market share. However if such a development opened between about 2018 and 2020, capacity for more floorspace at Metrocentre would fall by then, to the levels indicated for 2020 above. This means that if Newcastle City Council confirms in the Local Plan its intention to proceed with a major new prime retail development in the East Pilgrim Street area, there will be no need for the Local Plan to commit to substantial expansion of Metrocentre, at least before 2025. However this should not necessarily preclude reconfiguration without substantial increases in retail floorspace, to create more external frontage, spaces and streets, in order to improve integration with surrounding areas and uses.

Newcastle Retail Parks

3.19 RECAP Model Table 30 shows that we estimate the currently occupied stores on the existing retail parks[7] and other occupied retail warehouses in Newcastle to be achieving comparison goods sales of about £209m in 2012. This is slightly below the 'benchmark' level based on estimated company average sales densities in 2010 (£219m). We therefore consider that these occupied non-central stores were trading reasonably well in the base year of 2012. Assuming sales densities rise to the level based on estimated 2010 company averages increased at 1.5% per annum from 2012 onwards (i.e. with no growth 2010 to 2012 owing to the difficult economic climate), Table 3.1 shows that in Scenarios 1 and 2, after allowing for the committed developments (i.e. re-occupation of the vacant retail warehouses) there will be no significant capacity for any new floorspace by 2017. By 2020, capacity for about 4,200 sq m net additional comparison goods floorspace will occur, rising throughout the remainder of the forecasting period to about 9,500 sq m net in 2020, and about 14,450 sq m net by 2030, if forecast trends occur. Scenario 2 for Newcastle's retail parks and freestanding retail warehouses is the same as Scenario 1, because we do not expect the new Tesco Extra superstore and Trinity Square developments in Gateshead Town Centre to have any significant effects on Newcastle's retail parks.

3.20 In Scenarios 3 and 4, we expect that a much larger comparison goods retail development in the East Pilgrim Street area in Newcastle City Centre would have a small effect on Newcastle's retail parks. Whilst such a scheme would probably be focused substantially on fashion goods and lifestyle retailing, it would need to be anchored by a new front-rank department store, which would also sell a range of homewares and electrical goods. We therefore expect such a scheme would have a small impact on the non-central retail parks in the city, and have allowed for this in Scenarios 3 and 4. Such an effect would be in accordance with the sequential approach of the NPPF, the intended result of which is that there should be more development in town centres and less in out-of-centre locations. Table

[7] Including comparison goods floorspace in Tesco Extra at Kingston District Centre and Asda at Newcastle Shopping Park, Byker; but not including the other food/non-food superstores in Newcastle.

3.1 shows that in Scenarios 3 and 4, there would be a nominal capacity for additional comparison goods retail warehouse floorspace in Newcastle of about 550 sq m net in 2020. This will be increase to about 5,550 sq m net by 2025, rising to about 10,300 sq m net by 2030, if forecast trends occur. Overall, the forecasts show that there is no immediate need for any new retail warehouse floorspace, or comparison goods floorspace in food/non-food superstores in Newcastle (beyond current commitments).

3.21 These forecasts are on the basis that new floorspace trades at typical retail warehouse sales densities, increasing at 1.5% per annum throughout the forecasting period. However, town centre sales densities (and comparison goods sales densities in food/non-food superstores) are substantially higher. Therefore if additional capacity forecast as non-central retail warehouses is actually provided in town centres in accordance with the first priority of the sequential approach (or in food/non-food superstores), rather than in retail warehouses, the capacity for new floorspace would be reduced commensurately with the increased sales density.

3.22 We must reiterate that these forecasts do not mean that the forecast capacity must be provided on out-of-centre sites in the form of low sales density retail warehouses. Rather, as indicated in the NPPF, any forecast need for more floorspace should be located in accordance with the sequential approach as far as possible. This may mean higher sales density city or district centre or edge-of-centre format stores, and re-occupation of vacant city and district centre shops and stores, thus reducing the forecast retail capacity from that indicated for Newcastle Retail Parks in Table 3.1 and described above.

Gateshead Retail Parks

3.23 RECAP Model Table 37 shows that we estimate the currently occupied stores on the existing retail parks and other occupied retail warehouses in Gateshead[8] to be achieving comparison goods sales of almost £246m in 2012. This is slightly below the level based on estimated company average sales densities in 2010 (£258m). We therefore consider that these occupied non-central stores were trading adequately in the base year of 2012. Assuming sales densities rise to the ‘benchmark’ level based on estimated 2010 company averages increased at 1.5% per annum from 2012 onwards, Table 3.1 shows that in Scenario 1, after allowing for the committed developments (i.e. re-occupation of the vacant retail warehouses, and permitted developments) there will be an oversupply of about 5,300 sq m net comparison goods floorspace by 2017. By 2020, this will have been almost eliminated; and capacity for about 5,050 sq m net additional floorspace will occur by 2025, rising to about 10,450 sq m net by 2030, if forecast trends occur.

3.24 In Scenario 2, we allow for a small impact on Gateshead’s retail parks from the Tesco Extra and Trinity Square developments in Gateshead Town Centre. Under this scenario, which is

[8] Including the comparison goods floorspace in the Asda superstore at Metro Retail Park and the Sainsbury’s superstore at Team Valley Retail Park.

more realistic than Scenario 1, there would be a slightly greater over-supply of comparison goods floorspace on the retail parks in 2017, at 8,050 sq m net. Over-supply[9] would still exist in 2020, being about 3,550 sq m net by then. However by 2025 forecast capacity for additional floorspace of about 1,950 sq m net would have arisen, rising to about 7,200 sq m net by 2030, if forecast trends occur.

3.25 In Scenarios 3 and 4, we have allowed for a major comparison goods retail development in Newcastle City Centre to have a small impact on Gateshead's retail parks from 2020 onwards. Under this scenario, there would be increased over-supply of comparison goods floorspace on the Gateshead's retail parks at about 6,450 sq m net in 2020. By 2025, over-supply of about 1,100 sq m net would still exist; but by 2030 forecast capacity for additional floorspace of about 3,950 sq m net would arise if forecast trends occur.

3.26 If there is a major comparison goods retail development in Newcastle City Centre therefore, there will be no capacity for additional retail warehouse floorspace in Gateshead for about the next 15 years. As with Newcastle, Gateshead's retail parks were forecast separately from the town centre and Metrocentre merely for forecasting convenience and reliability, and to assist exploration of potential policy options. Again, the sequential approach should be applied to the location of any new retail development. If capacity forecast as retail parks is actually accommodated by means of higher sales density town centre and edge-of-centre format retail development, the forecast capacity indicated for Gateshead's retail parks in Table 3.1 would be reduced pro rata with the increase in sales density from that assumed in the REACP Model.

Combined Capacity Newcastle and Gateshead

3.27 In table 3.2, we indicate the combined forecast capacity in Newcastle and Gateshead for strategic comparison goods floorspace (i.e. excluding the district and local centres, and freestanding food/non-food superstores which are not on the retail parks). This is on the assumption that all such floorspace is provided in or on the edge of existing centres in accordance with the highest priorities of the sequential approach; and that it trades at the sales densities assumed for new floorspace in Newcastle City Centre and Metrocentre. Comparison with Table 3.1 shows that (except where forecast over-supply distorts the picture) in most forecasting years combined capacity is less than the sum of the individual forecast capacities for each retail destination modelled. This is because none of the new floorspace would be provided at the relatively low sales densities assumed for retail warehouses in Table 3.1. If some of the new floorspace was to be provided in the form of comparison goods floorspace in food/non-food superstores, the combined capacity would be lower than in Table 3.2, because such superstore floorspace trades at substantially higher sales densities than have been assumed for city centre and edge-of-centre development in Table 3.2.

[9] After allowing for currently committed developments.

Table 3.2:
Combined Capacity Newcastle & Gateshead, trading at city centre sales densities

Scenario	Forecast Capacity for Additional Comparison Goods Floorspace (sq m net)			
	2017	2020	2025	2030
Scenario 1	1,550	22,450	52,650	81,400
Scenario 2	5,250	29,600	60,250	89,400
Scenario 3	5,250	44,350	77,200	107,350
Scenario 4	5,250	50,550	82,550	113,000

Source: RECAP Model.

Notes: Assumes all new floorspace trades at the sales densities assumed for Newcastle City Centre and Metrocentre.

The forecasts in Table 3.1 are cumulative, i.e. the forecasts for each date include the forecasts for the previous dates and are not additional to those earlier forecasts.

The forecasts are for new floorspace additional to the committed retail developments included in RECAP Model Tables 10, 16, 22, 29 and 36. In Gateshead Town Centre it is additional to the proposed Tesco Extra superstore and Trinity Square developments.

Retail Sector Analysis

3.28 RECAP Model Table 68 shows the market shares of expenditure on each category of comparison goods which we estimate are attracted in 2012 from the whole catchment area, by each of the shopping destinations modelled. It also shows the combined market shares attracted by all these retail destinations together. Table 68 shows that Newcastle City Centre and Metrocentre attract the highest market shares of expenditure on clothing and footwear, and on the ‘all other comparison goods’ category; and lower market shares on the ‘bulky goods’ categories of expenditure. Conversely, the retail parks attract high market shares of ‘bulky goods’ expenditure (apart from DIY goods and decorators’ supplies) and very low market shares of expenditure on fashion goods and ‘all other comparison goods’. Gateshead Town Centre attracts only very low market shares from any of the categories of comparison goods expenditure, as a result of its very limited retail offer.

3.29 All locations modelled attract relatively low market shares for DIY goods and decorators’ supplies, and for chemists’, medical and beauty products. This is because the former are widely purchased in local DIY goods stores in towns outside Newcastle and Gateshead; and the latter in local town centres outside Newcastle and Gateshead, district and local centres, and superstores. These are the two most localised categories of comparison goods shopping.

3.30 For Newcastle City Centre and Newcastle retail parks combined, the market shares fall within the range from 27% to 19% for all categories of goods apart from DIY goods and chemists’ goods. For the latter two categories, the combined market shares are 13% and 12% respectively. Bearing in mind the localised nature of shopping for these two categories, their market shares of expenditure attracted from the very wide sub-regional catchment area are not conspicuously low. There is therefore no conspicuous deficiency in the retail offer of the city in terms of its ability to penetrate its market for each category of comparison goods shopping. Indeed it is performing well in relation to clothing and footwear in particular because of the concentrations of such shops and stores in Newcastle City Centre and Metrocentre. However as identified in a previous study undertaken for Newcastle City Council, the city centre does still have weaknesses in the quality and depth of its retail offer, in comparison with major regional centres elsewhere in the country: weaknesses which the proposed East Pilgrim Street development is intended to rectify.

3.31 In the case of Gateshead, the combined market shares of Gateshead Town Centre, Metrocentre and the Gateshead Retail Parks, vary between 25% and 16%, apart from DIY goods (10%) and chemists' goods (8%). RECAP Model Table 68 shows the strength of the retail parks for 'bulky goods' shopping, in particular furniture and floor coverings (25%). The lower market shares achieved by Gateshead (apart from furniture and floor coverings) are a reflection of the strength of Newcastle City Centre for fashion goods and 'all other comparison goods' shopping, despite Metrocentre in Gateshead. Because of the proximity of Newcastle City Centre to Gateshead, and its easy accessibility from the latter, this does not indicate any conspicuous omissions from the combined retail offer of Gateshead.

3.32 When both towns are considered together, the bottom line of Table 68 shows that with the exception of DIY goods and chemists' goods, the combined market shares of the modelled shopping destinations in both towns fall within the reasonably narrow range of 39% to 48%. Apart from DIY goods, the market shares for the 'bulky goods' categories lie within the narrow range 39% to 43%. This is a very strong performance, since shoppers are less willing to travel long distances to retail parks than they are to large city and town centres. It shows that there is no qualitative need for any more retail parks, or more floorspace on existing retail parks, in either Newcastle or Gateshead. The relatively lower combined market shares of 23% and 19% for DIY goods and chemists' goods respectively do not indicate any pressing qualitative needs for more such stores and shops in either Newcastle or Gateshead, because of the more localised patterns of shopping for such goods.

Use and Review of the Forecasts

3.33 Finally, we must emphasise that all expenditure based forecasts of future shop floorspace capacity are based on imperfect data and contain a number of assumptions. Our forecasts set out in this report are based on the most up-to-date and reliable information currently available to us. However, they are intended as an indication of the likely order of magnitude of future shop floorspace capacity (if forecast trends are realised) rather than as growth targets or rigid limits to future growth. The forecasts should be periodically revised as necessary, as advised above, in the light of actual population and expenditure growth, and as development proceeds and its effects become measurable.

4. Potential Impacts of New Retail Development in Newcastle City Centre

4.1 It is likely that the committed and potential new retail developments in Newcastle City Centre (and the committed new Tesco Extra superstore and Trinity Square developments in Gateshead Town Centre) will have some impacts on the other shopping destinations modelled. In this section we outline the impacts which we expect and discuss the implications.

4.2 Under Scenario 2, sales will increase greatly in Gateshead Town Centre (but from a low base) following the opening of the Tesco Extra and Trinity Square developments there. These developments will be likely to have small adverse impacts on Metrocentre and Gateshead's retail parks. Neither of these impacts is likely to be very significant.

4.3 In Scenarios 3 and 4 there will be further impacts (positive and negative) as a result of the assumed redistributions of market shares within Newcastle and Gateshead. In both scenarios, there would be a positive impact on Newcastle City Centre, accompanied by a modest negative impact on Metrocentre. These effects would be greater under Scenario 4 than under Scenario 3. We also expect a small negative impact on Newcastle's retail parks, and a small negative impact on Gateshead's retail parks, which would be at about the same level in both scenarios.

4.4 In interpreting the potential impacts and whether or not they pose any unacceptable risks, it is necessary to consider whether post impact sales in those locations suffering a negative impact will be higher or lower than they were in the base year of 2012. In Table 4.1, we set out the differences in sales from the base year level, under Scenarios 2, 3 and 4. Table 4.1 shows that under all scenarios, sales in every location will be significantly higher in 2017 and 2020 than in the base year of 2012, despite the negative impacts suffered by some locations.

4.5 Under Scenario 3, with modest redistribution of market shares, Metrocentre's sales would be about 21.9% higher in real terms in 2020 than in 2012 (compared with 26.8% higher in Scenario 2 in which Metrocentre suffers only the impact of the Gateshead Town Centre developments). Even under Scenario 4 in which higher redistribution of market shares is assumed, in 2020 Metrocentre's comparison goods sales would still be 16.1% higher than in 2012 in real terms. We therefore conclude that a major prime comparison goods retail development of about 37,000 to 49,000 sq m net in the East Pilgrim Street area in Newcastle City Centre, with at least the first phase opening between about 2018 and 2020, would not have a serious adverse impact on Metrocentre or any other centre in Newcastle or Gateshead, if forecast trends occur. It would still potentially allow for growth in floorspace at Metrocentre, and substantial growth in sales from the currently existing floorspace, particularly under Scenario 3.

Table 4.1:
Differences in comparison goods sales from the base year level

Scenario 1

Location	Differences in Sales			
	2012 to 2017		2012 to 2020	
	(£m)	(%)	(£m)	(%)
Newcastle City Centre	159.95	16.8	273.76	28.7
Gateshead Town Centre	8.64	16.4	14.79	28.1
Metrocentre	100.40	16.6	172.25	28.4
Newcastle Retail Parks*	35.19	16.8	59.98	28.7
Gateshead Retail Parks*	40.08	16.3	68.79	28.0

Scenario 2

Newcastle City Centre	159.95	16.8	273.76	28.7
Gateshead Town Centre	63.05	119.6	74.66	141.7
Metrocentre	9.39	15.1	162.35	26.8
Newcastle Retail Parks*	35.19	16.8	59.98	28.7
Gateshead Retail Parks*	31.16	12.7	58.99	24.0

Scenario 3

Newcastle City Centre	159.95	16.8	409.00	42.9
Gateshead Town Centre	63.05	119.6	74.66	141.7
Metrocentre	91.39	15.1	132.58	21.9
Newcastle Retail Parks*	35.19	16.8	47.52	22.7
Gateshead Retail Parks*	31.16	12.7	49.18	20.0

Scenario 4

Newcastle City Centre	159.95	16.8	478.56	50.2
Gateshead Town Centre	63.05	119.6	74.66	141.7
Metrocentre	91.39	15.1	97.79	16.1
Newcastle Retail Parks*	35.19	16.8	47.52	22.7
Gateshead Retail Parks*	31.16	12.7	49.18	20.0

Source: RECAP Model.

Notes: The differences in sales are in real terms, i.e. at constant 2010 prices excluding price inflation.

* Includes freestanding individual retail warehouses in Newcastle and Gateshead; and comparison goods floorspace in Tesco Extra at Kingston District Centre and Asda at Newcastle Shopping Park, and Asda at Metro Retail Park and Sainsbury's at Team Valley Retail Park.

4.6 There would also be some impacts on other retail centres not included in Table 4.1. These could include freestanding superstores in Newcastle and Gateshead, district centres in each town, and other town centres outside Newcastle and Gateshead but within their regional catchment area covered by the 2012 household interview survey. Of these, the most likely to suffer impacts from major prime comparison goods retail development in Newcastle City Centre would be the nearest large town centres to Newcastle City Centre. The most important of these are Sunderland City Centre and Durham City Centre. These are also the centres which provide the most similar retail formats to those in Newcastle City Centre. We do not expect substantial impacts on the district centres in Newcastle and Gateshead, because they mainly serve a different retail function to that of Newcastle City Centre. They are likely to be more vulnerable to the development of more large out-of-centre food/non-food superstores, which act increasingly as 'one stop shops', than to major prime comparison goods retail development in Newcastle City Centre.

4.7 Sunderland City Centre is located in catchment Zone 7. It attracts a substantial market share from that zone. It also attracts a substantial market share from Zone 8, and a smaller market share from Zone 6. Comparatively insignificant market shares are attracted from the other catchment zones. Durham City Centre is located in catchment Zone 9, and draws its highest market share from that zone. It also draws significant market shares from Zones 8 and 10, and relatively insignificant market shares from any other zone. In Scenarios 3 and 4, of these Zones 6 to 10, we expect Newcastle City Centre to attract increased market shares from Zones 6, 7, 9 and 10, so there would be some diversion of comparison goods expenditure from Sunderland and Durham city centres. In Table 4.2, we summarise the net increases in market shares and amounts of expenditure which Newcastle City Centre would attract from Zones 6 to 10 in 2020 under Scenarios 3 and 4, after allowing for redistribution of expenditure within Newcastle and Gateshead. These represent the maximum likely trade diversions from Sunderland and Durham city centres, if all of the increased market share attracted by Newcastle City Centre was at the expense of those centres alone, and none was from smaller centres and out-of-centre shopping facilities in those zones.

Table 4.2:
Net increases in market share and expenditure attracted by Newcastle City Centre in Scenarios 3 and 4 affecting Sunderland and Durham city centres

Catchment Zone	Net increases attracted by Newcastle City Centre in 2020 Scenarios 3 & 4	
	Market Share Increase	Expenditure Increase (£m)
6	1%	2.8
7	1%	5.2
8	0%	0.0
9	1%	4.8
10	0%	0.0
Total	**n/a**	**12.8**

Source: RECAP Model

Notes: The total expenditure may not equal the sum of the parts, owing to rounding.

Shows the increases in market share and comparison goods expenditure attracted by Newcastle City Centre, after allowing for the redistribution of market shares and expenditure within Newcastle and Gateshead.

4.8 Table 4.2 shows that the maximum amount of comparison goods expenditure likely to be diverted from Sunderland and Durham city centres together in 2020 would be about £12.8m, as a result of a major prime comparison goods retail development in Newcastle City Centre. Based on Experian Goad data, we estimated in the January 2010 Study that Sunderland City

Centre had a total comparison goods floorspace of about 72,250 sq m net in 2009. We would expect this to have a sales capacity in the region of about £433m in 2020. If two thirds of the £12.8m diverted to Newcastle City Centre was from Sunderland City Centre, the impact on the latter would be only about 2%. This maximum impact would be insignificant, and would be likely to leave Sunderland City Centre trading at substantially above the level in 2012. It would therefore still be able to support new town centre retail development, for example on the Holmeside Triangle site.

4.9 We estimated in the January 2010 Study that Durham City Centre had a total comparison goods floorspace of about 23,800 sq m net in 2009. This would be likely to have a sales capacity in the region of about £143m in 2020. If one third of the £21.6m diverted was from Durham City Centre, the impact on the latter would be about 3%. Again, this is the likely maximum impact, and would still leave Durham City Centre trading at well above the 2012 level. It would therefore still be able to support significant new comparison goods retail floorspace, if suitable sites could be made available within the strong conservation constraints. We therefore conclude that there would not be any significant adverse impacts on Sunderland or Durham city centres from the scale of potential new retail development at East Pilgrim Street in Newcastle City Centre in Scenarios 3 or 4, assuming that this would not open before about 2020.

4.10 We would expect some impacts on smaller town centres around Newcastle and Gateshead, for example Cramlington, Washington, Consett, North and South Shields, Blyth. However, these are very unlikely to be substantial because of the much more limited comparison goods retail offer of these town centres. They currently serve the more local day-to-day comparison goods needs of their local populations. In any event, substantial growth of catchment area expenditure on comparison goods is forecast, which would mean that despite the small impacts, the sales levels in these town centres would still be significantly above those of 2012. This should support any planned town centre developments, such as in Cramlington.

5. Summary of Conclusions

5.1 This Strategic Comparison Goods Retail Study Update incorporates new quantitative forecasts of retail capacity for additional comparison goods retail floorspace in Newcastle and Gateshead, based on the results of the new sub-regional household interview survey of comparison goods shopping patterns undertaken in 2012. These new forecasts supersede and replace those in the January 2010 Study. They are based on the most up-to-date information on catchment area population, per capita expenditure and growth in expenditure, growth in internet shopping, retail floorspace and committed developments, retailers' sales densities, and other forecasting parameters. The forecasts are for comparison goods shopping in Newcastle City Centre, Gateshead Town Centre, Metrocentre and the retail parks and freestanding retail warehouses in Newcastle and Gateshead. They do not cover the district centres in Newcastle and Gateshead, or convenience goods shopping needs in the two towns, which were the subject of a separate report in 2010.

5.2 Inter alia, the forecasting work described in this report was designed to explore the strategic balance between the above shopping destinations for comparison goods shopping, so that the emerging Local Plan allocates growth appropriately in accordance with need. In particular, the work explores the implications of some redistribution of market shares of catchment area expenditure and growth in expenditure within Newcastle and Gateshead, as a result of a potential major prime comparison goods retail development in the East Pilgrim Street area in the city centre, in accordance with established and emerging planning policy in Newcastle.

5.3 The report therefore examines four scenarios for future retail development. Scenario 1 assumes that there will be no change in the market shares of comparison goods expenditure attracted to any of the modelled shopping destinations throughout the forecasting period. The implication of this 'baseline' scenario is that new retail development in Newcastle and Gateshead is exactly balanced by new retail development in competing towns. The more realistic Scenario 2 allows for the proposed new Tesco Extra superstore and Trinity Square developments in Gateshead Town Centre to increase the market shares of expenditure attracted by Gateshead Town Centre from 2017, marginally at the expense of Metrocentre and the retail parks and superstores in Gateshead. Scenarios 3 and 4 test the potential for a major retail development in Newcastle City Centre, anchored by a front rank department store, to increase the market shares of comparison goods expenditure attracted by the city centre from the catchment area from 2020 onwards, by small (Scenario 3) and larger (Scenario 4) amounts. It also allows for impacts of such a development upon Metrocentre and the retail parks in Newcastle and Gateshead; and for marginal increases in the overall market shares attracted to each town by the city centre and non-central shopping combined.

Newcastle City Centre

5.4 Under Scenario 1, with no increases in market share as a result of a major new retail development at East Pilgrim Street, there would not be sufficient expenditure to support the latter development in full until late in the forecasting period to 2030. Under the more realistic Scenario 3, in which such a scheme increases marginally the market shares of catchment area expenditure attracted, a scheme of up to about 36,750 sq m net comparison goods sales area would be supportable in full by about 2020, if forecast trends occur. This would be sufficient for at least the first phase of a scheme anchored by a front rank department store, opening between about 2018 and 2020. Under Scenario 4, in which larger (but still modest) increases in market share are assumed, a larger scheme of up to about 49,100 sq m net would be supportable by 2020. Under both Scenarios 3 and 4, expenditure capacity in the city centre is forecast to grow further after 2020, with no further changes in market shares; sufficient to support an overall scheme of up to about 68,750 sq m net (Scenario 3) and 81,350 sq m net (Scenario 4), by 2030.

5.5 These forecasts allow for the re-occupation for comparison goods retailing of existing vacant shops in the primary retail area. They also allow for growth in sales of existing shops at 1.5%pa in real terms from 2012 onwards. Such a new development, with the first phase opening between about 2018 and 2020, should not therefore have a major adverse impact on the existing city centre shops and stores. Whilst there would inevitably be some short-term transitional effects, as some existing retailers move into the new development and their former premises are refurbished and re-let, these should not last more than a few years, because of growth in expenditure and the effect of the new development in making the city centre more attractive to shoppers. The earliest practicable date when such a new retail development could open would now be about 2018/9; which would mean that it would be fully supportable by growth in expenditure by the time it had established a settled pattern of trade, if forecast trends occur. As the most sequentially preferable location, East Pilgrim Street should be developed first for a substantial new comparison goods retail development in Newcastle and Gateshead.

Gateshead Town Centre

5.6 In the case of Gateshead Town Centre, the comparison goods components of the proposed new Tesco Extra superstore and Trinity Square developments are forecast to be fully supportable by available expenditure by about the time they would open. Thereafter, capacity for floorspace is forecast to grow modestly, if the market share increases due to Tesco and Trinity Square are retained. On this basis (Scenario 3) we forecast that the further capacity could be about 1,550 sq m net by 2020, rising to about 4,950 sq m net by 2030, if forecast trends occur. Thus the new retail development envisaged in the Council's 'Regeneration Delivery Strategy' should be supportable by forecast expenditure capacity.

Metrocentre

5.7 In Scenario 2, we expect the Tesco Extra and Trinity Square developments in Gateshead Town Centre to have a very small impact on Metrocentre. As a result, in 2020 there would be forecast capacity for about 15,200 sq m net additional comparison goods floorspace at Metrocentre. By 2030 however, with no further changes in market shares, capacity would rise to about 32,000 sq m net, if forecast trends occur.

5.8 Under the more realistic Scenarios 3 and 4, the effect of a major retail development at East Pilgrim Street in Newcastle City Centre would be to capture much of the potential strategic comparison goods floorspace growth in Newcastle and Gateshead. This would accord with established policy. However there would still be forecast capacity for extensions of about 9,950 sq m net comparison goods floorspace at Metrocentre by 2020, rising to about 26,100 sq m net by 2030 (Scenario 3), or about 3,750 sq m net rising to about 19,150 sq m net (Scenario 4); together with substantial increase in sales from the existing floorspace. Beyond 2020, it may not be possible to accommodate in full in Newcastle City Centre the further forecast growth in floorspace capacity in Newcastle and Gateshead. Whilst Metrocentre is out-of-centre, it does provide a critical mass of retailing, and could potentially facilitate some linked trips.

5.9 In order to optimise the prospects for the East Pilgrim Street scheme, which would be a higher priority under established and emerging planning policy, it would be desirable to defer any substantial extension of Metrocentre until late in the forecasting period, when the former scheme had become fully established and a commercial success. This would enable the actual effects of the East Pilgrim Street development to be measured, and the need for more floorspace at Metrocentre to checked at that time. We therefore consider that there is no need to provide policy support for any substantial extensions of Metrocentre before about 2025, despite the forecast capacity under Scenarios 3 and 4. However this should not necessarily preclude reconfiguration without substantial increases in retail floorspace, to create more external frontage, spaces and streets, in order to improve integration with surrounding areas and uses.

5.10 These conclusions are similar to those of the January 2010 Study – except that capacity for the East Pilgrim Street scheme will be rather less than forecast in that previous report, as a result of the ‘double-dip’ recession and climate of public sector austerity. However, this scheme has been delayed by the recession and by the need to ensure proper planning policy support for it, so the end result should be about the same, albeit on a somewhat smaller scale and a few years later.

Newcastle Retail Warehouses

5.11 There is currently a wide range of retail warehouses in Newcastle on modern retail parks. The occupied retail warehouses in Newcastle are trading reasonably well in the current economic climate, and there are now few vacant retail warehouses in the city. Under Scenarios 1 and 2, with no changes in market shares, capacity for additional comparison goods retail warehouse floorspace in Newcastle of up to about 4,200 sq m net is forecast to arise by 2020, rising to about 14,450 sq m net by 2030, trading at typical retail warehouse sales densities. Under Scenario 3, in which we expect a major retail development in Newcastle City Centre to have an impact on Newcastle's retail parks from 2020 onwards, capacity for additional comparison goods retail warehouse floorspace in Newcastle would be likely to fall to a nominal 550 sq m net in 2020, rising to about 10,300 sq m net by 2030.

5.12 This long-term capacity for more comparison goods floorspace (although forecast as non-central retail warehouses for forecasting convenience and reliability) should actually be located in accordance with the sequential approach, and not necessarily in the form of low sales density out-of-centre retail warehouses. We conclude that if Newcastle City Council intends to proceed with major city centre retail development, there is no need to identify sites for new retail warehouses in Newcastle in the emerging Local Plan. A criteria-based policy, which includes reference to the sequential approach, should be sufficient.

Gateshead Retail Warehouses

5.13 There is an even larger amount of retail warehouse floorspace in Gateshead than in Newcastle, mainly on two very large retail parks (Team Valley and Metro Retail Park). We consider that those which are currently occupied are trading reasonably well. However after allowing for the substantial current commitments to new retail warehouses in Gateshead, there is an over-supply of such floorspace, which under Scenario 1 (no changes in market shares) will persist until about 2020/1. Thereafter capacity for additional comparison goods retail warehouse floorspace in Gateshead is forecast to rise to about 10,450 sq m net by 2030, trading at typical retail warehouse sales densities. In Scenario 2, in which the Gateshead Town Centre developments have a small impact on the retail parks in Gateshead, the over-supply of retail warehouse floorspace is forecast to last until about 2023. Thereafter capacity of up to about 7,200 sq m net additional comparison goods retail warehouse floorspace is forecast to arise.

5.14 In Scenarios 3 and 4, in which major retail development in Newcastle City Centre has an impact on Gateshead's retail parks, the over-supply of retail warehouse floorspace in Gateshead would be likely to last until about 2026. By 2030 capacity of up to about 3,950 sq m net additional comparison goods retail warehouse floorspace is forecast to arise.

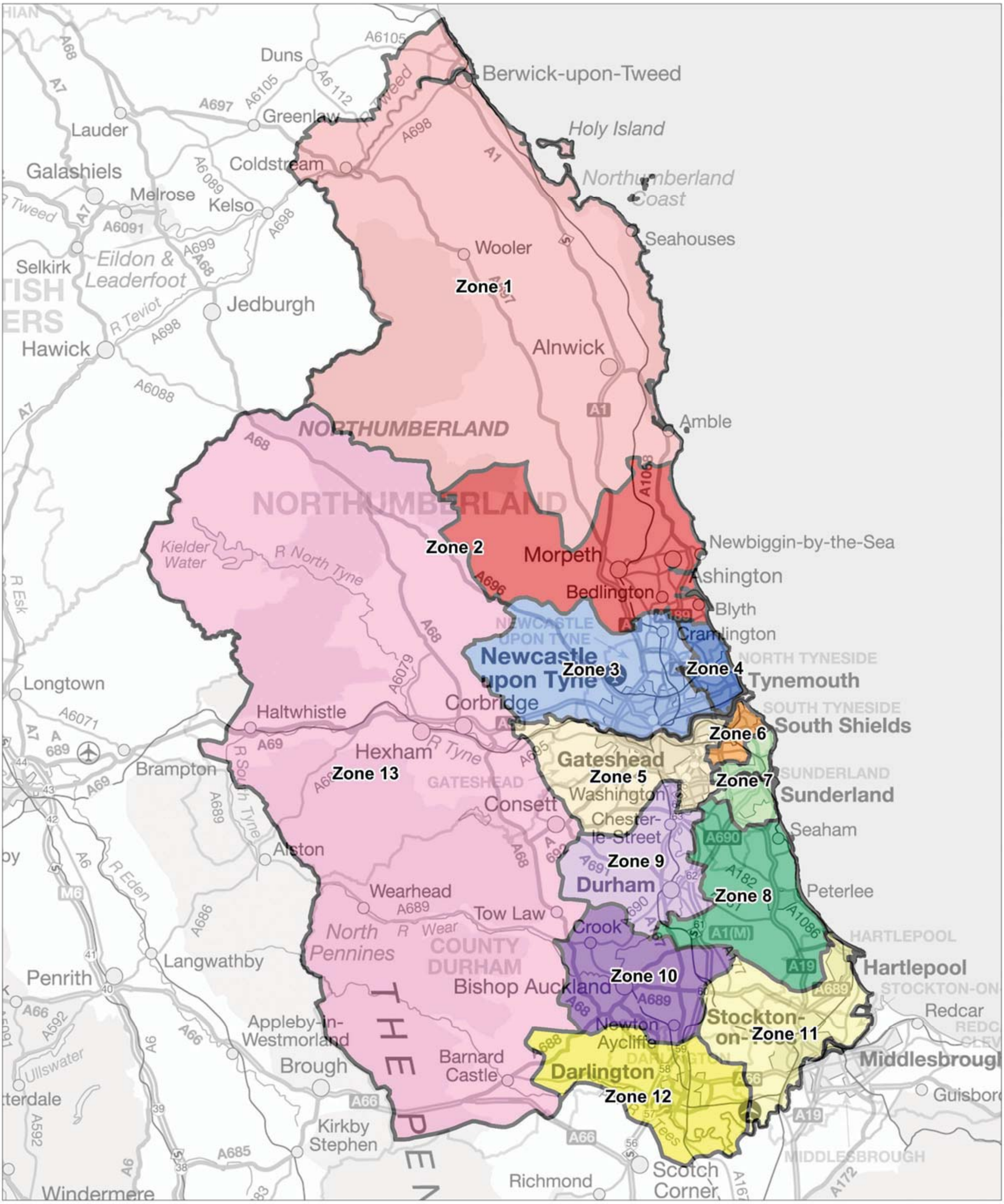
5.15 As in Newcastle, this forecast capacity should be located in accordance with the sequential approach, and not necessarily in the format of low sales density out-of-centre retail warehouses. Because of this, as with Newcastle, we consider that there is no need to identify sites for new retail warehouses in Gateshead in the emerging Local Plan; and a criteria-based policy based on the sequential approach should be sufficient.

Review of the retail capacity forecasts, and planning policies for future retail development

5.16 The retail capacity forecasts set out in this report cover a long period to 2030. However, national economic conditions can sometimes be volatile, and retailing is a very dynamic industry. This means that our shorter term forecasts are likely to prove more reliable than our longer term forecasts. We therefore consider it essential that our forecasts are next reviewed before 2020. This would enable retail capacity and impacts to be checked and updated in the light of economic and retail conditions at that time.

Appendix 1

Catchment Area Map



Newcastle: Zones 1 - 13

21/06/2012

Ordnance Survey
© 2011 Tom Tom. This product includes mapping data licensed from Ordnance Survey ® with the permission of the Controller of Her Majesty's Stationery Office. © Crown Copyright 2011. All rights reserved. Licence Number 100026920

Pitney Bowes Software
Minton Place, Victoria Street, Windsor, Berkshire, SL4 1EG
Tel: 01753 848200
Web: http://www.pbinsight.com/

Appendix 2

Results of the Household Interview Survey 2012

Q1. At which food store or shopping centre do you do most of your household's main food and grocery shopping, and where is that?

	Base: All respondents		Zone																									
			1		2		3		4		5		6		7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	2000	100.0%	100	100.0%	140	100.0%	290	100.0%	130	100.0%	270	100.0%	130	100.0%	150	100.0%	150	100.0%	130	100.0%	120	100.0%	160	100.0%	110	100.0%	120	100.0%
Superstores outside Sunderland town centre	97	4.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	3	2.5%	86	57.1%	7	4.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Newcastle	86	4.3%	1	.6%	3	2.3%	58	19.9%	13	9.9%	5	1.7%	0	.0%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.1%
Elsewhere in Durham	84	4.2%	0	.0%	0	.0%	0	.0%	0	.0%	26	9.6%	1	.6%	0	.0%	6	3.9%	25	19.3%	21	17.2%	0	.0%	0	.0%	5	4.5%
Superstores outside Durham city centre	80	4.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	1	.5%	0	.0%	27	18.0%	41	31.9%	8	6.5%	0	.0%	0	.0%	3	2.5%
South Shields Town Centre	71	3.6%	0	.0%	1	.5%	0	.0%	0	.0%	1	.5%	67	51.6%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Superstores outside Darlington town centre	68	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.3%	2	1.1%	62	56.4%	0	.0%
Blythe	64	3.2%	1	1.3%	57	40.9%	1	.5%	3	2.2%	1	.3%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Superstores outside Hartlepool town centre (Middleton Grange)	58	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.2%	0	.0%	0	.0%	12	7.7%	0	.0%	0	.0%	40	25.3%	0	.0%	0	.0%
Asda superstore at Boldon	52	2.6%	1	.6%	0	.0%	3	.9%	0	.0%	17	6.1%	23	17.8%	9	6.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Galleries, Washington	50	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	35	12.9%	0	.0%	0	.0%	9	6.0%	7	5.1%	0	.0%	0	.0%	0	.0%	0	.0%
Superstores outside Stockton On Tees town centre	46	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%	43	27.1%	0	.0%	0	.0%
Hexham	46	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	45	37.1%
Asda superstore at Metro Retail Park, Gateshead	44	2.2%	0	.0%	0	.0%	9	3.0%	0	.0%	33	12.2%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
Superstores outside Bishop Auckland town centre	43	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	28	23.0%	1	.7%	3	3.1%	11	9.1%
Peterlee Town Centre	39	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	38	25.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Bishop Auckland Town Centre	38	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	31	25.9%	0	.0%	0	.0%	5	4.5%
Internet	34	1.7%	2	1.9%	1	.4%	6	2.1%	0	.0%	2	.9%	1	1.1%	7	4.5%	4	2.3%	3	2.7%	2	1.8%	2	1.5%	1	.7%	2	1.8%
Morpeth	34	1.7%	13	13.4%	19	13.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Kingston Park District Centre (including Tesco Extra superstore at Kingston Park)	33	1.7%	0	.0%	1	1.0%	22	7.6%	0	.0%	6	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%	1	.9%
Consett	32	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	5	3.7%	0	.0%	0	.0%	0	.0%	25	20.9%
Ashington Town Centre	32	1.6%	1	1.2%	27	19.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Alnwick	32	1.6%	32	31.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Metrocentre, Gateshead	32	1.6%	0	.0%	0	.0%	6	2.2%	0	.0%	20	7.3%	1	.6%	1	.5%	0	.0%	3	2.2%	0	.0%	0	.0%	0	.0%	1	1.0%
Darlington Town Centre	31	1.6%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.5%	1	.4%	26	23.3%	0	.0%
Superstores outside Berwick-upon-Tweed town centre	31	1.5%	30	29.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
North Shields Town Centre	30	1.5%	0	.0%	0	.0%	4	1.4%	25	19.2%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cramlington	29	1.5%	0	.0%	3	1.9%	22	7.7%	4	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Shields Road District Centre, Byker (including Morrisons superstore at Shields Road)	28	1.4%	0	.0%	0	.0%	21	7.4%	4	2.9%	3	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hartlepool Town Centre (Middleton Grange)	26	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	4.0%	0	.0%	0	.0%	20	12.4%	0	.0%	0	.0%
Elsewhere in North Tyneside	25	1.3%	2	1.7%	1	.4%	8	2.9%	14	11.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Killingworth Town Centre	24	1.2%	1	.6%	0	.0%	14	4.8%	9	6.8%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whitley Bay Town Centre	24	1.2%	0	.0%	0	.0%	1	.4%	23	17.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Sunderland	24	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	17	11.2%	5	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Superstores outside Ashington town centre	22	1.1%	4	4.4%	16	11.7%	1	.3%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gateshead Town Centre	22	1.1%	0	.0%	0	.0%	1	.2%	0	.0%	22	8.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chester Le Street	22	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	21	16.3%	0	.0%	0	.0%	0	.0%	0	.0%
Asda superstore at Gosforth	21	1.1%	0	.0%	0	.0%	19	6.5%	0	.0%	0	.0%	3	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stockton On Tees Town Centre	20	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%	3	2.2%	12	7.3%	3	3.1%	0	.0%
Newcastle City Centre	19	.9%	0	.0%	2	1.4%	10	3.4%	1	.9%	4	1.3%	2	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sunderland City Centre	18	.9%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	18	11.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda superstore at Newcastle Shopping Park, Byker	18	.9%	0	.0%	0	.0%	11	3.7%	0	.0%	4	1.6%	2	1.7%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Durham City Centre	17	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	11	8.6%	4	3.5%	0	.0%	0	.0%	0	.0%
Elsewhere in Gateshead	17	.9%	0	.0%	0	.0%	1	.2%	0	.0%	12	4.3%	1	.5%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	3	2.6%
Superstores outside Washington town centre	17	.9%	0	.0%	0	.0%	0	.0%	0	.0%	8	3.1%	0	.0%	0	.0%	3	1.7%	3	2.2%	0	.0%	1	.4%	3	2.4%	0	.0%
Newton Aycliffe	15	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	12	9.9%	0	.0%	3	3.1%	0	.0%
Billingham	14	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	14	8.8%	0	.0%	0	.0%
Jarrow Town Centre	14	.7%	0	.0%	0	.0%	0	.0%	0	.0%	10	3.6%	4	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsburys superstore at Team Valley Retail Park, Gateshead	14	.7%	0	.0%	0	.0%	0	.0%	0	.0%	9	3.4%	0	.0%	0	.0%	0	.0%	4	3.1%	1	.6%	0	.0%	0	.0%	0	.0%

Tesco superstore at North Shields	14	.7%	0	.0%	1	.4%	5	1.8%	7	5.5%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Superstores outside Peterlee town centre	13	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	13	9.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Stockton On Tees	13	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	13	8.1%	0	.0%	0	.0%
Morrisons superstore at Two Ball Lonnen	13	.6%	0	.0%	1	.5%	10	3.6%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Denton Park District Centre (including Morrisons superstore at Denton Park)	12	.6%	0	.0%	0	.0%	12	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in South Tyneside	11	.5%	0	.0%	0	.0%	1	.2%	0	.0%	4	1.3%	7	5.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsburys superstore at Heaton	10	.5%	0	.0%	0	.0%	10	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wallsend Town Centre	10	.5%	0	.0%	0	.0%	5	1.7%	3	2.3%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda superstore at Benton	9	.5%	0	.0%	0	.0%	7	2.4%	1	.9%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gosforth High Street District Centre	9	.5%	0	.0%	0	.0%	9	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Seaham	8	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	6	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Berwick-upon-Tweed Town Centre	7	.4%	6	6.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Bishop Auckland	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.2%	0	.0%	0	.0%	4	3.1%
Barnard Castle	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	4.8%
Blaydon District Centre	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Darlington	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	4.8%	0	.0%
Elsewhere in Washington	5	.2%	0	.0%	0	.0%	1	.4%	0	.0%	1	.5%	0	.0%	1	.5%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Middlesbrough	4	.2%	0	.0%	0	.0%	3	.9%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Hartlepool	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	3	2.0%	0	.0%	0	.0%
Elsewhere in Peterlee	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Felling District Centre	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Local convenience shops	3	.1%	1	.6%	0	.0%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Low Fell District Centre	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hebburn Town Centre	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Superstores outside Middlesbrough town centre	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Ryton District Centre	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Middlesbrough Town Centre	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	1	.4%	0	.0%	1	.5%
Whickham District Centre	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Ashington	2	.1%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Berwick-upon-Tweed	1	.1%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Hillheads Road, Whitley Bay	14	.7%	0	.0%	0	.0%	0	.0%	14	10.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boldon	10	.5%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	7	5.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Newsteads Drive, Monkseaton	9	.4%	0	.0%	0	.0%	3	.9%	6	4.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedlington	5	.2%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	3	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rowlands Gill	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Main Street, Crawcrook	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Tesco, Towers Place, South Shields	3	.1%	0	.0%	0	.0%	1	.4%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Main Street, Ponteland	2	.1%	0	.0%	1	.5%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Oakfield Terrace, Prudhoe	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Asda, Currie Road, Galashiels	2	.1%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Prudhoe	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Norton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%
Morrisons, Choppington Road, Bedlington	1	.1%	0	.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%
Sainsbury's, Bell Villas, Ponteland	1	.1%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Market Place, Bedlington	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Carlisle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Haltwhistle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, High Street, Yarm	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Tesco, Front street, Bedlington	1	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Swalwell, Newcastle	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Newburn Road, Throckley	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Varies/ shop around	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Howdon	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Chapel Row, Middleton in Teesdale	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%

Longframlington	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Seahouses, Northumberland	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Edinburgh Road, Perth	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Rothbury	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Preston Grange, Tynemouth	1	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q2. When members of your household do main food and grocery shopping, do they usually do any non-food shopping in the town centre on the same journey?

	Base: Exc internet at Q1		Zone																							
	Num	%	1		2		3		4		5		6		7		8		9		10		11		12		13	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Exc internet at Q1	1966	100.0%	98	100.0%	139	100.0%	284	100.0%	130	100.0%	268	100.0%	129	100.0%	143	100.0%	146	100.0%	127	100.0%	118	100.0%	158	100.0%	109	100.0%	118	100.0%
Yes	831	42.2%	46	46.7%	68	48.8%	108	38.1%	54	41.3%	124	46.5%	59	45.9%	48	33.7%	70	47.8%	46	36.6%	36	30.5%	72	45.4%	35	32.5%	64	54.4%
No	1136	57.8%	52	53.3%	71	51.2%	176	61.9%	76	58.7%	143	53.5%	70	54.1%	95	66.3%	76	52.2%	80	63.4%	82	69.5%	86	54.6%	74	67.5%	54	45.6%

Q3. When members of your household do main food and grocery shopping, how do you they usually travel?

	Base: Exc internet at Q1		Zone																									
	Num	%	1		2		3		4		5		6		7		8		9		10		11		12		13	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Exc internet at Q1	1966	100.0%	98	100.0%	139	100.0%	284	100.0%	130	100.0%	268	100.0%	129	100.0%	143	100.0%	146	100.0%	127	100.0%	118	100.0%	158	100.0%	109	100.0%	118	100.0%
Car (as driver/passenger)	1480	75.2%	80	81.5%	109	78.4%	195	68.8%	98	75.2%	180	67.3%	91	70.8%	104	72.9%	117	79.9%	101	79.8%	96	81.8%	126	79.9%	88	80.7%	93	79.1%
Walk	210	10.7%	7	7.6%	21	15.4%	44	15.4%	13	9.8%	29	10.7%	15	11.8%	12	8.7%	5	3.6%	13	10.3%	12	10.6%	17	10.5%	11	9.9%	10	8.8%
Bus	184	9.4%	5	4.8%	7	4.9%	30	10.6%	17	12.8%	43	15.9%	19	14.6%	16	10.9%	11	7.8%	8	6.6%	8	6.4%	8	5.0%	7	6.2%	7	6.0%
Taxi	35	1.8%	1	.6%	1	.5%	7	2.5%	1	.8%	5	1.7%	0	.0%	4	2.5%	10	6.8%	0	.0%	1	.5%	6	3.8%	1	.6%	1	.5%
Car (including park and ride)	21	1.1%	1	.7%	1	.9%	3	.9%	1	.4%	4	1.4%	1	1.0%	3	2.1%	1	.5%	2	1.8%	0	.0%	1	.4%	1	1.3%	3	2.6%
Goods delivered	11	.5%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	0	.0%	2	1.7%	1	.5%	1	.5%	0	.0%	1	.4%	1	.7%	3	2.6%
Metro	9	.5%	0	.0%	0	.0%	4	1.4%	1	.5%	4	1.6%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bicycle	6	.3%	1	.6%	0	.0%	1	.3%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%	1	1.0%	1	.7%	0	.0%	1	.6%	0	.0%
Motorcycle	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Train	1	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other Scooter	7	.3%	4	4.4%	0	.0%	0	.0%	0	.0%	1	.3%	1	.5%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q4. Where does your household do most of its shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?

	Base: All respondents		Zone																								
			1		2		3		4		5		6		7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	2000	100.0%	100	100.0%	140	100.0%	290	100.0%	130	100.0%	270	100.0%	130	100.0%	150	100.0%	150	100.0%	130	100.0%	120	100.0%	160	100.0%	110	100.0%	120	100.0%
Don't do top-up shopping	210	10.5%	8	8.4%	13	9.4%	24	8.2%	13	9.7%	31	11.3%	12	9.1%	15	10.1%	15	10.3%	19	14.9%	14	11.3%	18	11.1%	14	12.3%	15	12.2%
Local convenience shops	186	9.3%	17	17.3%	15	10.4%	30	10.3%	15	11.8%	28	10.5%	14	10.9%	8	5.5%	13	9.0%	10	7.7%	10	8.0%	15	9.1%	6	5.0%	5	3.8%
Elsewhere in Durham	105	5.2%	0	.0%	0	.0%	0	.0%	0	.0%	12	4.6%	1	.6%	0	.0%	12	8.3%	47	36.5%	24	20.3%	1	.4%	0	.0%	7	5.5%
Elsewhere in Newcastle	93	4.7%	0	.0%	0	.0%	81	28.0%	8	6.0%	1	.5%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Elsewhere in Sunderland	58	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	4	3.1%	49	32.9%	4	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
South Shields Town Centre	48	2.4%	0	.0%	0	.0%	0	.0%	1	.4%	2	.6%	46	35.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Superstores outside Sunderland town centre	48	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	44	29.2%	3	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Blythe	41	2.1%	0	.0%	39	28.1%	0	.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morpeth	37	1.9%	8	8.1%	29	20.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Gateshead	36	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	35	13.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Hartlepool	35	1.8%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.0%	0	.0%	0	.0%	28	17.6%	3	2.4%	0	.0%
Hexham	34	1.7%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	33	27.7%
Elsewhere in South Tyneside	32	1.6%	0	.0%	0	.0%	1	.4%	0	.0%	6	2.3%	24	18.2%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Darlington	29	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	29	25.9%	0	.0%
Elsewhere in North Tyneside	29	1.5%	2	1.7%	0	.0%	9	3.2%	15	11.3%	1	.3%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
North Shields Town Centre	28	1.4%	0	.0%	0	.0%	2	.7%	25	19.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Superstores outside Darlington town centre	28	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%	1	.4%	25	22.3%	1	.5%
Whitley Bay Town Centre	26	1.3%	0	.0%	1	.5%	0	.0%	26	19.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cramlington	25	1.3%	1	1.3%	0	.0%	19	6.6%	4	2.9%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chester Le Street	24	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	24	18.2%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Stockton On Tees	24	1.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	23	14.4%	0	.0%	0	.0%
Alnwick	23	1.1%	22	22.2%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Peterlee Town Centre	23	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	22	14.5%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Darlington Town Centre	22	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	22	19.7%	0	.0%
Consett	21	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	1	.5%	1	.6%	0	.0%	0	.0%	19	16.0%
Gateshead Town Centre	20	1.0%	0	.0%	0	.0%	3	1.1%	0	.0%	16	6.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newcastle City Centre	20	1.0%	0	.0%	2	1.6%	12	4.0%	0	.0%	4	1.6%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	1	.5%
Superstores outside Durham city centre	18	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	6	4.3%	11	8.6%	0	.0%	0	.0%	0	.0%	0	.0%
Durham City Centre	18	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	1	.9%	11	8.4%	4	3.4%	0	.0%	0	.0%	1	.5%
The Galleries, Washington	17	.9%	0	.0%	0	.0%	0	.0%	0	.0%	17	6.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Newton Aycliffe	17	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	17	14.3%	0	.0%	0	.0%	0	.0%
Kingston Park District Centre (including Tesco Extra superstore at Kingston Park)	15	.7%	0	.0%	0	.0%	11	3.8%	0	.0%	4	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Billingham	14	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	12	7.4%	0	.0%	3	2.2%
Bishop Auckland Town Centre	14	.7%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	14	11.4%	0	.0%	0	.0%	0	.0%
Superstores outside Stockton On Tees town centre	14	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	13	7.8%	0	.0%	0	.0%
Sunderland City Centre	14	.7%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	12	7.9%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Superstores outside Bishop Auckland town centre	14	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	10	8.7%	0	.0%	0	.0%	3	2.6%
Elsewhere in Bishop Auckland	13	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	6.0%	0	.0%	0	.0%	6	5.2%
Shields Road District Centre, Byker (including Morrisons superstore at Shields Road)	13	.7%	0	.0%	0	.0%	7	2.5%	1	.9%	4	1.6%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda superstore at Metro Retail Park, Gateshead	13	.6%	0	.0%	0	.0%	1	.3%	0	.0%	11	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Superstores outside Ashington town centre	13	.6%	0	.0%	9	6.3%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Houghton le Street	12	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	10	7.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Washington	12	.6%	0	.0%	0	.0%	0	.0%	0	.0%	8	3.0%	0	.0%	1	.5%	1	.4%	0	.0%	0	.0%	0	.0%	3	2.4%	0	.0%
Gosforth High Street District Centre	12	.6%	0	.0%	0	.0%	12	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Superstores outside Hartlepool town centre (Middleton Grange)	12	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	10	6.6%	0	.0%	0	.0%
Wallsend Town Centre	12	.6%	0	.0%	0	.0%	8	2.8%	2	1.9%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda superstore at Gosforth	12	.6%	0	.0%	0	.0%	9	3.1%	0	.0%	0	.0%	3	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Superstores outside Peterlee town centre	11	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	11	7.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Hartlepool Town Centre (Middleton Grange)	10	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	8	4.8%	0	.0%	0	.0%
Low Fell District Centre	10	.5%	0	.0%	0	.0%	0	.0%	0	.0%	8	3.1%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Peterlee	10	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	10	6.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ashington Town Centre	10	.5%	0	.0%	8	5.5%	1	.4%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Seaham	9	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	2	1.2%	5	3.6%	1	.7%	0	.0%	1	.4%	0	.0%	0	.0%
Jarrow Town Centre	9	.5%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.2%	3	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Killingworth Town Centre	9	.5%	0	.0%	0	.0%	6	2.1%	3	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Barnard Castle	9	.4%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.5%	5	4.1%
Superstores outside Berwick-upon-Tweed town centre	9	.4%	8	7.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda superstore at Boldon	9	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	7	5.2%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco superstore at North Shields	8	.4%	0	.0%	1	.4%	0	.0%	8	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Superstores outside Washington town centre	8	.4%	0	.0%	0	.0%	1	.4%	0	.0%	4	1.5%	0	.0%	1	.5%	1	.5%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Stockton On Tees Town Centre	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	4.5%	0	.0%	0	.0%
Denton Park District Centre (including Morrisons superstore at Denton Park)	7	.3%	0	.0%	1	.5%	6	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsburys superstore at Heaton	7	.3%	0	.0%	0	.0%	6	2.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Ashington	6	.3%	0	.0%	6	4.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda superstore at Newcastle Shopping Park, Byker	6	.3%	0	.0%	0	.0%	4	1.2%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Metrocentre, Gateshead	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	4	1.5%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	1	1.3%	0	.0%
Hebburn Town Centre	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	5	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Middlesbrough Town Centre	5	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.0%	0	.0%	1	.4%	0	.0%	1	.5%	1	.7%	0	.0%	0	.0%
Elsewhere in Berwick-upon-Tweed	5	.2%	5	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%
Morrisons superstore at Two Ball Lonnen	5	.2%	0	.0%	0	.0%	3	.9%	0	.0%	1	.3%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Berwick-upon-Tweed Town Centre	4	.2%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%	0	.0%	0	.0%	0	.0%
Ryton District Centre	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	4	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Felling District Centre	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Adelaide Terrace District Centre	3	.2%	0	.0%	0	.0%	3	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whickham District Centre	3	.1%	1	.6%	0	.0%	0	.0%	0	.0%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Superstores outside Middlesbrough town centre	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	.4%	1	.7%	0	.0%
Wrekenton District Centre	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda superstore at Benton	3	.1%	0	.0%	0	.0%	2	.7%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chillingham Road District Centre	3	.1%	0	.0%	0	.0%	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsburys superstore at Team Valley Retail Park, Gateshead	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Blaydon District Centre	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Coatsworth Road District Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birtley District Centre	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Guisborough	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Varies	12	.6%	1	.6%	2	1.6%	2	.6%	0	.0%	1	.3%	0	.0%	1	.8%	3	2.3%	0	.0%	0	.0%	1	.7%	1	.6%	1	.9%
Amble, Northumberland	6	.3%	3	3.0%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Co-op, West Street, Belford	6	.3%	6	5.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedlington	5	.3%	0	.0%	3	1.8%	0	.0%	0	.0%	0	.0%	3	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Station Road, Rowlands Gill	5	.2%	0	.0%	0	.0%	0	.0%	0	.0%	5	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Chilton, Ferryhill	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	4	2.9%	0	.0%	0	.0%	0	.0%
Co-op, Station Road, Bedlington	4	.2%	0	.0%	4	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Newstead Drive, Whitley Bay	4	.2%	0	.0%	0	.0%	3	.9%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, South Shields	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Hill Street, Corbridge	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.1%
Byker	4	.2%	0	.0%	0	.0%	4	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Prospect Square, Cockfield	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	3	2.2%
Co-op, North Terrace, Willington, Crook	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%	0	.0%	1	.9%
Co op, Oakfield Terrace, Prudhoe	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rowlands Gill	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Hartburn	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.7%	0	.0%	0	.0%
Local stores, Horden	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Asda, Hadrian Road, Wallsend	3	.1%	0	.0%	0	.0%	2	.7%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Londis, Chapel Park, Greenway, Newcastle Upon Tyne	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%	0	.0%
Local stores, Ryhope	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sedgefield	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%	0	.0%
Co-op, High Street, Rothbury	2	.1%	2	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%
Spar, Front Street, Monkseaton	2	.1%	0	.0%	0	.0%	1	.4%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Stocksfield	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.9%
Co-op, North Road, Wingate, Durham	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Four Lane Ends Metro, Benton Lane, Newcastle	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bargate	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Ferryhill	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%	0	.0%	0	.0%
Local stores, Norton	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Co-op, Main Street, Crawcrook	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Houghton le Spring	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Westgate, Haltwhistle	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%
Local stores, East Herrington	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Market Place, Allendale	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
Wooler	2	.1%	2	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Easington	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rothbury, Morpeth	2	.1%	2	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Boldon	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Front Street, Sedgefield	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Local stores, Westerhope	2	.1%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Silverlink Shopping Centre	2	.1%	0	.0%	1	.4%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Guide Post, Choppington	1	.1%	0	.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%
Local stores, Shildon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Tesco, Market Place, Bedlington	1	.1%	0	.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%
Sainsbury's, Station Terrace, East Boldon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Harpers Parade, Hartburn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Sainsbury's, Pinnaclehill Industrial Estate, Kelso	1	.1%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Bell Villas, Ponteland	1	.1%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Longframlington	1	.1%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Seaside Lane, Easington Colliery	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Kielder	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Co-op, Astley Road, Seaton Delaval	1	.1%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whitley Lodge	1	.1%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Butterwick Road, Fishburn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Local stores, Yarm	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Northallerton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Sainsbury's, High Street, Yarm	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Local stores, Allendale	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Ponteland	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Local stores, Woodland	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Heron Frozen Foods, Queen Street, Amble	1	.1%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Cullercoats	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nisa, Front Street, Hetton-le-Hole	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Meadowfield	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Station Road, Hebburn	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Wesley Court, Blaydon	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Oakfield Road, Whickham	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Farmfoods, St James Mall, Hebburn	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Prudhoe	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
East Boldon	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Crook	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Lynemouth Town Centre	1	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Co-op, Medway, Great Lumley	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Murton	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Chichester, South Shields	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Simonside, South Shields	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Ethel Street, Castletown	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, Front Street, Prudhoe	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Throckley	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Jarrow	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Crawcrook	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Dipton	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Lobley Hill	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Stanley	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Collingwood Street, Coundon	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
The Crusty Loaf, Collingwood Street, Coundon	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Local stores, Calvert	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whitburn, Tyne And Wear	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Carlton Stores, Westgarth, Carlton Village	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Local stores, Middleton St George	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Brandon	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Front Street, Langley Park, Lanchester	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Ushaw Moor	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, The Granary, Wynyard	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Local stores, Springfield	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Local stores, Lascelles Park	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Co-op, Cedar Road, Fenham	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Dudley	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Fenham	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Newbiggin Hall	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Walker	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Wallsend	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Hexham Road, Heddon on the Wall	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Broadway, Darras Hall, Ponteland	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Daughter gets her top up food shopping	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Howdon, Wallsend	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, West Denton	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Front Street, Frosterley	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Co-op, Ratcliffe Road, Haydon Bridge	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Local stores, Haltwhistle	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Middleton, Teeside	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Local stores, Blackwell	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Local stores, Willington	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
Shildon	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
Asda, Main Street, Tweedmouth	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Wooler	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Galashiels	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Seahouses	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Edinburgh Road, Perth	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bamborough	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Newcastle upon tyne	1	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Front Street West, Wingate	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Front Street, Newbiggin by the Sea	1	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ellington, Northumberland	1	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Corbridge	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Co-op, Queen Street, Amble	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Embleton, Northumberland	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Local stores, Seaton Delaval	1	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Hillheads Road, Whitley Bay	1	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Seaton Sluice	1	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q5. Where does your household do most of its shopping for clothing and footwear?

	Base: All respondents		Zone																									
			1		2		3		4		5		6		7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	2000	100.0%	100	100.0%	140	100.0%	290	100.0%	130	100.0%	270	100.0%	130	100.0%	150	100.0%	150	100.0%	130	100.0%	120	100.0%	160	100.0%	110	100.0%	120	100.0%
Base: All respondents except internet & mail order	1860		87		125		278		122		262		127		141		134		124		114		141		97		109	
Newcastle City Centre	555	27.8%	41	41.4%	39	27.8%	177	61.2%	55	42.1%	93	34.6%	49	37.8%	22	15.0%	9	6.2%	31	24.0%	12	9.7%	3	2.0%	9	8.0%	14	11.5%
Newcastle City Centre exc internet & mail order				**47.5%**		**31.2%**		**63.7%**		**45.0%**		**35.7%**		**38.5%**		**15.9%**		**6.9%**		**25.2%**		**10.2%**		**2.2%**		**9.0%**		**12.7%**
MetroCentre, Gateshead	399	20.0%	15	14.7%	31	21.8%	51	17.5%	9	6.8%	120	44.5%	10	7.8%	16	10.7%	33	21.8%	40	31.0%	24	20.1%	5	3.4%	3	3.1%	42	34.9%
MetroCentre, Gateshead exc internet & mail order				**16.9%**		**24.6%**		**18.2%**		**7.3%**		**45.9%**		**8.0%**		**11.4%**		**24.5%**		**32.4%**		**21.2%**		**3.8%**		**3.5%**		**38.5%**
Gateshead Town Centre	2	.1%	0	.0%	0	.0%	1	.2%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gateshead Town Centre exc internet & mail order				**.0%**		**.0%**		**.2%**		**.0%**		**.5%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**
Kingston Park Centre, Kingston Retail Park and Belvedere Retail Park (inc Tesco Extra superstore at Kingston Park)	10	.5%	0	.0%	0	.0%	9	3.2%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newcastle Shopping Park, Fossway, Byker (inc Asda superstore at Newcastle Shopping Park)	2	.1%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
West Denton Retail Park	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Newcastle	8	.4%	1	1.2%	2	1.4%	3	.9%	1	.5%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Newcastle Retail Warehouses exc internet & mail order				**1.4%**		**1.6%**		**5.0%**		**.5%**		**.4%**		**1.0%**		**.0%**		**.0%**		**.0%**		**.6%**		**.5%**		**.0%**		**.0%**
Metro Retail Park, Gateshead (including Asda superstore at Metro Retail Park)	5	.2%	0	.0%	0	.0%	1	.4%	0	.0%	1	.5%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Team Valley Retail World, Gateshead (including Sainsbury's superstore at Team Valley Retail World)	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Gateshead Retail Warehouses exc internet & mail order				**.0%**		**.0%**		**.5%**		**.0%**		**1.7%**		**.0%**		**.5%**		**.0%**		**.5%**		**.0%**		**.0%**		**.0%**		**1.1%**
Sunderland City Centre	145	7.3%	0	.0%	0	.0%	0	.0%	1	.5%	3	1.1%	19	14.9%	86	57.2%	34	22.7%	2	1.5%	1	.6%	0	.0%	0	.0%	0	.0%
Internet	113	5.6%	12	11.7%	14	9.7%	8	2.7%	6	4.7%	5	2.0%	1	.6%	7	4.6%	13	8.7%	5	3.9%	5	4.2%	18	11.3%	9	8.1%	11	8.8%
Darlington Town Centre	97	4.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	26	21.3%	3	1.7%	62	56.0%	7	5.9%
Durham City Centre	51	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	12	8.2%	22	16.8%	7	5.9%	1	.4%	0	.0%	6	4.7%
Silverlink Retail Park, North Shields	42	2.1%	0	.0%	1	1.0%	8	2.7%	33	25.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Teesside Retail Park, Stockton on Tees	40	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	30	18.7%	10	8.7%	0	.0%
South Shields Town Centre	40	2.0%	0	.0%	0	.0%	1	.4%	0	.0%	4	1.3%	35	26.6%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Middlesbrough Town Centre	39	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%	0	.0%	4	3.3%	30	18.6%	2	1.8%	1	.5%
Hartlepool Town Centre (Middleton Grange)	35	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	10	6.9%	0	.0%	1	.6%	24	14.8%	0	.0%	0	.0%
Mail Order/Catalogue	27	1.4%	1	1.2%	2	1.4%	4	1.3%	2	1.7%	3	1.0%	2	1.4%	2	1.3%	3	2.2%	1	.5%	1	1.1%	1	.8%	4	3.6%	1	.5%
Bishop Auckland Town Centre	23	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	12	10.1%	1	.4%	0	.0%	10	8.1%
Don't buy these goods	21	1.1%	2	1.7%	2	1.5%	2	.7%	0	.0%	2	.8%	2	1.4%	0	.0%	2	1.2%	4	2.7%	3	2.1%	1	.8%	2	1.9%	0	.0%
The Galleries Shopping Centre, Washington	19	1.0%	0	.0%	0	.0%	1	.2%	0	.0%	15	5.5%	0	.0%	2	1.2%	2	1.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Morpeth	16	.8%	4	4.1%	12	8.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Blythe	15	.7%	0	.0%	13	9.6%	1	.2%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stockton on Tees Town Centre	14	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	14	8.6%	0	.0%	0	.0%
Durham City Retail Park	13	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	5	3.7%	6	4.7%	1	.7%	0	.0%	0	.0%
Hexham	12	.6%	0	.0%	0	.0%	0	.0%	1	.5%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	10	8.6%
Peterlee Town Centre	12	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	12	8.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Durham	12	.6%	0	.0%	0	.0%	1	.2%	0	.0%	3	1.1%	0	.0%	0	.0%	1	.9%	3	2.3%	4	2.9%	0	.0%	0	.0%	1	.5%
Elsewhere in Newcastle	12	.6%	1	.6%	5	3.8%	2	.8%	2	1.6%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
North Shields Town Centre	11	.6%	0	.0%	0	.0%	1	.5%	10	7.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Consett	11	.6%	0	.0%	0	.0%	1	.4%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	8	6.5%
The Arnison Centre, Durham	10	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	5.6%	3	2.1%	0	.0%	0	.0%	0	.0%
Royal Quays Outlet Centre, North Shields	9	.5%	0	.0%	3	2.4%	1	.2%	5	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dalton Park Outlet Centre, Seaham	9	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.7%	1	.9%	1	1.0%	1	1.2%	2	1.5%	0	.0%	0	.0%
Elsewhere in Sunderland	8	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	5	3.7%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ashington Town Centre	8	.4%	2	2.5%	4	2.9%	0	.0%	0	.0%	1	.3%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Berwick-upon-Tweed Town Centre	8	.4%	8	7.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chester Le Street	7	.3%	0	.0%	1	1.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	1	.4%	4	3.2%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Hartlepool	6	.3%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	4	2.4%	0	.0%	0	.0%

Killingworth Town Centre	6	.3%	1	1.3%	1	.5%	4	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Hartlepool	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	3.6%	0	.0%	0	.0%
Cramlington Town Centre	6	.3%	0	.0%	4	3.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Anchor Retail Park, Hartlepool	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	3	1.7%	0	.0%	0	.0%
Retail Parks and superstores in South Tyneside (inc Asda at Boldon)	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	3	2.3%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Bishop Auckland	5	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%	0	.0%	3	2.2%
Alnwick	4	.2%	3	3.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Durham	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.7%	2	1.3%	0	.0%	0	.0%	0	.0%
Newton Aycliffe	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.8%	0	.0%	0	.0%	0	.0%
Pallion Retail Park, Sunderland	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gosforth High Street District Centre	3	.1%	0	.0%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in North Tyneside	2	.1%	0	.0%	0	.0%	1	.2%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Jarrow Town Centre	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Darlington	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	1	1.3%	0	.0%
Elsewhere in Stockton on Tees	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Hylton Riverside Retail Park, Sunderland	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Other retail warehouses and superstores in Sunderland	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	1	.5%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wallsend Town Centre	2	.1%	0	.0%	0	.0%	1	.5%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Portrack Interchange Retail Park, Stockon on Tees	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%
Whitley Bay Town Centre	2	.1%	0	.0%	0	.0%	0	.0%	1	.8%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Retail Parks and superstores in Ashington	2	.1%	1	.6%	1	.5%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Billingham	2	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Elsewhere in Ashington	1	.1%	0	.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%
Westmorland Retail Park, Cramlington	1	.1%	0	.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%
Elsewhere in South Tyneside	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Darlington Retail Park	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	1	.5%
Shields Road District Centre, Byker (including Morrisons superstore at Shields Road)	1	.1%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Bishop Auckland	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	1	.5%
Barnard Castle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Retail Parks and superstores in Peterlee	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Peterlee	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Guisborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Darlington	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Adelaide Terrace District Centre	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whickham District Centre	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Middlesbrough	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Other retail warehouses and superstores in Stockton on Tees	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Houghton le Spring	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Retail Parks and superstores in Middlesbrough	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Trimdon Street Retail Park, Sunderland	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hebburn Town Centre	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tweedbank Retail Park, Berwick-upon-Tweed	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Berwick-upon-Tweed	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Berwick-upon-Tweed	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Varies	10	.5%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	3	2.0%	0	.0%	2	1.6%	0	.0%	0	.0%	0	.0%	3	2.6%	2	1.4%
Edinburgh	3	.1%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Carlisle	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.9%
Lincoln	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Abroad	2	.1%	0	.0%	0	.0%	1	.2%	0	.0%	1	.3%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
York Designer Outlet, St Nicholas Avenue, York	2	.1%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
York City Centre	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
Killingworth Centre, Killingworth	2	.1%	0	.0%	1	.4%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Northallerton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
London	1	.1%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Preston	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedlington	1	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Makro, Parkway Avenue, Sheffield	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stanley Town Centre	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Norton	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Yarm	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Harrogate	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Penrith	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Galashiels	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kingsgate Retail Park, Glasgow	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Perth	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Worcester	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newbiggin-by-the-Sea	1	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Amble	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kelso	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q6. Where does your household do most of its shopping for furniture, carpets and other floor coverings?

	Base: All respondents		Zone																									
	Num	%	1		2		3		4		5		6		7		8		9		10		11		12		13	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	2000	100.0%	100	100.0%	140	100.0%	290	100.0%	130	100.0%	270	100.0%	130	100.0%	150	100.0%	150	100.0%	130	100.0%	120	100.0%	160	100.0%	110	100.0%	120	100.0%
Base: All respondents exc internet & mail order			89		122		273		127		257		122		133		143		127		113		154		102		118	
Newcastle City Centre	330	16.5%	21	21.2%	23	16.7%	102	35.2%	47	35.9%	54	20.1%	17	12.8%	15	10.2%	4	2.4%	20	15.2%	3	2.3%	3	2.0%	2	1.9%	19	15.8%
Newcastle City Centre exc internet & mail order				**23.8%**		**19.2%**		**37.4%**		**36.8%**		**21.1%**		**13.7%**		**11.5%**		**2.5%**		**15.5%**		**2.5%**		**2.0%**		**2.1%**		**16.2%**
MetroCentre, Gateshead	194	9.7%	7	7.5%	20	14.0%	41	14.3%	6	4.3%	45	16.8%	13	10.0%	8	5.4%	13	8.8%	21	16.1%	7	5.9%	2	1.3%	0	.0%	10	8.2%
MetroCentre, Gateshead exc internet & mail order				**8.4%**		**16.2%**		**15.1%**		**4.5%**		**17.7%**		**10.7%**		**6.1%**		**9.3%**		**16.5%**		**6.2%**		**1.3%**		**.0%**		**8.4%**
Gateshead Town Centre	13	.6%	0	.0%	0	.0%	3	1.1%	0	.0%	7	2.4%	0	.0%	2	1.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gateshead Town Centre exc internet & mail order				**.0%**		**.0%**		**1.2%**		**.0%**		**2.6%**		**.0%**		**1.4%**		**.7%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**
Kingston Park Centre, Kingston Retail Park and Belvedere Retail Park (inc	13	.6%	1	.6%	1	.9%	8	2.9%	1	.8%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
St James' Retail Park, Newcastle	4	.2%	0	.0%	0	.0%	3	1.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newcastle Shopping Park, Fossway, Byker (inc Asda superstore at Newcastle Shopping Park)	4	.2%	0	.0%	0	.0%	3	.9%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Newcastle	16	.8%	0	.0%	0	.0%	8	2.7%	0	.0%	6	2.1%	0	.0%	1	.9%	0	.0%	0	.0%	1	.6%	0	.0%	1	.7%	0	.0%
Newcastle Retail Warehouses exc internet & mail order				**.6%**		**1.0%**		**8.0%**		**1.2%**		**2.5%**		**.0%**		**1.5%**		**.0%**		**.0%**		**1.3%**		**.0%**		**1.4%**		**.0%**
Team Valley Retail World, Gateshead (including Sainsbury's superstore at Team Valley Retail World)	92	4.6%	0	.0%	1	.5%	6	2.2%	0	.0%	55	20.4%	1	.6%	2	1.2%	5	3.0%	12	9.3%	4	3.0%	0	.0%	3	2.4%	4	3.7%
Metro Retail Park, Gateshead (including Asda superstore at Metro Retail Park)	38	1.9%	0	.0%	4	2.6%	14	4.9%	0	.0%	5	2.0%	0	.0%	0	.0%	1	.8%	3	2.4%	0	.0%	2	1.3%	0	.0%	9	7.2%
Other retail warehouses in Gateshead	7	.4%	0	.0%	0	.0%	5	1.7%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gateshead Retail Warehouses exc internet & mail order				**.0%**		**3.6%**		**9.3%**		**.0%**		**24.4%**		**.6%**		**1.4%**		**4.0%**		**12.0%**		**3.2%**		**1.3%**		**2.6%**		**11.1%**
Sunderland City Centre	61	3.0%	0	.0%	0	.0%	0	.0%	1	.5%	1	.3%	8	6.3%	37	24.9%	13	8.9%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Silverlink Retail Park, North Shields	51	2.5%	0	.0%	8	5.8%	14	4.8%	28	21.3%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
South Shields Town Centre	49	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	5	1.8%	43	32.8%	1	.5%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Portrack Interchange Retail Park, Stockon on Tees	48	2.4%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	5.2%	0	.0%	1	1.1%	37	23.2%	1	.6%	0	.0%
Darlington Town Centre	41	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	10	8.5%	1	.4%	25	22.6%	4	3.5%
Darlington Retail Park	38	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	8	6.9%	2	1.5%	21	19.5%	5	4.1%
Elsewhere in Newcastle	32	1.6%	5	4.9%	1	.4%	20	6.9%	2	1.3%	2	.6%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%
Hexham	28	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	27	22.4%
Teesside Retail Park, Stockton on Tees	25	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.6%	3	2.2%	0	.0%	13	8.4%	5	4.5%	0	.0%
Bishop Auckland Town Centre	24	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	11	9.6%	0	.0%	0	.0%	13	10.8%
Blythe	23	1.2%	0	.0%	21	14.8%	1	.2%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Elsewhere in Sunderland	21	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.5%	15	9.9%	1	.6%	0	.0%	0	.0%	0	.0%	2	1.9%	0	.0%
Hartlepool Town Centre (Middleton Grange)	21	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	4.2%	0	.0%	0	.0%	15	9.1%	0	.0%	0	.0%
Elsewhere in Durham	20	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	1.7%	0	.0%	0	.0%	3	2.2%	8	6.4%	4	3.5%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Sunderland	18	.9%	0	.0%	0	.0%	0	.0%	0	.0%	2	.7%	0	.0%	11	7.5%	4	2.7%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Retail Parks and superstores in Ashington	17	.8%	0	.0%	17	12.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet	105	5.3%	11	11.2%	16	11.6%	12	4.2%	2	1.7%	10	3.6%	7	5.8%	15	9.8%	7	4.8%	3	2.2%	7	5.4%	5	2.9%	8	7.0%	2	2.0%
Mail Order/Catalogue	16	.8%	0	.0%	2	1.6%	5	1.6%	1	.8%	3	1.1%	1	.6%	3	1.7%	0	.0%	0	.0%	0	.0%	1	.7%	1	.7%	0	.0%
Don't buy these goods	207	10.4%	10	9.9%	7	4.7%	20	7.1%	15	11.6%	23	8.3%	19	14.9%	15	9.8%	17	11.3%	23	17.5%	15	12.6%	21	12.9%	13	11.7%	11	8.9%
Other retail warehouses and superstores in Hartlepool	16	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.6%	0	.0%	0	.0%	8	4.9%	3	2.4%	0	.0%
The Arnison Centre, Durham	15	.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	4	2.8%	7	5.1%	4	3.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Bishop Auckland	15	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	10	8.4%	0	.0%	2	1.9%	3	2.6%
Berwick-upon-Tweed Town Centre	15	.8%	15	15.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Durham City Retail Park	15	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	6.4%	6	5.1%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Durham	14	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	6	4.0%	3	2.5%	3	2.9%	0	.0%	0	.0%	0	.0%
Middlesbrough Town Centre	14	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	13	7.8%	1	.6%	0	.0%
Elsewhere in Darlington	14	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%	0	.0%	12	10.6%	0	.0%
Ashington Town Centre	13	.7%	7	6.7%	5	3.7%	0	.0%	0	.0%	1	.3%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
North Shields Town Centre	13	.6%	0	.0%	0	.0%	1	.2%	12	9.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Washington Retail Park	12	.6%	0	.0%	0	.0%	0	.0%	0	.0%	9	3.2%	2	1.2%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pallion Retail Park, Sunderland	12	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	3	2.6%	6	3.9%	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Durham City Centre	12	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	2	1.5%	4	2.8%	5	4.2%	0	.0%	0	.0%	1	.5%
Elsewhere in Gateshead	12	.6%	0	.0%	0	.0%	2	.7%	0	.0%	4	1.4%	1	.6%	2	1.2%	1	.5%	0	.0%	3	2.3%	0	.0%	0	.0%	0	.0%
The Galleries Shopping Centre, Washington	11	.6%	0	.0%	0	.0%	0	.0%	0	.0%	4	1.5%	3	2.5%	1	.5%	3	1.8%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Alnwick	11	.6%	11	10.6%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Peterlee Town Centre	11	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	11	7.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Hartlepool	10	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%	8	5.0%	0	.0%	0	.0%
Whitley Bay Town Centre	10	.5%	0	.0%	0	.0%	1	.3%	9	6.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hylton Riverside Retail Park, Sunderland	8	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	5	3.3%	3	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stockton on Tees Town Centre	8	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	7	4.2%	0	.0%	0	.0%
Other retail warehouses and superstores in Washington	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.1%	0	.0%	0	.0%	1	.6%	1	.5%	0	.0%	0	.0%	3	2.4%	0	.0%
Consett	7	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.0%
Retail Parks and superstores in Middlesbrough	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.7%	0	.0%	0	.0%	4	2.2%	0	.0%	0	.0%
Other retail warehouses and superstores in Stockton on Tees	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	5	3.4%	0	.0%	0	.0%
Elsewhere in Bishop Auckland	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	5	3.9%	0	.0%	0	.0%	1	.5%
Elsewhere in Ashington	6	.3%	1	.6%	5	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Retail Parks and superstores in Peterlee	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cramlington Town Centre	5	.3%	1	.6%	4	3.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Darlington	5	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%	3	2.4%	0	.0%
Elsewhere in Washington	5	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	1	.6%	0	.0%	0	.0%	3	2.2%	0	.0%	0	.0%	0	.0%	0	.0%
Chester Le Street	5	.2%	0	.0%	1	.5%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	3	2.4%	0	.0%	0	.0%	0	.0%	0	.0%
Westmorland Retail Park, Cramlington	4	.2%	1	.6%	1	.9%	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in North Tyneside	4	.2%	0	.0%	0	.0%	3	.9%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wallsend Town Centre	4	.2%	0	.0%	0	.0%	3	1.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Middlesbrough	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.5%	0	.0%	0	.0%
Jarrow Town Centre	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other locations in Seaham	3	.2%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in South Tyneside	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Tweedbank Retail Park, Berwick-upon-Tweed	3	.2%	1	.6%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Shields Road District Centre, Byker (including Morrisons superstore at Shields Road)	3	.1%	1	.6%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Trimdon Street Retail Park, Sunderland	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bob Hardisty Drive Retail Park, Bishop Auckland	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.2%	0	.0%	0	.0%	0	.0%
Anchor Retail Park, Hartlepool	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%	0	.0%
Dalton Park Outlet Centre, Seaham	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Barnard Castle	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%
Whickham District Centre	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Retail Parks and superstores in South Tyneside (inc Asda at Boldon)	2	.1%	0	.0%	0	.0%	1	.2%	0	.0%	1	.3%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Houghton le Spring	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Stockton on Tees	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%
Other retail warehouses and superstores in Berwick-upon-Tweed	2	.1%	2	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Billingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Gosforth High Street District Centre	1	.1%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Peterlee	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chillingham Road District Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Berwick-upon-Tweed	1	.1%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Killingworth Town Centre	1	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Blaydon District Centre	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ryton District Centre	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Low Fell District Centre	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birtley District Centre	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Royal Quays Outlet Centre, North Shields	1	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Varies	22	1.1%	1	1.2%	2	1.1%	6	2.0%	1	.4%	4	1.4%	1	.5%	0	.0%	2	1.1%	1	.5%	1	.5%	1	.4%	3	2.6%	2	1.4%
Boldon	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Abroad	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	3	2.4%	0	.0%
Edinburgh	3	.1%	3	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Fishburn, Stockton on Tees	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	1	.7%	0	.0%	0	.0%
Hetton le Hole	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Barkers, High Street, Northallerton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	1	.6%	0	.0%	0	.0%	0	.0%
Kilburn, Yorkshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Prudhoe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Galashiels	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Garden Centre, Mickley, Tyne-Valley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Carlisle	1	.1%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Nisa, Station View, Esh Winning	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Preston	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ferryhill	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Metcalf, Glebe Road, Bedlington	1	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hillsborough Shopping Centre, Sheffield	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hendon	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whickham	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Franks, Church Street, Crook	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Shildon	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Castletown	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chesterfield, Derbyshire	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
West Auckland	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
Seahouses, Northumberland	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Suffolk	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rothbury	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Seaton Delaval	1	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q7. Where does your household do most of its shopping for household textiles and soft furnishings, including bedding?

	Base: All respondents		Zone																									
			1		2		3		4		5		6		7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	2000	100.0%	100	100.0%	140	100.0%	290	100.0%	130	100.0%	270	100.0%	130	100.0%	150	100.0%	150	100.0%	130	100.0%	120	100.0%	160	100.0%	110	100.0%	120	100.0%
Base: All respondents exc internet & mail order			87		115		272		125		261		123		141		132		127		112		151		98		110	
Newcastle City Centre	398	19.9%	27	27.4%	25	17.7%	122	42.0%	48	36.9%	64	23.8%	27	20.4%	17	11.0%	6	3.7%	26	20.3%	6	5.3%	5	3.2%	5	5.0%	20	16.3%
Newcastle City Centre exc internet & mail order				**31.6%**		**21.6%**		**44.9%**		**38.4%**		**24.7%**		**21.6%**		**11.7%**		**4.2%**		**20.7%**		**5.7%**		**3.4%**		**5.6%**		**17.9%**
MetroCentre, Gateshead	193	9.6%	5	5.4%	15	10.5%	27	9.4%	5	4.0%	68	25.3%	7	5.1%	3	1.8%	12	7.8%	24	18.7%	8	6.9%	1	.8%	1	.7%	16	13.3%
MetroCentre, Gateshead exc internet & mail order				**6.2%**		**12.8%**		**10.0%**		**4.2%**		**26.3%**		**5.4%**		**1.9%**		**8.9%**		**19.0%**		**7.4%**		**.9%**		**.8%**		**14.6%**
Gateshead Town Centre	6	.3%	0	.0%	0	.0%	4	1.3%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gateshead Town Centre exc internet & mail order				**.0%**		**.0%**		**1.4%**		**.0%**		**1.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**
Kingston Park Centre, Kingston Retail Park and Belvedere Retail Park (inc Tesco Extra superstore at Kingston Park)	14	.7%	1	1.2%	0	.0%	11	3.8%	0	.0%	2	.6%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Newcastle Shopping Park, Fossway, Byker (inc Asda superstore at Newcastle Shopping Park)	7	.3%	0	.0%	0	.0%	4	1.3%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
St James' Retail Park, Newcastle	4	.2%	0	.0%	0	.0%	3	.9%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Newcastle	23	1.1%	1	.6%	4	2.8%	6	1.9%	7	5.1%	1	.3%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	3	2.4%	0	.0%
Newcastle Retail Warehouses exc internet & mail order				**2.0%**		**3.4%**		**8.4%**		**6.1%**		**1.7%**		**.5%**		**.0%**		**.0%**		**.5%**		**.6%**		**1.3%**		**2.7%**		**.0%**
Metro Retail Park, Gateshead (including Asda superstore at Metro Retail Park)	31	1.5%	1	1.3%	1	.5%	9	3.0%	0	.0%	6	2.4%	1	.5%	0	.0%	4	2.5%	2	1.9%	2	1.6%	0	.0%	0	.0%	5	4.1%
Team Valley Retail World, Gateshead (including Sainsbury's superstore at Team Valley Retail World)	27	1.3%	0	.0%	0	.0%	1	.2%	0	.0%	17	6.2%	1	.6%	1	.5%	1	.6%	4	3.2%	1	.6%	0	.0%	0	.0%	2	1.6%
Other retail warehouses in Gateshead	4	.2%	0	.0%	0	.0%	4	1.2%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gateshead Retail Warehouses exc internet & mail order				**1.5%**		**.7%**		**4.7%**		**.0%**		**9.2%**		**1.1%**		**.5%**		**3.6%**		**5.2%**		**2.4%**		**.0%**		**.0%**		**6.2%**
Sunderland City Centre	83	4.1%	0	.0%	0	.0%	0	.0%	1	.5%	7	2.4%	10	7.4%	51	33.8%	13	8.8%	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
Darlington Town Centre	71	3.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	18	14.9%	1	.4%	47	42.5%	6	5.0%
Portrack Interchange Retail Park, Stockon on Tees	48	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	0	.0%	1	.5%	7	4.7%	2	1.3%	2	1.7%	29	18.3%	5	4.3%	0	.0%
South Shields Town Centre	46	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	.7%	43	32.8%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Silverlink Retail Park, North Shields	44	2.2%	0	.0%	5	3.4%	15	5.0%	24	18.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pallion Retail Park, Sunderland	40	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	1	1.0%	35	23.1%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet	108	5.4%	11	10.6%	21	14.7%	11	3.8%	3	2.7%	4	1.6%	5	4.1%	6	3.7%	13	9.0%	2	1.5%	6	5.3%	7	4.2%	10	8.8%	9	7.6%
Don't buy these goods	95	4.8%	6	5.6%	5	3.3%	16	5.5%	6	4.5%	7	2.7%	11	8.3%	4	2.8%	7	4.9%	9	7.0%	5	4.5%	9	5.5%	5	4.9%	5	4.3%
Mail Order/Catalogue	39	1.9%	3	2.6%	4	3.1%	7	2.6%	2	1.2%	5	1.8%	2	1.5%	3	2.3%	5	3.1%	1	.5%	2	1.6%	2	1.3%	2	1.8%	1	1.0%
Elsewhere in Newcastle	36	1.8%	5	4.9%	5	3.3%	13	4.5%	7	5.5%	3	1.0%	1	.5%	1	.9%	1	.4%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Hartlepool Town Centre (Middleton Grange)	31	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	5.6%	0	.0%	1	.6%	22	13.7%	0	.0%	0	.0%
Bishop Auckland Town Centre	30	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	25	21.2%	0	.0%	0	.0%	4	3.0%
Durham City Centre	28	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	4	1.3%	0	.0%	0	.0%	8	5.2%	9	7.3%	6	5.1%	0	.0%	0	.0%	1	1.0%
The Galleries Shopping Centre, Washington	27	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	18	6.7%	1	.5%	3	1.7%	3	1.8%	3	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
Darlington Retail Park	24	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.7%	7	5.7%	0	.0%	12	10.8%	3	2.6%
Hexham	23	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	22	18.4%
The Arnison Centre, Durham	23	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	2	1.6%	14	10.6%	5	4.5%	0	.0%	0	.0%	0	.0%
Teesside Retail Park, Stockton on Tees	22	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	1	.6%	15	9.1%	5	4.6%	0	.0%
Stockton on Tees Town Centre	20	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.0%	0	.0%	4	2.8%	0	.0%	1	.6%	12	7.6%	1	.6%	0	.0%
Blythe	20	1.0%	0	.0%	18	12.9%	1	.2%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Sunderland	20	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	5	3.8%	11	7.2%	3	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Middlesbrough Town Centre	19	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	17	10.7%	1	.6%	0	.0%
Peterlee Town Centre	19	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	19	12.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cramlington Town Centre	19	.9%	1	.6%	12	8.3%	6	2.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Sunderland	18	.9%	0	.0%	0	.0%	0	.0%	0	.0%	5	2.0%	0	.0%	10	7.0%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Hartlepool	16	.8%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.5%	0	.0%	0	.0%	10	6.5%	0	.0%	0	.0%
Consett	14	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	11	9.5%
North Shields Town Centre	14	.7%	1	.6%	1	.4%	2	.6%	11	8.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Durham	14	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	5	3.3%	4	3.0%	3	2.3%	1	.7%	0	.0%	0	.0%
Retail Parks and superstores in South Tyneside (inc Asda at Boldon)	14	.7%	0	.0%	0	.0%	0	.0%	0	.0%	4	1.6%	8	6.3%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Ashington Town Centre	13	.6%	1	1.1%	9	6.4%	0	.0%	0	.0%	0	.0%	3	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Blaydon District Centre	12	.6%	0	.0%	0	.0%	4	1.3%	0	.0%	6	2.3%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Alnwick	10	.5%	10	10.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Durham	10	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	1	.5%	6	4.6%	3	2.4%	0	.0%	0	.0%	0	.0%
Berwick-upon-Tweed Town Centre	10	.5%	10	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	.0%
Other retail warehouses and superstores in Stockton on Tees	10	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	9	5.7%	0	.0%	0	.0%
Durham City Retail Park	9	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	6	4.4%	1	1.2%	0	.0%	0	.0%	0	.0%
Retail Parks and superstores in Ashington	9	.4%	4	4.3%	5	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royal Quays Outlet Centre, North Shields	9	.4%	0	.0%	0	.0%	4	1.4%	4	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Darlington	8	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	7	6.3%	0	.0%
Other retail warehouses and superstores in Bishop Auckland	7	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	5	4.2%
Elsewhere in North Tyneside	6	.3%	1	1.2%	1	1.0%	0	.0%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	1	.5%
Other retail warehouses and superstores in Cramlington	6	.3%	1	.6%	6	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Westmorland Retail Park, Cramlington	6	.3%	0	.0%	1	.4%	5	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Jarrow Town Centre	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	5	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in South Tyneside	5	.3%	0	.0%	0	.0%	3	.9%	0	.0%	1	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Elsewhere in Gateshead	5	.3%	0	.0%	1	1.0%	1	.2%	1	.8%	1	.5%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hylton Riverside Retail Park, Sunderland	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	3	2.2%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Washington Retail Park	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	4	2.9%	0	.0%	0	.0%	0	.0%	1	.5%
Dalton Park Outlet Centre, Seaham	5	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	0	.0%	0	.0%	1	.5%	1	.7%	0	.0%	1	.4%	0	.0%	0	.0%
Retail Parks and superstores in Peterlee	5	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wallsend Town Centre	4	.2%	0	.0%	0	.0%	3	1.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Bishop Auckland	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.3%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Washington	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	3	2.4%	1	.5%
Shields Road District Centre, Byker (including Morrisons superstore at Shields Road)	4	.2%	0	.0%	0	.0%	4	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Anchor Retail Park, Hartlepool	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.4%	0	.0%	0	.0%
Retail Parks and superstores in Middlesbrough	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	2	1.5%	0	.0%	1	.5%
Elsewhere in Hartlepool	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	3	1.7%	0	.0%	0	.0%
Elsewhere in Stockton on Tees	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.2%	0	.0%	0	.0%
Whitley Bay Town Centre	3	.2%	1	.6%	0	.0%	0	.0%	3	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Darlington	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
Elsewhere in Washington	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	.6%	1	.6%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Newton Aycliffe	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%	0	.0%	0	.0%
Barnard Castle	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.9%
Killingworth Town Centre	2	.1%	0	.0%	1	.9%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chester Le Street	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
Gosforth High Street District Centre	2	.1%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other locations in Seaham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morpeth	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Berwick-upon-Tweed	1	.1%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Ashington	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Peterlee	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Middlesbrough	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Billingham	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Denton Park District Centre (including Morrisons superstore at Denton Park)	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tweedbank Retail Park, Berwick-upon-Tweed	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Varies	10	.5%	0	.0%	1	1.0%	2	.7%	1	.8%	1	.3%	0	.0%	0	.0%	1	.4%	1	.5%	0	.0%	1	.4%	3	2.6%	0	.0%
Stanley	7	.3%	0	.0%	0	.0%	0	.0%	0	.0%	7	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ferryhill	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.0%	0	.0%	0	.0%	0	.0%
Don't know/ can't remember	3	.2%	0	.0%	1	.5%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	1	.4%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
Edinburgh	3	.2%	3	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Prudhoe	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Abroad	3	.1%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%

Shildon	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.2%
Galashiels	2	.1%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Front Street, Stanley	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
TV shopping channel	1	.1%	0	.0%	1	.5%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gateshead	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Manchester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Seahouses Northumberland	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsburys, Monkseaton, Whitley Bay	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Preston	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Crawcrook	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Barkers, High Street, Northallerton	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Factory Shop, Commercial Street, Crook	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Leeds	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Perth	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Next, Arndale Centre, Manchester	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Carlisle	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Amble	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q8. Where does your household do most of its shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

	Base: All respondents		Zone																									
	Num	%	1		2		3		4		5		6		7		8		9		10		11		12		13	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	2000	100.0%	100	100.0%	140	100.0%	290	100.0%	130	100.0%	270	100.0%	130	100.0%	150	100.0%	150	100.0%	130	100.0%	120	100.0%	160	100.0%	110	100.0%	120	100.0%
Base: All respondents exc internet & mail order			80		110		246		115		234		111		124		127		119		83		146		94		102	
Newcastle City Centre	276	13.8%	11	11.3%	18	13.2%	102	35.3%	26	19.9%	50	18.5%	19	14.5%	13	9.0%	2	1.4%	17	13.1%	1	.6%	2	1.3%	3	3.0%	11	9.0%
Newcastle City Centre exc internet & mail order				**14.1%**		**16.8%**		**41.7%**		**22.5%**		**21.3%**		**16.9%**		**10.8%**		**1.7%**		**14.3%**		**.9%**		**1.4%**		**3.5%**		**10.6%**
MetroCentre, Gateshead	65	3.2%	2	2.3%	2	1.1%	9	3.0%	0	.0%	32	11.7%	2	1.7%	3	2.1%	4	2.8%	6	5.0%	0	.0%	0	.0%	0	.0%	4	3.6%
MetroCentre, Gateshead exc internet & mail order				**2.9%**		**1.4%**		**3.6%**		**.0%**		**13.5%**		**2.0%**		**2.6%**		**3.3%**		**5.4%**		**.0%**		**.0%**		**.0%**		**4.2%**
Gateshead Town Centre	9	.5%	0	.0%	0	.0%	3	.9%	0	.0%	7	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gateshead Town Centre exc internet & mail order				**.0%**		**.0%**		**1.0%**		**.0%**		**2.9%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**
Kingston Park Centre, Kingston Retail Park and Belvedere Retail Park (inc Tesco Extra superstore at Kingston Park)	62	3.1%	3	3.0%	3	2.0%	41	14.3%	0	.0%	4	1.4%	3	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	7.0%
Newcastle Shopping Park, Fossway, Byker (inc Asda superstore at Newcastle Shopping Park)	4	.2%	0	.0%	0	.0%	4	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Newcastle	12	.6%	1	.6%	0	.0%	4	1.2%	2	1.2%	3	1.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	3	3.1%	0	.0%
Newcastle Retail Warehouses exc internet & mail order				**4.6%**		**2.5%**		**19.7%**		**1.4%**		**2.7%**		**2.3%**		**.0%**		**.6%**		**.0%**		**.8%**		**.0%**		**3.6%**		**8.3%**
Team Valley Retail World, Gateshead (including Sainsbury's superstore at Team Valley Retail World)	103	5.2%	0	.0%	0	.0%	4	1.3%	0	.0%	76	28.0%	4	3.3%	0	.0%	4	2.4%	12	8.9%	1	.6%	0	.0%	0	.0%	4	3.0%
Metro Retail Park, Gateshead (including Asda superstore at Metro Retail Park)	6	.3%	0	.0%	0	.0%	1	.4%	0	.0%	3	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%	0	.0%	0	.0%	0	.0%
Other retail warehouses in Gateshead	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gateshead Retail Warehouses exc internet & mail order				**.0%**		**.0%**		**2.1%**		**.0%**		**33.5%**		**3.9%**		**.0%**		**3.3%**		**9.8%**		**3.3%**		**.0%**		**.0%**		**3.6%**
Silverlink Retail Park, North Shields	158	7.9%	2	1.8%	34	24.0%	48	16.4%	73	55.8%	1	.3%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sunderland City Centre	67	3.3%	0	.0%	0	.0%	0	.0%	1	.5%	2	.8%	12	9.1%	42	27.8%	10	7.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Teesside Retail Park, Stockton on Tees	62	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	4.0%	3	2.2%	1	1.2%	46	28.7%	5	4.5%	1	.5%
Darlington Retail Park	57	2.9%	0	.0%	0	.0%	3	.9%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	7	5.6%	0	.0%	39	35.3%	7	5.6%
The Arnison Centre, Durham	38	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	1	.5%	0	.0%	5	3.3%	26	19.6%	4	3.5%	0	.0%	0	.0%	2	1.4%
South Shields Town Centre	33	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	30	23.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet	276	13.8%	18	18.0%	24	17.0%	40	13.9%	12	9.0%	29	10.8%	19	14.4%	22	14.5%	22	14.8%	11	8.3%	35	29.4%	11	7.1%	15	13.7%	18	15.0%
Mail Order/Catalogue	31	1.6%	2	1.9%	6	4.4%	4	1.4%	3	2.6%	6	2.4%	0	.0%	4	2.5%	1	.5%	0	.0%	1	1.1%	3	1.7%	1	.6%	0	.0%
Don't buy these goods	74	3.7%	2	2.2%	4	2.8%	9	3.1%	0	.0%	12	4.5%	14	10.6%	4	2.6%	3	1.7%	11	8.4%	6	4.6%	4	2.5%	3	3.1%	2	1.9%
Anchor Retail Park, Hartlepool	29	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	5.3%	0	.0%	0	.0%	21	13.3%	0	.0%	0	.0%
Darlington Town Centre	28	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.3%	0	.0%	21	18.8%	4	3.0%
Other retail warehouses and superstores in Durham	26	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	9	6.1%	10	7.7%	2	1.6%	0	.0%	0	.0%	4	3.2%
Hexham	25	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	24	19.8%
Bishop Auckland Town Centre	22	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	17	14.4%	0	.0%	0	.0%	4	3.6%
Durham City Retail Park	21	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.6%	13	9.8%	3	2.8%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Hartlepool	21	1.1%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.3%	0	.0%	0	.0%	17	10.3%	0	.0%	0	.0%
Hylton Riverside Retail Park, Sunderland	21	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	16	10.5%	3	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hartlepool Town Centre (Middleton Grange)	20	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.4%	0	.0%	1	.6%	15	9.5%	0	.0%	0	.0%
Other retail warehouses and superstores in Sunderland	19	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	5	3.9%	11	7.5%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Consett	19	.9%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	15	12.3%
Peterlee Town Centre	18	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	18	12.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Galleries Shopping Centre, Washington	17	.9%	0	.0%	0	.0%	0	.0%	0	.0%	11	4.0%	0	.0%	1	.8%	3	1.8%	3	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Ashington Town Centre	17	.8%	1	1.1%	12	8.7%	0	.0%	0	.0%	0	.0%	3	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Berwick-upon-Tweed Town Centre	16	.8%	16	15.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Darlington	14	.7%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%	10	8.9%	0	.0%
Durham City Centre	14	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.5%	4	2.7%	5	4.1%	0	.0%	0	.0%	2	1.6%
Elsewhere in Durham	14	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%	7	5.2%	4	3.5%	0	.0%	0	.0%	1	.5%
Pallion Retail Park, Sunderland	13	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	2	1.7%	9	5.9%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Stockton on Tees	13	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	4	2.5%	0	.0%	0	.0%	8	5.0%	0	.0%	0	.0%
Blythe	13	.7%	0	.0%	11	7.9%	1	.2%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Sunderland	13	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	13	8.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Alnwick	12	.6%	12	12.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Newcastle	11	.6%	1	1.2%	0	.0%	6	1.9%	3	2.7%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Retail Parks and superstores in South Tyneside (inc Asda at Boldon)	11	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	9	7.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Retail Parks and superstores in Middlesbrough	9	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	8	4.9%	0	.0%	0	.0%
Stockton on Tees Town Centre	9	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	7	4.1%	0	.0%	0	.0%
Newton Aycliffe	8	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	7.0%	0	.0%	0	.0%	0	.0%
Tweedbank Retail Park, Berwick-upon-Tweed	8	.4%	8	8.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morpeth	8	.4%	2	2.4%	6	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Trimdon Street Retail Park, Sunderland	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Washington	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	4	1.6%	1	.5%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Portrack Interchange Retail Park, Stockon on Tees	7	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	4	2.7%	1	.7%	0	.0%
Other retail warehouses and superstores in Bishop Auckland	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	5	4.2%
Retail Parks and superstores in Ashington	6	.3%	0	.0%	6	4.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
North Shields Town Centre	6	.3%	0	.0%	1	.4%	0	.0%	5	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cramlington Town Centre	5	.3%	0	.0%	1	1.0%	4	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Ashington	5	.3%	4	4.3%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Retail Parks and superstores in Peterlee	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	3	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Hartlepool	5	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	1	.8%	3	2.4%	0	.0%
Other retail warehouses and superstores in Berwick-upon-Tweed	5	.2%	5	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%
Jarrow Town Centre	5	.2%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	1	.9%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in North Tyneside	4	.2%	1	1.2%	0	.0%	1	.2%	3	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Darlington	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	4	3.3%	0	.0%
Elsewhere in Peterlee	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royal Quays Outlet Centre, North Shields	4	.2%	0	.0%	4	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Stockton on Tees	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.4%	0	.0%	0	.0%
Washington Retail Park	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chester Le Street	3	.2%	0	.0%	1	.5%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	1	.4%	1	.5%	0	.0%	0	.0%	0	.0%	1	.5%
Elsewhere in Bishop Auckland	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%	1	.6%	0	.0%
Elsewhere in Gateshead	3	.1%	0	.0%	1	.4%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Middlesbrough Town Centre	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%	0	.0%
Wallsend Town Centre	2	.1%	0	.0%	0	.0%	1	.5%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Billingham	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Killingworth Town Centre	2	.1%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Berwick-upon-Tweed	2	.1%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other locations in Seaham	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Houghton le Spring	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Denton Park District Centre (including Morrisons superstore at Denton Park)	1	.1%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gosforth High Street District Centre	1	.1%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Cramlington	1	.1%	0	.0%	1	.4%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Barnard Castle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Hebburn Town Centre	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dalton Park Outlet Centre, Seaham	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whickham District Centre	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bob Hardisty Drive Retail Park, Bishop Auckland	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Elsewhere in Middlesbrough	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Whitley Bay Town Centre	1	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in South Tyneside	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Varies	11	.6%	0	.0%	0	.0%	1	.2%	1	.4%	1	.3%	0	.0%	0	.0%	3	2.2%	2	1.2%	1	.5%	1	.9%	2	1.9%	0	.0%
Newbiggin-by-the-Sea	5	.2%	0	.0%	5	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spennymoor	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.4%	0	.0%	0	.0%	0	.0%
Ferryhill	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.0%	0	.0%	0	.0%	0	.0%
Bought by family member/ friend in the trade	3	.2%	1	.6%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	1	.5%	1	.5%	0	.0%	0	.0%	0	.0%
Prudhoe	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Annfield Plain, Stanley	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Norton	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Stanley Town Centre	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Rothbury	2	.1%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Scots Gap, Northumberland	2	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Currys, Bradley Road, Trowbridge, Wiltshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	1	.4%	0	.0%	0	.0%
Haltwhistle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Preston	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
TV shopping channel	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Argos, Kilner Way, Hilsborough, Sheffield	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Abroad	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Edinburgh	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Galashiels	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Perth	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Easington	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Argos, Front Street, Stanley	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Co-op, Ratcliffe Road, Haydon Bridge, Hexham	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Hawick	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newtons, Main Street, Seahouses	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q9. Where does your household do most of its shopping for audio-visual equipment, such as radio, TV, Hi-Fi, telephones, photographic goods and computer products?

	Base: All respondents		Zone																									
			1		2		3		4		5		6		7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	2000	100.0%	100	100.0%	140	100.0%	290	100.0%	130	100.0%	270	100.0%	130	100.0%	150	100.0%	150	100.0%	130	100.0%	120	100.0%	160	100.0%	110	100.0%	120	100.0%
Base: All respondents exc internet & mail order			83		116		249		110		238		106		124		122		115		87		136		94		100	
Newcastle City Centre	285	14.2%	13	13.2%	20	14.1%	98	33.8%	28	21.4%	52	19.3%	17	12.9%	15	9.8%	4	3.0%	18	13.6%	1	1.2%	2	1.3%	2	1.9%	15	12.2%
Newcastle City Centre exc internet & mail order				**16.0%**		**17.1%**		**39.4%**		**25.2%**		**21.8%**		**15.7%**		**11.9%**		**3.6%**		**15.4%**		**1.6%**		**1.5%**		**2.2%**		**14.6%**
MetroCentre, Gateshead	76	3.8%	1	1.2%	4	2.6%	13	4.3%	0	.0%	34	12.6%	5	4.0%	1	.9%	8	5.1%	7	5.7%	1	.6%	0	.0%	0	.0%	2	1.8%
MetroCentre, Gateshead exc internet & mail order				**1.4%**		**3.1%**		**5.1%**		**.0%**		**14.2%**		**4.9%**		**1.1%**		**6.3%**		**6.4%**		**.9%**		**.0%**		**.0%**		**2.2%**
Gateshead Town Centre	9	.5%	0	.0%	0	.0%	3	.9%	0	.0%	4	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.2%
Gateshead Town Centre exc internet & mail order				**.0%**		**.0%**		**1.0%**		**.0%**		**1.8%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**2.6%**
Kingston Park Centre, Kingston Retail Park and Belvedere Retail Park (inc Tesco Extra superstore at Kingston Park)	63	3.2%	3	3.1%	3	1.9%	43	14.9%	0	.0%	8	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	4.7%
Newcastle Shopping Park, Fossway, Byker (inc Asda superstore at Newcastle Shopping Park)	8	.4%	0	.0%	0	.0%	6	1.9%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
West Denton Retail Park	5	.2%	0	.0%	0	.0%	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.9%	0	.0%
St James' Retail Park, Newcastle	1	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Argos,Retail Park,Newcastle	1	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Newcastle	7	.4%	0	.0%	1	.9%	1	.3%	1	.9%	3	1.2%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newcastle Retail Warehouses exc internet & mail order				**3.8%**		**3.5%**		**21.0%**		**2.0%**		**5.7%**		**.0%**		**.0%**		**.6%**		**.0%**		**.7%**		**.0%**		**2.2%**		**5.6%**
Team Valley Retail World, Gateshead (including Sainsbury's superstore at Team Valley Retail World)	95	4.7%	0	.0%	0	.0%	2	.7%	0	.0%	67	24.8%	6	4.5%	0	.0%	3	1.9%	14	10.6%	1	.6%	0	.0%	0	.0%	3	2.4%
Metro Retail Park, Gateshead (including Asda superstore at Metro Retail Park)	7	.3%	0	.0%	0	.0%	0	.0%	0	.0%	4	1.5%	1	.5%	0	.0%	0	.0%	0	.0%	2	1.6%	0	.0%	0	.0%	0	.0%
Other retail warehouses in Gateshead	5	.2%	1	.6%	0	.0%	1	.2%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gateshead Retail Warehouses exc internet & mail order				**.7%**		**.0%**		**1.0%**		**.0%**		**31.2%**		**6.1%**		**.0%**		**2.3%**		**11.9%**		**3.1%**		**.0%**		**.0%**		**2.8%**
Silverlink Retail Park, North Shields	182	9.1%	2	2.5%	54	38.3%	58	19.9%	64	49.1%	1	.3%	3	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sunderland City Centre	67	3.4%	0	.0%	0	.0%	1	.2%	0	.0%	2	.8%	13	10.1%	40	26.9%	11	7.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Darlington Retail Park	62	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	1	.9%	6	5.1%	0	.0%	43	39.0%	9	7.7%
Teesside Retail Park, Stockton on Tees	61	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.5%	0	.0%	2	1.9%	46	28.7%	7	6.4%	1	.5%
South Shields Town Centre	33	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	2	.9%	30	23.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Arnison Centre, Durham	29	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	5	3.3%	16	12.6%	6	4.8%	0	.0%	0	.0%	1	.5%
Internet	292	14.6%	16	15.9%	22	15.5%	36	12.5%	16	12.1%	27	10.1%	24	18.2%	23	15.4%	28	18.4%	14	10.4%	33	27.2%	20	12.3%	16	14.6%	19	15.9%
Mail Order/Catalogue	26	1.3%	1	1.3%	3	2.0%	5	1.6%	4	3.1%	5	1.7%	0	.0%	3	2.1%	0	.0%	1	.7%	0	.0%	4	2.8%	0	.0%	1	.5%
TV shopping channel	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Don't buy these goods	77	3.9%	4	3.9%	5	3.3%	7	2.4%	1	.8%	10	3.7%	13	9.7%	3	1.8%	3	2.1%	9	7.3%	7	5.8%	6	3.6%	4	3.6%	7	5.4%
Other retail warehouses and superstores in Hartlepool	26	1.3%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.2%	0	.0%	0	.0%	17	10.8%	3	2.4%	0	.0%
Hylton Riverside Retail Park, Sunderland	26	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	1	.6%	21	13.9%	3	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Durham	24	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	5	3.1%	12	9.5%	1	.6%	0	.0%	0	.0%	5	4.3%
Other retail warehouses and superstores in Darlington	21	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.6%	1	.7%	5	3.8%	0	.0%	9	8.5%	1	.5%
Darlington Town Centre	20	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	5.9%	0	.0%	12	10.5%	2	1.4%
Bishop Auckland Town Centre	20	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	18	14.9%	0	.0%	1	.6%	2	1.5%
Hexham	20	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	20	16.8%
Anchor Retail Park, Hartlepool	20	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	5.0%	0	.0%	0	.0%	12	7.6%	0	.0%	0	.0%
Peterlee Town Centre	19	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	19	12.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Durham City Retail Park	19	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.3%	10	7.4%	2	1.7%	0	.0%	1	.6%	3	2.6%
Durham City Centre	19	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.9%	6	4.4%	6	5.3%	0	.0%	0	.0%	2	2.1%
Hartlepool Town Centre (Middleton Grange)	19	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.4%	0	.0%	0	.0%	15	9.4%	0	.0%	0	.0%
The Galleries Shopping Centre, Washington	16	.8%	0	.0%	0	.0%	0	.0%	0	.0%	12	4.6%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%	0	.0%
Berwick-upon-Tweed Town Centre	13	.7%	13	13.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Sunderland	13	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	11	7.4%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Sunderland	13	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	12	8.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Durham	13	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	8	6.2%	3	2.3%	0	.0%	0	.0%	1	.5%
Ashington Town Centre	12	.6%	1	1.1%	8	5.4%	0	.0%	0	.0%	0	.0%	3	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Trimdon Street Retail Park, Sunderland	12	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	10	6.9%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Consett	12	.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	10	8.1%
Stockton on Tees Town Centre	11	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	10	6.3%	0	.0%	0	.0%
Other retail warehouses and superstores in Stockton on Tees	11	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	4	2.5%	0	.0%	0	.0%	6	3.6%	0	.0%	0	.0%
Elsewhere in Newcastle	11	.5%	5	5.4%	0	.0%	2	.6%	1	.4%	2	.6%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Retail Parks and superstores in Middlesbrough	10	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	9	5.6%	1	.6%	0	.0%
Blythe	10	.5%	0	.0%	9	6.5%	1	.2%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tweedbank Retail Park, Berwick-upon-Tweed	10	.5%	10	9.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Retail Parks and superstores in South Tyneside (inc Asda at Boldon)	9	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	9	6.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pallion Retail Park, Sunderland	9	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	.6%	0	.0%	6	3.8%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Alnwick	9	.4%	9	8.6%	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 retail warehouses and superstores in Bishop Auckland	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.3%	0	.0%	0	.0%	3	2.6%
Gosforth High Street District Centre	7	.3%	0	.0%	0	.0%	4	1.5%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Darlington	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	6	5.0%	0	.0%
Other retail warehouses and superstores in Berwick-upon-Tweed	6	.3%	6	6.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Washington	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	1	.5%	1	.5%	2	1.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Middlesbrough Town Centre	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	3.6%	0	.0%	0	.0%
Newton Aycliffe	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	4.8%	0	.0%	0	.0%	0	.0%
Morpeth	5	.3%	5	5.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Washington Retail Park	5	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	1	.5%	0	.0%	3	2.2%	0	.0%	0	.0%	0	.0%	1	.5%
Chester Le Street	5	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	3	2.5%	0	.0%	0	.0%	0	.0%	0	.0%
North Shields Town Centre	4	.2%	0	.0%	1	.4%	0	.0%	4	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in North Tyneside	4	.2%	1	1.3%	0	.0%	0	.0%	3	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Portrack Interchange Retail Park, Stockon on Tees	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	2	1.1%	1	.7%	0	.0%
Jarrow Town Centre	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Wallsend Town Centre	3	.2%	0	.0%	0	.0%	2	.8%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Cramlington	3	.2%	0	.0%	3	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Hartlepool	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Cramlington Town Centre	3	.1%	1	.6%	1	1.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Bishop Auckland	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	1	.7%	1	.9%
Billingham	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Elsewhere in Gateshead	2	.1%	0	.0%	1	.4%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Washington	2	.1%	0	.0%	0	.0%	1	.2%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in South Tyneside	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Killingworth Town Centre	2	.1%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other locations in Seaham	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Retail Parks and superstores in Ashington	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Retail Parks and superstores in Peterlee	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bob Hardisty Drive Retail Park, Bishop Auckland	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Elsewhere in Peterlee	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Low Fell District Centre	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hebburn Town Centre	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Stockton on Tees	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Westmorland Retail Park, Cramlington	1	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royal Quays Outlet Centre, North Shields	1	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Berwick-upon-Tweed	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whitley Bay Town Centre	1	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know/ can't remember	7	.3%	1	1.3%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	1	.5%	2	1.6%	0	.0%	0	.0%	0	.0%
Varies	6	.3%	0	.0%	1	.5%	1	.2%	1	.4%	1	.3%	0	.0%	0	.0%	1	.4%	1	.5%	0	.0%	1	.9%	0	.0%	1	.5%
Asda, Front Street, Stanley	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	4	1.6%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Carlisle	5	.2%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.9%
Stanley	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%	0	.0%	3	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Newbiggin-by-the-Sea	4	.2%	0	.0%	4	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Annfield Plain, Stanley	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Ferryhill	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.3%	0	.0%	0	.0%	0	.0%

Edinburgh	3	.1%	3	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Comet, Retail Park, Tyneside	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spennymoor	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.7%	0	.0%	0	.0%	0	.0%
Scots Gap, Northumberland	2	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
East Boldon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Preston	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
North Northallerton	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Prudhoe	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Castletown	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Maxwells, Main Street, Northallerton	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Asda, St Andrews Lane, Spennymoor	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newtons, Main Street, Seahouses	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rothbury	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Forge Mills Park, Station Road, Coleshill, Birmingham	1	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q10. Where does your household do most of its shopping for hardware, DIY goods, decorating supplies and garden products?

	Base: All respondents		Zone																									
			1		2		3		4		5		6		7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	2000	100.0%	100	100.0%	140	100.0%	290	100.0%	130	100.0%	270	100.0%	130	100.0%	150	100.0%	150	100.0%	130	100.0%	120	100.0%	160	100.0%	110	100.0%	120	100.0%
Base: All respondents exc internet & mail order			88		133		288		127		267		128		149		145		129		116		157		110		116	
Newcastle City Centre	67	3.4%	3	3.2%	1	.5%	27	9.3%	1	.8%	19	7.0%	3	2.5%	3	2.0%	1	.5%	4	2.7%	0	.0%	0	.0%	0	.0%	6	5.2%
Newcastle City Centre exc internet & mail order				**3.6%**		**.5%**		**9.4%**		**.8%**		**7.0%**		**2.5%**		**2.0%**		**.5%**		**2.7%**		**.0%**		**.0%**		**.0%**		**5.4%**
MetroCentre, Gateshead	21	1.1%	0	.0%	0	.0%	3	1.1%	0	.0%	10	3.8%	2	1.3%	0	.0%	0	.0%	4	3.2%	0	.0%	0	.0%	0	.0%	2	1.5%
MetroCentre, Gateshead exc internet & mail order				**.0%**		**.0%**		**1.1%**		**.0%**		**3.9%**		**1.3%**		**.0%**		**.0%**		**3.2%**		**.0%**		**.0%**		**.0%**		**1.5%**
Gateshead Town Centre	12	.6%	0	.0%	0	.0%	3	.9%	0	.0%	9	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gateshead Town Centre exc internet & mail order				**.0%**		**.0%**		**.9%**		**.0%**		**3.4%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**
Kingston Park Centre, Kingston Retail Park and Belvedere Retail Park (inc Tesco Extra superstore at Kingston Park)	27	1.4%	1	.6%	1	1.0%	25	8.5%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newcastle Shopping Park, Fossway, Byker (inc Asda superstore at Newcastle Shopping Park)	17	.8%	0	.0%	0	.0%	16	5.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
West Denton Retail Park	7	.4%	0	.0%	0	.0%	6	1.9%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
St James' Retail Park, Newcastle	6	.3%	0	.0%	0	.0%	5	1.9%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Newcastle	54	2.7%	2	1.8%	0	.0%	29	10.1%	2	1.9%	10	3.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%	8	6.5%
Newcastle Retail Warehouses exc internet & mail order				**2.7%**		**1.1%**		**28.1%**		**2.3%**		**4.1%**		**.0%**		**.0%**		**.0%**		**.0%**		**.6%**		**.0%**		**2.4%**		**7.7%**
Team Valley Retail World, Gateshead (including Sainsbury's superstore at Team Valley Retail World)	58	2.9%	0	.0%	1	.5%	4	1.3%	0	.0%	46	16.9%	0	.0%	0	.0%	0	.0%	4	2.9%	0	.0%	0	.0%	0	.0%	4	3.2%
Metro Retail Park, Gateshead (including Asda superstore at Metro Retail Park)	11	.5%	0	.0%	0	.0%	4	1.2%	0	.0%	3	1.1%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	1	.7%	0	.0%	1	.5%
Other retail warehouses in Gateshead	9	.4%	1	.6%	0	.0%	0	.0%	0	.0%	6	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%
Gateshead Retail Warehouses exc internet & mail order				**.7%**		**.6%**		**2.6%**		**.0%**		**20.6%**		**.0%**		**.0%**		**1.8%**		**2.9%**		**.0%**		**.7%**		**.0%**		**5.5%**
Silverlink Retail Park, North Shields	90	4.5%	0	.0%	19	13.3%	27	9.4%	43	33.2%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Newcastle	72	3.6%	1	1.2%	1	.9%	47	16.3%	4	2.9%	8	2.9%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	7.0%
South Shields Town Centre	66	3.3%	0	.0%	1	.5%	1	.4%	0	.0%	4	1.5%	60	45.8%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Hartlepool	55	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	13	8.5%	1	.9%	0	.0%	41	25.6%	0	.0%	0	.0%
Portrack Interchange Retail Park, Stockon on Tees	53	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	1	.6%	49	30.9%	1	.7%	0	.0%
Other retail warehouses and superstores in Washington	50	2.5%	0	.0%	0	.0%	0	.0%	1	.4%	29	10.6%	1	1.1%	0	.0%	10	6.6%	7	5.2%	0	.0%	0	.0%	3	2.4%	0	.0%
Other retail warehouses and superstores in Sunderland	50	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	6	4.5%	34	23.0%	6	3.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Darlington Retail Park	44	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	4	2.9%	0	.0%	34	31.0%	5	4.5%
Other retail warehouses and superstores in Darlington	43	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	1	.5%	10	8.1%	1	.7%	29	26.3%	0	.0%
Durham City Retail Park	42	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	16	11.0%	17	13.4%	6	4.8%	0	.0%	0	.0%	1	1.0%
Retail Parks and superstores in Ashington	41	2.0%	3	3.0%	35	25.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Washington Retail Park	38	1.9%	0	.0%	0	.0%	3	.9%	0	.0%	29	10.8%	1	.5%	1	.9%	1	.8%	4	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
Internet	36	1.8%	5	5.0%	7	4.8%	2	.8%	2	1.6%	2	.8%	2	1.3%	1	.8%	5	3.6%	1	.7%	3	2.4%	2	1.3%	0	.0%	4	3.2%
Mail Order/Catalogue	11	.5%	7	7.5%	0	.0%	0	.0%	1	.5%	1	.3%	1	.5%	0	.0%	0	.0%	0	.0%	1	.5%	1	.4%	0	.0%	0	.0%
Don't buy these goods	143	7.2%	6	5.5%	6	4.6%	19	6.7%	19	14.6%	23	8.5%	14	11.1%	6	3.7%	7	4.4%	11	8.5%	8	6.4%	12	7.4%	7	6.1%	6	4.9%
Bishop Auckland Town Centre	35	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	27	22.3%	0	.0%	0	.0%	9	7.1%
Darlington Town Centre	35	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	12	10.3%	2	1.3%	19	17.3%	1	1.0%
Sunderland City Centre	34	1.7%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	2	1.8%	28	18.5%	3	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Arnison Centre, Durham	34	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.3%	29	22.2%	0	.0%	0	.0%	0	.0%	1	1.0%
Trimdon Street Retail Park, Sunderland	31	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	29	19.5%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Blythe	28	1.4%	0	.0%	26	18.8%	1	.2%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Durham	26	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	7	4.7%	15	11.7%	3	2.2%	0	.0%	0	.0%	0	.0%
Elsewhere in Sunderland	25	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	23	15.4%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hexham	25	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	24	20.2%
Peterlee Town Centre	25	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	25	16.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in North Tyneside	23	1.1%	2	2.5%	2	1.5%	7	2.3%	11	8.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Alnwick	22	1.1%	22	21.6%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
North Shields Town Centre	20	1.0%	0	.0%	1	.5%	7	2.6%	12	9.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Durham	20	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.2%	8	6.4%	6	4.6%	0	.0%	2	1.9%	1	1.0%

Wallsend Town Centre	18	.9%	0	.0%	1	.5%	9	3.0%	8	6.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Pallion Retail Park, Sunderland	17	.8%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	2	1.2%	12	8.2%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Durham City Centre	16	.8%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	0	.0%	0	.0%	5	3.1%	6	4.3%	1	.6%	0	.0%	0	.0%	2	2.1%
Retail Parks and superstores in South Tyneside (inc Asda at Boldon)	15	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	11	8.6%	1	.5%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Morpeth	14	.7%	2	1.7%	11	7.7%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Bob Hardisty Drive Retail Park, Bishop Auckland	13	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	9	7.5%	0	.0%	0	.0%	4	3.1%
Other retail warehouses and superstores in Berwick-upon-Tweed	13	.7%	12	12.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Tweedbank Retail Park, Berwick-upon-Tweed	13	.7%	13	13.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Teesside Retail Park, Stockton on Tees	13	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	8	5.0%	1	1.3%	1	.5%
Elsewhere in Washington	12	.6%	0	.0%	0	.0%	0	.0%	0	.0%	7	2.7%	0	.0%	0	.0%	0	.0%	5	3.8%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Gateshead	11	.6%	0	.0%	0	.0%	1	.4%	0	.0%	9	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Other retail warehouses and superstores in Bishop Auckland	11	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	5.0%	1	.4%	0	.0%	4	3.6%
Consett	11	.5%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	7.2%
Hartlepool Town Centre (Middleton Grange)	11	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	11	6.7%	0	.0%	0	.0%
Shields Road District Centre, Byker (including Morrisons superstore at Shields Road)	10	.5%	0	.0%	0	.0%	8	2.8%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Ashington	10	.5%	0	.0%	10	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hylton Riverside Retail Park, Sunderland	9	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.0%	5	3.4%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Galleries Shopping Centre, Washington	9	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	2	1.8%	1	.8%	3	1.8%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in South Tyneside	9	.5%	0	.0%	0	.0%	1	.3%	0	.0%	1	.3%	6	4.7%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Darlington	9	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	8	6.9%	0	.0%
Cramlington Town Centre	9	.4%	0	.0%	3	1.8%	4	1.2%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%
Retail Parks and superstores in Middlesbrough	8	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	6	3.6%	0	.0%	1	.9%
Other retail warehouses and superstores in Stockton on Tees	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	1	.6%	6	3.5%	0	.0%	0	.0%
Ashington Town Centre	7	.3%	1	.6%	3	2.0%	0	.0%	0	.0%	0	.0%	3	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newton Aycliffe	6	.3%	1	.6%	0	.0%	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%	0	.0%	0	.0%
Elsewhere in Bishop Auckland	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	5.2%	0	.0%	0	.0%	0	.0%
Gosforth High Street District Centre	6	.3%	0	.0%	0	.0%	4	1.2%	1	1.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whitley Bay Town Centre	6	.3%	0	.0%	0	.0%	0	.0%	6	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Peterlee	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Retail Parks and superstores in Peterlee	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.9%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Killingworth Town Centre	5	.2%	0	.0%	0	.0%	3	1.1%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Chester Le Street	5	.2%	0	.0%	1	.5%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
Berwick-upon-Tweed Town Centre	5	.2%	5	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%
Barnard Castle	4	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%
Elsewhere in Stockton on Tees	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	1	.6%	0	.0%
Elsewhere in Berwick-upon-Tweed	4	.2%	3	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
Elsewhere in Hartlepool	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	3	1.7%	0	.0%	0	.0%
Anchor Retail Park, Hartlepool	4	.2%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%
Jarrow Town Centre	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stockton on Tees Town Centre	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.0%	0	.0%	0	.0%
Billingham	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.0%	0	.0%	0	.0%
Westmorland Retail Park, Cramlington	3	.1%	0	.0%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Blaydon District Centre	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hebburn Town Centre	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dalton Park Outlet Centre, Seaham	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other locations in Seaham	2	.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whickham District Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birtley District Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Cramlington	1	.1%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chillingham Road District Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Royal Quays Outlet Centre, North Shields	1	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Houghton le Spring	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Middlesbrough Town Centre	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
141	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Ryton District Centre	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
B&Q, Middle Engine Lane, Wallsend	33	1.7%	0	.0%	5	3.4%	12	4.1%	14	11.0%	2	.7%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know - family member buys/ tradesman supplies	12	.6%	2	1.9%	1	.9%	0	.0%	0	.0%	1	.3%	2	1.5%	0	.0%	1	.9%	1	.5%	3	2.3%	1	.4%	1	.6%	0	.0%
Stanley	10	.5%	0	.0%	0	.0%	0	.0%	0	.0%	8	2.9%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	.5%
B&Q, Millbank Industrial Estate, Secretan Way, South Sheilds	9	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	6	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spennymoor	8	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	6.4%	0	.0%	0	.0%	0	.0%
Varies	8	.4%	0	.0%	1	1.0%	1	.5%	0	.0%	3	1.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	1	.4%	0	.0%	1	.5%
Amble, Northumberland	5	.2%	5	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Prudhoe	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Crawcrook	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cowells Garden Centre, Woolsington, Newcastle upon Tyne	3	.1%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lanchester	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	1	.5%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Carlisle	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Northallerton	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	1	1.3%	0	.0%
Ryhope	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Washington, Tyne and Wear	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Shincliffe, Durham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
Edinburgh	1	.1%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tyne Valley Nurseries, Mickley Square, Stocksfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Esh Winning, Durham	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Ferryhill	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Sadberge	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Arthur Mcgee, Front Street, Prudhoe	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dudley, Tyne and Wear	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedlington, Northumberland	1	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Howdon, Wallsend	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ponteland	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Westerhope	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Middleton, Teeside	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Hampshire	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
Crook	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
Strikes Garden Centre, Darlington Road, Northallerton	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Galashiels	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Perth	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Belmont	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Plants R Us, South Hetton Road, Easington	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Corbridge	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Haltwhistle	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Seaton Sluice	1	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q11. Where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?

	Base: All respondents		Zone																									
			1		2		3		4		5		6		7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	2000	100.0%	100	100.0%	140	100.0%	290	100.0%	130	100.0%	270	100.0%	130	100.0%	150	100.0%	150	100.0%	130	100.0%	120	100.0%	160	100.0%	110	100.0%	120	100.0%
Base: All respondents exc internet & mail order			99		136		288		128		265		128		147		147		127		118		155		104		118	
Newcastle City Centre	163	8.2%	5	5.0%	2	1.4%	86	29.8%	9	7.3%	25	9.3%	12	9.4%	4	2.9%	3	2.3%	7	5.3%	4	2.9%	3	1.7%	0	.0%	2	1.9%
Newcastle City Centre exc internet & mail order				**5.0%**		**1.5%**		**30.1%**		**7.4%**		**9.5%**		**9.6%**		**3.0%**		**2.3%**		**5.5%**		**3.0%**		**1.7%**		**.0%**		**2.0%**
MetroCentre, Gateshead	83	4.2%	1	.6%	2	1.1%	5	1.8%	1	.4%	51	18.8%	3	2.2%	1	.8%	3	1.9%	7	5.3%	2	1.6%	0	.0%	3	2.4%	6	5.1%
MetroCentre, Gateshead exc internet & mail order				**.6%**		**1.1%**		**1.8%**		**.4%**		**19.1%**		**2.2%**		**.8%**		**1.9%**		**5.4%**		**1.7%**		**.0%**		**2.5%**		**5.2%**
Gateshead Town Centre	18	.9%	0	.0%	0	.0%	3	1.1%	0	.0%	15	5.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gateshead Town Centre exc internet & mail order				**.0%**		**.0%**		**1.1%**		**.0%**		**5.5%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**
Kingston Park Centre, Kingston Retail Park and Belvedere Retail Park (inc Tesco Extra superstore at Kingston Park)	26	1.3%	0	.0%	1	.5%	23	7.8%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newcastle Shopping Park, Fossway, Byker (inc Asda superstore at Newcastle Shopping Park)	5	.3%	0	.0%	0	.0%	5	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
St James' Retail Park, Newcastle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Newcastle	13	.6%	0	.0%	0	.0%	5	1.7%	7	5.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Newcastle Retail Warehouses exc internet & mail order				**.0%**		**.5%**		**11.1%**		**7.5%**		**.0%**		**.0%**		**.8%**		**.0%**		**.0%**		**.5%**		**.4%**		**.0%**		**.0%**
Team Valley Retail World, Gateshead (including Sainsbury's superstore at Team Valley Retail World)	11	.6%	0	.0%	0	.0%	0	.0%	0	.0%	8	2.9%	0	.0%	0	.0%	0	.0%	2	1.7%	0	.0%	1	.7%	0	.0%	0	.0%
Metro Retail Park, Gateshead (including Asda superstore at Metro Retail Park)	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	7	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gateshead Retail Warehouses exc internet & mail order				**.0%**		**.0%**		**.0%**		**.0%**		**5.8%**		**.0%**		**.0%**		**.0%**		**1.7%**		**.0%**		**.7%**		**.0%**		**.0%**
Darlington Town Centre	90	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	15	12.8%	1	.4%	72	65.8%	1	1.1%
Sunderland City Centre	73	3.7%	0	.0%	0	.0%	0	.0%	1	.5%	1	.5%	4	3.1%	62	41.1%	5	3.2%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Newcastle	72	3.6%	1	.6%	0	.0%	57	19.5%	5	3.8%	5	1.9%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	2	2.1%
South Shields Town Centre	71	3.5%	0	.0%	0	.0%	1	.4%	0	.0%	1	.3%	68	52.3%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Durham	52	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	11	7.5%	21	16.5%	10	8.6%	1	.4%	1	.6%	7	5.4%
Blythe	46	2.3%	0	.0%	43	30.8%	1	.2%	1	1.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Sunderland	44	2.2%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	38	25.5%	5	3.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Durham City Centre	39	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	9	6.0%	26	20.1%	2	1.3%	0	.0%	0	.0%	1	1.0%
Bishop Auckland Town Centre	37	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	29	23.8%	0	.0%	0	.0%	8	7.0%
Peterlee Town Centre	37	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	37	24.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
North Shields Town Centre	35	1.7%	0	.0%	0	.0%	2	.7%	33	25.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Silverlink Retail Park, North Shields	34	1.7%	0	.0%	4	2.5%	14	4.9%	16	12.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morpeth	33	1.7%	4	3.8%	29	20.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Galleries Shopping Centre, Washington	33	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	30	11.1%	0	.0%	1	.5%	2	1.3%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Hartlepool Town Centre (Middleton Grange)	32	1.6%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	8	5.1%	0	.0%	0	.0%	23	14.7%	0	.0%	0	.0%
Whitley Bay Town Centre	32	1.6%	0	.0%	0	.0%	0	.0%	31	23.9%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Berwick-upon-Tweed Town Centre	31	1.5%	31	30.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hexham	30	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	29	24.3%
Ashington Town Centre	29	1.5%	2	1.9%	22	16.0%	0	.0%	0	.0%	1	.3%	1	.6%	0	.0%	4	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cramlington Town Centre	29	1.4%	0	.0%	6	4.1%	19	6.5%	4	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't buy these goods	29	1.4%	1	.6%	1	1.0%	5	1.6%	1	.4%	5	1.7%	5	3.8%	4	2.6%	1	.5%	3	2.3%	3	2.3%	1	.4%	1	.7%	1	.5%
Mail Order/Catalogue	27	1.4%	0	.0%	1	1.0%	0	.0%	2	1.3%	5	1.9%	2	1.5%	2	1.4%	3	2.0%	3	1.9%	1	.5%	3	1.7%	6	5.5%	0	.0%
Alnwick	27	1.4%	26	26.5%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chester Le Street	24	1.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	21	16.4%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Sunderland	24	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.0%	20	13.3%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Billingham	21	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	15	9.5%	0	.0%	4	3.2%
Newton Aycliffe	21	1.1%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%	0	.0%	17	13.8%	0	.0%	2	1.9%	0	.0%
The Arnison Centre, Durham	21	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	16	12.4%	0	.0%	0	.0%	0	.0%	3	2.2%
Elsewhere in Gateshead	20	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	20	7.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stockton on Tees Town Centre	19	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	18	11.3%	0	.0%	0	.0%

Consett	19	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	1	.5%	1	.6%	0	.0%	0	.0%	16	13.5%
Retail Parks and superstores in South Tyneside (inc Asda at Boldon)	19	.9%	0	.0%	0	.0%	3	.9%	1	.5%	3	1.1%	11	8.8%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Hartlepool	16	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	15	9.6%	0	.0%	0	.0%
Elsewhere in Stockton on Tees	15	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	14	8.6%	1	.6%	0	.0%
Other retail warehouses and superstores in Hartlepool	14	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	13	8.1%	0	.0%	0	.0%
Elsewhere in North Tyneside	13	.7%	2	1.7%	0	.0%	2	.7%	10	7.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gosforth High Street District Centre	13	.7%	0	.0%	0	.0%	13	4.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet	13	.7%	1	.6%	3	2.1%	2	.8%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	1	.7%	1	1.2%	2	1.3%	0	.0%	2	1.5%
Elsewhere in South Tyneside	13	.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	.7%	11	8.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wallsend Town Centre	13	.6%	0	.0%	0	.0%	13	4.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Houghton le Spring	13	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	1	.8%	10	6.6%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Teesside Retail Park, Stockton on Tees	12	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	9	5.9%	1	1.3%	0	.0%
Jarrow Town Centre	12	.6%	0	.0%	0	.0%	0	.0%	0	.0%	11	4.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Bishop Auckland	11	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	6.4%	0	.0%	0	.0%	3	2.6%
Barnard Castle	11	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.5%	8	6.5%
Other retail warehouses and superstores in Stockton on Tees	10	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	8	5.2%	0	.0%	0	.0%
Elsewhere in Bishop Auckland	10	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.8%	0	.0%	0	.0%	5	4.2%
Elsewhere in Darlington	10	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	8	7.6%	1	.5%
Other retail warehouses and superstores in Darlington	9	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.2%	1	.7%	5	5.0%	0	.0%
Other retail warehouses and superstores in Durham	9	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	6	4.4%	1	.5%	0	.0%	0	.0%	0	.0%
Shields Road District Centre, Byker (including Morrisons superstore at Shields Road)	8	.4%	0	.0%	0	.0%	8	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whickham District Centre	8	.4%	0	.0%	0	.0%	0	.0%	0	.0%	5	1.9%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Anchor Retail Park, Hartlepool	8	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	6	3.9%	0	.0%	0	.0%
Elsewhere in Peterlee	8	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	5.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Killingworth Town Centre	8	.4%	2	1.9%	0	.0%	4	1.4%	1	.4%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Low Fell District Centre	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	7	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Middlesbrough Town Centre	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	6	3.8%	0	.0%	0	.0%
Retail Parks and superstores in Ashington	7	.3%	0	.0%	7	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hebburn Town Centre	7	.3%	0	.0%	0	.0%	0	.0%	0	.0%	5	2.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Washington	5	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	1	.5%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Blaydon District Centre	5	.2%	0	.0%	0	.0%	0	.0%	0	.0%	4	1.6%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chillingham Road District Centre	5	.2%	0	.0%	0	.0%	4	1.2%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Other locations in Seaham	5	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	4	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Durham City Retail Park	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	1	.5%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Washington	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%	0	.0%
Westmorland Retail Park, Cramlington	4	.2%	0	.0%	4	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Retail Parks and superstores in Peterlee	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Trimdon Street Retail Park, Sunderland	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	1	1.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Retail Parks and superstores in Middlesbrough	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%
Elsewhere in Berwick-upon-Tweed	3	.2%	3	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Denton Park District Centre (including Morrisons superstore at Denton Park)	3	.1%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Ashington	3	.1%	0	.0%	3	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Felling District Centre	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ryton District Centre	3	.1%	0	.0%	0	.0%	1	.2%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Portrack Interchange Retail Park, Stockon on Tees	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.7%	0	.0%	0	.0%
West Denton Retail Park	2	.1%	0	.0%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pallion Retail Park, Sunderland	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Berwick-upon-Tweed	2	.1%	2	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Darlington Retail Park	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Kingston Park District Centre	1	.1%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wrekenton District Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hylton Riverside Retail Park, Sunderland	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Coatsworth Road District Centre	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Adelaide Terrace District Centre	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Guisborough	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stanley	15	.7%	0	.0%	0	.0%	0	.0%	0	.0%	15	5.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bedlington	12	.6%	0	.0%	8	5.7%	1	.4%	0	.0%	0	.0%	3	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Amble, Northumberland	8	.4%	8	8.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spennymoor	8	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	6.4%	0	.0%	0	.0%	0	.0%
Blackhall Colliery	7	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	4.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boots, Front Street, Prudhoe	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Varies	5	.2%	1	.6%	0	.0%	1	.2%	2	1.8%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Ferryhill	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.6%	0	.0%	0	.0%	0	.0%
Boots, Princes Street, Corbridge	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.6%
Prudhoe	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Annfield Plain, Stanley	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	3	2.2%	0	.0%	0	.0%	0	.0%	0	.0%
Bellingham	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%
Cockfield	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.6%
Boots, Front Street, Stanley	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boots, Alexandra Terrace, Stocksfield	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%
Yarm	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.7%	0	.0%	0	.0%
Sacriston	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Murton	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Crawcrook	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rothbury	2	.1%	2	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%
Boots, Tanfield View Surgery, Stanley	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Norton	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Boots, Main Street, Seahouses	2	.1%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sedgefield, Stockton-on-Tees	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%
Boots, High Street, Rothbury	2	.1%	2	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wooler	2	.1%	2	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Allendale Village	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%
Jarrow	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rowlands Gill	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Crook	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
Boldon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Middleton St George	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
Boots, North Terrace, Crook	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Chilton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Shildon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Cleveley Park Shopping Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	1	.4%	0	.0%	0	.0%
Boots, Gala Water Retail Park, Galashiels	1	.1%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Edinburgh	1	.1%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lloyds, Eastbourne Gardens, Monkseaton	1	.1%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Carrville, Durham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boots, Front Street, Wingate	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haltwhistle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
S A Cromie, Percy Street, Amble	1	.1%	1	.6%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Seaton Sluice	1	.1%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Northallerton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Fishburn, Stockton on Tees	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Tow Law, Bishop Auckland	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Backworth, Newcastle	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bowburn, County Durham	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fencehouses, Houghton le Spring	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
LLoyds, High Street, Easington	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wheatley Hill	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Belmont	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%

Esh Winning, Durham	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, St Andrews Lane, Spennymoore	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Boots, Cheapside, Spennymoor	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Asda, Front Street, Stanley	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Burnopfield	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boots, Station Road, Rowlands Gill	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dixon & Hall, Front Street, Stanley	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dipton	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wylam	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cleadon, Sunderland	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lanchester Pharmacy, Front Street, Lanchester	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Hurworth	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Boots, The Square, Choppington	1	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newbiggin by the Sea	1	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boots, Broadway, Darras Hall, Ponteland	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dudley	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Howdon, Wallsend	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Seghill, Cramlington	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bridlington	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Middleton, Teesdale	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Britton & Robson, High Street, Willington	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
Galashiels	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Perth	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haswell, Durham	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Coxhoe	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Shotton, Peterlee	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Shotton Colliery	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lynemouth	1	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Burnhope	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Co-op, Ratcliffe Road, Haydon Bridge, Hexham	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Seaton Delaval	1	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q12. Where does your household do most of its shopping for jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?

	Base: All respondents		Zone																									
			1		2		3		4		5		6		7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	2000	100.0%	100	100.0%	140	100.0%	290	100.0%	130	100.0%	270	100.0%	130	100.0%	150	100.0%	150	100.0%	130	100.0%	120	100.0%	160	100.0%	110	100.0%	120	100.0%
Base: All respondents exc internet & mail order			81		119		270		124		255		114		132		132		120		109		147		100		116	
Newcastle City Centre	457	22.9%	23	22.8%	26	18.5%	159	54.8%	57	43.6%	79	29.2%	29	22.4%	14	9.6%	5	3.2%	27	20.4%	10	8.2%	5	3.4%	6	5.2%	19	15.4%
Newcastle City Centre exc internet & mail order				**28.3%**		**21.8%**		**58.8%**		**45.9%**		**31.0%**		**25.6%**		**10.9%**		**3.7%**		**22.1%**		**9.0%**		**3.7%**		**5.6%**		**16.0%**
MetroCentre, Gateshead	281	14.1%	6	6.4%	19	13.4%	29	9.9%	5	4.0%	91	33.8%	9	6.7%	10	6.6%	27	17.8%	31	24.0%	22	18.6%	6	3.6%	6	5.4%	20	17.1%
MetroCentre, Gateshead exc internet & mail order				**7.9%**		**15.8%**		**10.6%**		**4.2%**		**35.8%**		**7.6%**		**7.5%**		**20.3%**		**26.0%**		**20.4%**		**3.9%**		**5.9%**		**17.7%**
Gateshead Town Centre	7	.4%	0	.0%	0	.0%	4	1.3%	0	.0%	4	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gateshead Town Centre exc internet & mail order				**.0%**		**.0%**		**1.4%**		**.0%**		**1.4%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**		**.0%**
Kingston Park Centre, Kingston Retail Park and Belvedere Retail Park (inc Tesco Extra superstore at Kingston Park)	13	.6%	0	.0%	1	.4%	9	3.0%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Newcastle Shopping Park, Fossway, Byker (inc Asda superstore at Newcastle Shopping Park)	3	.1%	0	.0%	0	.0%	2	.6%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%
West Denton Retail Park	1	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Newcastle	10	.5%	0	.0%	3	1.9%	1	.4%	3	2.1%	3	1.2%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newcastle Retail Warehouses exc internet & mail order				**.0%**		**2.7%**		**4.7%**		**2.6%**		**2.1%**		**.0%**		**.5%**		**.0%**		**.0%**		**.6%**		**.0%**		**.0%**		**1.0%**
Metro Retail Park, Gateshead (including Asda superstore at Metro Retail Park)	7	.3%	0	.0%	1	.5%	2	.8%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Team Valley Retail World, Gateshead (including Sainsbury's superstore at Team Valley Retail World)	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.1%	1	.6%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses in Gateshead	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gateshead Retail Warehouses exc internet & mail order				**.0%**		**.6%**		**.8%**		**.0%**		**2.5%**		**.7%**		**.0%**		**.0%**		**1.3%**		**.0%**		**.0%**		**.0%**		**.0%**
Sunderland City Centre	99	5.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	1.8%	11	8.8%	62	41.1%	19	12.9%	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
Darlington Town Centre	84	4.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	20	16.3%	0	.0%	60	54.2%	5	4.4%
Durham City Centre	41	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	.6%	3	2.0%	0	.0%	10	6.4%	14	10.8%	11	9.4%	0	.0%	1	.6%	1	.9%
South Shields Town Centre	35	1.8%	0	.0%	0	.0%	1	.4%	1	.8%	1	.3%	32	24.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hartlepool Town Centre (Middleton Grange)	31	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	6.2%	0	.0%	1	.6%	21	13.1%	0	.0%	0	.0%
Bishop Auckland Town Centre	27	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	18	15.3%	0	.0%	0	.0%	8	7.1%
Stockton on Tees Town Centre	27	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.4%	0	.0%	0	.0%	23	14.5%	0	.0%	0	.0%
The Galleries Shopping Centre, Washington	26	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	15	5.7%	0	.0%	2	1.4%	3	2.3%	5	4.1%	0	.0%	0	.0%	0	.0%	0	.0%
Blythe	24	1.2%	0	.0%	24	16.9%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Middlesbrough Town Centre	24	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.7%	20	12.5%	1	1.2%	1	.5%
Hexham	23	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	22	18.4%
Silverlink Retail Park, North Shields	18	.9%	0	.0%	2	1.6%	1	.5%	14	10.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%
Morpeth	17	.8%	3	2.9%	14	9.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Alnwick	15	.7%	15	14.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Newcastle	14	.7%	1	.6%	1	.9%	7	2.3%	1	.5%	5	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet	169	8.4%	17	16.8%	21	14.7%	17	5.8%	6	4.9%	14	5.1%	16	12.0%	16	10.4%	17	11.3%	10	7.5%	9	7.8%	13	8.4%	10	8.7%	4	3.6%
Mail Order/Catalogue	14	.7%	3	2.6%	1	.5%	3	1.1%	0	.0%	2	.6%	1	.6%	2	1.3%	1	.9%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Don't buy these goods	244	12.2%	13	12.9%	9	6.3%	34	11.7%	13	9.7%	27	9.9%	19	14.6%	19	12.6%	21	14.2%	21	16.2%	12	10.2%	20	12.5%	20	17.7%	17	14.5%
Peterlee Town Centre	13	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	13	8.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ashington Town Centre	12	.6%	1	.6%	11	7.5%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whitley Bay Town Centre	12	.6%	0	.0%	0	.0%	0	.0%	12	8.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Consett	11	.6%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	8	6.4%
North Shields Town Centre	11	.5%	0	.0%	0	.0%	1	.2%	10	7.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Retail Parks and superstores in South Tyneside (inc Asda at Boldon)	10	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.1%	7	5.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Teesside Retail Park, Stockton on Tees	9	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	8	4.9%	0	.0%	0	.0%
Elsewhere in Sunderland	9	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	4.3%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Stockton on Tees	8	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	4.7%	1	.6%	0	.0%
Cramlington Town Centre	8	.4%	0	.0%	4	2.5%	5	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Bishop Auckland	7	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%	0	.0%	4	3.2%
Newton Aycliffe	7	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	4.1%	0	.0%	2	1.9%	0	.0%

Chester Le Street	7	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	5.1%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Durham	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	2	1.7%	0	.0%	1	.7%	0	.0%	0	.0%
Other retail warehouses and superstores in Hartlepool	6	.3%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	2.9%	0	.0%	0	.0%
Dalton Park Outlet Centre, Seaham	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	2	1.3%	0	.0%	0	.0%	3	1.7%	0	.0%	0	.0%
Portrack Interchange Retail Park, Stockon on Tees	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	3.6%	0	.0%	0	.0%
Berwick-upon-Tweed Town Centre	5	.2%	5	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%
Hylton Riverside Retail Park, Sunderland	5	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	1	.9%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Hartlepool	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%
Other retail warehouses and superstores in Sunderland	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royal Quays Outlet Centre, North Shields	4	.2%	0	.0%	0	.0%	2	.6%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in North Tyneside	4	.2%	0	.0%	0	.0%	0	.0%	4	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Durham City Retail Park	4	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
Anchor Retail Park, Hartlepool	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%
Retail Parks and superstores in Peterlee	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Durham	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	1	1.1%	0	.0%	0	.0%	1	.5%
Billingham	3	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.0%	0	.0%	0	.0%
The Arnison Centre, Durham	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	2	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Stockton on Tees	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.7%	0	.0%	0	.0%
Killingworth Town Centre	3	.1%	0	.0%	0	.0%	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pallion Retail Park, Sunderland	3	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Barnard Castle	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%
Other locations in Seaham	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Washington	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Houghton le Spring	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Darlington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	1	.5%
Retail Parks and superstores in Middlesbrough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Blaydon District Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gosforth High Street District Centre	1	.1%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Shields Road District Centre, Byker (including Morrisons superstore at Shields Road)	1	.1%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wallsend Town Centre	1	.1%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Darlington Retail Park	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
Other retail warehouses and superstores in Berwick-upon-Tweed	1	.1%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elsewhere in Darlington	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Adelaide Terrace District Centre	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Elsewhere in South Tyneside	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Retail Parks and superstores in Ashington	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tweedbank Retail Park, Berwick-upon-Tweed	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other retail warehouses and superstores in Cramlington	1	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Denton Park District Centre (including Morrisons superstore at Denton Park)	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Westmorland Retail Park, Cramlington	1	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Varies	19	.9%	2	2.4%	2	1.4%	3	.9%	0	.0%	3	1.1%	0	.0%	2	1.2%	1	.8%	1	.5%	1	1.1%	2	1.6%	1	.7%	1	.5%
Abroad	13	.6%	1	1.3%	2	1.4%	3	1.1%	2	1.8%	0	.0%	0	.0%	2	1.4%	1	.4%	1	.5%	1	.6%	0	.0%	0	.0%	0	.0%
London	6	.3%	4	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Edinburgh	4	.2%	4	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
York	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	1	.6%	0	.0%
Nottingham	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Corbridge Cookshop, Middle Street, Corbridge	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%
Corbridge, Northumberland	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Prudhoe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Northallerton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Carlisle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Preston	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bestwood Retail Park, Deptford	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Asda, Front Street, Stanley	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stanley	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brandon	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Country Homes & Gifts, Front Street, Lanchester	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Bedlington	1	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ikea, Loanhead, Edinburgh	1	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newbiggin-by-the-Sea	1	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Saunders & Pughe, Hill Street, Corbridge	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Kingsgate Retail Park, Glasgow	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Taunton, Somerset	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Amble	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rothbury	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q13. When members of your household do non-food shopping, how do they usually travel?

		Base: All respondents		Zone 1		Zone 2		Zone 3		Zone 4	
		Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		2000	100.0%	100	100.0%	140	100.0%	290	100.0%	130	100.0%
Car (as driver/passenger)		1309	65.5%	75	74.9%	93	66.6%	140	48.4%	76	58.3%
Bus		345	17.2%	14	13.7%	20	14.0%	86	29.5%	25	19.1%
Walk		156	7.8%	5	5.4%	21	15.1%	21	7.1%	6	5.0%
Metro		76	3.8%	0	.0%	0	.0%	24	8.1%	14	10.9%
Car (including park and ride)		26	1.3%	0	.0%	3	2.5%	4	1.6%	1	.4%
Taxi		20	1.0%	1	.6%	0	.0%	6	2.0%	0	.0%
Goods delivered		18	.9%	4	4.3%	1	.9%	1	.2%	1	.8%
Train		12	.6%	1	.6%	1	.4%	3	.9%	0	.0%
Bicycle		3	.1%	0	.0%	0	.0%	1	.3%	0	.0%
Motorcycle		3	.1%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Car/ metro	10	.5%	0	.0%	0	.0%	1	.2%	6	4.7%
	Bus/ metro	6	.3%	0	.0%	0	.0%	1	.2%	1	.5%
	Bus/ car	5	.2%	0	.0%	0	.0%	1	.2%	1	.4%
	Walk/ bus	4	.2%	0	.0%	0	.0%	3	.9%	0	.0%
	Scooter	4	.2%	0	.0%	1	.4%	1	.2%	0	.0%
	Car/ walk	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Bus/ train	1	.0%	1	.6%	0	.0%	0	.0%	0	.0%

		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
		Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		270	100.0%	130	100.0%	150	100.0%	150	100.0%	130	100.0%
Car (as driver/passenger)		164	60.9%	77	59.1%	94	62.3%	112	74.5%	97	74.4%
Bus		50	18.5%	27	20.7%	23	15.0%	20	13.0%	15	11.9%
Walk		24	9.0%	6	4.8%	16	10.6%	5	3.1%	7	5.6%
Metro		16	6.1%	14	10.7%	8	5.4%	0	.0%	0	.0%
Car (including park and ride)		4	1.6%	3	2.0%	4	2.4%	1	.9%	4	3.0%
Taxi		4	1.3%	0	.0%	1	.9%	5	3.4%	0	.0%
Goods delivered		1	.3%	1	.5%	3	2.1%	1	.4%	0	.0%
Train		0	.0%	0	.0%	0	.0%	0	.0%	4	3.1%
Bicycle		0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Motorcycle		0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%
Other	Car/ metro	1	.3%	2	1.7%	0	.0%	0	.0%	0	.0%
	Bus/ metro	2	.9%	0	.0%	0	.0%	3	1.8%	0	.0%
	Bus/ car	2	.8%	0	.0%	0	.0%	1	.4%	0	.0%
	Walk/ bus	0	.0%	0	.0%	1	.5%	0	.0%	1	.5%
	Scooter	0	.0%	1	.5%	0	.0%	1	.8%	1	.5%
	Car/ walk	1	.3%	0	.0%	1	.8%	0	.0%	0	.0%
	Bus/ train	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

		Zone 10		Zone 11		Zone 12		Zone 13	
		Num	%	Num	%	Num	%	Num	%
Base: All respondents		120	100.0%	160	100.0%	110	100.0%	120	100.0%
Car (as driver/passenger)		90	74.8%	121	75.5%	78	70.5%	94	78.0%
Bus		19	16.0%	21	13.2%	13	11.7%	13	11.2%
Walk		7	5.8%	11	6.7%	18	16.6%	8	6.7%
Metro		0	.0%	0	.0%	0	.0%	0	.0%
Car (including park and ride)		1	.5%	1	.8%	0	.0%	0	.0%
Taxi		1	.5%	3	1.7%	0	.0%	1	.5%
Goods delivered		1	1.1%	2	1.3%	0	.0%	3	2.1%
Train		1	.6%	1	.8%	1	1.3%	1	.9%
Bicycle		1	.6%	0	.0%	0	.0%	0	.0%
Motorcycle		0	.0%	0	.0%	0	.0%	0	.0%
Other	Car/ metro	0	.0%	0	.0%	0	.0%	0	.0%
	Bus/ metro	0	.0%	0	.0%	0	.0%	0	.0%
	Bus/ car	0	.0%	0	.0%	0	.0%	1	.5%
	Walk/ bus	0	.0%	0	.0%	0	.0%	0	.0%
	Scooter	0	.0%	0	.0%	0	.0%	0	.0%
	Car/ walk	0	.0%	0	.0%	0	.0%	0	.0%
	Bus/ train	0	.0%	0	.0%	0	.0%	0	.0%

Q14. SEG of chief income earner

	Base: All respondents		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	2000	100.0%	100	100.0%	140	100.0%	290	100.0%	130	100.0%	270	100.0%
A/B	339	17.0%	16	15.9%	13	9.2%	50	17.2%	24	18.6%	39	14.4%
C1	708	35.4%	24	24.0%	54	38.7%	114	39.3%	49	38.1%	90	33.5%
C2	479	24.0%	31	30.9%	37	26.5%	65	22.5%	23	17.8%	72	26.8%
D/E	357	17.8%	26	26.3%	27	19.3%	46	15.9%	23	17.8%	51	19.0%
Refused	117	5.9%	3	2.9%	9	6.2%	15	5.1%	10	7.7%	17	6.3%

	Zone 6		Zone 7		Zone 8		Zone 9	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	130	100.0%	150	100.0%	150	100.0%	130	100.0%
A/B	18	14.1%	27	18.1%	20	13.5%	35	26.9%
C1	47	36.5%	58	38.6%	48	31.8%	41	31.6%
C2	30	22.9%	30	20.0%	41	27.2%	24	18.1%
D/E	23	17.8%	26	17.3%	26	17.6%	24	18.1%
Refused	11	8.6%	9	5.9%	15	10.0%	7	5.2%

	Zone 10		Zone 11		Zone 12		Zone 13	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	120	100.0%	160	100.0%	110	100.0%	120	100.0%
A/B	15	12.5%	31	19.5%	25	22.6%	26	21.5%
C1	36	30.1%	63	39.2%	47	42.5%	36	29.9%
C2	37	30.7%	41	25.4%	17	15.6%	32	26.3%
D/E	23	19.0%	19	12.2%	15	13.8%	26	21.8%
Refused	9	7.7%	6	3.8%	6	5.5%	1	.5%

Q15. How many people are there in your household who are aged:..?

		Base: All respondents		Zone 1		Zone 2		Zone 3		Zone 4	
		Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		2000	100.0%	100	100.0%	140	100.0%	290	100.0%	130	100.0%
0 to 15 years	None	630	31.5%	38	37.8%	47	33.5%	78	27.0%	42	32.4%
	One	73	3.6%	6	5.5%	4	2.9%	5	1.7%	4	3.1%
	Two	83	4.1%	3	2.6%	9	6.8%	21	7.2%	5	3.7%
	Three	34	1.7%	11	11.3%	0	.0%	1	.4%	6	4.7%
	Four or more	3	.2%	0	.0%	2	1.6%	1	.4%	0	.0%
	Refused	19	1.0%	0	.0%	1	1.0%	3	1.0%	1	.4%
16 years or over	None	56	2.8%	2	1.8%	7	4.9%	6	2.1%	2	1.8%
	One	232	11.6%	14	13.6%	14	10.3%	31	10.6%	17	13.0%
	Two	359	17.9%	24	23.8%	23	16.3%	50	17.1%	27	20.8%
	Three	115	5.7%	10	9.9%	10	7.2%	12	4.2%	5	4.0%
	Four or more	61	3.1%	8	8.1%	8	5.9%	8	2.8%	5	4.2%
	Refused	20	1.0%	0	.0%	1	1.0%	3	1.0%	1	.4%

		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
		Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		270	100.0%	130	100.0%	150	100.0%	150	100.0%	130	100.0%
0 to 15 years	None	84	31.3%	37	28.4%	48	32.0%	47	31.0%	38	29.4%
	One	9	3.4%	6	4.2%	3	1.7%	2	1.5%	3	2.6%
	Two	10	3.6%	0	.0%	3	1.7%	9	5.8%	1	.9%
	Three	7	2.5%	2	1.8%	0	.0%	4	2.5%	1	.7%
	Four or more	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Refused	2	.8%	1	.5%	2	1.4%	3	1.7%	2	1.2%
16 years or over	None	3	1.3%	4	3.0%	3	1.9%	5	3.1%	3	2.3%
	One	28	10.4%	16	12.6%	16	10.5%	18	12.1%	17	13.0%
	Two	56	20.9%	13	10.2%	20	13.1%	25	16.6%	20	15.4%
	Three	12	4.5%	10	8.0%	9	5.8%	10	7.0%	3	2.2%
	Four or more	10	3.7%	1	.6%	6	4.1%	3	2.0%	1	.7%
	Refused	2	.8%	1	.5%	2	1.4%	3	1.7%	2	1.2%

		Zone 10		Zone 11		Zone 12		Zone 13	
		Num	%	Num	%	Num	%	Num	%
Base: All respondents		120	100.0%	160	100.0%	110	100.0%	120	100.0%
0 to 15 years	None	49	40.8%	40	25.0%	40	36.1%	42	34.7%
	One	11	9.0%	8	5.2%	8	6.9%	5	4.4%
	Two	9	7.8%	6	3.5%	2	1.9%	6	4.7%
	Three	0	.0%	2	1.3%	0	.0%	0	.0%
	Four or more	0	.0%	0	.0%	0	.0%	0	.0%
	Refused	5	4.0%	1	.4%	0	.0%	0	.0%
16 years or over	None	4	3.4%	8	4.9%	1	.6%	8	6.5%
	One	24	19.7%	14	8.7%	14	12.3%	10	8.5%
	Two	26	21.3%	23	14.3%	29	26.4%	23	19.6%
	Three	8	6.9%	10	6.3%	5	4.3%	10	8.2%
	Four or more	7	5.5%	1	.7%	1	1.3%	1	.9%
	Refused	5	4.5%	1	.4%	0	.0%	0	.0%

Q16. How many people (men and women) aged 16 - 64 are there in your household who are:..?

		Base: All respondents		Zone																									
		Num	%	1		2		3		4		5		6		7		8		9		10		11		12		13	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		2000	100.0%	100	100.0%	140	100.0%	290	100.0%	130	100.0%	270	100.0%	130	100.0%	150	100.0%	150	100.0%	130	100.0%	120	100.0%	160	100.0%	110	100.0%	120	100.0%
In part-time employment	None	1454	72.7%	72	71.5%	103	73.4%	203	70.1%	97	74.7%	194	71.7%	102	78.5%	112	74.6%	105	70.3%	94	72.1%	88	73.4%	127	79.1%	81	73.6%	77	63.8%
	One	429	21.5%	27	26.6%	32	22.9%	65	22.4%	28	21.4%	56	20.9%	20	15.5%	27	18.3%	27	17.9%	29	22.1%	22	18.5%	27	17.1%	26	23.9%	42	35.2%
	Two	46	2.3%	1	1.2%	2	1.1%	9	3.0%	2	1.7%	7	2.5%	5	3.8%	7	4.5%	6	4.3%	1	.7%	3	2.4%	1	.8%	1	1.3%	1	1.0%
	Three	9	.4%	0	.0%	2	1.6%	2	.6%	0	.0%	2	.8%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Four or more	6	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	.8%	0	.0%	0	.0%	0	.0%	4	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Refused	56	2.8%	1	.6%	1	1.0%	11	3.9%	3	2.2%	9	3.3%	3	2.1%	4	2.6%	9	5.7%	3	2.2%	7	5.6%	5	2.9%	1	1.2%	0	.0%
In full-time employment	None	762	38.1%	44	43.5%	48	34.1%	112	38.8%	62	47.7%	95	35.3%	43	33.0%	59	39.3%	57	37.9%	54	41.4%	57	47.2%	53	33.1%	37	33.9%	42	35.2%
	One	640	32.0%	26	26.5%	47	33.5%	99	34.0%	36	27.9%	92	34.0%	39	29.9%	42	27.8%	46	30.9%	43	32.8%	35	29.2%	56	34.9%	34	30.8%	46	38.0%
	Two	407	20.3%	24	23.6%	29	20.7%	44	15.3%	27	20.5%	61	22.5%	29	22.6%	34	22.7%	32	21.2%	27	20.7%	17	14.5%	32	20.0%	31	28.4%	20	16.4%
	Three	93	4.6%	6	5.8%	7	5.3%	14	4.8%	2	1.3%	13	4.7%	10	7.7%	9	5.7%	6	4.3%	4	2.9%	1	1.2%	7	4.2%	5	5.0%	9	7.2%
	Four or more	42	2.1%	0	.0%	7	5.3%	9	3.2%	1	.5%	1	.3%	6	4.6%	3	2.0%	0	.0%	0	.0%	3	2.3%	8	4.9%	1	.7%	4	3.1%
	Refused	56	2.8%	1	.6%	1	1.0%	11	3.9%	3	2.2%	9	3.3%	3	2.1%	4	2.6%	9	5.7%	3	2.2%	7	5.6%	5	2.9%	1	1.2%	0	.0%
Unemployed but available for or seeking employment	None	1692	84.6%	82	82.3%	126	90.3%	243	83.7%	109	83.6%	222	82.0%	107	82.6%	127	85.0%	123	82.2%	116	89.1%	91	75.9%	138	86.1%	102	92.5%	106	88.5%
	One	178	8.9%	7	6.7%	10	7.4%	22	7.5%	12	9.3%	30	11.0%	13	10.1%	12	8.0%	14	9.6%	9	7.2%	16	13.7%	17	10.5%	4	3.9%	11	9.4%
	Two	65	3.3%	9	9.1%	2	1.3%	11	3.8%	7	5.0%	9	3.3%	7	5.1%	5	3.0%	4	2.5%	1	1.0%	6	4.8%	1	.4%	3	2.4%	3	2.1%
	Three	7	.4%	1	1.2%	0	.0%	3	.9%	0	.0%	1	.3%	0	.0%	2	1.4%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Four or more	1	.0%	0	.0%	0	.0%	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Refused	56	2.8%	1	.6%	1	1.0%	11	3.9%	3	2.2%	9	3.3%	3	2.1%	4	2.6%	9	5.7%	3	2.2%	7	5.6%	5	2.9%	1	1.2%	0	.0%

Q17. How many cars does your household own or have the use of?

	Base: All respondents		Zone																									
	Num	%	1		2		3		4		5		6		7		8		9		10		11		12		13	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	2000	100.0%	100	100.0%	140	100.0%	290	100.0%	130	100.0%	270	100.0%	130	100.0%	150	100.0%	150	100.0%	130	100.0%	120	100.0%	160	100.0%	110	100.0%	120	100.0%
None	389	19.4%	15	14.7%	16	11.7%	72	24.9%	25	19.2%	71	26.2%	30	22.9%	31	20.9%	25	16.9%	16	12.5%	23	19.4%	33	20.7%	16	14.8%	14	11.9%
1	843	42.1%	44	44.0%	72	51.7%	118	40.9%	59	45.4%	112	41.6%	67	51.6%	71	47.3%	44	29.6%	64	49.2%	50	41.8%	54	33.8%	48	43.7%	38	31.8%
2	529	26.4%	27	26.8%	35	25.1%	71	24.4%	30	23.2%	62	23.1%	21	16.5%	30	20.1%	47	31.6%	34	26.4%	35	29.2%	48	30.0%	36	32.3%	52	43.0%
3 or more	186	9.3%	14	14.4%	15	10.5%	20	6.8%	13	9.9%	17	6.4%	8	6.4%	15	10.1%	22	14.5%	11	8.5%	6	5.1%	20	12.7%	9	7.9%	16	13.3%
Refused	53	2.7%	0	.0%	1	1.0%	9	3.0%	3	2.2%	7	2.7%	3	2.6%	3	1.7%	11	7.4%	4	3.4%	5	4.5%	5	2.9%	1	1.3%	0	.0%

Q18. Would you be willing to be recontacted for future quality control purposes?

	Base: All respondents		Zone																									
	Num	%	1		2		3		4		5		6		7		8		9		10		11		12		13	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	2000	100.0%	100	100.0%	140	100.0%	290	100.0%	130	100.0%	270	100.0%	130	100.0%	150	100.0%	150	100.0%	130	100.0%	120	100.0%	160	100.0%	110	100.0%	120	100.0%
Yes	1474	73.7%	70	69.5%	104	74.6%	207	71.3%	96	73.7%	201	74.4%	95	72.9%	121	80.5%	100	66.6%	91	69.6%	89	73.8%	122	76.5%	87	78.7%	93	77.8%
No	526	26.3%	30	30.5%	36	25.4%	83	28.7%	34	26.3%	69	25.6%	35	27.1%	29	19.5%	50	33.4%	39	30.4%	31	26.2%	38	23.5%	23	21.3%	27	22.2%

Q19. Gender of respondent

	Base: All respondents		Zone																									
	Num	%	1		2		3		4		5		6		7		8		9		10		11		12		13	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	2000	100.0%	100	100.0%	140	100.0%	290	100.0%	130	100.0%	270	100.0%	130	100.0%	150	100.0%	150	100.0%	130	100.0%	120	100.0%	160	100.0%	110	100.0%	120	100.0%
Male	652	32.6%	37	37.0%	39	28.1%	103	35.4%	40	31.0%	84	31.1%	41	31.3%	52	34.7%	58	38.4%	45	34.6%	35	29.2%	55	34.5%	33	30.1%	30	24.8%
Female	1348	67.4%	63	63.0%	101	71.9%	187	64.6%	90	69.0%	186	68.9%	89	68.7%	98	65.3%	92	61.6%	85	65.4%	85	70.8%	105	65.5%	77	69.9%	90	75.2%

Appendix 3

Technical Report
on the Household Interview Survey 2012

THE POWER BEHIND THE ANSWERS

WWW.RMG-CLARITY.CO.UK

Project:	Newcastle-Gateshead Household Survey – Technical Report
Prepared for:	DTZ
Date:	28th June 2012

rmg clarity
the power behind the answers

Presented to:	DTZ 125 Old Broad Street London EC2N 2BQ
Tel no: **E-mail:**	020 3296 3116 Jonathan.Baldock@dtz.com
Presented by:	Umi Patel Senior Research Executive RMG:Clarity Trefor House Ocean Park Cardiff CF24 5RE
Tel no: **Fax no:** **E-mail:** **Web:**	02920 435813 02920 483540 umi.patel@rmg-uk.co.uk www.rmg-uk.co.uk

TABLE OF CONTENTS

BACKGROUND & METHODOLOGY

A telephone survey was conducted within the Newcastle-Gateshead catchment area, as well as the surrounding areas. The survey covered a range of aspects relating to shopping habits and in particular sought to establish the following:

Main Food Shopping
- At which store or shopping centre respondents' households do most of their main food shopping
- Whether, when undertaking main food shopping, household members usually do any non-food shopping in the town centre on the same journey
- The usual method of travel to the main food store

Top-Up Food Shopping
- Where respondents carry out most of their top-up food shopping for convenience items

Non-Food Shopping
- Where respondents and their households do most of their shopping for the following non-food goods:
    - Clothing and footwear
    - Furniture, carpets and other floor coverings
    - Household textiles and soft furnishings
    - Household appliances
    - Audio-visual equipment, photographic goods and computer products
    - DIY goods, decorating supplies and garden products
    - Chemists and medical goods, cosmetics and other beauty products
    - Jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods
- The usual method of travel when undertaking non-food shopping

Demographics
- Occupation/ SEG of chief wage earner
- The number of people in the household aged:
    - 0 - 15 years
    - 16 years or over
- The number of people in the household aged 16 – 64 who are:
    - In part-time employment
    - In full-time employment
    - Unemployed but available for/ seeking employment
- Number of cars available in the household
- Quality control
- Gender of respondent

A total of 2,000 interviews were carried out within the Newcastle-Gateshead catchment area, as well as the surrounding areas between 30th May and 20th June 2012. Interviews were conducted at RMG Clarity's in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day, in the evening and at the weekend.

SAMPLE BREAKDOWN

Zone	Postcode Sector	Target	Achieved
1	TD15	100	100
	TD12		
	NE65		
	NE66		
	NE67		
	NE68		
	NE69		
	NE70		
	NE71		
2	NE22	140	100
	NE24		
	NE61		
	NE62		
	NE63		
	NE64		
3	NE1	290	292
	NE2		
	NE3		
	NE4		
	NE5		
	NE6		
	NE7		
	NE12		
	NE13		
	NE15		
	NE18		
	NE20		
	NE23		
	NE28		
4	NE25	130	130
	NE26		
	NE27		
	NE29		
	NE30		
5	DH9	270	270
	NE8		
	NE9		
	NE10		
	NE11		
	NE16		
	NE17		
	NE21		
	NE31		
	NE32		
	NE37		
	NE38		
	NE39		
	NE40		
	NE41		
	NE42		
6	NE33	130	131
	NE34		
	NE35		
	NE36		
7	SR1	150	147
	SR2		
	SR3		
	SR4		
	SR5		
	SR6		
8	DH4	150	151
	DH5		
	DH6		
	SR7		
	SR8		
	TS27		
	TS28		
	TS29		
9	DH1	130	131
	DH2		
	DH3		
	DH7		
10	DL4	120	120
	DL5		
	DL14		
	DL15		
	DL16		
	DL17		
11	TS2	160	158
	TS16		
	TS18		
	TS19		
	TS20		
	TS21		
	TS22		
	TS23		
	TS24		
	TS25		
	TS26		
12	DL1	110	110
	DL2		
	DL3		
13	DH8	120	120
	DL12		
	DL13		
	NE19		
	NE43		
	NE44		
	NE45		
	NE46		
	NE47		
	NE48		
	NE49		

The sample used for making telephone calls was obtained from an external supplier, who supplied telephone numbers by postcode from their database. The telephone numbers were then sorted into the relevant postcode sectors and zones for interviewing.

Quotas were set by age group to ensure that the sample was representative of all age groups in the Newcastle and Gateshead area. Achieving the exact quotas was difficult in the required time period; therefore the results have been weighted according to age group. The table below shows the target for each age category in each zone, the number of interviews completed with that demographic, and the weightings applied to the data.

Zone	Age Group	Target	Completed Interviews	Weight	Zone	Age Group	Target	Completed Interviews	Weight
1	18-34	26	6	4.3	8	18-34	40	15	2.7
	35-44	17	13	1.3		35-44	26	23	1.1
	45-54	19	16	1.2		45-54	27	28	1.0
	55-64	16	25	0.6		55-64	24	32	0.8
	65+	22	40	0.6		65+	33	53	0.6
2	18-34	37	11	3.4	9	18-34	34	12	2.8
	35-44	24	11	2.2		35-44	23	19	1.2
	45-54	25	33	0.8		45-54	23	24	1.0
	55-64	23	38	0.6		55-64	21	33	0.6
	65+	31	47	0.7		65+	29	43	0.7
3	18-34	77	30	2.6	10	18-34	31	11	2.8
	35-44	50	39	1.3		35-44	21	11	1.9
	45-54	52	54	1.0		45-54	21	27	0.8
	55-64	47	71	0.7		55-64	20	29	0.7
	65+	64	98	0.7		65+	27	42	0.6
4	18-34	34	9	3.8	11	18-34	42	21	2.0
	35-44	23	10	2.3		35-44	28	21	1.3
	45-54	23	22	1.0		45-54	29	26	1.1
	55-64	21	33	0.6		55-64	26	38	0.7
	65+	29	56	0.5		65+	35	52	0.7
5	18-34	71	32	2.2	12	18-34	29	11	2.6
	35-44	47	38	1.2		35-44	19	9	2.1
	45-54	48	51	0.9		45-54	20	26	0.8
	55-64	44	63	0.7		55-64	18	28	0.6
	65+	60	86	0.7		65+	24	36	0.7
6	18-34	34	13	2.6	13	18-34	31	12	2.6
	35-44	23	14	1.6		35-44	21	11	1.9
	45-54	23	31	0.7		45-54	21	19	1.1
	55-64	21	26	0.8		55-64	20	31	0.6
	65+	29	47	0.6		65+	27	47	0.6
7	18-34	40	22	1.8					
	35-44	26	20	1.3					
	45-54	27	24	1.1					
	55-64	24	33	0.7					
	65+	33	48	0.7					

STATEMENT OF RELIABILITY

Assessment of the standard error:

1. This survey has been undertaken by a series of individual sample surveys for different postcode sectors.

2. The results are subject to the following sampling error, for which there follows an analysis.

3. The following analysis indicates the methodology used to calculate the standard error, with the standard 95% probability of being correct. The formulae for these calculations are as follows:

$$SE\% = \sqrt{\frac{p\%xq\%}{n}}$$

where p% = % sample value recorded
q% = 100% - p%
n = sample size

and where:
±2.19 (SE%) = 95% probability that the correct answer lies in the range calculated.

4. When the sampling frame for individual zones is boosted to ensure reliability, with the results subsequently weighted proportional to population, the following analysis is used to calculate the effective sample size. The formulae for these calculations are as follows:

$$\frac{n}{\sum_{i=1}^{k} P_i W_i^{\,2}}$$

where *k* = number of zones the population and sample are divided into
n = total sample size
P = sample proportions
W = weights

5. On our sample of 2,000 interviews we have a confidence interval of 2.19 at a 95% confidence level.

The **confidence interval** is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, if you use a confidence interval of 2.19 and 50% percent of your sample picks an answer you can be "sure" that if you had asked the question of the entire relevant population between 47.81% **(50 – 2.19)** and 52.19% **(50 + 2.19)** would have picked that answer.

The **confidence level** tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most researchers use the 95% confidence level.

When you put the confidence level and the confidence interval together, you can say that you are 95% sure that the true percentage of the population is between **47.81%** and **52.19%.**

Appendix 4

The Newcastle-Gateshead RECAP Model for strategic comparison goods 2012

RECAP

The Retail Capacity forecasting Model

Project:	**Newcastle/Gateshead Strategic Comparison Goods Retail Capacity Forecasts Update 2012**	Number:	120T3700
Client:	Newcastle City Council & Gateshead Borough Council		
Date of Latest Revision:	19-Sep-12	File:	NG Compn Goods RECAP Model 2012

Retail Locations Modelled:

- Newcastle City Centre
- Gateshead Town Centre
- Metro Centre, Gateshead
- Newcastle Retail Parks
- Gateshead Retail Parks

Scenarios Modelled:

1	Baseline - Market Shares indicated by the Household Interview Survey 2012 remain unchanged.
2	Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.
3	As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.
4	As Scenario 2 plus larger transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.
5	

Notes:

This RECAP Model for Newcastle is for comparison goods only. Convenience goods are covered by the Newcastle/Gateshead Retail Studies Workstream 2. This Model also does not cover comparison goods shopping in the district centres in Newcastle and Gateshead, which is covered by the RECAP Model for Workstream 2.

Copyright: DTZ

Catchment Area Population and Expenditure

Table: **1**

CATCHMENT AREA POPULATION FORECASTS

Catchment Zone	Postcode Districts	Base Year	Forecasting Years			
		2012	2017	2020	2025	2030
1	TD12, TD15, NE65 to NE71	66,727	68,655	69,905	71,890	73,878
2	NE22, NE24, NE61 to NE64	131,539	134,166	135,962	138,514	141,166
3	NE1 to NE7, NE12 & 13, NE15, NE18, NE20, NE23, NE28	432,157	443,064	448,868	459,977	470,755
4	NE25 to NE27, NE29 & 30	120,000	124,292	127,107	131,375	135,756
5	DH9 NE8 & 9 NE10 & 11 NE16 & 17 NE21 NE31 & 32 NE37 to 42	340,458	346,263	350,292	356,077	362,109
6	NE33 to NE36	96,331	97,856	98,894	100,430	102,017
7	SR1 TO SR6	187,609	188,744	189,586	190,661	191,817
8	DH4 to DH6, SR7 & 8, TS27 to TS29	184,299	189,354	192,514	197,555	202,672
9	DH1 to DH3, DH7	147,716	150,755	152,612	155,797	158,957
10	DL4 & 5, DL14 to DL17	135,306	138,276	140,175	143,029	145,975
11	TS2, TS16, TS18 to TS26	231,921	237,169	240,602	245,673	250,917
12	DL1 to DL3	104,635	107,361	109,143	111,821	114,571
13	DH8, DL12 & 13, NE19, NE43 to NE49	106,400	109,331	111,275	114,058	116,980
TOTAL		2,285,098	2,335,286	2,366,935	2,416,857	2,467,570

Sources:

Pitney Bowes 'Anysite Report' for the catchment area, June 2012.

Notes:

Table: **2**

PER CAPITA EXPENDITURE (COMPARISON GOODS)

Price Basis: **2010** prices

Catchment Zone	Per Capita Expenditure Including Special Form of Trading				
	Base Year	Forecasting Years			
	2012	2017	2020	2025	2030
1	2,920	3,448	3,828	4,362	4,912
2	2,635	3,094	3,416	3,882	4,359
3	2,593	3,035	3,343	3,795	4,256
4	2,783	3,274	3,621	4,117	4,626
5	2,610	3,059	3,372	3,829	4,296
6	2,591	3,040	3,355	3,812	4,280
7	2,560	2,995	3,299	3,744	4,198
8	2,616	3,068	3,385	3,845	4,315
9	2,944	3,455	3,810	4,329	4,859
10	2,652	3,111	3,433	3,900	4,377
11	2,683	3,157	3,491	3,971	4,463
12	2,647	3,103	3,426	3,890	4,366
13	2,799	3,295	3,641	4,142	4,655
Catchment Area Average	2,664	3,126	3,450	3,920	4,400
Expenditure on Special Forms of Trading (%)	13.5	15.8	17.0	18.0	18.5

Catchment Zone	Per Capita Expenditure EXCLUDING Special Form of Trading				
	Base Year	Forecasting Years			
	2012	2017	2020	2025	2030
1	2,525	2,903	3,177	3,577	4,003
2	2,280	2,605	2,836	3,184	3,553
3	2,243	2,555	2,775	3,112	3,469
4	2,408	2,757	3,005	3,376	3,770
5	2,258	2,575	2,799	3,140	3,501
6	2,241	2,560	2,785	3,126	3,488
7	2,215	2,521	2,739	3,070	3,421
8	2,263	2,584	2,809	3,153	3,517
9	2,547	2,909	3,163	3,550	3,960
10	2,294	2,619	2,850	3,198	3,567
11	2,320	2,658	2,897	3,256	3,638
12	2,290	2,613	2,844	3,190	3,558
13	2,421	2,774	3,022	3,397	3,794
Catchment Area Average	2,305	2,632	2,864	3,214	3,586

Source: Pitney Bowes 'Anysite Report' for the Catchment Area, June 2012, with interpolation for 2012, 2017 and 2020, and trend-based extrapolation to 2025 & 2030, by DTZ. SFT deductions by DTZ, based on forecasts by Oxford Economics & Verdict Research Limited.

Table: 3

CATCHMENT AREA EXPENDITURE FORECASTS

Catchment Zone	TOTAL RETAIL EXPENDITURE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (£000)	2017 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2012 (£000)	2017 (£000)	2020 (£000)	2025 (£000)	2030 (£000)
1						168,516	199,309	222,117	257,167	295,756
2						299,865	349,477	385,535	440,972	501,534
3						969,197	1,132,162	1,245,544	1,431,513	1,633,050
4						288,919	342,679	381,969	443,518	511,806
5						768,602	891,745	980,500	1,118,071	1,267,819
6						215,892	250,480	275,385	313,946	355,816
7						415,468	475,909	519,182	585,350	656,265
8						417,115	489,214	540,814	622,854	712,775
9						376,188	438,512	482,656	553,019	629,418
10						310,345	362,162	399,460	457,369	520,706
11						538,156	630,481	697,112	800,024	912,731
12						239,563	280,487	310,375	356,713	407,640
13						257,572	303,290	336,313	387,411	443,796
TOTALS	-	-	-	-	-	5,265,398	6,145,907	6,776,960	7,767,928	8,849,112

Sources: RECAP Tables 1 and 2

Table: 4

COMPARISON GOODS PER CAPITA EXPENDITURE BY GOODS TYPE

Per Capita Comparison Goods Expenditure in 2012 for the catchment area as a whole

	Clothing & footwear	Furniture & floor coverings	Household textiles	Domestic appliances	Audio-visual & computer equipment	DIY goods & decorating supplies	Chemist's goods, medical & beauty products	All other comparison goods	Total Comparison Goods
Including SFT (£)	727	261	89	45	381	172	339	650	2,664
Deduction for SFT (%)	9.5	5.5	10.0	15.0	30.0	6.2	4.5	18.5	13.5
Excluding SFT (£)	657.9	246.6	80.1	38.3	266.7	161.3	323.7	529.8	2,304.4

Source: Pitney Bowes 'Anysite Report' for the catchment area, interpolated for 2012 by DTZ.
SFT deductions estimated by DTZ based on forecasts by Oxford Economics & Verdict Research Limited.

Table: 5

CATCHMENT AREA COMPARISON GOODS EXPENDITURE BY GOODS TYPE IN 2012

Catchment	Clothing & footwear (£000)	Furniture & floor coverings (£000)	Household textiles (£000)	Domestic appliances (£000)	Audio-visual & computer equipment (£000)	DIY goods & decorating supplies (£000)	Chemist's goods, medical & beauty products (£000)	All other comparison goods (£000)
1	48,111	18,036	5,857	2,797	19,502	11,797	23,673	38,737
2	85,610	32,093	10,423	4,977	34,703	20,993	42,125	68,931
3	276,702	103,729	33,687	16,086	112,164	67,852	136,154	222,792
4	82,485	30,922	10,042	4,795	33,436	20,227	40,588	66,415
5	219,433	82,260	26,715	12,757	88,949	53,808	107,974	176,681
6	61,636	23,106	7,504	3,583	24,985	15,114	30,329	49,628
7	118,614	44,466	14,441	6,896	48,081	29,086	58,366	95,505
8	119,085	44,642	14,498	6,923	48,272	29,201	58,597	95,883
9	107,400	40,262	13,075	6,244	43,536	26,336	52,848	86,475
10	88,602	33,215	10,787	5,151	35,916	21,727	43,598	71,340
11	153,641	57,597	18,705	8,932	62,280	37,675	75,601	123,707
12	68,394	25,639	8,327	3,976	27,724	16,771	33,654	55,069
13	73,536	27,567	8,953	4,275	29,808	18,032	36,184	59,209
TOTALS	1,503,248	563,534	183,012	87,394	609,356	368,620	739,692	1,210,372

Sources: RECAP Tables 1, 2 and 4

Notes: Assumes that the difference between each zone's per capita expenditure and the average per capita expenditure for all comparison goods also applies to each individual comparison goods category.

Scenario	**1**
Newcastle City Centre	

Table: **6**

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN 2012

2012 Allocations to **Newcastle City Centre**
Indicated by Household Interview Survey

	Clothing & footwear	Furniture & floor coverings	Household textiles	Domestic appliances	Audio-visual & computer equipment	DIY goods & decorating supplies	Chemist's goods, medical & beauty products	All other comparison goods	**WEIGHTED AVERAGE**
	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	
Zones	Expenditure weighting								
	658	247	80	38	267	161	324	530	2,304
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	47.5	23.8	31.6	14.1	16.0	3.6	5.0	28.3	26.8
2	31.2	19.2	21.6	16.8	17.1	0.5	1.5	21.8	19.2
3	63.7	37.4	44.9	41.7	39.4	9.4	30.1	58.8	47.4
4	45.0	36.8	38.4	22.5	25.2	0.8	7.4	45.9	33.1
5	35.7	21.1	24.7	21.3	21.8	7.0	9.5	31.0	25.1
6	38.5	13.7	21.6	16.9	15.7	2.5	9.6	25.6	22.7
7	15.9	11.5	11.7	10.8	11.9	2.0	3.0	10.9	10.8
8	6.9	2.5	4.2	1.7	3.6	0.5	2.3	3.7	4.0
9	25.2	15.5	20.7	14.3	15.4	2.7	5.5	22.1	17.6
10	10.2	2.5	5.7	0.9	1.6	0.0	3.0	9.0	6.1
11	2.2	2.0	3.4	1.4	1.5	0.0	1.7	3.7	2.2
12	9.0	2.1	5.6	3.5	2.2	0.0	0.0	5.6	4.6
13	12.7	16.2	17.9	10.6	14.6	5.4	2.0	16.0	12.2

Sources: Household Interview Survey.
RECAP Table 4 for expenditure weights.

Table: 7

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 1 Location: **Newcastle City Centre**

Baseline - Market Shares indicated by the Household Interview Survey 2012 remain unchanged.

Market shares correction factors: Convenience Goods: 100 % of survey indicated figures
Comparison Goods: 85 % of survey indicated figures

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025	2030	2012 (%)	2017 (%)	2020 (%)	2025	2030
1						23	23	23	23	23
2						16	16	16	16	16
3						40	40	40	40	40
4						28	28	28	28	28
5						21	21	21	21	21
6						19	19	19	19	19
7						9	9	9	9	9
8						3	3	3	3	3
9						15	15	15	15	15
10						5	5	5	5	5
11						2	2	2	2	2
12						4	4	4	4	4
13						10	10	10	10	10

Sources: RECAP Model.
DTZ for market share corrections.

Table: 8

COMPARISON GOODS SALES BY GOODS TYPE IN 2012

Catchment Zones	2012 Sales in Newcastle City Centre By Comparison Goods Type. Clothing & footwear (£000)	Furniture & floor coverings (£000)	Household textiles (£000)	Domestic appliances (£000)	Audio-visual & computer equipment (£000)	DIY goods & decorating supplies (£000)	Chemist's goods, medical & beauty products (£000)	All other comparison goods (£000)
1	19,425	3,649	1,573	335	2,652	361	1,006	9,318
2	22,704	5,238	1,914	711	5,044	89	537	12,773
3	149,820	32,976	12,857	5,702	37,564	5,421	34,835	111,351
4	31,551	9,672	3,278	917	7,162	138	2,553	25,912
5	66,587	14,753	5,609	2,310	16,482	3,202	8,719	46,555
6	20,170	2,691	1,378	515	3,334	321	2,475	10,799
7	16,031	4,347	1,436	633	4,863	494	1,488	8,849
8	6,984	949	518	100	1,477	124	1,146	3,016
9	23,005	5,305	2,301	759	5,699	604	2,471	16,244
10	7,682	706	523	39	488	0	1,112	5,458
11	2,873	979	541	106	794	0	1,092	3,891
12	5,232	458	396	118	518	0	0	2,621
13	7,938	3,796	1,362	385	3,699	828	615	8,052
TOTALS	380,002	85,516	33,684	12,630	89,778	11,583	58,049	264,839
MARKET SHARES	25%	15%	18%	14%	15%	3%	8%	22%

Sources: RECAP Model.

Table: 9

FORECAST RETAIL SALES

Scenario: 1 Location: **Newcastle City Centre**

Baseline - Market Shares indicated by the Household Interview Survey 2012 remain unchanged.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE CONVENIENCE GOODS 2012 (£000)	2017 (£000)	2020 (£000)	2025	2030	COMPARISON GOODS 2012 (£000)	2017 (£000)	2020 (£000)	2025	2030
1						38,759	45,841	51,087	59,148	68,024
2						47,978	55,916	61,686	70,556	80,245
3						387,679	452,865	498,218	572,605	653,220
4						80,897	95,950	106,951	124,185	143,306
5						161,406	187,267	205,905	234,795	266,242
6						41,019	47,591	52,323	59,650	67,605
7						37,392	42,832	46,726	52,682	59,064
8						12,513	14,676	16,224	18,686	21,383
9						56,428	65,777	72,398	82,953	94,413
10						15,517	18,108	19,973	22,868	26,035
11						10,763	12,610	13,942	16,000	18,255
12						9,583	11,219	12,415	14,269	16,306
13						25,757	30,329	33,631	38,741	44,380
TOTALS						925,693	1,080,981	1,191,480	1,367,138	1,558,477

Sources: RECAP Model.

Table: 10

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS 2013

COMPARISON GOODS

Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
Monument Mall remodelling	n/a	n/a	936	5,000	4,680
Vacant floorspace in prime areas	n/a	n/a	10,000	5,386	53,864
Primark extension	n/a	n/a	3,050	4,874	14,866
ALL STORES AND SCHEMES	-		13,986	5,249	73,410

Sources: Newcastle CC, and DTZ estimates.

Table: **11**

FORECAST RETAIL CAPACITY

Scenario: 1 Location: **Newcastle City Centre**

Baseline - Market Shares indicated by the Household Interview Survey 2012 remain unchanged.

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						925,693	1,080,981	1,191,480	1,367,138	1,558,477
Plus visitors' spending (%)						3.0	3.0	3.0	3.0	3.0
Total spending (£000)						953,464	1,113,411	1,227,225	1,408,152	1,605,231
Existing shop floorspace (sq m net)						158,585	158,585	158,585	158,585	158,585
Sales per sq m net (£)						6,012	6,477	6,773	7,296	7,860
Sales from extg flrspce (£000)						953,464	1,027,151	1,074,070	1,157,078	1,246,502
Available spending to support new shops (£000)						0	86,259	153,155	251,073	358,729
Less sales capacity of committed new floorspace (£000)						0	77,915	81,474	87,770	94,554
Net available spending for new shops (£000)						0	8,345	71,681	163,303	264,176
Sales per sq m net in new shops (£)						5,000	5,386	5,632	6,068	6,537
Capacity for new shop flrspc (sq m net)						**0**	**1,549**	**12,726**	**26,913**	**40,414**
Market Share of Catchment Area Expenditure						17.6%	17.6%	17.6%	17.6%	17.6%

Sources: RECAP Model. Experian Goad for floorspace.

Notes: Includes as committed development 10,000 sq m net (83% of the Class A1 floorspace vacant at the time of the Experian Goad survey in August 2011). Excludes vacant Class A1 floorspace in the secondary retail areas.

Scenario 1

Gateshead Town Centre

Table: **12**

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN 2012

2012 Allocations to
Gateshead Town Centre
Indicated by Household Interview Survey

	Clothing & footwear	Furniture & floor coverings	Household textiles	Domestic appliances	Audio-visual & computer equipment	DIY goods & decorating supplies	Chemist's goods, medical & beauty products	All other comparison goods	WEIGHTED AVERAGE
	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	
Zones	Expenditure weighting								
	658	247	80	38	267	161	324	530	2,304
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3	0.2	1.2	1.4	1.0	1.0	0.9	1.1	1.4	0.9
4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5	0.5	2.6	1.0	2.9	1.8	3.4	5.5	1.4	2.0
6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
7	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.1
8	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.1
9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
13	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.3

Sources: Household Interview Survey.
RECAP Table 4 for expenditure weights.

Table: **13**

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 1 Location: **Gateshead Town Centre**

Baseline - Market Shares indicated by the Household Interview Survey 2012 remain unchanged.

Market shares correction factors: Convenience Goods: 100 % of survey indicated figures
Comparison Goods: 175 % of survey indicated figures

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025	2030	2012 (%)	2017 (%)	2020 (%)	2025	2030
1						0	0	0	0	0
2						0	0	0	0	0
3						2	2	2	2	2
4						0	0	0	0	0
5						4	4	4	4	4
6						0	0	0	0	0
7						0	0	0	0	0
8						0	0	0	0	0
9						0	0	0	0	0
10						0	0	0	0	0
11						0	0	0	0	0
12						0	0	0	0	0
13						1	1	1	1	1

Sources: RECAP Model.
DTZ for market share corrections.

Table: **14**

COMPARISON GOODS SALES BY GOODS TYPE IN 2012

2012 Sales in **Gateshead Town Centre**
By Comparison Goods Type.

Catchment Zones	Clothing & footwear (£000)	Furniture & floor coverings (£000)	Household textiles (£000)	Domestic appliances (£000)	Audio-visual & computer equipment (£000)	DIY goods & decorating supplies (£000)	Chemist's goods, medical & beauty products (£000)	All other comparison goods (£000)
1	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0
3	968	2,178	825	282	1,963	1,069	2,621	5,458
4	0	0	0	0	0	0	0	0
5	1,920	3,743	468	647	2,802	3,202	10,393	4,329
6	0	0	0	0	0	0	0	0
7	0	1,089	0	0	0	0	0	0
8	0	547	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0
13	0	0	0	0	1,356	0	0	0
TOTALS	2,888	7,557	1,293	929	6,121	4,270	13,014	9,787
MARKET SHARES	0.2%	1.3%	0.7%	1.1%	1.0%	1.2%	1.8%	0.8%

Sources: RECAP Model.

Table: **15**

FORECAST RETAIL SALES

Scenario: 1 Location: **Gateshead Town Centre**

Baseline - Market Shares indicated by the Household Interview Survey 2012 remain unchanged.

Catchment zone	Convenience Goods 2012 (£000)	2017 (£000)	2020 (£000)	2025	2030	Comparison Goods 2012 (£000)	2017 (£000)	2020 (£000)	2025	2030
1						0	0	0	0	0
2						0	0	0	0	0
3						19,384	22,643	24,911	28,630	32,661
4						0	0	0	0	0
5						30,744	35,670	39,220	44,723	50,713
6						0	0	0	0	0
7						0	0	0	0	0
8						0	0	0	0	0
9						0	0	0	0	0
10						0	0	0	0	0
11						0	0	0	0	0
12						0	0	0	0	0
13						2,576	3,033	3,363	3,874	4,438
TOTALS						52,704	61,346	67,494	77,227	87,812

Sources: RECAP Model.

Table: **16**

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS 2015

COMPARISON GOODS

Store/Scheme	Net Sales Area (sq m)	Comparison Goods Propn (%)	Compn Gds Net Sales (sq m)	Compn Gds Sales Density (£ p sq m net)	Sales (£000)
Tesco Superstore	10,747	50	5,374	8,755	47,045
Other shops (excluding potential mezzanine floors)	8,652	40	3,461	4,000	13,843
ALL STORES AND SCHEMES	19,399		8,834	6,892	60,888

Sources: DTZ, based on Verdict Research and Retail Rankings.
Tesco superstore = 14,896 sq m gross (excluding atrium).

Table: 17

FORECAST RETAIL CAPACITY

Scenario: 1 Location: **Gateshead Town Centre**

Baseline - Market Shares indicated by the Household Interview Survey 2012 remain unchanged.

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						52,704	61,346	67,494	77,227	87,812
Plus visitors' spending (%)						-	-	-	-	-
Total spending (£000)						52,704	61,346	67,494	77,227	87,812
Existing shop floorspace (sq m net)						12,619	12,052	12,052	12,052	12,052
Sales per sq m net (£)						4,176	4,499	4,705	5,068	5,460
Sales from extg flrspce (£000)						52,704	54,224	56,701	61,083	65,804
Available spending to support new shops (£000)						0	7,122	10,793	16,144	22,008
Less sales capacity of committed new floorspace (£000)						0	60,888	63,669	68,590	73,890
Net available spending for new shops (£000)						0	(53,766)	(52,876)	(52,445)	(51,882)
Sales per sq m net in new shops (£)						4,000	4,309	4,506	4,854	5,229
Capacity for new shop flrspc (sq m net)						**0**	**(12,477)**	**(11,735)**	**(10,804)**	**(9,921)**

Market Share of Catchment Area Expenditure						1.0%	1.0%	1.0%	1.0%	1.0%

Sources: RECAP Model. Experian Goad for floorspace.

Notes: Excludes floorspace vacant at the time of the Experian Goad Survey in July 2011.

Scenario 1

Metro Centre, Gateshead

Table: **18**

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN 2012

2012 Allocations to
Metro Centre, Gateshead
Indicated by Household Interview Survey

Zones	Clothing & footwear Q5	Furniture & floor coverings Q6	Household textiles Q7	Domestic appliances Q8	Audio-visual & computer equipment Q9	DIY goods & decorating supplies Q10	Chemist's goods, medical & beauty products Q11	All other comparison goods Q12	**WEIGHTED AVERAGE**
	Expenditure weighting								
	658	247	80	38	267	161	324	530	2,304
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	16.9	8.4	6.2	2.9	1.4	0.0	0.6	7.9	8.1
2	24.6	16.2	12.8	1.4	3.1	0.0	1.1	15.8	13.4
3	18.2	15.1	10.0	3.6	5.1	1.1	1.8	10.6	10.6
4	7.3	4.5	4.2	0.0	0.0	0.0	0.4	4.2	3.7
5	45.9	17.7	26.3	13.5	14.2	3.9	19.1	35.8	29.0
6	8.0	10.7	5.4	2.0	4.9	1.3	2.2	7.6	6.4
7	11.4	6.1	1.9	2.6	1.1	0.0	0.8	7.5	6.0
8	24.5	9.3	8.9	3.3	6.3	0.0	1.9	20.3	14.0
9	32.4	16.5	19.0	5.4	6.4	3.2	5.4	26.0	19.5
10	21.2	6.2	7.4	0.0	0.9	0.0	1.7	20.4	12.0
11	3.8	1.3	0.9	0.0	0.0	0.0	0.0	3.9	2.2
12	3.5	0.0	0.8	0.0	0.0	0.0	2.5	5.9	2.7
13	38.5	8.4	14.6	4.2	2.2	1.5	5.2	17.7	17.6

Sources: Household Interview Survey.
RECAP Table 4 for expenditure weights.

Table: 19

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 1 Location: **Metro Centre, Gateshead**

Baseline - Market Shares indicated by the Household Interview Survey 2012 remain unchanged.

Market shares correction factors: Convenience Goods: 100 % of survey indicated figures
Comparison Goods: 90 % of survey indicated figures

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025	2030	2012 (%)	2017 (%)	2020 (%)	2025	2030
1						7	7	7	7	7
2						12	12	12	12	12
3						10	10	10	10	10
4						3	3	3	3	3
5						26	26	26	26	26
6						6	6	6	6	6
7						5	5	5	5	5
8						13	13	13	13	13
9						18	18	18	18	18
10						11	11	11	11	11
11						2	2	2	2	2
12						2	2	2	2	2
13						16	16	16	16	16

Sources: RECAP Model.
DTZ for market share corrections.

Table: **20**

COMPARISON GOODS SALES BY GOODS TYPE IN 2012

Catchment Zones	Clothing & footwear (£000)	Furniture & floor coverings (£000)	Household textiles (£000)	Domestic appliances (£000)	Audio-visual & computer equipment (£000)	DIY goods & decorating supplies (£000)	Chemist's goods, medical & beauty products (£000)	All other comparison goods (£000)
	2012 Sales in **Metro Centre, Gateshead** By Comparison Goods Type.							
1	7,318	1,363	327	73	246	0	128	2,754
2	18,954	4,679	1,201	63	968	0	417	9,802
3	45,324	14,097	3,032	521	5,148	672	2,206	21,254
4	5,419	1,252	380	0	0	0	146	2,510
5	90,648	13,104	6,323	1,550	11,368	1,889	18,561	56,927
6	4,438	2,225	365	64	1,102	177	601	3,395
7	12,170	2,441	247	161	476	0	420	6,447
8	26,258	3,737	1,161	206	2,737	0	1,002	17,518
9	31,318	5,979	2,236	303	2,508	758	2,568	20,235
10	16,905	1,853	718	0	291	0	667	13,098
11	5,255	674	152	0	0	0	0	4,342
12	2,154	0	60	0	0	0	757	2,924
13	25,480	2,084	1,176	162	590	243	1,693	9,432
TOTALS	291,640	53,489	17,377	3,103	25,434	3,739	29,166	170,638
MARKET SHARES	19.4%	9.5%	9.5%	3.6%	4.2%	1.0%	3.9%	14.1%

Sources: RECAP Model.

Table: **21**

FORECAST RETAIL SALES

Scenario: 1 Location: **Metro Centre, Gateshead**

Baseline - Market Shares indicated by the Household Interview Survey 2012 remain unchanged.

Catchment zone	Convenience Goods 2012 (£000)	Convenience Goods 2017 (£000)	Convenience Goods 2020 (£000)	Convenience Goods 2025	Convenience Goods 2030	Comparison Goods 2012 (£000)	Comparison Goods 2017 (£000)	Comparison Goods 2020 (£000)	Comparison Goods 2025	Comparison Goods 2030
1						11,796	13,952	15,548	18,002	20,703
2						35,984	41,937	46,264	52,917	60,184
3						96,920	113,216	124,554	143,151	163,305
4						8,668	10,280	11,459	13,306	15,354
5						199,837	231,854	254,930	290,699	329,633
6						12,954	15,029	16,523	18,837	21,349
7						20,773	23,795	25,959	29,268	32,813
8						54,225	63,598	70,306	80,971	92,661
9						67,714	78,932	86,878	99,543	113,295
10						34,138	39,838	43,941	50,311	57,278
11						10,763	12,610	13,942	16,000	18,255
12						4,791	5,610	6,207	7,134	8,153
13						41,211	48,526	53,810	61,986	71,007
TOTALS						599,773	699,177	770,322	882,124	1,003,990

Sources: RECAP Model.

Table: **22**

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS 2015

COMPARISON GOODS Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
ALL STORES AND SCHEMES	-		-	#DIV/0!	-

Sources: DTZ, based on Verdict Research and Retail Rankings.

Table: **23**

FORECAST RETAIL CAPACITY

Scenario:	1	Location:	**Metro Centre, Gateshead**
Baseline - Market Shares indicated by the Household Interview Survey 2012 remain unchanged.			

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						599,773	699,177	770,322	882,124	1,003,990
Plus visitors' spending (%)						1.0	1.0	1.0	1.0	1.0
Total spending (£000)						605,771	706,169	778,025	890,945	1,014,030
Existing shop floorspace (sq m net)						105,200	105,200	105,200	105,200	105,200
Sales per sq m net (£)						5,758	6,203	6,487	6,988	7,528
Sales from extg flrspce (£000)						605,771	652,587	682,397	735,135	791,949
Available spending to support new shops (£000)						0	53,581	95,629	155,810	222,081
Less sales capacity of committed new floorspace (£000)						0	0	0	0	0
Net available spending for new shops (£000)						0	53,581	95,629	155,810	222,081
Sales per sq m net in new shops (£)						5,000	5,386	5,632	6,068	6,537
Capacity for new shop flrspc (sq m net)						**0**	**9,947**	**16,978**	**25,678**	**33,974**

Market Share of Catchment Area Expenditure						11.4%	11.4%	11.4%	11.4%	11.3%

Sources: RECAP Model.

Notes: Excludes floorspace vacant at the time of the Experian Goad Survey

Scenario 1

Newcastle Retail Parks

Table: **24**

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN 2012

2012 Allocations to **Newcastle Retail Parks**
Indicated by Household Interview Survey

	Clothing & footwear	Furniture & floor coverings	Household textiles	Domestic appliances	Audio-visual & computer equipment	DIY goods & decorating supplies	Chemist's goods, medical & beauty products	All other comparison goods	**WEIGHTED AVERAGE**
	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	
Zones	Expenditure weighting								
	658	247	80	38	267	161	324	530	2,304
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	1.4	0.6	2.0	4.6	3.8	2.7	0.0	0.0	1.2
2	1.6	1.0	3.4	2.5	3.5	1.1	0.5	2.7	1.9
3	5.0	8.0	8.4	19.7	21.0	28.1	11.1	4.7	9.9
4	0.5	1.2	6.1	1.4	2.0	2.3	7.5	2.6	2.6
5	0.4	2.5	1.7	2.7	5.7	4.1	0.0	2.1	1.9
6	1.0	0.0	0.5	2.3	0.0	0.0	0.0	0.0	0.3
7	0.0	1.5	0.0	0.0	0.0	0.0	0.8	0.5	0.4
8	0.0	0.0	0.0	0.6	0.6	0.0	0.0	0.0	0.1
9	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
10	0.6	1.3	0.6	0.8	0.7	0.6	0.5	0.6	0.7
11	0.5	0.0	1.3	0.0	0.0	0.0	0.4	0.0	0.2
12	0.0	1.4	2.7	3.6	2.2	2.4	0.0	0.0	0.7
13	0.0	0.0	0.0	8.3	5.6	7.7	0.0	1.0	1.6

Sources: Household Interview Survey.
RECAP Table 4 for expenditure weights.

Table: 25

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 1 Location: **Newcastle Retail Parks**

Baseline - Market Shares indicated by the Household Interview Survey 2012 remain unchanged.

Market shares correction factors: Convenience Goods: 100 % of survey indicated figures
Comparison Goods: 150 % of survey indicated figures

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025 (%)	2030 (%)	2012 (%)	2017 (%)	2020 (%)	2025 (%)	2030 (%)
1						2	2	2	2	2
2						3	3	3	3	3
3						15	15	15	15	15
4						4	4	4	4	4
5						3	3	3	3	3
6						1	1	1	1	1
7						1	1	1	1	1
8						0	0	0	0	0
9						0	0	0	0	0
10						1	1	1	1	1
11						0	0	0	0	0
12						1	1	1	1	1
13						2	2	2	2	2

Sources: RECAP Model.
DTZ for market share corrections.

Table: **26**

COMPARISON GOODS SALES BY GOODS TYPE IN 2012

Catchment Zones	2012 Sales in **Newcastle Retail Parks** By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture & floor coverings (£000)	Household textiles (£000)	Domestic appliances (£000)	Audio-visual & computer equipment (£000)	DIY goods & decorating supplies (£000)	Chemist's goods, medical & beauty products (£000)	All other comparison goods (£000)
1	1,010	162	176	193	1,112	478	0	0
2	2,055	481	532	187	1,822	346	316	2,792
3	20,753	12,448	4,245	4,754	35,332	28,599	22,670	15,707
4	619	557	919	101	1,003	698	4,566	2,590
5	1,317	3,085	681	517	7,605	3,309	0	5,565
6	925	0	56	124	0	0	0	0
7	0	1,000	0	0	0	0	700	716
8	0	0	0	62	434	0	0	0
9	0	0	98	0	0	0	0	0
10	797	648	97	62	377	196	327	642
11	1,152	0	365	0	0	0	454	0
12	0	538	337	215	915	604	0	0
13	0	0	0	532	2,504	2,083	0	888
TOTALS	28,627	18,919	7,505	6,745	51,104	36,313	29,033	28,901
MARKET SHARES	1.9%	3.4%	4.1%	7.7%	8.4%	9.9%	3.9%	2.4%

Sources: RECAP Model.

Table: **27**

FORECAST RETAIL SALES

Scenario: 1 Location: **Newcastle Retail Parks**

Baseline - Market Shares indicated by the Household Interview Survey 2012 remain unchanged.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE CONVENIENCE GOODS 2012 (£000)	2017 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	COMPARISON GOODS 2012 (£000)	2017 (£000)	2020 (£000)	2025 (£000)	2030 (£000)
1						3,370	3,986	4,442	5,143	5,915
2						8,996	10,484	11,566	13,229	15,046
3						145,380	169,824	186,832	214,727	244,957
4						11,557	13,707	15,279	17,741	20,472
5						23,058	26,752	29,415	33,542	38,035
6						2,159	2,505	2,754	3,139	3,558
7						4,155	4,759	5,192	5,854	6,563
8						0	0	0	0	0
9						0	0	0	0	0
10						3,103	3,622	3,995	4,574	5,207
11						0	0	0	0	0
12						2,396	2,805	3,104	3,567	4,076
13						5,151	6,066	6,726	7,748	8,876
TOTALS	0	0	0	0	0	209,325	244,510	269,304	309,264	352,706

Sources: RECAP Model.

Table: **28**

SALES CAPACITY OF EXISTING RETAIL WAREHOUSES

Net to gross ratio: 85 %*			Date of sales densities:	2010
Store	Gross Flrspce (sq m)	Net Flrspce Compn Goods (sq m)	Sales Density Compn Goods (£per sqm net)	Sales 2010 (£000)
Kingston Retail Park / Belvedere Retail Park / Kingston Centre:				
Tesco Extra superstore	n/a	3,702	8,330	30,835
Comet	1,680	1,428	6,631	9,469
Mothercare & Clarkes Shoes	1,370	1,165	2,982	3,472
TK Maxx	3,515	2,988	2,906	8,682
Matalan	3,410	2,899	2,346	6,800
PC World (1)	n/a	1,084	6,667	7,227
Halfords (2)	n/a	546	2,942	1,606
Currys	1,710	1,454	6,130	8,910
Homebase	3,300	3,053	1,264	3,858
Pets at Home	929	790	n/a	2,284
Boots	1,200	780	n/a	3,263
Next	980	637	4,848	3,088
Carphone Warehouse	220	165	n/a	2,362
Brantano	783	509	n/a	866
Marks & Spencer	6,137	3,250	5,082	16,517
Poundstretcher	679	436	1,799	784
Newcastle Shopping Park:				
TK Maxx	2,080	1,768	2,906	5,138
Marks & Spencer	1,570	1,335	5,082	6,782
Argos	900	765	n/a	6,728
Carpetright	940	799	1,104	882
JJB Sports	1,950	1,658	1,705	2,826
B & M Home Store	949	807	n/a	3,778
Asda superstore	7,750	2,635	8,267	21,785
St James Retail Park:				
Wickes Extra (3)	5,820	5,384	2,472	13,308
Franks Flooring	929	790	1,000	790
Collectables	929	790	750	592
B & M Home Store	1,858	1,579	n/a	3,778
West Denton Retail Park:				
Jollyes	420	357	n/a	1,403
Go Outdoors	2,601	2,211	2,000	4,422
Other Retail Warehouses:				
B & Q, Fossway (4)	3,773	3,490	1,866	6,512
Wickes, Benton Park Road (5)	2,253	2,084	2,472	5,152
Homebase, Airport Industrial Estate	4,000	3,700	1,264	4,677
B & Q, Scotswood Road (6)	11,981	11,082	1,866	20,680
		-		
		-		
		-		
		-		
TOTALS Trading at the date of the Household Interview Survey of Shopping Patterns (2012)		66,115	**3,316**	219,257

Sources: Retail Rankings', Mintel, with VAT added for compatibility with expenditure. DTZ estimates in some cases.
Newcastle City Council, Experian Goad and VOA Rating List for floorspace. Includes mezzanine floors.
* Unless otherwise indicated.

Notes:
(1) 1,700 sq m gross, estimated as 1,445 sq m net, but 25% excluded as non-retail, i.e. trade sales.
(2) 1,070 sq m net, estimated as 910 sq m net, but 40% excluded as non-retail (vehicle parts & accessories).
(3) 7,558 sq m gross, but 23% excluded as non-retail i.e. trade sales.
(4) 4,900 sq m gross, but 23% excluded as non-retail i.e. trade sales.
(5) 2,926 sq m gross, but 23% excluded as non-retail i.e. trade sales.
(6) 15,560 sq m gross, but 23% excluded as non-retail i.e. trade sales.

Table: 29

SALES CAPACITY OF VACANT AND COMMITTED RETAIL DEVELOPMENTS 2015

COMPARISON GOODS Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
Vacant (former Asda Living), Newcastle Shopping Park (2 units with mezzanines)	3,618	85	3,075	2,500	7,688
			-		
			-		
			-		
			-		
			-		
			-		
			-		
			-		
			-		
ALL STORES AND SCHEMES	3,618		3,075	2,500	7,688

Sources: DTZ, based on Verdict Research and Retail Rankings.

Table: **30**

FORECAST RETAIL CAPACITY

Scenario: 1 Location: **Newcastle Retail Parks**

Baseline - Market Shares indicated by the Household Interview Survey 2012 remain unchanged.

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						209,325	244,510	269,304	309,264	352,706
Plus visitors' spending (%)						-	-	-	-	-
Total spending (£000)						209,325	244,510	269,304	309,264	352,706
Existing shop floorspace (sq m net)						66,115	66,115	66,115	66,115	66,115
Sales per sq m net (£)						3,166	3,573	3,736	4,024	4,336
Sales from extg flrspce (£000)						209,325	236,203	246,992	266,080	286,644
Available spending to support new shops (£000)						0	8,308	22,312	43,184	66,061
Less sales capacity of committed new floorspace (£000)						0	7,688	8,039	8,661	9,330
Net available spending for new shops (£000)						0	620	14,273	34,523	56,731
Sales per sq m net in new shops (£)						3,000	3,232	3,379	3,641	3,922
Capacity for new shop flrspc (sq m net)						**0**	**192**	**4,223**	**9,483**	**14,465**

Market Share of Catchment Area Expenditure						4.0%	4.0%	4.0%	4.0%	4.0%

Sources: RECAP Model.

Notes: Assumes no growth in sales densities between 2010 and 2012 due to the poor economic climate

Scenario 1

Gateshead Retail Parks

Table: 31

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN 2012

2012 Allocations to **Gateshead Retail Parks**, Indicated by Household Interview Survey

Zones	Clothing & footwear Q5	Furniture & floor coverings Q6	Household textiles Q7	Domestic appliances Q8	Audio-visual & computer equipment Q9	DIY goods & decorating supplies Q10	Chemist's goods, medical & beauty products Q11	All other comparison goods Q12	WEIGHTED AVERAGE
Expenditure weighting	658	247	80	38	267	161	324	530	2,304
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	0.0	0.0	1.5	0.0	0.7	0.7	0.0	0.0	0.2
2	0.0	3.6	0.7	0.0	0.0	0.6	0.0	0.6	0.6
3	0.5	9.3	4.7	2.1	1.0	2.6	0.0	0.8	1.8
4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5	1.7	24.4	9.2	33.5	31.2	20.6	5.8	2.5	10.4
6	0.0	0.6	1.1	3.9	6.1	0.0	0.0	0.7	1.0
7	0.5	1.4	0.5	0.0	0.0	0.0	0.0	0.0	0.3
8	0.0	4.0	3.6	3.3	2.3	1.8	0.0	0.0	1.0
9	0.5	12.0	5.2	9.8	11.9	2.9	1.7	1.3	3.9
10	0.0	3.2	2.4	3.3	3.1	0.0	0.0	0.0	0.8
11	0.0	1.3	0.0	0.0	0.0	0.7	0.7	0.0	0.3
12	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.3
13	1.1	11.1	6.2	3.6	2.8	5.5	0.0	0.0	2.5

Sources: Household Interview Survey.
RECAP Table 4 for expenditure weights.

Table: 32

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 1 Location: **Gateshead Retail Parks**

Baseline - Market Shares indicated by the Household Interview Survey 2012 remain unchanged.

Market shares correction factors: Convenience Goods: 100 % of survey indicated figures
Comparison Goods: 180 % of survey indicated figures

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025 (%)	2030 (%)	2012 (%)	2017 (%)	2020 (%)	2025 (%)	2030 (%)
1						0	0	0	0	0
2						1	1	1	1	1
3						3	3	3	3	3
4						0	0	0	0	0
5						19	19	19	19	19
6						2	2	2	2	2
7						1	1	1	1	1
8						2	2	2	2	2
9						7	7	7	7	7
10						2	2	2	2	2
11						1	1	1	1	1
12						1	1	1	1	1
13						4	4	4	4	4

Sources: RECAP Model.
DTZ for market share corrections.

Table: **33**

COMPARISON GOODS SALES BY GOODS TYPE IN 2012

Catchment Zones	Clothing & footwear (£000)	Furniture & floor coverings (£000)	Household textiles (£000)	Domestic appliances (£000)	Audio-visual & computer equipment (£000)	DIY goods & decorating supplies (£000)	Chemist's goods, medical & beauty products (£000)	All other comparison goods (£000)
	2012 Sales in **Gateshead Retail Parks** By Comparison Goods Type.							
1	0	0	158	0	246	149	0	0
2	0	2,080	131	0	0	227	0	744
3	2,490	17,364	2,850	608	2,019	3,175	0	3,208
4	0	0	0	0	0	0	0	0
5	6,715	36,129	4,424	7,692	49,954	19,952	11,273	7,951
6	0	250	149	252	2,743	0	0	625
7	1,068	1,121	130	0	0	0	0	0
8	0	3,214	939	411	1,998	946	0	0
9	967	8,697	1,224	1,101	9,325	1,375	1,617	2,024
10	0	1,913	466	306	2,004	0	0	0
11	0	1,348	0	0	0	475	953	0
12	0	1,200	0	0	0	0	0	0
13	1,456	5,508	999	277	1,502	1,785	0	0
TOTALS	12,695	78,822	11,470	10,648	69,792	28,084	13,842	14,552
MARKET SHARES	0.8%	14.0%	6.3%	12.2%	11.5%	7.6%	1.9%	1.2%

Sources: RECAP Model.

Table: **34**

FORECAST RETAIL SALES

Scenario: 1 Location: **Gateshead Retail Parks**

Baseline - Market Shares indicated by the Household Interview Survey 2012 remain unchanged.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE — CONVENIENCE GOODS 2012 (£000)	2017 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	COMPARISON GOODS 2012 (£000)	2017 (£000)	2020 (£000)	2025 (£000)	2030 (£000)
1						0	0	0	0	0
2						2,999	3,495	3,855	4,410	5,015
3						29,076	33,965	37,366	42,945	48,991
4						0	0	0	0	0
5						146,034	169,432	186,295	212,434	240,886
6						4,318	5,010	5,508	6,279	7,116
7						4,155	4,759	5,192	5,854	6,563
8						8,342	9,784	10,816	12,457	14,255
9						26,333	30,696	33,786	38,711	44,059
10						6,207	7,243	7,989	9,147	10,414
11						5,382	6,305	6,971	8,000	9,127
12						2,396	2,805	3,104	3,567	4,076
13						10,303	12,132	13,453	15,496	17,752
TOTALS	0	0	0	0	0	245,544	285,625	314,335	359,301	408,256

Sources: RECAP Model.

Table: **35**

SALES CAPACITY OF EXISTING RETAIL WAREHOUSES

Net to gross ratio: 85 %*			Date of sales densities:	2010
Store	Gross Flrspce (sq m)	Net Flrspce Compn Goods (sq m)	Sales Density Compn Goods (£per sqm net)	Sales 2010 (£000)
Team Valley Retail Park:				
TK Maxx	3,348	2,846	2,906	8,270
Next	3,667	3,117	4,848	15,111
Sports Direct	1,776	1,510	4,404	6,648
Smyths Toys	n/a	1,117	n/a	3,268
Poundstretcher	980	833	1,799	850
Boots	1,210	1,029	n/a	3,263
Storey Carpets (inc Woodland Floors)	1,110	944	1,104	1,042
PC World (1)	1,448	1,231	6,667	8,206
SCS Furniture	n/a	938	2,119	1,988
New Look	1,680	1,428	3,692	5,272
Arcadia Group	1,728	1,469	n/a	1,069
Comet	1,680	1,428	6,631	9,469
Harveys	1,369	1,164	n/a	865
Currys	2,350	1,998	6,130	12,245
Hobby Craft	2,272	1,931	n/a	2,332
Homebase	5,463	5,171	1,264	6,536
Halfords (2)	1,030	876	2,942	2,576
Mamas & Papas	790	672	n/a	2,138
Betta Living	530	468	1,250	585
Mothercare & Clarkes Shoes	3,990	3,392	2,648	8,981
Carpetright	n/a	427	1,104	471
Sainsbury's superstore	n/a	48	6,991	336
Metro Retail Park:				
The Bed Shed	480	408	n/a	562
Sleepmasters	480	408	n/a	562
Maplin	490	417	n/a	1,338
Carpet Cabin	250	213	1,104	235
Evans Cycles	500	425	n/a	2,404
Betta Bathrooms & Kitchens	500	425	1,250	531
Toys R Us	4,100	3,485	2,329	8,117
JJB Sports	1,397	1,187	1,705	2,025
CSL Furniture	1,520	1,292	3,787	4,893
Barker & Stonehouse	2,448	2,081	2,209	4,596
Staples (3)	830	706	1,477	1,042
Furniture Village	3,280	2,788	n/a	5,560
SCS Furniture	1,680	1,428	2,119	3,026
Snow & Rock	585	497	n/a	1,721
Bensons Beds (Allison Court)	n/a	488	n/a	865
Pets at Home	1,040	884	n/a	2,284
DFS Furniture	2,110	1,794	6,664	11,952
IKEA	18,200	15,470	n/a	78,232
Next Home	n/a	1,575	n/a	5,495
Family Bargains	n/a	1,458	1,000	1,458
Solar Centre (Allison Court)	n/a	196	2,000	392
Bed Shed	n/a	197	1,250	246
Metro Clearance Shop	n/a	2,800	1,000	2,800
Asda superstore		1,336	8,267	11,045
Other Stores:				
B & Q (Swallwell) (4)	2,310	2,137	1,866	3,987
Wynsors Shoes (Swalwell)	n/a	543	n/a	866
		-		
		-		
		-		
TOTALS Trading at the date of the Household Interview Survey of Shopping Patterns (2012)		78,669	**3,276**	257,754

Sources: Retail Rankings', Mintel, with VAT added for compatibility with expenditure. DTZ estimates in some cases.
Gateshead Borough Council, Experian Goad and VOA Rating List for floorspace. Includes mezzanine floors.
* Unless otherwise indicated.

Notes:
(1) 1,930 sq m gross, but 25% excluded as non-retail, i.e. trade sales.
(2) 1,716 sq m gross, but 40% excluded as non-retail (vehicle parts and accessories).
(3) 1,660 sq m gross, but 50% excluded as non-retail, i.e. trade sales.
(4) Estimated as 3,000 sq m gross, but 23 % excluded as non-retail i.e. trade sales.

Table: 36

SALES CAPACITY OF VACANT AND COMMITTED RETAIL DEVELOPMENTS 2015

COMPARISON GOODS Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
Asda Living at Team Valley Retail Park (not open at the time of household interview survey)	n/a	n/a	3,622	5,000	18,110
Vacant stores at Team Valley Retail Park	n/a	n/a	1,114	2,500	2,785
DC/11/00116/COU Former Arco premises, Tundry Way, Blaydon, Curtain Superstore	n/a	n/a	2,054	2,000	4,108
			-		
			-		
			-		
			-		
			-		
			-		
			-		
			-		
ALL STORES AND SCHEMES	-		6,790	3,682	25,003

Sources: DTZ, based on Verdict Research and Retail Rankings.

Table: **37**

FORECAST RETAIL CAPACITY

Scenario: 1 Location: **Gateshead Retail Parks**

Baseline - Market Shares indicated by the Household Interview Survey 2012 remain unchanged.

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						245,544	285,625	314,335	359,301	408,256
Plus visitors' spending (%)						-	-	-	-	-
Total spending (£000)						245,544	285,625	314,335	359,301	408,256
Existing shop floorspace (sq m net)						78,669	78,669	78,669	78,669	78,669
Sales per sq m net (£)						3,121	3,530	3,691	3,976	4,283
Sales from extg flrspce (£000)						245,544	277,674	290,357	312,797	336,972
Available spending to support new shops (£000)						0	7,951	23,977	46,503	71,284
Less sales capacity of vacant and committed new floorspace (£000)						0	25,003	26,145	28,166	30,342
Net available spending for new shops (£000)						0	(17,052)	(2,168)	18,338	40,942
Sales per sq m net in new shops (£)						3,000	3,232	3,379	3,641	3,922
Capacity for new shop flrspc (sq m net)						**0**	**(5,276)**	**(641)**	**5,037**	**10,439**
Market Share of Catchment Area Expenditure						4.7%	4.6%	4.6%	4.6%	4.6%

Sources: RECAP Model.

Notes: Assumes no growth in sales densities between 2010 and 2012 due to the poor economic climate

Scenario	2
Newcastle City Centre	

Table: 38

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 2 Location: **Newcastle City Centre**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

Market shares correction factors: Convenience Goods: 100 % of survey indicated figures; Comparison Goods: 85 % of survey indicated figures

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025	2030	2012 (%)	2017 (%)	2020 (%)	2025	2030
1						23	23	23	23	23
2						16	16	16	16	16
3						40	40	40	40	40
4						28	28	28	28	28
5						21	21	21	21	21
6						19	19	19	19	19
7						9	9	9	9	9
8						3	3	3	3	3
9						15	15	15	15	15
10						5	5	5	5	5
11						2	2	2	2	2
12						4	4	4	4	4
13						10	10	10	10	10

Sources: RECAP Model.
DTZ for market share corrections.

Table: 39

FORECAST RETAIL SALES

Scenario: 2 Location: **Newcastle City Centre**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030
1						38,759	45,841	51,087	59,148	68,024
2						47,978	55,916	61,686	70,556	80,245
3						387,679	452,865	498,218	572,605	653,220
4						80,897	95,950	106,951	124,185	143,306
5						161,406	187,267	205,905	234,795	266,242
6						41,019	47,591	52,323	59,650	67,605
7						37,392	42,832	46,726	52,682	59,064
8						12,513	14,676	16,224	18,686	21,383
9						56,428	65,777	72,398	82,953	94,413
10						15,517	18,108	19,973	22,868	26,035
11						10,763	12,610	13,942	16,000	18,255
12						9,583	11,219	12,415	14,269	16,306
13						25,757	30,329	33,631	38,741	44,380
TOTALS						925,693	1,080,981	1,191,480	1,367,138	1,558,477

Sources: RECAP Model.

Table: **40**

FORECAST RETAIL CAPACITY

Scenario: 2 Location: **Newcastle City Centre**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						925,693	1,080,981	1,191,480	1,367,138	1,558,477
Plus visitors' spending (%)						3.0	3.0	3.0	3.0	3.0
Total spending (£000)						953,464	1,113,411	1,227,225	1,408,152	1,605,231
Existing shop floorspace (sq m net)						158,585	158,585	158,585	158,585	158,585
Sales per sq m net (£)						6,012	6,477	6,773	7,296	7,860
Sales from extg flrspce (£000)						953,464	1,027,151	1,074,070	1,157,078	1,246,502
Available spending to support new shops (£000)						0	86,259	153,155	251,073	358,729
Less sales capacity of committed new floorspace (£000)						0	77,915	81,474	87,770	94,554
Net available spending for new shops (£000)						0	8,345	71,681	163,303	264,176
Sales per sq m net in new shops (£)						5,000	5,386	5,632	6,068	6,537
Capacity for new shop flrspc (sq m net)						**0**	**1,549**	**12,726**	**26,913**	**40,414**

Market Share of Catchment Area Expenditure						17.6%	17.6%	17.6%	17.6%	17.6%

Sources: RECAP Model.

Notes: Includes 7,320 sq m Goad floorspace in prime retail areas vacant at the time of the Experian Goad Survey in June 2008.
Excludes 8,620 sq m Goad floorspace in secondary retail areas vacant at the time of the Experian Goad Survey in June 2008.

Scenario 2

Gateshead Town Centre

Table: **41**

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 2 Location: **Gateshead Town Centre**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

Market shares correction factors:
Convenience Goods: 100 % of survey indicated figures
Comparison Goods: 175 % of survey indicated figures

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025	2030	2012 (%)	2017 (%)	2020 (%)	2025	2030
1						0	0	0	0	0
2						0	0	0	0	0
3						2	3	3	3	3
4						0	0	0	0	0
5						4	8	8	8	8
6						0	0	0	0	0
7						0	0	0	0	0
8						0	0	0	0	0
9						0	1	1	1	1
10						0	0	0	0	0
11						0	0	0	0	0
12						0	0	0	0	0
13						1	2	2	2	2

Sources: RECAP Model.
DTZ for market share corrections.

Table: **42**

FORECAST RETAIL SALES

Scenario: 2 Location: **Gateshead Town Centre**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030
1						0	0	0	0	0
2						0	0	0	0	0
3						19,384	33,965	37,366	42,945	48,991
4						0	0	0	0	0
5						30,744	71,340	78,440	89,446	101,426
6						0	0	0	0	0
7						0	0	0	0	0
8						0	0	0	0	0
9						0	4,385	4,827	5,530	6,294
10						0	0	0	0	0
11						0	0	0	0	0
12						0	0	0	0	0
13						2,576	6,066	6,726	7,748	8,876
TOTALS						52,704	115,755	127,359	145,670	165,587

Sources: RECAP Model.

Table: **43**

FORECAST RETAIL CAPACITY

Scenario: 2 Location: **Gateshead Town Centre**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						52,704	115,755	127,359	145,670	165,587
Plus visitors' spending (%)						-	-	-	-	-
Total spending (£000)						52,704	115,755	127,359	145,670	165,587
Existing shop floorspace (sq m net)						12,619	12,052	12,052	12,052	12,052
Sales per sq m net (£)						4,176	4,499	4,705	5,068	5,460
Sales from extg flrspce (£000)						52,704	54,224	56,701	61,083	65,804
Available spending to support new shops (£000)						0	61,531	70,658	84,586	99,783
Less sales capacity of committed new floorspace (£000)						0	60,888	63,669	68,590	73,890
Net available spending for new shops (£000)						0	644	6,989	15,997	25,893
Sales per sq m net in new shops (£)						4,000	4,309	4,506	4,854	5,229
Capacity for new shop flrspc (sq m net)						**0**	**149**	**1,551**	**3,295**	**4,951**

Market Share of Catchment Area Expenditure						1.0%	1.9%	1.9%	1.9%	1.9%

Sources: RECAP Model.

Notes: Excludes floorspace vacant at the time of the Experian Goad Survey

Scenario 2

Metro Centre, Gateshead

Table: **44**

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 2 Location: **Metro Centre, Gateshead**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

Market shares correction factors: Convenience Goods: 100 % of survey indicated figures; Comparison Goods: 90 % of survey indicated figures

Catchment Zone	Convenience Goods 2012 (%)	Convenience Goods 2017 (%)	Convenience Goods 2020 (%)	Convenience Goods 2025	Convenience Goods 2030	Comparison Goods 2012 (%)	Comparison Goods 2017 (%)	Comparison Goods 2020 (%)	Comparison Goods 2025	Comparison Goods 2030
1						7	7	7	7	7
2						12	12	12	12	12
3						10	10	10	10	10
4						3	3	3	3	3
5						26	25	25	25	25
6						6	6	6	6	6
7						5	5	5	5	5
8						13	13	13	13	13
9						18	18	18	18	18
10						11	11	11	11	11
11						2	2	2	2	2
12						2	2	2	2	2
13						16	16	16	16	16

PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED

Sources: RECAP Model.
DTZ for market share corrections.

Table: **45**

FORECAST RETAIL SALES

Scenario: 2 Location: **Metro Centre, Gateshead**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

Catchment zone	Convenience Goods 2012 (£000)	Convenience Goods 2017 (£000)	Convenience Goods 2020 (£000)	Convenience Goods 2025	Convenience Goods 2030	Comparison Goods 2012 (£000)	Comparison Goods 2017 (£000)	Comparison Goods 2020 (£000)	Comparison Goods 2025	Comparison Goods 2030
1						11,796	13,952	15,548	18,002	20,703
2						35,984	41,937	46,264	52,917	60,184
3						96,920	113,216	124,554	143,151	163,305
4						8,668	10,280	11,459	13,306	15,354
5						199,837	222,936	245,125	279,518	316,955
6						12,954	15,029	16,523	18,837	21,349
7						20,773	23,795	25,959	29,268	32,813
8						54,225	63,598	70,306	80,971	92,661
9						67,714	78,932	86,878	99,543	113,295
10						34,138	39,838	43,941	50,311	57,278
11						10,763	12,610	13,942	16,000	18,255
12						4,791	5,610	6,207	7,134	8,153
13						41,211	48,526	53,810	61,986	71,007
TOTALS						599,773	690,260	760,517	870,943	991,312

RETAIL SALES BY CATCHMENT ZONE

Sources: RECAP Model.

Table: **46**

FORECAST RETAIL CAPACITY

Scenario: 2 Location: **Metro Centre, Gateshead**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						599,773	690,260	760,517	870,943	991,312
Plus visitors' spending (%)						1.0	1.0	1.0	1.0	1.0
Total spending (£000)						605,771	697,162	768,122	879,652	1,001,225
Existing shop floorspace (sq m net)						105,200	105,200	105,200	105,200	105,200
Sales per sq m net (£)						5,758	6,203	6,487	6,988	7,528
Sales from extg flrspce (£000)						605,771	652,587	682,397	735,135	791,949
Available spending to support new shops (£000)						0	44,575	85,726	144,517	209,276
Less sales capacity of committed new floorspace (£000)						0	0	0	0	0
Net available spending for new shops (£000)						0	44,575	85,726	144,517	209,276
Sales per sq m net in new shops (£)						5,000	5,386	5,632	6,068	6,537
Capacity for new shop flrspc (sq m net)						**0**	**8,275**	**15,220**	**23,817**	**32,015**

Market Share of Catchment Area Expenditure						11.4%	11.2%	11.2%	11.2%	11.2%

Sources: RECAP Model.

Notes: Excludes floorspace vacant at the time of the Experian Goad Survey

Scenario 2

Newcastle Retail Parks

Table: **47**

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 2 Location: **Newcastle Retail Parks**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

Market shares correction factors: Convenience Goods: 100 % of survey indicated figures
Comparison Goods: 150 % of survey indicated figures

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025	2030	2012 (%)	2017 (%)	2020 (%)	2025	2030
1						2	2	2	2	2
2						3	3	3	3	3
3						15	15	15	15	15
4						4	4	4	4	4
5						3	3	3	3	3
6						1	1	1	1	1
7						1	1	1	1	1
8						0	0	0	0	0
9						0	0	0	0	0
10						1	1	1	1	1
11						0	0	0	0	0
12						1	1	1	1	1
13						2	2	2	2	2

Sources: RECAP Model.
DTZ for market share corrections.

Table: **48**

FORECAST RETAIL SALES

Scenario: 2 Location: **Newcastle Retail Parks**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030
1						3,370	3,986	4,442	5,143	5,915
2						8,996	10,484	11,566	13,229	15,046
3						145,380	169,824	186,832	214,727	244,957
4						11,557	13,707	15,279	17,741	20,472
5						23,058	26,752	29,415	33,542	38,035
6						2,159	2,505	2,754	3,139	3,558
7						4,155	4,759	5,192	5,854	6,563
8						0	0	0	0	0
9						0	0	0	0	0
10						3,103	3,622	3,995	4,574	5,207
11						0	0	0	0	0
12						2,396	2,805	3,104	3,567	4,076
13						5,151	6,066	6,726	7,748	8,876
TOTALS						209,325	244,510	269,304	309,264	352,706

Sources: RECAP Model.

Table: **49**

FORECAST RETAIL CAPACITY

Scenario: 2 Location: **Newcastle Retail Parks**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						209,325	244,510	269,304	309,264	352,706
Plus visitors' spending (%)						-	-	-	-	-
Total spending (£000)						209,325	244,510	269,304	309,264	352,706
Existing shop floorspace (sq m net)						66,115	66,115	66,115	66,115	66,115
Sales per sq m net (£)						3,166	3,573	3,736	4,024	4,336
Sales from extg flrspce (£000)						209,325	236,203	246,992	266,080	286,644
Available spending to support new shops (£000)						0	8,308	22,312	43,184	66,061
Less sales capacity of committed new floorspace (£000)						0	7,688	8,039	8,661	9,330
Net available spending for new shops (£000)						0	620	14,273	34,523	56,731
Sales per sq m net in new shops (£)						3,000	3,232	3,379	3,641	3,922
Capacity for new shop flrspc (sq m net)						**0**	**192**	**4,223**	**9,483**	**14,465**
Market Share of Catchment Area Expenditure						4.0%	4.0%	4.0%	4.0%	4.0%

Sources: RECAP Model.

Notes: Excludes floorspace vacant at the time of the Experian Goad Survey

Scenario 2

Gateshead Retail Parks

Table: **50**

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 2 Location: **Gateshead Retail Parks**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

Market shares correction factors: Convenience Goods: 100 % of survey indicated figures
Comparison Goods: 180 % of survey indicated figures

Catchment Zone	Convenience Goods 2012 (%)	Convenience Goods 2017 (%)	Convenience Goods 2020 (%)	Convenience Goods 2025	Convenience Goods 2030	Comparison Goods 2012 (%)	Comparison Goods 2017 (%)	Comparison Goods 2020 (%)	Comparison Goods 2025	Comparison Goods 2030
1						0	0	0	0	0
2						1	1	1	1	1
3						3	3	3	3	3
4						0	0	0	0	0
5						19	18	18	18	18
6						2	2	2	2	2
7						1	1	1	1	1
8						2	2	2	2	2
9						7	7	7	7	7
10						2	2	2	2	2
11						1	1	1	1	1
12						1	1	1	1	1
13						4	4	4	4	4

PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED

Sources: RECAP Model.
DTZ for market share corrections.

Table: **51**

FORECAST RETAIL SALES

Scenario: 2 Location: **Gateshead Retail Parks**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

RETAIL SALES BY CATCHMENT ZONE

Catchment zone	Convenience Goods 2012 (£000)	Convenience Goods 2017 (£000)	Convenience Goods 2020 (£000)	Convenience Goods 2025	Convenience Goods 2030	Comparison Goods 2012 (£000)	Comparison Goods 2017 (£000)	Comparison Goods 2020 (£000)	Comparison Goods 2025	Comparison Goods 2030
1						0	0	0	0	0
2						2,999	3,495	3,855	4,410	5,015
3						29,076	33,965	37,366	42,945	48,991
4						0	0	0	0	0
5						146,034	160,514	176,490	201,253	228,207
6						4,318	5,010	5,508	6,279	7,116
7						4,155	4,759	5,192	5,854	6,563
8						8,342	9,784	10,816	12,457	14,255
9						26,333	30,696	33,786	38,711	44,059
10						6,207	7,243	7,989	9,147	10,414
11						5,382	6,305	6,971	8,000	9,127
12						2,396	2,805	3,104	3,567	4,076
13						10,303	12,132	13,453	15,496	17,752
TOTALS						245,544	276,707	304,530	348,120	395,578

Sources: RECAP Model.

Table: 52

FORECAST RETAIL CAPACITY

Scenario: 2 Location: **Gateshead Retail Parks**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						245,544	276,707	304,530	348,120	395,578
Plus visitors' spending (%)						-	-	-	-	-
Total spending (£000)						245,544	276,707	304,530	348,120	395,578
Existing shop floorspace (sq m net)						78,669	78,669	78,669	78,669	78,669
Sales per sq m net (£)						3,121	3,530	3,691	3,976	4,283
Sales from extg flrspce (£000)						245,544	277,674	290,357	312,797	336,972
Available spending to support new shops (£000)						0	(967)	14,172	35,322	58,606
Less sales capacity of committed new floorspace (£000)						0	25,003	26,145	28,166	30,342
Net available spending for new shops (£000)						0	(25,970)	(11,973)	7,157	28,263
Sales per sq m net in new shops (£)						3,000	3,232	3,379	3,641	3,922
Capacity for new shop flrspc (sq m net)						**0**	**(8,036)**	**(3,543)**	**1,966**	**7,206**

Market Share of Catchment Area Expenditure						4.7%	4.5%	4.5%	4.5%	4.5%

Sources: RECAP Model.

Notes: Excludes floorspace vacant at the time of the Experian Goad Survey

Scenario 3

Newcastle City Centre

Table: **53**

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 3 Location: **Newcastle City Centre**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Market shares correction factors: Convenience Goods: 100 % of survey indicated figures; Comparison Goods: 85 % of survey indicated figures

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025	2030	2012 (%)	2017 (%)	2020 (%)	2025	2030
1						23	23	24	24	24
2						16	16	17	17	17
3						40	40	45	45	45
4						28	28	30	30	30
5						21	21	24	24	24
6						19	19	20	20	20
7						9	9	10	10	10
8						3	3	3	3	3
9						15	15	16	16	16
10						5	5	5	5	5
11						2	2	2	2	2
12						4	4	4	4	4
13						10	10	12	12	12

Sources: RECAP Model.
DTZ for market share corrections.

Table: **54**

FORECAST RETAIL SALES

Scenario: 3 Location: **Newcastle City Centre**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030
1						38,759	45,841	53,308	61,720	70,982
2						47,978	55,916	65,541	74,965	85,261
3						387,679	452,865	560,495	644,181	734,872
4						80,897	95,950	114,591	133,055	153,542
5						161,406	187,267	235,320	268,337	304,277
6						41,019	47,591	55,077	62,789	71,163
7						37,392	42,832	51,918	58,535	65,627
8						12,513	14,676	16,224	18,686	21,383
9						56,428	65,777	77,225	88,483	100,707
10						15,517	18,108	19,973	22,868	26,035
11						10,763	12,610	13,942	16,000	18,255
12						9,583	11,219	12,415	14,269	16,306
13						25,757	30,329	40,358	46,489	53,256
TOTALS						925,693	1,080,981	1,316,387	1,510,379	1,721,664

Sources: RECAP Model.

Table: 55

FORECAST RETAIL CAPACITY

Scenario: 3 Location: **Newcastle City Centre**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						925,693	1,080,981	1,316,387	1,510,379	1,721,664
Plus visitors' spending (%)						3.0	3.0	3.5	4.0	4.0
Total spending (£000)						953,464	1,113,411	1,362,460	1,570,794	1,790,530
Existing shop floorspace (sq m net)						158,585	158,585	158,585	158,585	158,585
Sales per sq m net (£)						6,012	6,477	6,773	7,296	7,860
Sales from extg flrspce (£000)						953,464	1,027,151	1,074,070	1,157,078	1,246,502
Available spending to support new shops (£000)						0	86,259	288,390	413,715	544,028
Less sales capacity of committed new floorspace (£000)						0	77,915	81,474	87,770	94,554
Net available spending for new shops (£000)						0	8,345	206,917	325,945	449,475
Sales per sq m net in new shops (£)						5,000	5,386	5,632	6,068	6,537
Capacity for new shop flrspc (sq m net)						**0**	**1,549**	**36,736**	**53,718**	**68,762**
Market Share of Catchment Area Expenditure						17.6%	17.6%	19.4%	19.4%	19.5%

Sources: RECAP Model.

Notes: Includes 7,320 sq m Goad floorspace in prime retail areas vacant at the time of the Experian Goad Survey in June 2008.
Excludes 8,620 sq m Goad floorspace in secondary retail areas vacant at the time of the Experian Goad Survey in June 2008.

Scenario 3

Gateshead Town Centre

Table: 56

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 3 Location: **Gateshead Town Centre**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

Market shares correction factors: Convenience Goods: 100 % of survey indicated figures; Comparison Goods: 175 % of survey indicated figures

Catchment Zone	CONVENIENCE GOODS 2012 (%)	2017 (%)	2020 (%)	2025	2030	COMPARISON GOODS 2012 (%)	2017 (%)	2020 (%)	2025	2030
1						0	0	0	0	0
2						0	0	0	0	0
3						2	3	3	3	3
4						0	0	0	0	0
5						4	8	8	8	8
6						0	0	0	0	0
7						0	0	0	0	0
8						0	0	0	0	0
9						0	1	1	1	1
10						0	0	0	0	0
11						0	0	0	0	0
12						0	0	0	0	0
13						1	2	2	2	2

(PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED)

Sources: RECAP Model.
DTZ for market share corrections.

Table: 57

FORECAST RETAIL SALES

Scenario: 3 Location: **Gateshead Town Centre**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

RETAIL SALES BY CATCHMENT ZONE

Catchment zone	CONVENIENCE GOODS 2012 (£000)	2017 (£000)	2020 (£000)	2025	2030	COMPARISON GOODS 2012 (£000)	2017 (£000)	2020 (£000)	2025	2030
1						0	0	0	0	0
2						0	0	0	0	0
3						19,384	33,965	37,366	42,945	48,991
4						0	0	0	0	0
5						30,744	71,340	78,440	89,446	101,426
6						0	0	0	0	0
7						0	0	0	0	0
8						0	0	0	0	0
9						0	4,385	4,827	5,530	6,294
10						0	0	0	0	0
11						0	0	0	0	0
12						0	0	0	0	0
13						2,576	6,066	6,726	7,748	8,876
TOTALS						52,704	115,755	127,359	145,670	165,587

Sources: RECAP Model.

Table: **58**

FORECAST RETAIL CAPACITY

Scenario: 3 Location: **Gateshead Town Centre**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						52,704	115,755	127,359	145,670	165,587
Plus visitors' spending (%)						-	-	-	-	-
Total spending (£000)						52,704	115,755	127,359	145,670	165,587
Existing shop floorspace (sq m net)						12,619	12,052	12,052	12,052	12,052
Sales per sq m net (£)						4,176	4,499	4,705	5,068	5,460
Sales from extg flrspce (£000)						52,704	54,224	56,701	61,083	65,804
Available spending to support new shops (£000)						0	61,531	70,658	84,586	99,783
Less sales capacity of committed new floorspace (£000)						0	60,888	63,669	68,590	73,890
Net available spending for new shops (£000)						0	644	6,989	15,997	25,893
Sales per sq m net in new shops (£)						4,000	4,309	4,506	4,854	5,229
Capacity for new shop flrspc (sq m net)						**0**	**149**	**1,551**	**3,295**	**4,951**
Market Share of Catchment Area Expenditure						1.0%	1.9%	1.9%	1.9%	1.9%

Sources: RECAP Model.

Notes: Excludes floorspace vacant at the time of the Experian Goad Survey

Scenario 3

Metro Centre, Gateshead

Table: **59**

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 3 Location: **Metro Centre, Gateshead**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Market shares correction factors: Convenience Goods: 100 % of survey indicated figures
Comparison Goods: 90 % of survey indicated figures

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025	2030	2012 (%)	2017 (%)	2020 (%)	2025	2030
1						7	7	7	7	7
2						12	12	11	11	11
3						10	10	9	9	9
4						3	3	3	3	3
5						26	25	24	24	24
6						6	6	6	6	6
7						5	5	5	5	5
8						13	13	13	13	13
9						18	18	18	18	18
10						11	11	11	11	11
11						2	2	2	2	2
12						2	2	2	2	2
13						16	16	15	15	15

Sources: RECAP Model.
DTZ for market share corrections.

Table: **60**

FORECAST RETAIL SALES

Scenario: 3 Location: **Metro Centre, Gateshead**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030
1						11,796	13,952	15,548	18,002	20,703
2						35,984	41,937	42,409	48,507	55,169
3						96,920	113,216	112,099	128,836	146,974
4						8,668	10,280	11,459	13,306	15,354
5						199,837	222,936	235,320	268,337	304,277
6						12,954	15,029	16,523	18,837	21,349
7						20,773	23,795	25,959	29,268	32,813
8						54,225	63,598	70,306	80,971	92,661
9						67,714	78,932	86,878	99,543	113,295
10						34,138	39,838	43,941	50,311	57,278
11						10,763	12,610	13,942	16,000	18,255
12						4,791	5,610	6,207	7,134	8,153
13						41,211	48,526	50,447	58,112	66,569
TOTALS						599,773	690,260	731,038	837,163	952,850

Sources: RECAP Model.

Table: **61**

FORECAST RETAIL CAPACITY

Scenario: 3 Location: **Metro Centre, Gateshead**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						599,773	690,260	731,038	837,163	952,850
Plus visitors' spending (%)						1.0	1.0	1.0	1.0	1.0
Total spending (£000)						605,771	697,162	738,349	845,535	962,378
Existing shop floorspace (sq m net)						105,200	105,200	105,200	105,200	105,200
Sales per sq m net (£)						5,758	6,203	6,487	6,988	7,528
Sales from extg flrspce (£000)						605,771	652,587	682,397	735,135	791,949
Available spending to support new shops (£000)						0	44,575	55,952	110,400	170,429
Less sales capacity of committed new floorspace (£000)						0	0	0	0	0
Net available spending for new shops (£000)						0	44,575	55,952	110,400	170,429
Sales per sq m net in new shops (£)						5,000	5,386	5,632	6,068	6,537
Capacity for new shop flrspc (sq m net)						**0**	**8,275**	**9,934**	**18,194**	**26,073**

Market Share of Catchment Area Expenditure						11.4%	11.2%	10.8%	10.8%	10.8%

Sources: RECAP Model.

Notes: Excludes floorspace vacant at the time of the Experian Goad Survey

Scenario 3

Newcastle Retail Parks

Table: 62

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 3 Location: **Newcastle Retail Parks**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Market shares correction factors: Convenience Goods: 100 % of survey indicated figures; Comparison Goods: 150 % of survey indicated figures

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025	2030	2012 (%)	2017 (%)	2020 (%)	2025	2030
1						2	2	2	2	2
2						3	3	3	3	3
3						15	15	14	14	14
4						4	4	4	4	4
5						3	3	3	3	3
6						1	1	1	1	1
7						1	1	1	1	1
8						0	0	0	0	0
9						0	0	0	0	0
10						1	1	1	1	1
11						0	0	0	0	0
12						1	1	1	1	1
13						2	2	2	2	2

Sources: RECAP Model.
DTZ for market share corrections.

Table: 63

FORECAST RETAIL SALES

Scenario: 3 Location: **Newcastle Retail Parks**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030
1						3,370	3,986	4,442	5,143	5,915
2						8,996	10,484	11,566	13,229	15,046
3						145,380	169,824	174,376	200,412	228,627
4						11,557	13,707	15,279	17,741	20,472
5						23,058	26,752	29,415	33,542	38,035
6						2,159	2,505	2,754	3,139	3,558
7						4,155	4,759	5,192	5,854	6,563
8						0	0	0	0	0
9						0	0	0	0	0
10						3,103	3,622	3,995	4,574	5,207
11						0	0	0	0	0
12						2,396	2,805	3,104	3,567	4,076
13						5,151	6,066	6,726	7,748	8,876
TOTALS						209,325	244,510	256,849	294,949	336,375

Sources: RECAP Model.

Table: **64**

FORECAST RETAIL CAPACITY

Scenario: 3 Location: **Newcastle Retail Parks**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						209,325	244,510	256,849	294,949	336,375
Plus visitors' spending (%)						-	-	-	-	-
Total spending (£000)						209,325	244,510	256,849	294,949	336,375
Existing shop floorspace (sq m net)						66,115	66,115	66,115	66,115	66,115
Sales per sq m net (£)						3,166	3,573	3,736	4,024	4,336
Sales from extg flrspce (£000)						209,325	236,203	246,992	266,080	286,644
Available spending to support new shops (£000)						0	8,308	9,857	28,869	49,731
Less sales capacity of committed new floorspace (£000)						0	7,688	8,039	8,661	9,330
Net available spending for new shops (£000)						0	620	1,817	20,208	40,401
Sales per sq m net in new shops (£)						3,000	3,232	3,379	3,641	3,922
Capacity for new shop flrspc (sq m net)						**0**	**192**	**538**	**5,551**	**10,301**

Market Share of Catchment Area Expenditure						4.0%	4.0%	3.8%	3.8%	3.8%

Sources: RECAP Model.

Notes: Excludes floorspace vacant at the time of the Experian Goad Survey

Scenario 3

Gateshead Retail Parks

Table: 65

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 3 Location: **Gateshead Retail Parks**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Market shares correction factors: Convenience Goods: 100 % of survey indicated figures; Comparison Goods: 180 % of survey indicated figures

PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED

Catchment Zone	Convenience Goods 2012 (%)	Convenience Goods 2017 (%)	Convenience Goods 2020 (%)	Convenience Goods 2025	Convenience Goods 2030	Comparison Goods 2012 (%)	Comparison Goods 2017 (%)	Comparison Goods 2020 (%)	Comparison Goods 2025	Comparison Goods 2030
1						0	0	0	0	0
2						1	1	1	1	1
3						3	3	3	3	3
4						0	0	0	0	0
5						19	18	17	17	17
6						2	2	2	2	2
7						1	1	1	1	1
8						2	2	2	2	2
9						7	7	7	7	7
10						2	2	2	2	2
11						1	1	1	1	1
12						1	1	1	1	1
13						4	4	4	4	4

Sources: RECAP Model.
DTZ for market share corrections.

Table: 66

FORECAST RETAIL SALES

Scenario: 3 Location: **Gateshead Retail Parks**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

RETAIL SALES BY CATCHMENT ZONE

Catchment zone	Convenience Goods 2012 (£000)	Convenience Goods 2017 (£000)	Convenience Goods 2020 (£000)	Convenience Goods 2025	Convenience Goods 2030	Comparison Goods 2012 (£000)	Comparison Goods 2017 (£000)	Comparison Goods 2020 (£000)	Comparison Goods 2025	Comparison Goods 2030
1						0	0	0	0	0
2						2,999	3,495	3,855	4,410	5,015
3						29,076	33,965	37,366	42,945	48,991
4						0	0	0	0	0
5						146,034	160,514	166,685	190,072	215,529
6						4,318	5,010	5,508	6,279	7,116
7						4,155	4,759	5,192	5,854	6,563
8						8,342	9,784	10,816	12,457	14,255
9						26,333	30,696	33,786	38,711	44,059
10						6,207	7,243	7,989	9,147	10,414
11						5,382	6,305	6,971	8,000	9,127
12						2,396	2,805	3,104	3,567	4,076
13						10,303	12,132	13,453	15,496	17,752
TOTALS						245,544	276,707	294,725	336,939	382,899

Sources: RECAP Model.

Table: 67

FORECAST RETAIL CAPACITY

Scenario: 3 Location: **Gateshead Retail Parks**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						245,544	276,707	294,725	336,939	382,899
Plus visitors' spending (%)						-	-	-	-	-
Total spending (£000)						245,544	276,707	294,725	336,939	382,899
Existing shop floorspace (sq m net)						78,669	78,669	78,669	78,669	78,669
Sales per sq m net (£)						3,121	3,530	3,691	3,976	4,283
Sales from extg flrspce (£000)						245,544	277,674	290,357	312,797	336,972
Available spending to support new shops (£000)						0	(967)	4,367	24,142	45,928
Less sales capacity of committed new floorspace (£000)						0	25,003	26,145	28,166	30,342
Net available spending for new shops (£000)						0	(25,970)	(21,778)	(4,024)	15,585
Sales per sq m net in new shops (£)						3,000	3,232	3,379	3,641	3,922
Capacity for new shop flrspc (sq m net)						**0**	**(8,036)**	**(6,444)**	**(1,105)**	**3,974**

Market Share of Catchment Area Expenditure						4.7%	4.5%	4.3%	4.3%	4.3%

Sources: RECAP Model.

Notes: Excludes floorspace vacant at the time of the Experian Goad Survey

Scenario 3

Newcastle City Centre

Table: **68**

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 3 Location: **Newcastle City Centre**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Market shares correction factors: Convenience Goods: 100 % of survey indicated figures
Comparison Goods: 85 % of survey indicated figures

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025	2030	2012 (%)	2017 (%)	2020 (%)	2025	2030
1						23	23	24	24	24
2						16	16	18	18	18
3						40	40	47	47	47
4						28	28	30	30	30
5						21	21	26	26	26
6						19	19	20	20	20
7						9	9	10	10	10
8						3	3	3	3	3
9						15	15	17	17	17
10						5	5	6	6	6
11						2	2	2	2	2
12						4	4	4	4	4
13						10	10	13	13	13

Sources: RECAP Model.
DTZ for market share corrections.

Table: **69**

FORECAST RETAIL SALES

Scenario: 3 Location: **Newcastle City Centre**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030
1						38,759	45,841	53,308	61,720	70,982
2						47,978	55,916	69,396	79,375	90,276
3						387,679	452,865	585,406	672,811	767,533
4						80,897	95,950	114,591	133,055	153,542
5						161,406	187,267	254,930	290,699	329,633
6						41,019	47,591	55,077	62,789	71,163
7						37,392	42,832	51,918	58,535	65,627
8						12,513	14,676	16,224	18,686	21,383
9						56,428	65,777	82,051	94,013	107,001
10						15,517	18,108	23,968	27,442	31,242
11						10,763	12,610	13,942	16,000	18,255
12						9,583	11,219	12,415	14,269	16,306
13						25,757	30,329	43,721	50,363	57,694
TOTALS						925,693	1,080,981	1,376,947	1,579,758	1,800,636

Sources: RECAP Model.

Table: **70**

FORECAST RETAIL CAPACITY

Scenario: 3 Location: **Newcastle City Centre**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						925,693	1,080,981	1,376,947	1,579,758	1,800,636
Plus visitors' spending (%)						3.0	3.0	4.0	4.0	4.0
Total spending (£000)						953,464	1,113,411	1,432,025	1,642,948	1,872,661
Existing shop floorspace (sq m net)						158,585	158,585	158,585	158,585	158,585
Sales per sq m net (£)						6,012	6,477	6,773	7,296	7,860
Sales from extg flrspce (£000)						953,464	1,027,151	1,074,070	1,157,078	1,246,502
Available spending to support new shops (£000)						0	86,259	357,955	485,870	626,159
Less sales capacity of committed new floorspace (£000)						0	77,915	81,474	87,770	94,554
Net available spending for new shops (£000)						0	8,345	276,482	398,100	531,606
Sales per sq m net in new shops (£)						5,000	5,386	5,632	6,068	6,537
Capacity for new shop flrspc (sq m net)						**0**	**1,549**	**49,087**	**65,609**	**81,326**

Market Share of Catchment Area Expenditure						17.6%	17.6%	20.3%	20.3%	20.3%

Sources: RECAP Model.

Notes: Includes 7,320 sq m Goad floorspace in prime retail areas vacant at the time of the Experian Goad Survey in June 2008.
Excludes 8,620 sq m Goad floorspace in secondary retail areas vacant at the time of the Experian Goad Survey in June 2008.

Scenario 3

Gateshead Town Centre

Table: 71

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 3 Location: **Gateshead Town Centre**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

Market shares correction factors: Convenience Goods: 100 % of survey indicated figures
Comparison Goods: 175 % of survey indicated figures

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025	2030	2012 (%)	2017 (%)	2020 (%)	2025	2030
1						0	0	0	0	0
2						0	0	0	0	0
3						2	3	3	3	3
4						0	0	0	0	0
5						4	8	8	8	8
6						0	0	0	0	0
7						0	0	0	0	0
8						0	0	0	0	0
9						0	1	1	1	1
10						0	0	0	0	0
11						0	0	0	0	0
12						0	0	0	0	0
13						1	2	2	2	2

Sources: RECAP Model.
DTZ for market share corrections.

Table: 72

FORECAST RETAIL SALES

Scenario: 3 Location: **Gateshead Town Centre**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030
1						0	0	0	0	0
2						0	0	0	0	0
3						19,384	33,965	37,366	42,945	48,991
4						0	0	0	0	0
5						30,744	71,340	78,440	89,446	101,426
6						0	0	0	0	0
7						0	0	0	0	0
8						0	0	0	0	0
9						0	4,385	4,827	5,530	6,294
10						0	0	0	0	0
11						0	0	0	0	0
12						0	0	0	0	0
13						2,576	6,066	6,726	7,748	8,876
TOTALS						52,704	115,755	127,359	145,670	165,587

Sources: RECAP Model.

Table: **73**

FORECAST RETAIL CAPACITY

Scenario: 3 Location: **Gateshead Town Centre**

Committed developments increase market share of Gateshead Town Centre from 2017 (following their completion in previous years). Small reductions in the market shares of MetroCentre and Gateshead retail parks as a result.

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						52,704	115,755	127,359	145,670	165,587
Plus visitors' spending (%)						-	-	-	-	-
Total spending (£000)						52,704	115,755	127,359	145,670	165,587
Existing shop floorspace (sq m net)						12,619	12,052	12,052	12,052	12,052
Sales per sq m net (£)						4,176	4,499	4,705	5,068	5,460
Sales from extg flrspce (£000)						52,704	54,224	56,701	61,083	65,804
Available spending to support new shops (£000)						0	61,531	70,658	84,586	99,783
Less sales capacity of committed new floorspace (£000)						0	60,888	63,669	68,590	73,890
Net available spending for new shops (£000)						0	644	6,989	15,997	25,893
Sales per sq m net in new shops (£)						4,000	4,309	4,506	4,854	5,229
Capacity for new shop flrspc (sq m net)						**0**	**149**	**1,551**	**3,295**	**4,951**

Market Share of Catchment Area Expenditure						1.0%	1.9%	1.9%	1.9%	1.9%

Sources: RECAP Model.

Notes: Excludes floorspace vacant at the time of the Experian Goad Survey

Scenario 3

Metro Centre, Gateshead

Table: **74**

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 3 Location: **Metro Centre, Gateshead**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Market shares correction factors: Convenience Goods: 100 % of survey indicated figures; Comparison Goods: 90 % of survey indicated figures

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025	2030	2012 (%)	2017 (%)	2020 (%)	2025	2030
1						7	7	7	7	7
2						12	12	11	11	11
3						10	10	8	8	8
4						3	3	3	3	3
5						26	25	23	23	23
6						6	6	6	6	6
7						5	5	5	5	5
8						13	13	13	13	13
9						18	18	17	17	17
10						11	11	10	10	10
11						2	2	2	2	2
12						2	2	2	2	2
13						16	16	14	14	14

Sources: RECAP Model.
DTZ for market share corrections.

Table: **75**

FORECAST RETAIL SALES

Scenario: 3 Location: **Metro Centre, Gateshead**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030
1						11,796	13,952	15,548	18,002	20,703
2						35,984	41,937	42,409	48,507	55,169
3						96,920	113,216	99,644	114,521	130,644
4						8,668	10,280	11,459	13,306	15,354
5						199,837	222,936	225,515	257,156	291,598
6						12,954	15,029	16,523	18,837	21,349
7						20,773	23,795	25,959	29,268	32,813
8						54,225	63,598	70,306	80,971	92,661
9						67,714	78,932	82,051	94,013	107,001
10						34,138	39,838	39,946	45,737	52,071
11						10,763	12,610	13,942	16,000	18,255
12						4,791	5,610	6,207	7,134	8,153
13						41,211	48,526	47,084	54,238	62,131
TOTALS						599,773	690,260	696,594	797,689	907,902

Sources: RECAP Model.

Table: **76**

FORECAST RETAIL CAPACITY

Scenario: 3 Location: **Metro Centre, Gateshead**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						599,773	690,260	696,594	797,689	907,902
Plus visitors' spending (%)						1.0	1.0	1.0	1.0	1.0
Total spending (£000)						605,771	697,162	703,559	805,666	916,981
Existing shop floorspace (sq m net)						105,200	105,200	105,200	105,200	105,200
Sales per sq m net (£)						5,758	6,203	6,487	6,988	7,528
Sales from extg flrspce (£000)						605,771	652,587	682,397	735,135	791,949
Available spending to support new shops (£000)						0	44,575	21,163	70,531	125,032
Less sales capacity of committed new floorspace (£000)						0	0	0	0	0
Net available spending for new shops (£000)						0	44,575	21,163	70,531	125,032
Sales per sq m net in new shops (£)						5,000	5,386	5,632	6,068	6,537
Capacity for new shop flrspc (sq m net)						**0**	**8,275**	**3,757**	**11,624**	**19,128**

Market Share of Catchment Area Expenditure						11.4%	11.2%	10.3%	10.3%	10.3%

Sources: RECAP Model.

Notes: Excludes floorspace vacant at the time of the Experian Goad Survey

Scenario	3
Newcastle Retail Parks	

Table: **77**

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 3 Location: **Newcastle Retail Parks**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Market shares correction factors: Convenience Goods: 100 % of survey indicated figures; Comparison Goods: 150 % of survey indicated figures

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025	2030	2012 (%)	2017 (%)	2020 (%)	2025	2030
1						2	2	2	2	2
2						3	3	3	3	3
3						15	15	14	14	14
4						4	4	4	4	4
5						3	3	3	3	3
6						1	1	1	1	1
7						1	1	1	1	1
8						0	0	0	0	0
9						0	0	0	0	0
10						1	1	1	1	1
11						0	0	0	0	0
12						1	1	1	1	1
13						2	2	2	2	2

Sources: RECAP Model.
DTZ for market share corrections.

Table: **78**

FORECAST RETAIL SALES

Scenario: 3 Location: **Newcastle Retail Parks**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030
1						3,370	3,986	4,442	5,143	5,915
2						8,996	10,484	11,566	13,229	15,046
3						145,380	169,824	174,376	200,412	228,627
4						11,557	13,707	15,279	17,741	20,472
5						23,058	26,752	29,415	33,542	38,035
6						2,159	2,505	2,754	3,139	3,558
7						4,155	4,759	5,192	5,854	6,563
8						0	0	0	0	0
9						0	0	0	0	0
10						3,103	3,622	3,995	4,574	5,207
11						0	0	0	0	0
12						2,396	2,805	3,104	3,567	4,076
13						5,151	6,066	6,726	7,748	8,876
TOTALS						209,325	244,510	256,849	294,949	336,375

Sources: RECAP Model.

Table: **79**

FORECAST RETAIL CAPACITY

Scenario: 3 Location: **Newcastle Retail Parks**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						209,325	244,510	256,849	294,949	336,375
Plus visitors' spending (%)						-	-	-	-	-
Total spending (£000)						209,325	244,510	256,849	294,949	336,375
Existing shop floorspace (sq m net)						66,115	66,115	66,115	66,115	66,115
Sales per sq m net (£)						3,166	3,573	3,736	4,024	4,336
Sales from extg flrspce (£000)						209,325	236,203	246,992	266,080	286,644
Available spending to support new shops (£000)						0	8,308	9,857	28,869	49,731
Less sales capacity of committed new floorspace (£000)						0	7,688	8,039	8,661	9,330
Net available spending for new shops (£000)						0	620	1,817	20,208	40,401
Sales per sq m net in new shops (£)						3,000	3,232	3,379	3,641	3,922
Capacity for new shop flrspc (sq m net)						**0**	**192**	**538**	**5,551**	**10,301**

Market Share of Catchment Area Expenditure						4.0%	4.0%	3.8%	3.8%	3.8%

Sources: RECAP Model.

Notes: Excludes floorspace vacant at the time of the Experian Goad Survey

Scenario 3

Gateshead Retail Parks

Table: **80**

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 3 Location: **Gateshead Retail Parks**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Market shares correction factors: Convenience Goods: 100 % of survey indicated figures; Comparison Goods: 180 % of survey indicated figures

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025	2030	2012 (%)	2017 (%)	2020 (%)	2025	2030
1						0	0	0	0	0
2						1	1	1	1	1
3						3	3	3	3	3
4						0	0	0	0	0
5						19	18	17	17	17
6						2	2	2	2	2
7						1	1	1	1	1
8						2	2	2	2	2
9						7	7	7	7	7
10						2	2	2	2	2
11						1	1	1	1	1
12						1	1	1	1	1
13						4	4	4	4	4

Sources: RECAP Model.
DTZ for market share corrections.

Table: **81**

FORECAST RETAIL SALES

Scenario: 3 Location: **Gateshead Retail Parks**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030	2012 (£000)	2017 (£000)	2020 (£000)	2025	2030
1						0	0	0	0	0
2						2,999	3,495	3,855	4,410	5,015
3						29,076	33,965	37,366	42,945	48,991
4						0	0	0	0	0
5						146,034	160,514	166,685	190,072	215,529
6						4,318	5,010	5,508	6,279	7,116
7						4,155	4,759	5,192	5,854	6,563
8						8,342	9,784	10,816	12,457	14,255
9						26,333	30,696	33,786	38,711	44,059
10						6,207	7,243	7,989	9,147	10,414
11						5,382	6,305	6,971	8,000	9,127
12						2,396	2,805	3,104	3,567	4,076
13						10,303	12,132	13,453	15,496	17,752
TOTALS						245,544	276,707	294,725	336,939	382,899

Sources: RECAP Model.

Table: **82**

FORECAST RETAIL CAPACITY

Scenario: 3 Location: **Gateshead Retail Parks**

As Scenario 2 plus small transfer of market share from MetroCentre to Newcastle City Centre from 2020 due to major retail development in Newcastle City Centre. Some impacts on the retail parks from 2020.

Growth in sales per sq m from shop floorspace existing in 2012 Comparison Goods: 1.50 % pa 2012 to 2030

	CONVENIENCE GOODS					COMPARISON GOODS				
	2012	2017	2020	2025	2030	2012	2017	2020	2025	2030
Residents' Spending £000						245,544	276,707	294,725	336,939	382,899
Plus visitors' spending (%)						-	-	-	-	-
Total spending (£000)						245,544	276,707	294,725	336,939	382,899
Existing shop floorspace (sq m net)						78,669	78,669	78,669	78,669	78,669
Sales per sq m net (£)						3,121	3,530	3,691	3,976	4,283
Sales from extg flrspce (£000)						245,544	277,674	290,357	312,797	336,972
Available spending to support new shops (£000)						0	(967)	4,367	24,142	45,928
Less sales capacity of committed new floorspace (£000)						0	25,003	26,145	28,166	30,342
Net available spending for new shops (£000)						0	(25,970)	(21,778)	(4,024)	15,585
Sales per sq m net in new shops (£)						3,000	3,232	3,379	3,641	3,922
Capacity for new shop flrspc (sq m net)						**0**	**(8,036)**	**(6,444)**	**(1,105)**	**3,974**

Market Share of Catchment Area Expenditure						4.7%	4.5%	4.3%	4.3%	4.3%

Sources: RECAP Model.

Notes: Excludes floorspace vacant at the time of the Experian Goad Survey

Total Market Shares

Table: 83

TOTAL MARKET SHARES BY COMPARISON GOODS TYPE IN 2012

SHOPPING LOCATION	COMPARISON GOODS TYPE							
	Clothing & footwear	Furniture & floor coverings	Household textiles	Domestic appliances	Audio-visual & computer equipment	DIY goods & decorating supplies	Chemist's goods, medical & beauty products	All other comparison goods
Newcastle City Centre	25%	15%	18%	14%	15%	3%	8%	22%
Gateshead Town Centre	0%	1%	1%	1%	1%	1%	2%	1%
Metro Centre, Gateshead	19%	9%	9%	4%	4%	1%	4%	14%
Newcastle Retail Parks	2%	3%	4%	8%	8%	10%	4%	2%
Gateshead Retail Parks	1%	14%	6%	12%	11%	8%	2%	1%
Sub-totals Newcastle	**27%**	**19%**	**23%**	**22%**	**23%**	**13%**	**12%**	**24%**
Sub-totals Gateshead	**20%**	**25%**	**16%**	**17%**	**17%**	**10%**	**8%**	**16%**
TOTALS NEWCASTLE AND GATESHEAD	**48%**	**43%**	**39%**	**39%**	**40%**	**23%**	**19%**	**40%**

Sources: RECAP Model

Notes: Percentages may not add up exactly to the sub-totals and totals owing to rounding.

Table: **84**
Scenario: **1**

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR: Newcastle & Gateshead

Catchment Zones	Newcastle City Centre, Gateshead Town Centre, MetroCentre, and Retail Parks in Newcastle and Gateshead									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025 (%)	2030 (%)	2012 (%)	2017 (%)	2020 (%)	2025 (%)	2030 (%)
1						32	32	32	32	32
2						32	32	32	32	32
3						70	70	70	70	70
4						35	35	35	35	35
5						73	73	73	73	73
6						28	28	28	28	28
7						16	16	16	16	16
8						18	18	18	18	18
9						40	40	40	40	40
10						19	19	19	19	19
11						5	5	5	5	5
12						8	8	8	8	8
13						33	33	33	33	33
OVERALL						38.6	38.6	38.6	38.6	38.5

Sources: RECAP Model

Table: **85**
Scenario: **2**

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR: Newcastle & Gateshead

Catchment Zones	Newcastle City Centre, Gateshead Town Centre, MetroCentre, and Retail Parks in Newcastle and Gateshead									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025 (%)	2030 (%)	2012 (%)	2017 (%)	2020 (%)	2025 (%)	2030 (%)
1						32	32	32	32	32
2						32	32	32	32	32
3						70	71	71	71	71
4						35	35	35	35	35
5						73	75	75	75	75
6						28	28	28	28	28
7						16	16	16	16	16
8						18	18	18	18	18
9						40	41	41	41	41
10						19	19	19	19	19
11						5	5	5	5	5
12						8	8	8	8	8
13						33	34	34	34	34
OVERALL						38.6	39.2	39.2	39.1	39.1

Sources: RECAP Model

Table: **86**
Scenario: **3**

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR: Newcastle & Gateshead

Catchment Zones	Newcastle City Centre, Gateshead Town Centre, MetroCentre, and Retail Parks in Newcastle and Gateshead									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025 (%)	2030 (%)	2012 (%)	2017 (%)	2020 (%)	2025 (%)	2030 (%)
1						32	32	33	33	33
2						32	32	32	32	32
3						70	71	74	74	74
4						35	35	37	37	37
5						73	75	76	76	76
6						28	28	29	29	29
7						16	16	17	17	17
8						18	18	18	18	18
9						40	41	42	42	42
10						19	19	19	19	19
11						5	5	5	5	5
12						8	8	8	8	8
13						33	34	35	35	35
OVERALL						38.6	39.2	40.2	40.2	40.2

Sources: RECAP Model

Table: **87**

Scenario: **4**

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR: Newcastle & Gateshead

Catchment Zones	Newcastle City Centre, Gateshead Town Centre, MetroCentre, and Retail Parks in Newcastle and Gateshead									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2012 (%)	2017 (%)	2020 (%)	2025 (%)	2030 (%)	2012 (%)	2017 (%)	2020 (%)	2025 (%)	2030 (%)
1						32	32	33	33	33
2						32	32	33	33	33
3						70	71	75	75	75
4						35	35	37	37	37
5						73	75	77	77	77
6						28	28	29	29	29
7						16	16	17	17	17
8						18	18	18	18	18
9						40	41	42	42	42
10						19	19	19	19	19
11						5	5	5	5	5
12						8	8	8	8	8
13						33	34	35	35	35
OVERALL						38.6	39.2	40.6	40.6	40.6

Sources: RECAP Model