



EAST RIDING
OF YORKSHIRE COUNCIL

February 2009

**TOWN CENTRES AND
RETAIL STUDY**

Volume 2:

Appendices

**England
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APPENDIX 1

TOWN CENTRE SURVEYS

Beverley
Cottingham
Driffield
Elloughton/Brough
Goole
Hedon
Hessle
Hornsea
Howden
Market Weighton
Pocklington
Snaith
Withernsea

BEVERLEY TOWN CENTRE SURVEY, MAY 2008

	<i>Address</i>	<i>Name of Business</i>	<i>Type of Use</i>	<i>*</i>	<i>Physical Appearance</i>
1	Butcher Row	Country Butchers	Convenience		4
2	Butcher Row	OUT Outdoor	Comparison		3
3	Butcher Row	Woodhead Bakers	Convenience		5
4	Butcher Row	Fleurs de Lisa	Comparison		5
5	Butcher Row	The Body Shop	Comparison	M	5
6	Butcher Row	We R Cards	Comparison		4
7	Butcher Row	CJ Parr jewellery	Comparison		4
8	Butcher Row	Tiphereth (costume jewellery)	Comparison		3
9	Butcher Row	Co-op Travel	Service		3
10	Butcher Row	vacant	Vacant		3
11	Butcher Row	St. Crispin antiques (indoor arcade)	Comparison		4
12&14	Butcher Row	Andersons café	Service		4
13	Butcher Row	Regis hair & beauty	Service		4
15	Butcher Row	The Angel (pub)	Service		4
16	Butcher Row	Millets	Comparison	M	4
18-20	Butcher Row	The Works - books	Comparison	M	4
19	Butcher Row	The Cut Price Bookstore	Comparison		4
21-23	Butcher Row	Scope (charity)	Comparison	Ch	3
22	Butcher Row	vacant	Vacant		3
24	Butcher Row	Ponden Mill	Comparison	M	4
25-31	Butcher Row	M&S Simply Food	Convenience		5
26	Butcher Row	Quicksilver amusements	Service		4
28	Butcher Row	Herbgarden	Comparison		3
30	Butcher Row	Smart Fitness	Service		3
32	Butcher Row	Something Different cards	Comparison		5
34	Butcher Row	Tourist information	Service		4
36	Butcher Row	vacant	Vacant		3
1	Cross Street	Dynasty (ladies shoes)	Comparison		4
1a	Cross Street	Samuel Lawrence (jewellers)	Comparison		4
2	Cross Street	Wilkinson (household DIY)	Comparison	M	4
3	Cross Street	Atrium Café	Service		4
5	Cross Street	Mod Hair & Beauty	Service		4
1	Dyer Lane	The Barber Shop	Service		3
2	Dyer Lane	The Beverley Old Book Shop	Comparison		3
3	Dyer Lane	Christopha's hair	Service		4
5	Dyer Lane	Janet Edson Interiors	Comparison		4
6	Dyer Lane	Dove House Hospice	Comparison	Ch	3
7	Dyer Lane	Special Days cards	Comparison		3
8	Dyer Lane	Pink Dancewear	Comparison		5
9	Dyer Lane	Dove House Hospice	Comparison	Ch	3
10	Dyer Lane	Harveys (pets)	Comparison		3
11	Dyer Lane	Ace Dry Cleaners	Service		3
12	Dyer Lane	vacant	Vacant		4
14	Dyer Lane	White Rabbit Chocolate Company	Comparison		4
16	Dyer Lane	Martin & Co. estate agents	Service		4
3	Eastgate	Just Gentlemen barber	Service		3
5	Eastgate	East Riding Engraving	Comparison		4
7&9	Eastgate	Eastgate Guest House	Other		
11	Eastgate	Eastgate Bookshop & Furniture	Comparison		2
13	Eastgate	D&F Kitchens takeaway	Service		3
2	Hengate	In-toto Kitchens	Comparison		4
4	Hengate	-	Residential		
16	Hengate	Computer Support	Comparison		2

20-22	Hengate	White Horse Inn	Service		3
24	Hengate	vacant	Vacant		2
5	Ladygate	-	Residential		
2	Ladygate	Stockbrokers	Other		
2A	Ladygate	Jacobs Well bookshop	Comparison		3
4	Ladygate	Nail and Beauty Salon	Service		3
7	Ladygate	Ladygate Interiors	Comparison		4
6	Ladygate	Mirchi restaurant	Service		4
8	Ladygate	Dental practice	Service		4
9	Ladygate	Beauty studio & nail salon	Service		3
11	Ladygate	Fantasia fancy dress	Comparison		3
17	Ladygate	Toy Gallery	Comparison		4
19	Ladygate	-	Residential		
21	Ladygate	Cry Chic Boutique	Comparison		3
23	Ladygate	Casita lingerie	Comparison		4
25-27	Ladygate	-	Residential		
29-31	Ladygate	Snack bar	Service		3
33	Ladygate	Dog & Duck (pub)	Service		4
35/37	Ladygate	Ladygate Leisure amusements	Service		4
39	Ladygate	Vacant	Vacant		2
39a	Ladygate	Tanning studio	Service		2
2&4	Lairgate	John W Adams (stationer)	Comparison		4
6	Lairgate	Muang Thai (restaurant)	Service		4
8	Lairgate	Cross Keys pub	Service		4
10a	Lairgate	Nowhere café	Service		3
10	Lairgate	Lairgate Galleries	Comparison		4
12&14	Lairgate	The Market Cross Hotel	Service		4
16	Lairgate	Studio 4/5 & beauty	Service		4
18-20	Lairgate	-	Residential		
22	Lairgate	Offices	Other		
24	Lairgate	Shirleys clothes	Comparison		3
26	Lairgate	Offices	Other		
28	Lairgate	Offices	Other		
30-32	Lairgate	The Lairgate Hotel & Restaurant	Service		4
34	Lairgate	-	Residential		
36	Lairgate	Pisces (fish & chips)	Service		3
40	Lairgate	Debon Hair	Service		4
42-44	Lairgate	-	Residential		
46	Lairgate	The Dog Shop	Comparison		4
48-50	Lairgate	-	Residential		
52	Lairgate	Vacant	Vacant		2
54	Lairgate	Architects	Other		
31	Lairgate	Vacant	Vacant		2
33	Lairgate	Learn Direct office	Other		
47	Lairgate	Care Forward office	Other		
49	Lairgate	-	Residential		
53	Lairgate	Windmill Inn	Service		3
55	Lairgate	Salon Fifty Five (hair salon)	Service		4
5	Landress Lane	Investment Centre	Service		4
8	Landress Lane	Discovery (gift shop)	Comparison		3
9	Landress Lane	Cloud Nine (beauty)	Service		4
10	Landress Lane	Trionic Limited (computers)	Comparison		2
11	Landress Lane	3W Fairtrade shop	Comparison		4
12	Landress Lane	Bailey (furniture)	Comparison		3
	Morley's Cottage	Age Concern office	Other		
	Morley's House	East Riding Voluntary Action Services	Other		
	New Walkergate	DHK wine bar	Service		4
	New Walkergate	Agricultural House offices	Other		
	New Walkergate	Tesco supermarket	Convenience		5

2	Newbegin	Shirley's (ladiesware)	Comparison		3
4	Newbegin	Janet Brown (drape design)	Comparison		4
1	North Bar Within	North Bar News	Convenience		4
2	North Bar Within	Haller of Beverley (shoes)	Comparison		4
3	North Bar Within	Connexions	Other		
4&6	North Bar Within	Barclays Bank	Service		5
5	North Bar Within	Hawley (antiques)	Comparison		4
5a	North Bar Within	East Riding Daily Mail	Other		
8	North Bar Within	The Beaver (Pub)	Service		4
7-9	North Bar Within	Barbour shop	Comparison	M	5
10&12	North Bar Within	Fired Earth - tiles	Comparison	M	5
11	North Bar Within	Rileys (ladieswear)	Comparison		5
13	North Bar Within	The Poppy Seed café	Service		3
15	North Bar Within	Hugh Rice jewellers	Comparison		5
17	North Bar Within	Nannini (Leather & Gifts)	Comparison		4
16	North Bar Within	Starfish clothes	Comparison		5
18	North Bar Within	Ridings Property Management	Service		4
19	North Bar Within	Swinton Insurance	Service		3
20	North Bar Within	Dapper clothes	Comparison		4
21	North Bar Within	Vintage Living - furniture	Comparison		4
22	North Bar Within	Grants Bistro 22	Service		3
23	North Bar Within	Murray Todd (menswear)	Comparison		4
25&27	North Bar Within	The Beverley Arms - hotel	Service		4
28a	North Bar Within	Beverley Dresser	Comparison		4
28	North Bar Within	Masons Café Bar	Service		4
29&31	North Bar Within	Lee Garden (restaurant)	Service		4
30	North Bar Within	The Royal Standard Inn	Service		3
32-34	North Bar Within	Vacant	Vacant		2
36	North Bar Within	Princess & The Pea Clothes	Comparison		5
38	North Bar Within	Vacant	Vacant		4
40	North Bar Within	Panizzi wine bar	Service		5
33	North Bar Within	Desired hair studio	Service		4
35	North Bar Within	Quick & Clarke (estate agents)	Service		4
37	North Bar Within	Pizza Express (restaurant)	Service		5
38	North Bar Within	Bibi clothing	Comparison		4
41	North Bar Within	Broughton Shoe Warehouse	Comparison		4
43	North Bar Within	Ford Framing	Comparison		4
43	North Bar Within	Streamers (gifts)	Comparison		4
45	North Bar Within	The Fair Trade Shop	Comparison		5
47	North Bar Within	Carol Bird Interiors (furnishings)	Comparison		5
53	North Bar Within	Offices	Service		4
55	North Bar Within	-	Residential		
57	North Bar Within	-	Residential		
59	North Bar Within	-	Residential		
61	North Bar Within	Offices	Other		
63	North Bar Within	Offices	Other		
65-57	North Bar Within	Davis Davidson Solicitors	Service		4
2	North Bar Without	Nelson Webster Partnership	Service		4
4	North Bar Without	The Olive Tree takeaway	Service		4
6&8	North Bar Without	Inn on the Bar restaurant	Service		4
	North Bar Without	Rose & Crown pub	Service		3
9	North Bar Without	Peel Veterinary Group	Service		3
12	North Bar Without	vacant club	Vacant		4
16 to 20	North Bar Without	residential	Residential		
22A	North Bar Without	Miss Elles Florist	Comparison		4
24	North Bar Without	Wesley Powell furniture	Comparison		4
26A	North Bar Without	Haireem hairdresser	Service		4
	Norwood	Cactus Jack's restaurant	Service		4
	Norwood	vacant	Vacant		3

1	Norwood	McGrath education centre	Other		
3	Norwood	Inches body studio	Service		3
5	Norwood	Bata country supplies	Comparison		3
	Norwood	Roberts & Speight deli and wine	Convenience		4
30	Norwood	Insurance broker	Service		3
28	Norwood	Veterinary practice	Service		4
26	Norwood	Dental practice	Service		4
	Norwood	Netto supermarket	Convenience		4
	Norwood	Majestic Wine	Convenience		4
14	Norwood	Beverley Music Centre	Comparison		4
	Norwood	Kwik Fit	Comparison		4
	Norwood	N. Healey butcher	Convenience		4
	Norwood	The Cornerhouse pub	Service		4
2	Railway Street	Tudor Rose Hotel	Service		3
2a	Railway Street	Carers Support Service	Other		
2b	Railway Street	East Yorkshire Womens Federation.	Other		
	Railway Street	Gate of India restaurant	Service		4
	Register Square	Post Office	Comparison		3
1	Saturday Market	Property Centre	Service		4
2	Saturday Market	Prescott (jeweller)	Comparison		4
3&4	Saturday Market	Yorkshire Building Society	Service		5
5&6	Saturday Market	Fawcett & Abraham gifts	Comparison		5
7&8	Saturday Market	A. Edwards (optician)	Comparison		4
9	Saturday Market	Ladygate tandoori	Service		3
10	Saturday Market	William H Brown (estate agent)	Service		4
11	Saturday Market	Dee, Atkinson & Harrison (estate agent)	Service		4
12	Saturday Market	Grays & Co estate agent	Service		4
13	Saturday Market	Ladygate Framing	Comparison		3
13a	Saturday Market	Eyesite Opticians	Comparison		4
14	Saturday Market	Lloyds TSB Bank	Service		5
18	Saturday Market	Mozarts wine bar	Service		4
19	Saturday Market	Streffords (menswear)	Comparison		3
20	Saturday Market	Selles (pharmacy)	Comparison	M	4
22	Saturday Market	Market Cross News	Convenience		3
23-25	Saturday Market	Guest & Philips (jeweller)	Comparison		5
26-27	Saturday Market	The Push pub	Service		3
	Saturday Market	former Playhouse cinema	Vacant		3
28	Saturday Market	Phase Eight clothes	Comparison	M	4
29	Saturday Market	Leonard Silver (menswear)	Comparison		4
30	Saturday Market	Winters shoes	Comparison		4
31	Saturday Market	The Garden Shed (florist)	Comparison		4
32-33	Saturday Market	Caffe Nero café	Service		4
34	Saturday Market	Upper Crust (take away)	Service		2
35	Saturday Market	Totesport (bookmakers)	Service		3
36	Saturday Market	James Higson (optician)	Comparison		4
37-38	Saturday Market	The Kings Head	Service		5
39	Saturday Market	Yorkshire Bank	Service		5
40-41	Saturday Market	M & Co. clothes	Comparison	M	4
42	Saturday Market	20 Minute Photos	Comparison		3
43-44	Saturday Market	Lakeland clothes	Comparison	M	5
45-46	Saturday Market	Jaeger	Comparison	M	5
47	Saturday Market	Monsoon	Comparison	M	5
49	Saturday Market	Bradford & Bingley (building society)	Service		5
50	Saturday Market	Kaliko	Comparison		5
51	Saturday Market	The Green Dragon pub	Service		3
52-53	Saturday Market	Fat Face Clothes	Comparison		5
54	Saturday Market	Multiyork (furniture)	Comparison	M	5
55	Saturday Market	Viyella	Comparison	M	5
57	Saturday Market	Beverley Building Society	Service		4

58	Saturday Market	The Edinburgh Wollen Mill	Comparison	M	4
59	Saturday Market	Briggs & Powell (electrical)	Comparison		3
60-61	Saturday Market	National Westminster Bank	Service		5
62	Saturday Market	Pettits shoes	Comparison		4
63-64	Saturday Market	HSBC Bank	Service		5
65-66	Saturday Market	JAZ café & bar	Service		4
67	Saturday Market	Andrew Rodgers (optometrics)	Comparison		5
1	Sow Hill Road	Vanilla café	Service		3
2	Sow Hill Road	Bohemia Galleries Fine Art	Comparison		4
3	Sow Hill Road	Staniford Glover (estate agent)	Service		4
4	Sow Hill Road	vacant	Vacant		3
4A	Sow Hill Road	Vacant	Vacant		2
5	Sow Hill Road	Vacant	Vacant		2
5A	Sow Hill Road	Beaver Tools	Comparison		2
6	Sow Hill Road	Capelli hairdresser	Service		3
7	Sow Hill Road	Station Cabin	Convenience		3
1	St Mary's Court	vacant	Vacant		3
2	St Mary's Court	vacant	Vacant		3
3	St Mary's Court	vacant	Vacant		3
4	St Mary's Court	vacant	Vacant		3
5	St Mary's Court	vacant	Vacant		3
5a	St Mary's Court	Tangles Hair Design	Service		4
6	St Mary's Court	vacant	Vacant		3
7	St Mary's Court	vacant	Vacant		3
8	St Mary's Court	vacant	Vacant		3
9	St Mary's Court	Ciel Shoes	Comparison		5
1	Swaby's Yard	Gingers tea room	Service		3
9	Swaby's Yard	Finnie & Co (accountants)	Service		4
10	Swaby's Yard	Dental surgeon	Service		3
12	Swaby's Yard	Cream hair	Service		3
14	Swaby's Yard	vacant	Vacant		2
15	Swaby's Yard	2 Go baker	Convenience		3
16	Swaby's Yard	Enigma hair	Service		3
17	Swaby's Yard	Beverley Camera Centre	Comparison		3
17A	Swaby's Yard	Time Gallery Body Clinic	Service		4
1-7	Toll Gavel	Burtens/Hawkshead	Comparison	M	4
2	Toll Gavel	Johnsons (dry cleaners)	Service		4
4	Toll Gavel	Hamiltons of Beverley (ladieswear)	Comparison		4
6-8	Toll Gavel	WH Smith books	Comparison	M	4
9	Toll Gavel	Thorntons	Convenience		5
10	Toll Gavel	Heron (fozen foods)	Convenience		4
11	Toll Gavel	Timpson shoes	Comparison	M	4
12	Toll Gavel	Boots (optician)	Comparison	M	4
13	Toll Gavel	Vodafone	Comparison	M	4
14	Toll Gavel	Country Casuals	Comparison	M	5
15-17	Toll Gavel	Boots (chemists)	Comparison	M	5
16	Toll Gavel	Costa coffee	Service		5
18	Toll Gavel	Evans & New Look	Comparison	M	5
19-21	Toll Gavel	Cooplunds (bakers)	Convenience		5
20	Toll Gavel	Abbey bank	Service		5
22	Toll Gavel	Julian Graves	Convenience		4
23-25	Toll Gavel	Superdrug	Comparison	M	4
24	Toll Gavel	Thomas Cook	Service		3
26	Toll Gavel	Cellini (ladies footwear)	Comparison		5
27	Toll Gavel	Cinton cards	Comparison	M	4
28	Toll Gavel	Claire's Accessories	Comparison	M	4
29-31	Toll Gavel	Dorothy Perkins	Comparison	M	4
30-32	Toll Gavel	Halifax	Service		5
33	Toll Gavel	T-Mobile	Comparison	M	4

34	Toll Gavel	vacant	Vacant		3
35	Toll Gavel	Thomas the Baker	Convenience		5
36-40	Toll Gavel	Laura Ashley Home	Comparison	M	5
39-41	Toll Gavel	WHSmith	Comparison	M	4
42	Toll Gavel	Carphone Warehouse	Comparison	M	4
43-45	Toll Gavel	Woolworths	Comparison	M	4
44	Toll Gavel	XEN jewellery design	Comparison		5
46	Toll Gavel	Jumper (ladieswear)	Comparison	M	4
47	Toll Gavel	Clarks	Comparison	M	4
48	Toll Gavel	Stead & Simpson (footwear)	Comparison	M	4
49	Toll Gavel	British Heart Foundation	Comparison	Ch	4
50	Toll Gavel	vacant	Vacant		3
51-53	Toll Gavel	Currys Digital	Comparison	M	4
52	Toll Gavel	Specsavers	Comparison	M	5
54	Toll Gavel	Cancer Research UK	Comparison	Ch	3
55	Toll Gavel	Sullivans (fish & chips)	Service		4
56	Toll Gavel	Oxfam	Comparison	Ch	3
57	Toll Gavel	Jessops photos	Comparison	M	4
58	Toll Gavel	Savers	Comparison	M	5
59	Toll Gavel	Thomson travel	Service		4
60	Toll Gavel	Holland & Barrett (health foods)	Comparison	M	5
61	Toll Gavel	Bon Marche	Comparison	M	4
62	Toll Gavel	Phones 4U	Comparison	M	4
63	Toll Gavel	Tea Tree Bay clothes	Comparison		5
61-63(I F)	Toll Gavel	Akash (restaurant)	Service		4
65	Toll Gavel	Kavanaghs café	Service		5
67-69	Toll Gavel	CC Outdoors	Comparison		4
2	Trinity Lane	Oldfellows Arms	Service		4
4 to 12	Vicar Lane	Inspirations	Comparison		4
69	Walkergate	Grosvenor club	Other		
71	Walkergate	Chisholm Bookmakers	Service		3
81	Walkergate	Sellitt furniture	Comparison		3
91	Walkergate	Realpoint Property	Service		4
93	Walkergate	Rootz (hair salon)	Service		4
99	Walkergate	Fascino clothes	Comparison		4
101	Walkergate	One Hundreded & One (beauty salon)	Service		4
115	Walkergate	Stepping Stones nursery	Service		4
108	Walkergate	Little Ones Nursery Store	Comparison		4
110-112	Walkergate	The Hearing Company	Service		4
114	Walkergate	El Turco (hair salon)	Service		4
117-119	Walkergate	Alliance Pharmacy	Comparison	M	4
rear of	Walkergate	Finance broker	Service		3
rear of	Walkergate	William Hill Bookmakers	Service		4
rear of	Walkergate	Walkergate Surgery	Service		4
rear of	Walkergate	La Scala (restaurant)	Service		4
1	Wednesday Market	Mark Elliott Furniture	Comparison		5
2	Wednesday Market	Vacant	Vacant		4
3	Wednesday Market	Figaro jewellery	Comparison		4
4	Wednesday Market	Queens Head (pub)	Service		4
5	Wednesday Market	G.Jack & Son Ltd (fine foods)	Convenience		4
6	Wednesday Market	H.Peck & Sons (fish)	Convenience		4
7	Wednesday Market	Fusion Tapas	Service		5
8	Wednesday Market	Spice of India (take away)	Service		5
9	Wednesday Market	Ranch wine bar	Service		5
10	Wednesday Market	The Naseeb (restaurant)	Service		4
13	Wednesday Market	Lempicka café	Service		4
14	Wednesday Market	Sargents Ice Cream	Service		4
15	Wednesday Market	Footfriend (chiroprapist)	Service		4
16	Wednesday Market	Amanti Furniture	Comparison		5

COTTINGHAM TOWN CENTRE SURVEY, NOVEMBER 2008

	Address	Name of Outlet	Type of Use	*	Physical Appearance
unit 1	Cotta House Arcade	Bakers dozen	Convenience		3
unit 2	Cotta House Arcade	Yorkshire Accountancy	Service		3
unit 3	Cotta House Arcade	Hairraisers	Service		3
unit 4	Cotta House Arcade	-	Vacant		2
1	Cotta Court	Woksoever	Service		4
2	Cotta Court	Finkles clothes	Comparison		4
3	Cotta Court	shoe repairs	Comparison		3
4-7	Cotta Court	Curtain Creations	Comparison		4
8-9	Cotta Court	hairdresser	Service		4
10	Cotta Court	-	Vacant		3
11-12	Cotta Court	Steve's jeweller	Comparison		3
13	Cotta Court	chartered surveyor	Service		4
14-15	Cotta Court	I D K Fashions clothes	Comparison		4
117	Hallgate	P & D Carpets	Comparison		4
119	Hallgate	Wok Eva restaurant	Service		3
121	Hallgate	Lloyds TSB Bank	Service		4
123	Hallgate	doctors surgery	Service		3
125-127	Hallgate	The Hallgate Tavern	Service		4
129-131	Hallgate	Tim May butcher	Convenience		3
137	Hallgate	John Ford clothes	Comparison		3
139	Hallgate	Cooplunds bakers	Convenience		4
141	Hallgate	Klick Photoprint	Comparison		4
143	Hallgate	Frank Pullan butcher	Convenience		4
145	Hallgate	-	Vacant		3
149	Hallgate	Strouds shoes	Comparison		4
151	Hallgate	Betfred	Service		4
153a	Hallgate	Cocksmith jewellers	Comparison		4
153-155	Hallgate	Elegant Lady/ Jacqueline's	Comparison		4
157-159	Hallgate	Barkers stationers	Comparison		4
161-163	Hallgate	Duffill's greengrocer	Convenience		3
165	Hallgate	Sue Rider	Comparison	Ch	3
167	Hallgate	Oxfam	Comparison	Ch	3
169	Hallgate	Baker	Convenience		3
171	Hallgate	Wok so eva	Service		3
173	Hallgate	Gilly's Balloon Company	Comparison		3
175	Hallgate	Inspirations of Cottingham	Comparison		3
177	Hallgate	Curtain Creations	Comparison		4
177B	Hallgate	Great Expectations clothes	Comparison		4
177A	Hallgate	Help the Aged	Comparison	Ch	4
179	Hallgate	Red Cross Shop	Comparison	Ch	4
181	Hallgate	Sensations	Comparison		5
183	Hallgate	Edwards opticians	Comparison		5
187	Hallgate	Hair Fairies	Service		5
191	Hallgate	Ian Black electrical goods	Comparison		4
195	Hallgate	Tilly Trotters	Comparison		4
197	Hallgate	Spectrum electrical goods	Comparison		4
199	Hallgate	Perfect Tan	Vacant		2
201	Hallgate	Men Only hairdressers	Service		3
203	Hallgate	Evans hairdresser	Service		2
205	Hallgate	Tandoori restaurant	Service		3

217	Hallgate	chartered accountant	Service		3
219	Hallgate	R. O. Florists	Comparison		3
221	Hallgate	physiotherapy clinic	Service		3
223	Hallgate	hairdresser	Service		3
138	Hallgate	-	Vacant		2
140	Hallgate	Kristoff's café	Service		4
140a	Hallgate	Specs of Cottingham	Comparison		3
142	Hallgate	Orchard fruit stores	Convenience		3
144	Hallgate	Thomas Cook	Service		4
146	Hallgate	Alterframe - pictures	Comparison		3
146A	Hallgate	Everson & Beckett	Comparison		3
148	Hallgate	Supervalu	Comparison		4
150-152	Hallgate	King William IV pub	Service		4
154	Hallgate	Woodhead baker	Convenience		4
156	Hallgate	Alliance chemist	Comparison	M	3
158	Hallgate	Events lingerie	Comparison		3
160	Hallgate	Scrivens opticians	Comparison		3
162	Hallgate	Frydays Fish & chips	Service		3
164	Hallgate	Nat West Bank	Service		4
210	Hallgate	Tandoori restaurant	Service		4
210A	Hallgate	takeaway food	Service		4
212	Hallgate	Gino's takeaway	Service		4
214	Hallgate	hair salon	Service		4
216	Hallgate	estate agent	Service		4
218	Hallgate	Purple Cow café	Service		3
220	Hallgate	Frank Hill & Son Est Agents	Service		3
1	Finkle Street	-	Vacant		3
3	Finkle Street	Holland & Barrett	Comparison	M	5
5	Finkle Street	Post Office	Comparison		5
22	Finkle Street	Jeweller	Comparison		5
24	Finkle Street	Sports clothes	Comparison		5
34	Finkle Street	hairdresser	Service		4
38	Finkle Street	Johnson florist	Comparison		5
40	Finkle Street	beauty salon	Service		4
46	Finkle Street	Elizabeth Clothes	Comparison		5
48	Finkle Street	Finkle Sweets	Convenience		4
50	Finkle Street	-	Residential		
1	Kings Parade	Lloyds chemist	Comparison	M	3
2	Kings Parade	Café	Service		3
3	Kings Parade	Cottingham Floor	Comparison		3
4	Kings Parade	Tan Shop	Service		3
5	Kings Parade	Elliott's Bar	Service		4
26	King Street	Jaquelines Bridal Shop	Comparison		5
28	King Street	financial services	Service		4
30	King Street	Farm Foods	Convenience		3
32	King Street	Factory Clothing shop	Comparison		4
34-36	King Street	Sainsburys Local	Convenience		4
38	King Street	Dove House Hospice	Comparison	Ch	3
40	King Street	Abbey National	Service		4
42-44	King Street	Boots Chemist	Comparison	M	4
72	King Street	Cottingham Autocare	Comparison		3
74	King Street	Rhythm & Booze	Convenience		3
76-80	King Street	Manna Café	Service		4
82	King Street	Cottingham Allsorts	Comparison		3
84	King Street	IDK Clothing	Comparison		3
86	King Street	Bargain 4 U	Comparison		3

DRIFFIELD TOWN CENTRE SURVEY, MAY 2008

	Address	Name of Outlet	Type of Use	*	Physical Appearance
	George Street	Pocklington Carpets	Comparison		4
	George Street	Tesco	Convenience		5
1	George Street	restaurant	Service		4
2	George Street	hairdresser	Service		3
3A	George Street	pet shop	Comparison		2
3	George Street	-	Residential		
1-2	Market Place	The Buck Hotel	Service		4
3	Market Place	Brookfields Shoes	Comparison		4
4-5	Market Place	M&Co	Comparison		4
6	Market Place	Halifax estate agent	Service		5
8	Market Place	NHS Dentist	Service		4
10-11	Market Place	Yorkshire Trading Co.	Comparison		4
12	Market Place	HSBC Bank	Service		5
13	Market Place	Watson jeweller	Comparison		5
14	Market Place	Help the Aged	Comparison	Ch	3
15	Market Place	Lloyds TSB Bank	Service		4
16-17	Market Place	Thomas the baker	Convenience		4
18	Market Place	GH Broome fruit & veg	Convenience		3
19	Market Place	Kamarann studio	Comparison		3
20	Market Place	The Original Keys pub	Service		4
21	Market Place	Arthur Day electrical	Comparison		3
22	Market Place	Chinese restaurant	Service		4
22a	Market Place	Thorleys butchers	Convenience		4
23	Market Place	Cranswick estate agent	Service		4
24	Market Place	The Hospice Shop	Comparison	Ch	3
25	Market Place	The Lounge Bar Café	Service		4
26	Market Place	-	Vacant		3
27-28	Market Place	Nat West Bank	Service		5
30	Market Place	CJ clothes	Comparison		4
31	Market Place	delicatessen	Convenience		3
32	Market Place	taxi office	Service		2
33	Market Place	Trophy & Print	Service		3
34	Market Place	Chinese restaurant	Service		3
35	Market Place	Reds Hair salon	Service		4
36	Market Place	hairdresser	Service		4
38	Market Place	Kebab House	Service		3
39	Market Place	Fredilous Shoes	Comparison		3
40	Market Place	Jelly Tots clothing	Comparison		3
41	Market Place	Lounge Bar	Service		3
42	Market Place	Silks café	Service		3
43	Market Place	Post Office	Comparison		3
44	Market Place	Real Aid	Comparison	Ch	3
45	Market Place	Yorkshire Bank	Service		4
46	Market Place	Bell Hotel	Service		4
47	Market Place	-	Vacant		3
1st floor	Market Place	Café	Service		4
48	Market Place	Catherine's Hospice	Comparison	Ch	3
49	Market Place	Alliance and Leicester	Service		4
50	Market Place	solicitor	Service		4
51	Market Place	Drury Sports	Comparison		4
52	Market Place	Johnsons cleaners	Service		4
53	Market Place	Currys	Comparison	M	4
54	Market Place	Costellos Market Place foods	Convenience		3

56	Market Place	estate agent	Service		3
57	Market Place	Old Falcon Inn	Service		3
58	Market Place	Ethel Austin	Comparison	M	3
59	Market Place	restaurant	Service		5
60	Market Place	Co-op travel agent	Service		3
61	Market Place	Barclays Bank	Service		4
62	Market Place	Jag phone shop	Comparison		4
63	Market Place	William Hill bookmaker	Service		4
64	Market Place	Alec Hall clothing	Comparison		4
65	Market Place	The Tiger pub	Service		3
1	Market Walk	Baaimans S African deli	Convenience		4
2	Market Walk	-	Vacant		3
3-4	Market Walk	Driffield Town Council	Service		3
5	Market Walk	-	Vacant		3
6	Market Walk	Barbara Ashton ladies wear	Comparison		4
	Market Walk	The Foundry pub	Service		4
	Market Walk	Market Tea Shop	Service		4
33	Middle Street North	Williams food store	Convenience		2
34-35	Middle Street North	-	Vacant		2
36	Middle Street North	Lloyd's chemist	Comparison	M	3
37	Middle Street North	The Norseman	Service		3
40	Middle Street North	Magic Garden Play Centre	Service		3
41	Middle Street North	barber	Service		4
42	Middle Street North	Dewhurst clothing	Comparison		3
43	Middle Street North	Bishops furniture	Comparison		3
44	Middle Street North	fish and chips	Service		3
45	Middle Street North	hairdresser	Service		3
46	Middle Street North	Social Services	Service		4
48	Middle Street North	Janice Walker Interiors	Comparison		3
49	Middle Street North	Dobsons decorator	Comparison		3
20-21	Middle Street South	Bentley power equipment	Comparison		4
22	Middle Street South	-	Residential		
23	Middle Street South	Cartridge World	Comparison	M	3
23A	Middle Street South	optician	Comparison		3
23B	Middle Street South	-	Residential		
24	Middle Street South	-	Vacant		2
25	Middle Street South	solicitor	Service		4
26-28	Middle Street South	Motorcount	Comparison		3
29	Middle Street South	World Choice travel agent	Service		4
30	Middle Street South	-	Vacant		2
34	Middle Street South	estate agent	Service		4
35-36	Middle Street South	Sue Ryder	Comparison	Ch	4
37	Middle Street South	Discount Furniture	Comparison		3
37A	Middle Street South	Barnardo's	Comparison	Ch	4
38	Middle Street South	Studio 2 Art	Comparison		4
39	Middle Street South	Barstow Eves Est Agents	Service		3
40	Middle Street South	hairdresser	Service		3
41	Middle Street South	Raby's Interiors	Comparison		3
42	Middle Street South	Sunshine café	Service		3
43-44	Middle Street South	Hospice Shop	Comparison	Ch	3
45	Middle Street South	Age Concern	Comparison	Ch	2
45a-b	Middle Street South	Michael Roberts jeweller	Comparison		4
46	Middle Street South	Envy household goods	Comparison		3
47	Middle Street South	fish and chips	Service		2
48	Middle Street South	Driffield Carpets	Comparison		3
49	Middle Street South	Photo Arts & posters	Comparison		3
50	Middle Street South	Eye Opticians	Comparison		3
51	Middle Street South	Woolworths	Comparison	M	4

51a	Middle Street South	amusements	Service		3
52-53	Middle Street South	Sokells stationers	Comparison		4
54A	Middle Street South	Cooplunds bakers	Convenience		5
54B	Middle Street South	Stead & Simpson shoes	Comparison	M	5
54C	Middle Street South	Superdrug	Comparison	M	5
55	Middle Street South	Boots	Comparison	M	5
56	Middle Street South	Blockbuster video shop	Comparison	M	4
60	Middle Street South	Betting shop	Service		4
60a	Middle Street South	Rafters fruit shop	Convenience		4
60b	Middle Street South	Woodhead baker	Convenience		4
61	Middle Street South	David Cammish butcher	Convenience		4
62	Middle Street South	Boyes	Comparison	M	4
63	Middle Street South	Iceland	Convenience		4
64	Middle Street South	-	Vacant		4
65	Middle Street South	Festivities	Comparison		3
66	Middle Street South	Rotherhams stoneware	Comparison		4
67	Middle Street South	White Rose florist	Comparison		4
68	Middle Street South	Marco Polo pizzas	Service		4
69	Middle Street South	Tindall butcher	Convenience		4
70	Middle Street South	Sugarshack café	Service		3
71	Middle Street South	Scrivens optician	Comparison		3
72-73	Middle Street South	The Stationery Shop	Comparison		3
74	Middle Street South	Computer shop	Comparison		3
75	Middle Street South	Kiplingcotes Classic Furniture	Comparison		3
76	Middle Street South	hairdresser	Service		4
77	Middle Street South	Classic Linens	Comparison		2
78	Middle Street South	Mencap	Vacant		3
79-80	Middle Street South	Martin newsagent	Convenience		3
81	Middle Street South	Karen Guest jeweller	Comparison		3
82	Middle Street South	Safron takeaway	Service		3
83-89	Middle Street South	Wilkinsons	Comparison	M	4
90	Middle Street South	Pocklington Window Centre	Comparison		4
91	Middle Street South	K&C Saddlery	Comparison		4
92	Middle Street South	Napoli takeaway	Service		3
93	Middle Street South	-	Residential		
94	Middle Street South	Gift shop	Comparison		3
95	Middle Street South	pet shop	Comparison		2
96	Middle Street South	-	Residential		
97	Middle Street South	-	Residential		
97a	Middle Street South	-	Residential		
98	Middle Street South	Chinese takeaway	Service		3
99	Middle Street South	Thorleys bakers	Convenience		3
100	Middle Street South	optician	Comparison		3
101	Middle Street South	-	Residential		
14	Mill Street	Martin newsagent	Convenience		3
15	Mill Street	Costcutter	Convenience		3
16	Mill Street	Full Measure pub	Service		2
17	Mill Street	Katy's café	Service		3
18	Mill Street	Hairdressers	Service		3
19	Mill Street	Hairdressers	Service		3
20	Mill Street	-	Vacant		3
21	Mill Street	Lapaz pizzeria	Service		3
22	Mill Street	insurance office	Service		3
23	Mill Street	-	Vacant		2
24	Mill Street	taxi office	Service		3
25	Mill Street	taxi office	Service		3
26	Mill Street	Mario's takeaway	Service		3
	St. Johns Road	Calverts Carpet Mill	Comparison		3

	Totals	Number of Properties		
		Convenience	3	14%
		Comparison	6	27%
		Total Retail	9	41%
		and Service		
		Vacant Units	0	0%
		Service	13	59%
		Total Retail	22	100%
		and Service		
		Residential	7	
		Other	6	
		Charity Shops	1	
		Multiples	0	
		Physical Appearance of Properties		
		1 Very Poor	0	
		2 Poor	0	
		3 Fair	18	
		4 Good	4	
		5 Very Good	0	
		Total	22	
		Average Grading	3.2	

GOOLE TOWN CENTRE SURVEY, MAY 2008

	Address	Name of Outlet	Type of Use	*	Physical Appearance
	Aire Street	estate agent	Service		3
64-66	Aire Street	-	Vacant		3
62	Aire Street	-	Vacant		3
	Aire Street	-	Vacant		3
	Aire Street	Transatlantic offices	Other		
	Aire Street	Kingsway Carpets	Comparison		2
	Aire Street	First Avenue Training	Other		
	Aire Street	J Carter Accountants	Service		2
	Aire Street	-	Vacant		2
	Aire Street	-	Vacant		2
	Aire Street	-	Vacant		2
	Aire Street	Former Lowther Hotel	Vacant		2
	Aire Street	The Dintin Docker	Service		3
	Aire Street	McIntosh Arms	Service		3
	Aire Street	taxi office	Service		2
	Aire Street	vacant offices	Vacant		2
27-29	Aire Street	vacant offices	Vacant		3
	Aire Street	takeaway food	Service		2
33a	Aire Street	shipping office	Other		
35a	Aire Street	-	Vacant		2
37a	Aire Street	-	Vacant		3
	Aire Street	-	Vacant		2
	Aire Street	-	Vacant		1
67	Boothferry Road	Yorkshire Building Society	Service		3
67a	Boothferry Road	Station Hotel Apartments	Residential		
67b	Boothferry Road	Tattooists	Service		3
67c	Boothferry Road	Party Tanning Shop	Service		3
69	Boothferry Road	Durnitts Photos	Comparison		2
71	Boothferry Road	Connexions	Other		
73	Boothferry Road	Equinox Hairdressers	Service		3
75	Boothferry Road	Sporting Arena - sports goods	Comparison		3
77	Boothferry Road	estate agent	Service		3
79	Boothferry Road	-	Vacant		3
81	Boothferry Road	La Bodrum café	Service		3
81A	Boothferry Road	Just Gents hairdressers	Service		3
83	Boothferry Road	Chinese takeaway	Service		2
85	Boothferry Road	Furniture and Fireplaces	Comparison		3
87-91	Boothferry Road	Pagebet	Service		3
	Boothferry Road	Tesco	Convenience		4
	Boothferry Road	CBS Mail Order Outlet	Comparison		4
109	Boothferry Road	Co-op Funeral Service	Service		4
111-113	Boothferry Road	-	Vacant		2
115	Boothferry Road	-	Vacant		3
117-119	Boothferry Road	Former bingo	Vacant		2
121	Boothferry Road	Office	Other		
127	Boothferry Road	Wilco car parts	Service		3
129	Boothferry Road	Bed Warehouse	Comparison		3
148	Boothferry Road	Business Services	Service		3
146	Boothferry Road	Hair and Beauty studio	Service		3
144	Boothferry Road	Kwik Fit	Service		4
142	Boothferry Road	Tool shop	Comparison		3
140	Boothferry Road	Rhythm and Booze	Convenience		3
138	Boothferry Road	Decorating supplies	Comparison		3
136	Boothferry Road	Hairdresser	Service		3

124-130	Boothferry Road	Sainsburys	Convenience		3
122	Boothferry Road	Fullers bakers	Convenience		3
120	Boothferry Road	fish and chips	Service		3
118	Boothferry Road	Charity shop	Comparison	Ch	3
114-116	Boothferry Road	Hargreaves Furniture	Comparison		3
110-112	Boothferry Road	Lloyds Pharmacy	Comparison	M	4
108	Boothferry Road	Blockbuster Video	Comparison	M	4
104	Boothferry Road	The Hospice Shop	Comparison	Ch	3
102	Boothferry Road	Goole Times	Other		
96	Boothferry Road	-	Vacant		3
94	Boothferry Road	Milners pets and florist	Comparison		3
92	Boothferry Road	Bailey Employment Services	Other		
88-90	Boothferry Road	De Cobains electrical store	Comparison		4
	Boothferry Road	Coggrave Pharmacy	Comparison		3
84	Boothferry Road	Pauls Carpets	Comparison		2
82	Boothferry Road	Acumen Recruitment	Other		
80	Boothferry Road	Barber shop	Service		3
78	Boothferry Road	Goole post office	Comparison		4
74-76	Boothferry Road	Scope charity shop	Comparison	Ch	4
72	Boothferry Road	Cottage Inspirations florist	Comparison		3
	Boothferry Road	Tanning shop	Service		3
	Boothferry Road	Accountants	Service		3
	Boothferry Road	Specsavers	Comparison	M	4
	Boothferry Road	Savers	Comparison	M	4
	Boothferry Road	Superdrug	Comparison	M	4
	Boothferry Road	Dorothy Perkins	Comparison	M	4
	Boothferry Road	Halifax Building Society	Service		4
	Boothferry Road	Tony's Textiles	Comparison		3
	Boothferry Road	Timpson	Comparison	M	4
	Boothferry Road	Lunn Poly	Service		4
	Boothferry Road	Quicksilver amusements	Service		3
	Boothferry Road	-	Vacant		3
	Boothferry Road	Iceland	Convenience		3
	Boothferry Road	Supreme coffee house	Service		3
36	Boothferry Road	Chappelow newsagent	Convenience		3
	Boothferry Road	Thorntons & We R Cards	Comparison	M	4
	Boothferry Road	Betfred	Service		3
	Boothferry Road	optician	Service		4
	Boothferry Road	Nationwide Building Society	Service		4
	Boothferry Road	-	Vacant		3
	Boothferry Road	Park Row Estate Agents	Service		3
	Boothferry Road	British Heart Foundation	Comparison	Ch	3
	Boothferry Road	-	Vacant		2
	Boothferry Road	Arthur Read jeweller	Comparison		4
	Boothferry Road	Carphone Warehouse	Comparison	M	4
	Boothferry Road	Discount Shoe Zone	Comparison		4
	Boothferry Road	Nat West Bank	Service		4
	Boothferry Road	Co Operative Travel	Service		3
	Boothferry Road	-	Vacant		3
	Boothferry Road	Cancer Research	Comparison	Ch	4
	Boothferry Road	Barclays Bank	Service		4
	Boothferry Road	Phones 4 U	Comparison	M	3
31	Boothferry Road	Bradford and Bingley BS	Service		4
	Boothferry Road	Thomas the Baker	Convenience		4
	Boothferry Road	Woolworth	Comparison	M	4
	Boothferry Road	Johnsons Cleaners	Service		4
	Boothferry Road	-	Vacant		2
	Boothferry Road	fruit and veg shop	Convenience		3
47	Boothferry Road	Nita's	Convenience		2

	Boothferry Road	Co-op Travel	Service		3
	Boothferry Road	-	Vacant		3
	Boothferry Road	Ethel Austin	Vacant	M	4
	Boothferry Road northsid	Fullers bakers	Convenience		4
	Boothferry Road southsid	Cooplands bakers	Convenience		4
	Calder Street	Morgan and Quinn carpets	Comparison		2
21	Carlisle Street	hairdressers	Service		3
	Carlisle Street	Council Offices	Other		
	Carlisle Street	hairdressers	Service		3
	Carlisle Street	Nightingale butcher	Convenience		3
57	Carlisle Street	-	Vacant		3
	Carlisle Street	-	Vacant		3
46	Carlisle Street	hairdresser	Service		3
	Carlisle Street	Pet shop	Comparison		3
40d	Carlisle Street	-	Vacant		2
	Carlisle Street	Dockside Computers	Comparison		3
	Carlisle Street	-	Vacant		3
	Carlisle Street	ATS motor garage	Service		3
	Carlisle Street	Hinge fitness centre	Service		3
	Carlisle Street	Gym	Service		3
	Carlisle Street	Health shop	Comparison		3
	Carlisle Street	Dance Starr party shop	Comparison		2
	Carlisle Street	Burke surveyors	Service		3
	Carlisle Street	The Hair Gallery	Service		3
	Carlisle Street	Homecare Services office	Other		
	Carlisle Street	accountants office	Service		3
	Carlisle Street	financial consultant	Service		3
	Carlisle Street	Conservative Club	Service		4
	Carlisle Street	Library	Other		
	Church Street	Council Offices	Other		
	Church Street	vacant offices	Vacant		2
	Estcourt Street	Salvation Army Hall	Other		
	Estcourt Street	Jehovah's Witnesses Hall	Other		
	Estcourt Street	Carlisle DIY	Comparison		3
	Estcourt Street	-	Vacant		3
	Estcourt Street	Lunchbox café	Service		3
	Estcourt Terrace	Gotcha's electrical store	Comparison		4
1	Estcourt Terrace	fish and chips	Service		4
	Estcourt Terrace	solicitor	Service		4
	Estcourt Terrace	Goole Town Council	Other		
	Estcourt Terrace	Magistrates	Other		
	Estcourt Terrace	Police Station	Other		
	Estcourt Terrace	solicitor	Service		4
	Estcourt Terrace	Market Hall	Convenience		5
	Estcourt Terrace	Kings Takeaway	Service		4
	Estcourt Terrace	Lazeez Takeaway & Restaurant	Service		4
1	Mariners Court	Help the Aged shop	Comparison	Ch	3
2-3	Mariners Court	William Hill bookmaker	Service		3
4-6	Mariners Court	Jack Fulton frozen food	Convenience		3
8	Mariners Court	Bilash Restaurant	Service		3
	Mariners Street	Mobile Tyre Services	Service		3
	Mariners Street	Hartleys nightclub	Service		3
	Mariners Street	The Goods Bistro Bar	Service		4
	Mariners Street	Church	Other		
	Mariners Street	North Eastern pub	Service		3
	North Street	Lidl	Convenience		4
	North Street	vacant shop unit south end	Vacant		3
	North Street	-	Vacant		2
	North Street	Arcade Club	Service		3

	North Street	The City & Country Wetherspoons PH	Service		5
	North Street	The Old George PH	Service		4
	North Street Arcade	The Jail House PH	Service		3
	North Street Arcade	-	Vacant		3
3	North Street Arcade	-	Vacant		3
	North Street Arcade	-	Vacant		3
	North Street Arcade	-	Vacant		3
	North Street Arcade	-	Vacant		3
2	North Street Arcade	-	Vacant		3
1	Pasture Road	hairdresser	Service		3
3	Pasture Road	Shannon Lingerie	Comparison		3
5	Pasture Road	Home Flavours Grocery	Convenience		3
7	Pasture Road	coffee shop	Service		2
9-11	Pasture Road	Halifax Property Services	Service		3
15-17	Pasture Road	Coral bookmaker	Service		4
19	Pasture Road	Lads and Lassies baby shop	Comparison		3
21-23	Pasture Road	Hall's Music	Comparison		3
25	Pasture Road	Fireplaces	Comparison		3
27	Pasture Road	Link Agency office	Service		3
29	Pasture Road	Exquisite clothes	Comparison		3
31	Pasture Road	Goole cobbler	Comparison		3
33	Pasture Road	fish and chips	Service		2
35	Pasture Road	hairdresser	Service		3
37	Pasture Road	hairdresser	Service		3
39	Pasture Road	Mobile phone shop	Comparison		3
41	Pasture Road	Jinks food café	Service		4
43	Pasture Road	Extreme Nail & beauty	Service		3
45	Pasture Road	-	Vacant		2
47	Pasture Road	Vet surgery	Service		3
49	Pasture Road	Letting Agency	Service		3
51	Pasture Road	Atkinsons baker	Convenience		3
53	Pasture Road	Pen to Paper stationery	Comparison		3
55	Pasture Road	Rock Music Shop	Comparison		3
57	Pasture Road	Pizza bar	Service		3
59-63	Pasture Road	Walker furniture	Comparison		3
65-69	Pasture Road	estate agent	Service		3
71-73	Pasture Road	optician	Comparison		3
75	Pasture Road	Tom Pye jeweller	Comparison		4
77-79	Pasture Road	Sam Thompson menswear	Comparison		3
81	Pasture Road	solicitor	Service		4
83	Pasture Road	Mac Employment Resouces	Other		
83A	Pasture Road	Kool clothes	Comparison		3
85	Pasture Road	General Dealers	Comparison		3
87	Pasture Road	Goole Model Centre	Comparison		3
89	Pasture Road	Health shop	Comparison		4
91	Pasture Road	Houses Etc Estate Agents	Service		3
93	Pasture Road	Gregory Memorials	Service		3
95	Pasture Road	Outrigger clothes shop	Comparison		4
101	Pasture Road	Mortgage store	Service		3
103	Pasture Road	-	Residential		2
105	Pasture Road	-	Residential		
107	Pasture Road	-	Residential		
109-111	Pasture Road	Classic dry cleaners	Service		3
113-115	Pasture Road	Discount cycling	Comparison		3
117	Pasture Road	-	Residential		
119	Pasture Road	Shoppa second hand goods	Comparison		2
121	Pasture Road	Kashmir takeaway	Service		2
123	Pasture Road	Trophy Centre	Comparison		3
125	Pasture Road	Window Centre	Comparison		3

127	Pasture Road	Logo & Embroidery	Comparison		2
129	Pasture Road	Cartridge Zone	Comparison		3
	Pasture Road	Church and hall	Other		
131	Pasture Road	Hairdresser	Service		2
133	Pasture Road	-	Residential		
135	Pasture Road	-	Residential		
137	Pasture Road	Chinese takeaway	Service		2
96	Pasture Road	-	Residential		
94A	Pasture Road	Ron Charles Hair	Service		3
94	Pasture Road	-	Residential		
88-92	Pasture Road	Rachel Horner Fashions	Comparison		3
84	Pasture Road	-	Residential		
82	Pasture Road	-	Residential		
80	Pasture Road	-	Residential		
78	Pasture Road	Moto Madness Scooters	Comparison		3
76	Pasture Road	Citizens Advice Bureau	Other		
74	Pasture Road	Carpet shop	Comparison		3
72	Pasture Road	Natural Healing Centre	Comparison		2
70	Pasture Road	Arcade Electrics	Comparison		3
68	Pasture Road	fish and chip shop	Service		3
	Pasture Road	Motorcount Ltd	Comparison		3
	Pasture Road	accountants office	Service		3
	Pasture Road	Kings Café	Service		3
	Pasture Road	Discount Furnishings	Comparison		3
	Pasture Road	Swinton Insurance	Service		3
	Pasture Road	Bottomleys butchers	Convenience		3
66	Pasture Road	Scootermart care centre	Service		3
62-64	Pasture Road	The Fairtrade Shop	Comparison		2
60	Pasture Road	Nushooz Footwear	Comparison		3
58	Pasture Road	Bailey & Haigh Solicitors	Service		3
56	Pasture Road	Amigo's takeaway	Service		2
54	Pasture Road	hairdresser	Service		3
50-52	Pasture Road	Donohue's cycle centre	Comparison		3
48	Pasture Road	accountants office	Service		3
44-46	Pasture Road	Riverside Crafts	Comparison		3
40-42	Pasture Road	Otisdale Estate Agents	Service		4
38	Pasture Road	Holistic Therapies	Service		3
36	Pasture Road	hairdresser	Service		3
34	Pasture Road	Sue Ryder	Comparison	Ch	3
30-32	Pasture Road	Reeds Rains Estate Agents	Service		4
28	Pasture Road	Clothes for Little People	Comparison		3
26	Pasture Road	The Uniform Shop	Comparison		3
24	Pasture Road	-	Residential		
22	Pasture Road	-	Vacant		
20	Pasture Road	Jarrolds newsagent	Convenience		3
16-18	Pasture Road	Estate agents	Service		3
14	Pasture Road	-	Vacant		2
12	Pasture Road	Fresh Foods butchers	Convenience		2
10	Pasture Road	Meridian Recruitment	Other		
8	Pasture Road	Courier newspaper office	Other		
4-6	Pasture Road	The Bookshop	Comparison		3
2	Pasture Road	-	Vacant		3
	Pasture Road	Quicksilver Amusements	Service		4
	Pasture Road	Candles tobacconist	Convenience		3
	Pasture Road	Lloyds TSB bank	Service		4
	Victoria Street	Oasis Bar	Service		3
	Victoria Street	-	Vacant		3
	Victoria Street	-	Vacant		3
8	Victoria Street	-	Vacant		2

HEDON TOWN CENTRE SURVEY, MAY 2008

	<i>Address</i>	<i>Name of Outlet</i>	<i>Type of Use</i>	<i>*</i>	<i>Physical Appearance</i>
38	Flechergate	Leehams (fish & chips)	Service		3
36	Flechergate	The Hair Company	Service		4
1	Market Place	The Silver Star (fast food)	Service		2
2	Market Place	Quickbite bakery	Convenience		2
3	Market Place	The Flower Shop	Comparison		3
4	Market Place	Andrew Little (butchers)	Convenience		4
5	Market Place	Nutmegs	Service		3
6	Market Place	T. Beckett (newsagents)	Convenience		3
7	Market Place	Post Office	Comparison		4
8	Market Place	Fresh and Fruity (greengrocers)	Convenience		3
9	Market Place	H.S.B.C	Service		4
10	Market Place	Co-Op Travel	Service		3
11&13	Market Place	Co-Op (supermarket)	Convenience		3
12	Market Place	Andrew Earle's World of Travel	Service		3
13a	Market Place		Vacant		3
14	Market Place	John Hall (estate agents)	Service		3
15	Market Place	Boots pharmacy	Comparison	M	3
16	Market Place	New Dawn Florists	Comparison		3
17	Market Place	Cooplands	Convenience		3
17A	Market Place	Karmichael's General Store	Convenience		3
20	Market Place	Catwalk (boutique)	Comparison		3
22	Market Place	Style Finders	Service		4
2	New Road	East Riding Council	Other		
4	New Road		Residential		
6	New Road		Residential		
	Pump Yard	The Green Print	Comparison		3
	Pump Yard	The Old Market	Convenience		3
	Pump Yard	The Old Market	Comparison		3
-	Souter Gate	The Kings Head	Service		3
1&3	Souter Gate	Dove House Hospice	Comparison	Ch	3
5&7	Souter Gate		Residential		
6&8	Souter Gate	Eden Nails & Hair	Service		3
9	Souter Gate	Shapes (hairdressers)	Service		3
10	Souter Gate	Hedon Dental practice	Service		3
12	Souter Gate		Residential		
11&13	Souter Gate		Residential		
14	Souter Gate	Robert Higson (optician)	Comparison		4
15	Souter Gate	Vacant	Vacant		2
18	Souter Gate	Frames of Hedon (picture shop)	Comparison		4
20	Souter Gate		Residential		
1	St Augustine's Gate	BW&W Estate Agents	Service		3
2	St Augustine's Gate	Kazbar Kebab Shop (fast food)	Service		2
3	St Augustine's Gate	Wicksey's (dry cleaners)	Service		3
4	St Augustine's Gate	Hedon Carpets	Comparison		3
5&7	St Augustine's Gate	Betfred	Service		3
6	St Augustine's Gate	Larards (estate agent)	Service		3
8	St Augustine's Gate	Sirius (computers)	Comparison		4
9a	St Augustine's Gate	Calceus (leather goods & shoe repairs)	Comparison		3
9b	St Augustine's Gate	Tony Carlise (barbers)	Service		3
10	St Augustine's Gate	NFU mutual	Service		3
11	St Augustine's Gate	The Rolling Pin (bakery)	Convenience		4
12	St Augustine's Gate	Koliza Pizzeria	Convenience		3

HESSLE TOWN CENTRE SURVEY, NOVEMBER 2008

	Address	Name of Outlet	Type of Use	*	Physical Appearance
2	Ferriby Road	Luciano's café & restaurant	Service		4
4-6	Ferriby Road	Barclays Bank	Service		3
4-6	Hull Road	D Atkinson & H'son Est Agents	Service		3
8	Hull Road	-	Residential		
10	Hull Road	Just Baby	Comparison		3
12-14	Hull Road	William Hill	Service		4
14a	Hull Road	Help the Aged	Comparison		3
16	Hull Road	Dennis Cowen carpets	Comparison		3
18	Hull Road	Jelly Tots Childrens Wear	Comparison		3
2	The Orchard Centre	Orange Grove fruit and veg	Convenience		3
3	The Orchard Centre	AA Cycles	Comparison		3
4	The Orchard Centre	Kim Computers	Comparison		3
5	The Orchard Centre	Hessle carpets	Comparison		3
6	The Orchard Centre	Teapots café	Service		3
7	The Orchard Centre	-	Vacant		2
8	The Orchard Centre	opticians	Comparison		3
9	The Orchard Centre	Coral Wine	Convenience		4
10	The Orchard Centre	Red Cross	Comparison	Ch	3
11	The Orchard Centre	Cardarama	Comparison		4
2	The Square	Boots	Comparison	M	4
4	The Square	The Cake Room	Convenience		4
6	The Square	Village newsagent	Convenience		3
8	The Square	Help the Aged	Comparison	Ch	4
3	The Square	Hawke pub & Indian restaurant	Service		3
5	The Square	Made to measure blinds	Comparison		3
7A	The Square	Health Foods	Comparison		3
9	The Square	The Granby pub	Service		3
11-15	The Square	Innes photographer	Comparison		4
17	The Square	HSBC Bank	Service		4
19-21	The Square	Alliance chemist	Comparison	M	3
23	The Square	Heron frozen foods	Convenience		3
23A	The Square	Oxfam	Comparison	Ch	3
25	The Square	Halifax Building Society	Service		3
25A	The Square	Vanilla ladies clothing	Comparison		3
27-29	The Square	Somerfield	Convenience		3
31-35	The Square	Rix Garage	Service		2
37	The Square	Surprises gifts	Comparison		3
39	The Square	sandwich shop	Convenience		3
	The Square	Spar and Post Office	Convenience		3
Plaza	The Square	butcher	Convenience		3
Plaza	The Square	greengrocer	Convenience		3
1-3	Northgate	Stephen Wharram florist	Comparison		3
2	Prestongate	solicitor	Service		4
4-6	Prestongate	Woodhead baker	Convenience		4
8	Prestongate	Audrey Mansell lingerie	Comparison		3
10	Prestongate	Shoe String	Comparison		3
12	Prestongate	Cottage Gifts	Comparison		4
14	Prestongate	Gary Alden butcher	Convenience		4
16	Prestongate	U-no-Who's clothes	Comparison		3
18	Prestongate	hairdresser	Service		4

20	Prestongate	One Hour photos	Comparison		3
22	Prestongate	Essential household goods	Comparison		3
24-26	Prestongate	Sandwich shop	Service		3
28	Prestongate	Bella Pizza	Service		3
30	Prestongate	Pet Shop	Comparison		3
32	Prestongate	Hardware and Tools	Comparison		3
34	Prestongate	Tony's Textiles	Comparison		3
36-40	Prestongate	Top House public house	Service		4
44	Prestongate	dry cleaner	Service		3
46	Prestongate	Juxta hair	Service		3
48	Prestongate	Dapper mens clothing	Convenience		4
50	Prestongate	Andrew Nixon Hair	Service		4
52-54	Prestongate	Halifax estate agents	Service		4
1	Prestongate	Chistopha's hairdresser	Service		4
1A	Prestongate	Goodfellow butcher	Convenience		4
3	Prestongate	Toy Shop	Comparison		3
5	Prestongate	Cooplands baker	Convenience		4
7	Prestongate	hairdresser	Service		3
9	Prestongate	Hessle Woodcrafts gifts	Comparison		3
11-13	Prestongate	Bubbles general store	Comparison		4
15-17	Prestongate	optician	Comparison		5
19	Prestongate	travel agent	Service		4
21	Prestongate	Crane boutique	Comparison		4
23	Prestongate		Vacant		5
35	Prestongate	-	Residential		
37	Prestongate	-	Residential		
39	Prestongate	-	Residential		
41	Prestongate	-	Residential		
43	Prestongate	-	Residential		
45	Prestongate	-	Residential		
47	Prestongate	Elizabeth at Poppy - clothes	Comparison		4
49	Prestongate	-	Vacant		3
51	Prestongate	Rhapsody clothing	Comparison		4
53	Prestongate	Lacy Lady lingerie	Comparison		4
	South Gate	Leisurama offices	Service		3
2	South Gate	Mac & Met's public house	Service		2
3	South Gate	Dove House	Comparison	Ch	2
4	South Gate	Co-op Travelcare	Service		3
1	Swinegate	-	Vacant		2
1A	Swinegate	-	Vacant		2
3	Swinegate	Kiki & Bouba night club	Service		3
5-7	Swinegate	The Hase public house	Service		4
9	Swinegate	Nail & Beauty	Service		4
11	Swinegate	hairdresser	Service		3
13	Swinegate	Frothies coffee shop	Service		3
2	The Weir	Beau Monde	Comparison		3
4	The Weir		Vacant		3
6	The Weir	Bridal Wear	Comparison		4
8	The Weir	Solefully cards	Comparison		3
8a	The Weir		Vacant		2
10	The Weir	Chic & Growing clothes	Comparison		3
12	The Weir	Unique hairdressers	Service		4
14	The Weir	Chinese takeaway	Service		3
16	The Weir	Kitchens and Bathrooms	Comparison		4
18	The Weir	Bush optician	Comparison		4
20	The Weir	office	Service		4
22A	The Weir	office	Service		4

22	The Weir	café	Service		4
24	The Weir	residential care home	Residential		
26	The Weir	Job Centre			
28A	The Weir	hairdresser	Service		3
28	The Weir	Driving Test Centre			
30A	The Weir	builders office	Service		3
30	The Weir	Print Design	Service		3
1	The Weir	Session hair	Service		3
3	The Weir	Weir Bar & Grill	Service		4
5	The Weir	Lloyds TSB bank	Service		4
9	The Weir	Mail News shop	Convenience		4
11	The Weir	James Patrick delicatessen	Convenience		4
13	The Weir	Gardiners jewellery	Comparison		4
15	The Weir	Cascade shoes	Comparison		4
17	The Weir	Dorothea Bell clothing	Comparison		4
19	The Weir	Dias clothing	Comparison		4
21	The Weir	Ruth Hannah Beauty Therapy	Service		4
25	The Weir	Hudson's Estate Agents	Service		3
27	The Weir	tandoori takeaway	Service		3
29	The Weir	Atkinson electrical	Comparison		3
1-2	Tower Hill	Hairdresser	Service		3
3	Tower Hill	Epilepsy Charity	Comparison	Ch	3
	Walrus Arcade	Café	Service		3
	Walrus Arcade	ABC fruit and veg	Convenience		3
	Walrus Arcade	Hairdressers	Service		3
	Walrus Arcade	Plants & flowers	Comparison		3
	Walrus Arcade	Electrical shop	Comparison		3
	Walrus Arcade	Gift shop	Comparison		3
	Walrus Arcade	Lions charity shop	Comparison	Ch	3
	Walrus Arcade	Fancy dress shop	Comparison		3
	Totals		Number of Properties		
			Convenience	18	14%
			Comparison	55	43%
			Total Retail	73	57%
			Vacant Units	7	5%
			Service	48	38%
			Total Retail	128	100%
			and Service		
			Residential	8	
			Other	0	
			Charity Shops	6	
			Multiples	2	
			Physical Appearance of Properties		
			1 Very Poor	0	
			2 Poor	7	
			3 Fair	74	
			4 Good	44	
			5 Very Good	2	
			Total	127	
			Average Grading	3.3	

HORNSEA TOWN CENTRE SURVEY, MAY 2008

	<i>Address</i>	<i>Name of Outlet</i>	<i>Type of Use</i>	<i>*</i>	<i>Physical Appearance</i>
1&2	Bank Street	East Coast Exotic (pet shop)	Comparison		2
3	Bank Street	Tiger Bikes and Radio	Comparison		2
1&3	Cliff Road	Chinese (fast food)	Service		3
5	Cliff Road	Parkside Nursery	Other		
7	Cliff Road		Residential		
9	Cliff Road	Office	Service		4
11	Cliff Road		Residential		
2	Cliff Road		Residential		
4	Cliff Road		Residential		
6	Cliff Road		Residential		
8	Cliff Road		Residential		
10	Cliff Road		Residential		
1	Hillerby Lane	The Mere (restaurant)	Service		4
2	Market Place	Quick & Clarke (estate agents)	Service		4
4	Market Place	Lloyds (pharmacy)	Comparison	M	4
6	Market Place	Caylyne Cabinets	Comparison		3
8	Market Place	Fine Arts of Hornsea	Comparison		3
10	Market Place	Vacant	Vacant		3
10b	Market Place	Coffee Shop and Take Out	Service		4
12	Market Place	Sandwich shop	Convenience		5
14	Market Place	Hornsea Learning Centre	Other		
16	Market Place	Beverley College	Other		
1	Market Place	Real Aid (charity)	Comparison	Ch	3
3,5 & 7	Market Place	Vacant	Vacant		3
9	Market Place	MMS Solicitors	Service		3
11	Market Place	Prospect Nursery	Service		2
13	Market Place	Hair & beauty	Service		3
15	Market Place	Café bar	Service		3
17	Market Place	Hungry Jacks kebabs	Service		3
19	Market Place	Hornsea Fish and chips	Service		4
21	Market Place	The Pike and Heron	Service		3
23	Market Place	Brian Scaife (butcher)	Convenience		4
25	Market Place	Hornsea Pets	Comparison		3
27	Market Place	Candy Corner	Convenience		3
29	Market Place	Bistro	Service		4
31	Market Place		Residential		
33-35	Market Place	Rose & Crown	Service		4
37	Market Place	HTR Solicitors	Service		4
39	Market Place	Pub & Restaurant	Service		3
41	Market Place	Vacant	Vacant		4
45	Market Place	Hornsea T.V	Comparison		3
2&4	New Road	Hornsea Furnishing Company	Comparison		3
6	New Road	Lions Charity Shop	Comparison	Ch	2
8	New Road	Tandoori (restaurant)	Service		3
10&12	New Road	Yorkshire Kitchen Company	Comparison		3
14	New Road		Residential		
2 to 4	Newbegin	William Hill (bookmaker)	Service		4
6	Newbegin	Tattooists	Service		3
8	Newbegin	Sal's café	Service		3
8a	Newbegin	Young Ones (hair salon)	Service		3
10	Newbegin	Countdown (toys)	Comparison		3
12 to 14	Newbegin	Pizza House fast food	Service		3

16	Newbegin	Sheila's ladies fashion	Comparison		3
18	Newbegin	Pelo Moda (hair salon)	Service		4
20	Newbegin	TSB	Service		4
22	Newbegin	H.S.B.C	Service		5
24	Newbegin		Residential		
26	Newbegin	Le Bean Jardin Restaurant	Service		3
28	Newbegin	Ink Jet Supplies	Comparison		3
30	Newbegin	Singletons (greengrocers)	Convenience		3
32-34	Newbegin	George Hampson (electrical)	Comparison		3
36	Newbegin	AEJ Jones (dentist)	Service		3
38	Newbegin	Zizon Hair Studio	Service		3
64	Newbegin	Day & Night Organic Food	Convenience		3
66	Newbegin	Accountants Office	Service		4
68	Newbegin		Residential		
70	Newbegin		Residential		
72	Newbegin		Residential		
74	Newbegin		Residential		
76	Newbegin		Residential		
78	Newbegin		Residential		
80	Newbegin		Residential		
82	Newbegin		Residential		
84	Newbegin		Residential		
86	Newbegin		Residential		
88	Newbegin		Residential		
90	Newbegin		Residential		
92	Newbegin		Residential		
94	Newbegin		Residential		
96	Newbegin		Residential		
98	Newbegin		Residential		
100	Newbegin		Residential		
102	Newbegin		Residential		
104	Newbegin	J Higson & Partners (opticians)	Comparison		3
106	Newbegin		Residential		
108-114	Newbegin	Halifax	Service		3
116	Newbegin	Halifax local agent	Service		3
118	Newbegin		Vacant		3
120	Newbegin	Tourist Information	Other		
122	Newbegin	Café Mellar	Service		4
124	Newbegin	Cariad (sports)	Comparison		3
126	Newbegin	Juniper Clothes	Comparison		3
126A	Newbegin	Salon Cheveux	Service		3
128	Newbegin	La Femme (clothes)	Comparison		3
130	Newbegin	Whittle (pharmacy)	Comparison		3
136-138	Newbegin	Vernon Gallery (craft supplies)	Comparison		2
142	Newbegin	Med Bar (café)	Service		3
3	Newbegin	Grants (decorators & gifts)	Comparison		5
5&7	Newbegin	Cusworths (newsagents)	Convenience		3
9	Newbegin		Residential		
11&13	Newbegin	The Museum (gifts)	Comparison		3
15	Newbegin		Residential		
17	Newbegin		Residential		
19	Newbegin	Rivera (fast food)	Service		3
21	Newbegin	The Card Rack	Comparison		3
23	Newbegin	Coral Reef (fishmongers)	Convenience		4
25	Newbegin	Paul's Barber Shop	Service		3
27	Newbegin	Images (photo processing)	Comparison		3
-	Newbegin	Heron Foods (frozen foods)	Convenience		4
-	Newbegin	Co-Op (supermarket)	Convenience		4
53	Newbegin	Pets N Gardens	Comparison		3

Totals		<u>Number of Properties</u>		
		Convenience	12	11%
		Comparison	41	38%
		Total Retail	53	49%
		Vacant Units	10	9%
		Service	46	42%
		Total Retail and Service	109	100%
		Residential	42	
		Other	8	
		Charity Shops	2	
		Multiples	3	
		Physical Appearance of Properties		
		1 Very Poor	1	
		2 Poor	12	
		3 Fair	70	
		4 Good	23	
		5 Very Good	3	
		Total	109	
		Average Grading	3.1	

HOWDEN TOWN CENTRE SURVEY, MAY 2008

	<i>Address</i>	<i>Name of Outlet</i>	<i>Type of Use</i>	<i>*</i>	<i>Physical Appearance</i>
50-52	Bridgegate	Serenity Health & Beauty	Comparison		3
54	Bridgegate	-	Residential		
	Bridgegate	Car Accessories	Comparison		3
37	Bridgegate	-	Residential		
33	Bridgegate	Bullman's Hotel	Service		3
	Bridgegate	Wellington Hotel	Service		3
29	Bridgegate	The Gift shop	Comparison		4
27	Bridgegate	Moss Pharmacy	Comparison	M	4
25	Bridgegate	Estate Agent	Service		5
22	Bridgegate	Howden 22 Café	Service		4
21	Bridgegate	-	Residential		
17-19	Bridgegate	funeral director	Service		4
32	Bridgegate	Blue Sky Gifts & Furniture	Comparison		3
	Bridgegate	Vacant	Vacant		3
	Bridgegate	Howden Working Mens Club	Service		4
38	Bridgegate	Aquarius Bathrooms	Comparison		3
42	Bridgegate	-	Residential		
44	Bridgegate	Post Office	Comparison		4
90-94	Hailgate	Childrens nursery	Other		
86	Hailgate	Independent Mortgage Advice Centre	Service		3
84	Hailgate	Minster Fish Bar	Service		4
82	Hailgate	Hairdresser	Service		4
69	Hailgate	ERC Customer Service Centre	Other		
9-11	High Bridge	NFU Mutual Insurance	Service		5
7	High Bridge		Vacant		3
5	High Bridge	Absolutely Fabulous Clothes	Comparison		3
3	High Bridge	Howden Spice Garden	Service		3
3a	High Bridge	Graham's Coffee Shop	Service		3
1	High Bridge	Howden Pet Emporium	Comparison		3
2-4	High Bridge	Chinese Restaurant	Service		5
1	Market Place	Fullers Bakers	Convenience		3
2	Market Place	Touchwood household goods	Comparison		3
3	Market Place	Bengal Takeaway food	Service		3
4	Market Place	Toy Box	Comparison		4
5	Market Place	F. Moore butcher	Convenience		3
6	Market Place	Chappelow newsagent	Convenience		3
6a	Market Place	Beauty Clinic	Service		4
	Market Place	Board Inn	Service		2
8	Market Place	Candy Andy's	Convenience		3
10	Market Place	White Horse Inn	Service		5
11	Market Place	Shire Hall office	Other		
	Market Place	Shire Hall	Other		
	Market Place	Howden Library	Other		
14	Market Place	Rhythm and Booze	Convenience		4
16	Market Place	HSBC Bank	Service		4
17	Market Place	Chartered Surveyor/ Estate Agents	Service		4
18-19	Market Place	Joanne Mahoney hairdresser	Service		4
20	Market Place	The Cheese Shop	Convenience		3
21	Market Place	Nat West Bank	Service		3
24	Market Place	Betfred	Service		3
25	Market Place	The Cheese Shop	Convenience		5
26	Market Place	Michelle Louise Clothing Company	Comparison		4

MARKET WEIGHTON TOWN CENTRE SURVEY, MAY 2008

	Address	Name of Outlet	Type of Use	*	Physical Appearance
	Cross Keys Court	Headline News - hairdresser	Service		4
	High Street	Netto	Convenience		4
1	High Street	Dove House Hospice	Comparison	Ch	4
3	High Street	Bengal Tandoori	Service		4
5	High Street		Vacant		3
7	High Street	Odyssey Fitness Centre	Service		3
13-15	High Street	Coffee Shop	Service		3
17	High Street	HSBC Midland Bank	Service		4
21-23	High Street	Post Office	Comparison		4
27-29	High Street	Booze Buster	Convenience		4
31-33	High Street	Halifax Estate Agents	Service		4
35-37	High Street	Barclays Bank	Service		4
39	High Street	Half Moon pub	Service		2
	High Street	Red Lion pub	Service		4
rear	High Street	J.P. Autoparts	Comparison		3
10	High Street	Barbers shop	Service		3
10A	High Street	Head Over Heals	Service		4
12	High Street	Hagston butcher	Convenience		4
14	High Street	Hog Roast carvery	Convenience		3
16	High Street	Artistocrats Hair	Service		3
18	High Street	Co Co (boutique)	Comparison		4
20	High Street	The Treasure Chest	Comparison		3
22	High Street	Annabels hair salon	Service		3
24-26	High Street	La Femme - clothes	Comparison		3
28	High Street	La Mazette pizzeria restaurant	Service		3
30-32	High Street	R Mengish chartered surveyors	Service		3
34	High Street	Browns florist	Comparison		4
36	High Street	Cooplunds Bakers	Convenience		5
38	High Street	The Mortgage Advice Centre	Service		3
42	High Street	The Pet Shop	Comparison		4
44	High Street	Londesborough Arms Hotel /	Service		4
1	Holme Road	-	Residential		
3	Holme Road	-	Residential		
19	Linegate	Solicitor	Service		4
	Linegate	Town Council offices	Other		
43	Market Place	Alliance Pharmacy	Comparison	M	3
45	Market Place	Co-op Stop & Shop	Convenience		3
47	Market Place	Independent lines - houseware	Comparison		4
49	Market Place	Crissy's Salon - hairdresser	Service		4
51	Market Place	Dyson's jewellers	Comparison		3
57	Market Place	Garforth Gallery - art shop	Comparison		2
59	Market Place	Vacant	Residential		
63	Market Place	Tea rooms	Service		3
65	Market Place	Chartered Accountants	Service		3
67	Market Place	Garden City Chinese Restaurant	Service		3
69	Market Place	Market Place Fisheries	Service		3
rear	Market Place	Woodlow Upholstery and DIY	Comparison		3
71	Market Place	Funeral Directors	Service		3
	Market Place	Methodist Church	Other		
75	Market Place	Bay Horse pub	Service		3
77	Market Place	-	Residential		
46	Market Place	Thomas Cook travel agent	Service		3
48	Market Place	Bright Idea gift shop	Comparison		3
50	Market Place		Vacant		3

POCKLINGTON TOWN CENTRE SURVEY, MAY 2008

	Address	Name of Outlet	Type of Use	*	Physical Appearance
1	Clarke's Lane	Chameleon Hair Design	Service		4
3	Clarke's Lane	-	Residential		
5	Clarke's Lane	Motorsport	Comparison		3
6	Clarke's Lane	J Rotherham monuments	Comparison		3
7	Clarke's Lane	Nikis barbers	Service		3
9-11	Clarke's Lane	Furnishing Fabrics	Comparison		3
13	Clarke's Lane	Nationwide Building Society	Service		4
2	George Street	Pocklington Boiler Service	Service		3
1	George Street	Sissons - butcher	Convenience		4
3	George Street	Fui Sing - Chinese takeaway	Service		4
5-7	George Street	Pocklington Cobbler - shoe repairs	Comparison		3
9-11	George Street	Allsorts - antiques	Comparison		3
13	George Street	Somerfield	Convenience		4
1	Grape Lane	Beauty Clinic	Service		4
	Grape Lane	Fresh Food Company	Convenience		3
	Grape Lane	Unisex Hair Salon	Service		3
2-6	Market Place	The Square Restaurant	Service		3
10-12	Market Place	HSBS Midand Bank	Service		5
14	Market Place	NY House furnishings	Comparison		3
16	Market Place	Pane & Vino (italian)	Service		4
18	Market Place	Black Bull pub	Service		3
20	Market Place	Charisma photographic studio	Service		3
22-24	Market Place	Pocklington Civic Arts Centre	Other		
26	Market Place	The Mouse House - florist	Comparison		3
30	Market Place	-	Vacant		3
	Market Place	Black Swan pub	Service		3
32	Market Place	Carnavalle Fashions	Comparison		4
34	Market Place	Celebrations - card shop	Comparison		4
36	Market Place	Sue Ryder shop	Comparison	Ch	4
40-44	Market Place	Barclays Bank	Service		4
46	Market Place	Lloyds TSB	Service		4
48	Market Place	Eric Lee Electrical	Comparison		4
50	Market Place	Eric Lee Photography	Comparison		3
52	Market Place	Chris Cubley & Co Chartered surveyors	Service		3
54	Market Place	Rentons Estate Agents	Service		5
56	Market Place	Feathers Hotel	Service		3
58	Market Place	Castle Estate Agents	Service		4
60	Market Place	Grays & Co Estate Agents	Service		3
62	Market Place	Blooming Occasions florists	Comparison		3
64	Market Place	Sheryl's - hairdresser	Service		3
66-68	Market Place	-	Vacant		3
70	Market Place	Creation Hair Design	Service		4
72	Market Place	Betfred	Service		4
	Market Place	Wendy's Tea Rooms	Service		4
1-3	Market Place	Beverley Building Society	Service		4
5	Market Place	-	Vacant		3
7	Market Place	The Deli	Convenience		4
9	Market Place	Gemini - hairdresser	Service		3
11	Market Place	Maynews	Convenience		3
13	Market Place	Help the Aged	Comparison	Ch	4
15-17	Market Place	Specsavers	Comparison	M	4
19-23	Market Place	Shoe Smart	Comparison		2

25-27	Market Place	Fuller's butchers	Convenience		3
29	Market Place	Threshers	Convenience		4
31	Market Place	Nat West Bank	Service		5
33	Market Place	Gilson - jeweller	Comparison		4
35-37	Market Place	Danbys newsagent	Convenience		4
39-41	Market Place	Giselle - ladieswear	Comparison		5
45	Market Place	Johnson dry cleaners	Service		4
47	Market Place	Footloose Shoes	Comparison		4
49	Market Place	Hair & Beauty Salon	Service		4
51	Market Place	Cooplunds - bakers	Convenience		4
53-55	Market Place	Alliance Pharmacy	Comparison	M	4
57	Market Place	Orah - clothes	Comparison		5
59	Market Place	Absolute Entertainment videos	Comparison		4
61	Market Place	Bunty & Co clothing	Comparison		5
63	Market Street	Co-op Local supermarket	Convenience		4
65	Market Street	Booze Buster	Convenience		4
67	Market Street	Electrical shop	Comparison		3
69	Market Street	Forth printers and stationers	Comparison		3
71-73	Market Street	Elite kitchens and bathrooms	Comparison		4
75	Market Street	Scotts fishmongers	Convenience		4
77-79	Market Street	Ginger Doll Health Studio	Service		4
81-83	Market Street	M Davis Furniture	Comparison		3
85	Market Street	Insurance office	Service		4
87	Market Street	Falkingham - hardware	Comparison		3
89-91	Market Street	Cross Keys pub	Service		4
93-95	Market Street	Wilton's café and restaurant	Service		4
76	Market Street	The Salon	Service		3
76A	Market Street	Studio 2000	Comparison		3
78	Market Street	Bella Vista	Service		3
80	Market Street	Photographers	Comparison		3
82	Market Street	-	Residential		
84	Market Street	Post Office	Comparison		3
86-88	Market Street	Bags of Style - shoes	Comparison		4
90	Market Street	English - pet shop	Comparison		3
2	Pavement	Medina coffee house	Service		2
4A	Pavement	Alberts Fish and Chips	Service		3
4B	Pavement	Atkinsons - grocers	Convenience		3
6	Pavement	Cheeky Monkeys clothing	Comparison		4
8	Pavement	Chiropody	Service		4
10	Pavement	Richard's Gunmakers	Vacant		3
12	Pavement	Alliance Chemists	Comparison		4
1	Pavement	The Station pub	Service		3
3	Pavement	Pocklington Music	Comparison		3
5	Pavement	Pocklington Pet Store	Comparison		3
7	Pavement	The Ice Box (freezer shop)	Convenience		2
9	Pavement	Sweet Dreams	Convenience		3
11	Pavement	Bread Basket - baker	Convenience		3
	Railway Street	Halifax Building Society	Service		4
	Railway Street	English - Estate Agent	Service		3
	Railway Street	Oxfam	Comparison	Ch	3
	Railway Street	Chylde's Play - toy shop	Comparison		4
	Railway Street	Everyone's a Winner - discount shop	Comparison		3
4-6	Railway Street	Solicitor	Service		4
10	Railway Street	-	Residential		
12	Railway Street	The Garden Chinese Restaurant	Service		3
3-5	Railway Street	Railway Street Fisheries	Service		4
7-9	Railway Street	Moonlight Bedrooms	Comparison		3
11	Railway Street	Peppercorn Health Shop	Comparison		4
13-15	Railway Street	Tandoori Restaurant	Service		3

			Convenience	7	21%
			Comparison	6	18%
			Total Retail	13	38%
			Vacant Units	1	3%
			Service	20	59%
			Total Retail	34	100%
			and Service		
			Charity Shops	0	
			Multiples	0	
			Other	4	
			Residential	3	
			Physical Appearance of Properties		
			1 Very Poor	0	
			2 Poor	1	
			3 Fair	25	
			4 Good	8	
			5 Very Good	0	
			Total	34	
			Average Grading	3.2	

WITHERNSEA TOWN CENTRE SURVEY, MAY 2008

	Address	Name of Outlet	Use Type	*	Physical Appearance
1	Memorial Avenue	Trixsters	Comparison	S	2
1	Pier Road	Alfeenos	Comparison		2
2	Pier Road	Matty's Emporium (bric-a-brac)	Comparison		2
125-127	Queen Street	Hong Kong Chinese	Service		3
129-131	Queen Street	Dannix Discounts	Comparison		3
133	Queen Street	Tourist Information	Other		4
135	Queen Street	Sainsbury's	Convenience		3
137-143	Queen Street	National Westminster Bank	Service		5
145	Queen Street	H.S.B.C	Service		5
147	Queen Street	Vacant	Vacant		2
149	Queen Street	Chinese (take away)	Service		3
151	Queen Street	Phillip's News	Convenience		3
153	Queen Street	David Scaife (Menswear)	Comparison		3
155	Queen Street	Fruit Basket	Convenience		2
157	Queen Street	Pen to paper (stationery)	Comparison		3
159	Queen Street	The Lara (Indian Takeaway)	Service		2
161	Queen Street	Qids In (discount store)	Comparison		2
163	Queen Street	Elegance (Ladies Fashions)	Comparison		4
165	Queen Street	Bengal Indian Restaurant	Vacant		2
167	Queen Street	Coral betting shop	Comparison		2
169	Queen Street	Lyle's Racing	Service		4
171	Queen Street	Woolworths	Comparison	M	4
173	Queen Street	Heron Frozen Foods	Convenience		3
175	Queen Street	J&S Fashions	Comparison		2
177	Queen Street	Carousel (Family Gifts)	Comparison		2
179	Queen Street	Frank Hill and Son (Estate Agent)	Service		4
181	Queen Street	Central Garage	Service		2
183	Queen Street	Central Newsagency	Convenience		3
185	Queen Street	TSB	Service		4
187	Queen Street	David McNamara (Solicitor)	Service		3
189	Queen Street	Chainstore clothing	Comparison		3
191	Queen Street	Stardust (Amusements)	Service		3
193	Queen Street	The Victorian Tavern (Pub)	Service		3
195	Queen Street	Accessories 4 U (Clothes)	Comparison		3
197	Queen Street	Tony's Textiles	Comparison		2
197a	Queen Street	Florists	Comparison		4
199	Queen Street	Alfeenos (Italian Takeaway)	Service		3
134	Queen Street	Aldi	Convenience		5
"	Queen Street	" (part)	Comparison		
"	Queen Street	Trax (Restaurant)	Service		5
"	Queen Street	Post Office	Comparison		5
132	Queen Street	Dove House Hospice Charity Shop	Comparison	Ch	3
128-130	Queen Street	The Commercial (pub)	Service		3
126	Queen Street	Solutions Cycles	Comparison		2
124	Queen Street	Moss Chemists	Comparison	M	3
122	Queen Street	Best Chopsticks take away	Service		3
120	Queen Street	Optometerists	Comparison		4
118	Queen Street	Fishing Tackle Shop	Comparison		3
116	Queen Street	Spoilt for choice	Comparison		3
114	Queen Street	Holderness Hardware	Comparison		2
112	Queen Street	Cooplads (Bakers)	Convenience		4
110	Queen Street	Oliver's bakery	Convenience		3
108	Queen Street	Wighams (fresh fish)	Convenience		3
106	Queen Street	Turners (gift shop)	Comparison		3

Summary

	Beverley	Bridlington*	Cottingham	Driffield	Elloughton/ Brough	Goole	Hedon	Hessle	Hornsea	Howden	Market Weighton	Pocklington	Snaith	Withernsea
Convenience	21	41	16	18	3	22	12	18	12	10	10	18	7	9
Comparison	149	171	52	66	6	95	22	55	41	15	21	49	6	33
Total Retail	170	212	68	84	9	117	34	73	53	25	31	67	13	42
Vacant Units	30	32	6	18	0	48	3	7	10	7	13	4	1	7
Service	141	124	47	66	13	112	28	48	46	32	34	57	20	31
Total Retail and Service	341	368	121	168	22	277	65	128	109	64	78	128	34	80
multiples	45	NA	4	11	0	23	1	2	3	1	1	2	0	3
charity shops	7	NA	5	8	1	8	4	6	2	1	3	4	0	1
* Goad data May 2005														

APPENDIX 2

HOUSEHOLD SURVEY RESULTS

A. Data by Zone

B. Data by Demographics

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Q01 In which shop or supermarket do you normally do your main food and grocery shopping?																						
Morrisons, Beverley	8.7%	123	0.0%	0	3.7%	5	33.8%	25	34.5%	72	8.7%	8	0.0%	0	0.0%	0	4.7%	7	3.2%	5	0.7%	1
Tesco, Beverley	6.8%	96	0.7%	1	0.0%	0	1.4%	1	36.4%	76	7.6%	7	0.0%	0	0.0%	0	6.0%	9	1.3%	2	0.0%	0
Morrisons, Anlaby	6.5%	91	45.3%	67	12.5%	17	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.5%	2
Tesco, Goole	6.2%	88	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.2%	84
Morrisons, Bridlington	6.2%	87	0.0%	0	0.7%	1	1.4%	1	0.0%	0	3.3%	3	0.0%	0	37.0%	64	12.1%	18	0.0%	0	0.0%	0
Tesco, Bridlington	6.0%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	44.5%	77	4.0%	6	0.0%	0	0.0%	0
Asda, Bilton	5.1%	72	0.0%	0	0.0%	0	0.0%	0	0.5%	1	37.0%	34	26.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Driffield	4.5%	64	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.3%	63	0.0%	0	0.0%	0
Sainsbury, Hessle	4.3%	60	17.6%	26	17.6%	24	2.7%	2	1.9%	4	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Asda, Kingswood, Hull	3.1%	44	0.0%	0	1.5%	2	9.5%	7	8.6%	18	7.6%	7	0.7%	1	0.6%	1	4.7%	7	0.6%	1	0.0%	0
Tesco, Withernsea	2.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	28.8%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brough	2.7%	38	0.0%	0	27.9%	38	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, Market Weighton	2.6%	37	0.0%	0	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	18.7%	29	0.0%	0
Internet / delivered	2.6%	37	2.7%	4	6.6%	9	2.7%	2	2.4%	5	4.3%	4	0.0%	0	2.3%	4	0.0%	0	1.3%	2	5.2%	7
Asda, Hessle Road, Hull	2.4%	34	10.8%	16	8.8%	12	0.0%	0	0.0%	0	1.1%	1	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, External	2.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.9%	3	17.0%	23
Waitrose, Willerby	1.8%	26	8.1%	12	1.5%	2	5.4%	4	2.4%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.7%	1
Tesco, Beverley Road, Hull	1.6%	22	2.0%	3	0.7%	1	12.2%	9	1.4%	3	2.2%	2	1.4%	2	0.0%	0	0.7%	1	0.6%	1	0.0%	0
Asda, Monks Cross, York	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	21	0.0%	0
Sainsbury, Monks Cross, York	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	19	0.7%	1
Sainsbury, Pocklington	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	20	0.0%	0
Morrisons, Holderness Road, Hull	1.1%	15	1.4%	2	0.7%	1	0.0%	0	0.0%	0	2.2%	2	5.8%	8	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Somerfield, Pocklington	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	15	0.0%	0
Other, Hull	1.0%	14	0.7%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	7.2%	10	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Co-op, Hedon	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hornsea	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, York	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	10	0.0%	0
Aldi, Bridlington	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.1%	1	0.0%	0	2.9%	5	0.7%	1	0.0%	0	0.0%	0
Somerfield, Hessle	0.5%	7	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East Riding	0.5%	7	0.0%	0	0.7%	1	2.7%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.7%	1
Other, Bridlington	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0
Other, Driffield	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0
Somerfield, Cottingham	0.5%	7	0.0%	0	0.0%	0	9.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Bridlington	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Beverley	0.4%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Lidl, Driffield	0.4%	5	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Other, Goole	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4
Netto, Market Weighton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Netto, Beverley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Withernsea	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hornsea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Market Weighton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Netto, Goole	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden
Morrisons, Scarborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Hessle	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	7.7%	109	5.4%	8	8.8%	12	9.5%	7	6.2%	13	7.6%
(Don't regularly buy these goods)	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%
Base:	1410	148	136	74	209	92	139	173	149	155	135

Q02 How do you usually travel to (LOCATION MENTIONED AT Q01) ?

Those who do food shopping excluding via the internet at Q01

Car / van (as driver)	65.2%	820	69.9%	95	78.3%	90	70.8%	46	61.4%	116	63.0%	51	62.0%	75	52.2%	84	67.4%	91	72.1%	98	62.2%	74
Car / van (as passenger)	16.3%	205	14.0%	19	10.4%	12	13.8%	9	13.8%	26	21.0%	17	17.4%	21	26.1%	42	15.6%	21	10.3%	14	20.2%	24
Bus, minibus or coach	2.9%	37	2.9%	4	1.7%	2	1.5%	1	2.6%	5	2.5%	2	1.7%	2	3.1%	5	4.4%	6	3.7%	5	4.2%	5
Motorcycle, scooter or moped	0.7%	9	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	3.1%	5	0.7%	1	0.0%	0	0.0%	0
Walk	10.4%	131	8.1%	11	6.1%	7	6.2%	4	16.4%	31	8.6%	7	13.2%	16	13.7%	22	8.1%	11	9.6%	13	7.6%	9
Taxi	0.5%	6	1.5%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.8%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.8%	10	0.7%	1	0.9%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.5%	2	2.5%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Do not travel, goods delivered)	0.6%	8	2.2%	3	0.0%	0	0.0%	0	0.5%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1
(Don't know / varies)	2.5%	32	0.7%	1	1.7%	2	7.7%	5	3.7%	7	2.5%	2	4.1%	5	1.2%	2	2.2%	3	2.2%	3	1.7%	2
Base:	1258	136	115	65	189	81	121	161	135	136	119											

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Q03 What are your main reasons for visiting (LOCATION MENTIONED AT Q01) ?																						
<i>Those who do food shopping excluding via the internet at Q01</i>																						
Convenient to home	44.1%	555	52.2%	71	49.6%	57	38.5%	25	47.6%	90	46.9%	38	47.9%	58	38.5%	62	34.8%	47	39.7%	54	44.5%	53
Range of goods available	21.6%	272	20.6%	28	15.7%	18	40.0%	26	20.6%	39	23.5%	19	24.0%	29	24.2%	39	20.0%	27	19.1%	26	17.6%	21
Lower prices	16.9%	212	18.4%	25	13.0%	15	23.1%	15	13.8%	26	24.7%	20	24.8%	30	17.4%	28	15.6%	21	15.4%	21	9.2%	11
Better value for money	14.1%	178	20.6%	28	20.9%	24	7.7%	5	12.7%	24	16.0%	13	13.2%	16	16.8%	27	13.3%	18	12.5%	17	5.0%	6
Quality of goods	10.7%	134	21.3%	29	16.5%	19	12.3%	8	16.9%	32	8.6%	7	4.1%	5	6.8%	11	5.9%	8	6.6%	9	5.0%	6
Preference for retailer	7.6%	96	6.6%	9	1.7%	2	7.7%	5	9.5%	18	9.9%	8	7.4%	9	6.8%	11	8.1%	11	12.5%	17	5.0%	6
Only one available	6.3%	79	0.7%	1	0.0%	0	0.0%	0	2.1%	4	4.9%	4	5.0%	6	1.2%	2	11.1%	15	2.9%	4	36.1%	43
Easy to get to	6.0%	76	6.6%	9	5.2%	6	3.1%	2	3.7%	7	7.4%	6	5.8%	7	9.9%	16	5.9%	8	5.1%	7	6.7%	8
Habit / Always used it	4.4%	55	2.9%	4	4.3%	5	1.5%	1	6.3%	12	8.6%	7	3.3%	4	6.8%	11	3.0%	4	2.9%	4	2.5%	3
Good service / friendly staff	4.0%	50	4.4%	6	2.6%	3	6.2%	4	4.2%	8	4.9%	4	3.3%	4	4.3%	7	5.2%	7	3.7%	5	1.7%	2
Other shops / services nearby / convenient	3.9%	49	1.5%	2	4.3%	5	6.2%	4	2.1%	4	2.5%	2	5.0%	6	3.7%	6	5.2%	7	5.9%	8	4.2%	5
Good / cheap parking	3.5%	44	1.5%	2	0.9%	1	1.5%	1	10.1%	19	1.2%	1	1.7%	2	5.6%	9	4.4%	6	1.5%	2	0.8%	1
Convenient to work	2.6%	33	2.2%	3	1.7%	2	0.0%	0	4.2%	8	6.2%	5	0.8%	1	1.9%	3	3.0%	4	4.4%	6	0.8%	1
Good internal layout	2.1%	27	2.2%	3	0.0%	0	1.5%	1	1.6%	3	7.4%	6	2.5%	3	3.1%	5	2.2%	3	1.5%	2	0.8%	1
Rewards scheme	1.2%	15	0.0%	0	1.7%	2	1.5%	1	0.0%	0	1.2%	1	1.7%	2	0.6%	1	3.0%	4	2.2%	3	0.8%	1
Staff discount	1.0%	13	1.5%	2	0.0%	0	0.0%	0	0.5%	1	2.5%	2	0.8%	1	1.9%	3	3.0%	4	0.0%	0	0.0%	0
Offers internet shopping / home delivery	0.9%	11	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.8%	1	1.9%	3	0.7%	1	0.7%	1	1.7%	2
Clean environment	0.8%	10	2.2%	3	0.0%	0	0.0%	0	1.1%	2	1.2%	1	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0
To support local stores	0.7%	9	0.7%	1	0.9%	1	0.0%	0	1.1%	2	1.2%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.7%	2
Has petrol station	0.6%	7	0.0%	0	0.9%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.5%	2	0.8%	1
Other	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	1.7%	2
Quiet / not too busy	0.3%	4	0.7%	1	0.9%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Good opening hours	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.7%	1	0.0%	0
Café facilities available	0.2%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Good bus service	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No reason in particular)	2.0%	25	1.5%	2	1.7%	2	0.0%	0	2.6%	5	2.5%	2	2.5%	3	1.2%	2	4.4%	6	2.2%	3	0.0%	0
(Don't know)	0.2%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	1258		136		115		65		189		81		121		161		135		136		119	

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Mean: (Mins)																						
Q04 How long does it normally take to get to ... (LOCATION MENTIONED AT Q01)?																						
<i>Those who do food shopping excluding via the internet at Q01</i>																						
Up to 5 mins	31.7%	399	54.4%	74	20.0%	23	12.3%	8	37.0%	70	22.2%	18	22.3%	27	42.9%	69	20.0%	27	30.9%	42	34.5%	41
6-10 mins	29.3%	368	28.7%	39	36.5%	42	55.4%	36	32.8%	62	16.0%	13	24.0%	29	37.3%	60	23.0%	31	18.4%	25	26.1%	31
11-15 mins	18.0%	226	8.8%	12	26.1%	30	23.1%	15	22.8%	43	9.9%	8	14.9%	18	12.4%	20	24.4%	33	17.6%	24	19.3%	23
16-20 mins	11.7%	147	5.9%	8	13.0%	15	4.6%	3	4.2%	8	23.5%	19	20.7%	25	4.3%	7	14.8%	20	21.3%	29	10.9%	13
21-30 mins	6.9%	87	0.7%	1	2.6%	3	4.6%	3	2.1%	4	22.2%	18	13.2%	16	1.9%	3	14.8%	20	8.8%	12	5.9%	7
31 mins - 1 hour	1.7%	22	0.0%	0	0.9%	1	0.0%	0	0.5%	1	3.7%	3	3.3%	4	1.2%	2	3.0%	4	2.9%	4	2.5%	3
More than 1 hour	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
(Don't know)	0.6%	7	1.5%	2	0.9%	1	0.0%	0	0.5%	1	2.5%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		10.5		6.4		10.4		9.8		8.3		15.2		13.9		7.7		13.4		12.1		10.9
Base:		1258		136		115		65		189		81		121		161		135		136		119
Q05 How often do you normally do your main food shopping?																						
<i>Those who do food shopping excluding via the internet at Q01</i>																						
More than once a week	16.9%	212	19.1%	26	21.7%	25	13.8%	9	18.5%	35	9.9%	8	19.8%	24	17.4%	28	11.9%	16	16.2%	22	16.0%	19
Once a week	65.3%	822	68.4%	93	64.3%	74	78.5%	51	61.9%	117	56.8%	46	55.4%	67	70.8%	114	63.7%	86	64.0%	87	73.1%	87
Less than once a week	1.4%	18	0.0%	0	0.0%	0	1.5%	1	2.6%	5	2.5%	2	1.7%	2	1.2%	2	2.2%	3	0.7%	1	1.7%	2
Once a fortnight	9.7%	122	7.4%	10	8.7%	10	3.1%	2	10.6%	20	16.0%	13	17.4%	21	6.2%	10	14.8%	20	8.1%	11	4.2%	5
Less than once a fortnight	1.1%	14	0.7%	1	1.7%	2	1.5%	1	0.5%	1	0.0%	0	1.7%	2	0.0%	0	3.0%	4	2.2%	3	0.0%	0
Once a month	4.3%	54	3.7%	5	2.6%	3	1.5%	1	4.2%	8	12.3%	10	4.1%	5	3.1%	5	3.7%	5	5.9%	8	3.4%	4
Less often	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1
(Don't know / varies)	1.1%	14	0.7%	1	0.9%	1	0.0%	0	1.6%	3	2.5%	2	0.0%	0	0.6%	1	0.7%	1	2.9%	4	0.8%	1
Base:		1258		136		115		65		189		81		121		161		135		136		119

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Q06 While you were on your last main food and grocery shop did you (or anyone else with you) carry out any of the following activities within the same town?																						
<i>Those who do food shopping excluding via the internet at Q01</i>																						
Bank / Post Office / Building Society / Use cash point	41.2%	566	26.4%	38	28.3%	36	31.9%	23	42.2%	86	31.8%	28	44.6%	62	43.8%	74	51.0%	76	47.7%	73	54.7%	70
Get petrol	32.2%	442	34.7%	50	34.6%	44	30.6%	22	32.4%	66	30.7%	27	23.7%	33	35.5%	60	33.6%	50	40.5%	62	21.9%	28
Go shopping for other food items	29.7%	408	24.3%	35	16.5%	21	36.1%	26	22.5%	46	25.0%	22	30.2%	42	36.7%	62	43.6%	65	27.5%	42	36.7%	47
Go shopping for non food items	38.5%	528	35.4%	51	22.8%	29	41.7%	30	40.2%	82	30.7%	27	43.9%	61	35.5%	60	49.0%	73	37.9%	58	44.5%	57
Go window shopping / browsing	21.1%	290	17.4%	25	9.4%	12	20.8%	15	19.1%	39	15.9%	14	23.7%	33	23.7%	40	26.8%	40	24.2%	37	27.3%	35
Go to hairdressers, dry cleaners or other service	9.2%	126	9.0%	13	8.7%	11	5.6%	4	7.4%	15	4.5%	4	9.4%	13	9.5%	16	12.8%	19	9.2%	14	13.3%	17
Use sports / leisure or entertainment facilities (inc. library, café etc.)	13.5%	185	15.3%	22	9.4%	12	16.7%	12	13.2%	27	8.0%	7	11.5%	16	16.6%	28	14.8%	22	13.1%	20	14.8%	19
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting friends / family	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	2	0.7%	1	1.6%	2
Drop someone off (None of the above)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1
(Don't know / can't remember)	23.0%	316	31.3%	45	35.4%	45	23.6%	17	25.5%	52	28.4%	25	22.3%	31	16.6%	28	13.4%	20	19.6%	30	18.0%	23
	1.0%	14	0.7%	1	0.8%	1	1.4%	1	0.0%	0	3.4%	3	0.7%	1	2.4%	4	1.3%	2	0.0%	0	0.8%	1
Base:		1373		144		127		72		204		88		139		169		149		153		128
Q07 In addition to your main food and grocery shopping, do you normally do any other "top-up" shopping?																						
Yes	78.7%	1110	76.4%	113	69.9%	95	79.7%	59	82.8%	173	82.6%	76	79.1%	110	79.2%	137	77.9%	116	80.6%	125	78.5%	106
No	21.3%	300	23.6%	35	30.1%	41	20.3%	15	17.2%	36	17.4%	16	20.9%	29	20.8%	36	22.1%	33	19.4%	30	21.5%	29
Base:		1410		148		136		74		209		92		139		173		149		155		135

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Q08 Which one store do you use for most of your top-up food shopping ?																						
<i>Those who do top-up food shopping at Q07</i>																						
Other, East Riding	7.6%	84	0.0%	0	21.1%	20	0.0%	0	3.5%	6	15.8%	12	11.8%	13	1.5%	2	13.8%	16	11.2%	14	0.9%	1
Local shops, Beverley	5.6%	62	0.9%	1	2.1%	2	1.7%	1	31.8%	55	1.3%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Local shops, Bridlington	5.0%	55	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	38.0%	52	1.7%	2	0.0%	0	0.0%	0
Tesco, Beverley	4.1%	45	0.9%	1	1.1%	1	0.0%	0	22.5%	39	2.6%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Local shops, Goole	3.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.8%	38
Local shops, Driffield	2.9%	32	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	25.9%	30	0.0%	0	0.0%	0
Tesco, Driffield	2.8%	31	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	25.9%	30	0.0%	0	0.0%	0
Morrisons, Brough	2.4%	27	0.0%	0	27.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco, Bridlington	2.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	25	1.7%	2	0.0%	0	0.0%	0
Co-op, Hedon	2.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	25	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Morrisons, Anlaby	2.2%	24	17.7%	20	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Sainsbury, Hessle	2.2%	24	12.4%	14	7.4%	7	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Morrisons, Bridlington	2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	13.9%	19	2.6%	3	0.0%	0	0.0%	0
Local shops, Hornsea	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.6%	1	26.3%	20	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco, Market Weighton	2.0%	22	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	20	0.0%	0
Somerfield, Bridlington	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	20	0.0%	0	0.0%	0	0.0%	0
Tesco, Withernsea	1.7%	19	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Withernsea	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	16.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury, Pocklington	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	19	0.0%	0
Local shops, Cottingham	1.6%	18	0.0%	0	0.0%	0	30.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Goole	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	18
M&S Simply Food, Beverley	1.5%	17	0.0%	0	0.0%	0	0.0%	0	9.2%	16	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Somerfield, Cottingham	1.4%	16	0.9%	1	0.0%	0	25.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beverley	1.4%	16	0.0%	0	0.0%	0	5.1%	3	5.8%	10	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1
Co-op, Hornsea	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	13	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Waitrose, Willerby	1.4%	16	6.2%	7	2.1%	2	10.2%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pocklington	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	10.4%	13	0.0%	0
Asda, Bilton	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	11	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Willerby	1.3%	14	9.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Local shops, Howden	1.3%	14	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	13
Somerfield, Pocklington	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	12	0.0%	0
Other, Hull	1.1%	12	1.8%	2	0.0%	0	0.0%	0	0.6%	1	5.3%	4	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local shops, Market Weighton	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	11	0.0%	0
Other, External	0.9%	10	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1	5.7%	6
Tesco, Beverley Road, Hull	0.9%	10	2.7%	3	1.1%	1	1.7%	1	1.7%	3	1.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Beverley	0.9%	10	0.0%	0	0.0%	0	0.0%	0	5.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hessle	0.8%	9	7.1%	8	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 shops, Snaith	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	9
Somerfield, Hessle	0.8%	9	8.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Goole	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	7
Lidl, Driffield	0.6%	7	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0
Local shops, Hedon	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hessle Road, Hull	0.6%	7	2.7%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Internet / delivered	0.5%	6	1.8%	2	1.1%	1	1.7%	1	0.0%	0	0.0%											
Netto, Market Weighton	0.5%	6	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%											
Local shops, Anlaby	0.5%	6	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%											
Asda, Kingswood, Hull	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%											
Other, York	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Aldi, Withernsea	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%											
Aldi, Bridlington	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%											
Asda, Monks Cross, York	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Co-op, Pocklington	0.3%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%											
Local shops, Brough	0.3%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%											
Sainsbury, Monks Cross, York	0.3%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%											
Local shops, Stamford Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Aldi, Hessle	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%											
(Don't know / varies)	13.0%	144	19.5%	22	16.8%	16	22.0%	13	12.1%	21	10.5%											
Base:		1110		113		95		59		173		76		110		137		116		125		106

Mean: (%)**Q09 Of all the money you spend on food and household groceries, approximately what share goes on your main food shop?***Those who do top-up food shopping at Q07*

Over ¾	36.0%	400	37.2%	42	35.8%	34	37.3%	22	27.2%	47	32.9%	25	43.6%	48	40.9%	56	38.8%	45	34.4%	43	35.8%	38
½ to ¾	40.1%	445	41.6%	47	45.3%	43	44.1%	26	41.6%	72	50.0%	38	33.6%	37	30.7%	42	37.9%	44	44.0%	55	38.7%	41
¼ to ½	12.3%	136	6.2%	7	11.6%	11	15.3%	9	16.2%	28	11.8%	9	11.8%	13	16.8%	23	9.5%	11	12.0%	15	9.4%	10
Less than ¼	3.2%	36	4.4%	5	2.1%	2	3.4%	2	7.5%	13	1.3%	1	3.6%	4	2.9%	4	0.0%	0	3.2%	4	0.9%	1
None	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
(Don't know / varies)	8.3%	92	10.6%	12	5.3%	5	0.0%	0	7.5%	13	3.9%	3	7.3%	8	8.8%	12	13.8%	16	5.6%	7	15.1%	16
Mean:		67.7		69.2		68.3		66.8		61.9		67.8		69.6		68.0		71.5		66.7		70.2
Base:		1110		113		95		59		173		76		110		137		116		125		106

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Q10 Now thinking about non-food shopping, in which shopping centre or other location do you normally buy clothing and footwear ?																						
Hull	34.3%	484	66.9%	99	53.7%	73	45.9%	34	27.3%	57	46.7%	43	73.4%	102	11.6%	20	24.8%	37	5.2%	8	8.1%	11
York	12.9%	182	3.4%	5	10.3%	14	5.4%	4	11.0%	23	4.3%	4	0.7%	1	5.8%	10	12.8%	19	49.7%	77	18.5%	25
Beverley	10.3%	145	4.1%	6	8.8%	12	10.8%	8	34.9%	73	16.3%	15	2.2%	3	1.2%	2	11.4%	17	4.5%	7	1.5%	2
Internet / delivered	6.3%	89	2.7%	4	6.6%	9	5.4%	4	5.7%	12	4.3%	4	6.5%	9	6.9%	12	8.1%	12	8.4%	13	7.4%	10
Bridlington	5.9%	83	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.3%	3	0.0%	0	38.7%	67	6.0%	9	1.9%	3	0.0%	0
Kingswood Retail Park, Hull	3.2%	45	1.4%	2	3.7%	5	14.9%	11	7.7%	16	2.2%	2	2.9%	4	0.6%	1	1.3%	2	1.3%	2	0.0%	0
Scarborough	2.8%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	31	6.0%	9	0.0%	0	0.0%	0
Other	1.9%	27	2.7%	4	0.7%	1	2.7%	2	1.4%	3	1.1%	1	0.7%	1	0.6%	1	1.3%	2	0.0%	0	8.9%	12
Goole	1.8%	25	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	24
Doncaster	1.7%	24	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	23
York - Monks Cross Retail Park	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	11.0%	17	0.7%	1
Leeds City Centre	1.3%	18	0.7%	1	1.5%	2	0.0%	0	1.9%	4	1.1%	1	1.4%	2	1.7%	3	0.7%	1	0.6%	1	2.2%	3
Driffield	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	1	8.7%	13	0.6%	1	0.0%	0
Hornsea	0.6%	8	0.0%	0	0.0%	0	1.4%	1	0.0%	0	5.4%	5	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Hessle	0.6%	8	4.1%	6	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York - McArthur Glen Outlet	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	1.5%	2
Meadowhall Shopping Centre, Sheffield	0.5%	7	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	3.0%	4
Selby	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	3.0%	4
Sheffield City Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4
Hornsea Freeport Village	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	2	0.7%	1	0.0%	0	0.0%	0
Pocklington	0.3%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Scunthorpe	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Asda, Main Road, Bilton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York - Clifton Moor Retail Park	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Market Weighton	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottingham	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anlaby	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withernsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.9%	111	10.1%	15	7.4%	10	10.8%	8	7.2%	15	9.8%	9	2.2%	3	9.8%	17	12.1%	18	8.4%	13	2.2%	3
(Don't regularly buy these goods)	2.8%	40	2.7%	4	2.9%	4	1.4%	1	1.4%	3	1.1%	1	7.2%	10	1.7%	3	5.4%	8	1.3%	2	3.0%	4
Base:	1410		148		136		74		209		92		139		173		149		155		135	

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Q11 In which shopping centre or other location do you normally buy furniture and carpets ?																						
Hull	27.4%	386	39.9%	59	41.9%	57	36.5%	27	31.6%	66	28.3%	26	53.2%	74	11.0%	19	23.5%	35	8.4%	13	7.4%	10
York	4.8%	68	0.7%	1	2.9%	4	0.0%	0	2.9%	6	1.1%	1	0.0%	0	2.3%	4	6.7%	10	24.5%	38	3.0%	4
Beverley	4.4%	62	0.7%	1	2.9%	4	4.1%	3	21.1%	44	4.3%	4	0.7%	1	0.0%	0	2.0%	3	1.3%	2	0.0%	0
Bridlington	4.2%	59	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.1%	1	0.0%	0	30.6%	53	2.7%	4	0.0%	0	0.0%	0
Goole	3.9%	55	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	37.0%	50
St Andrews Quay, Hull	3.2%	45	8.1%	12	5.1%	7	4.1%	3	0.5%	1	8.7%	8	6.5%	9	1.7%	3	0.7%	1	0.6%	1	0.0%	0
Internet / delivered	2.8%	40	1.4%	2	2.2%	3	2.7%	2	3.3%	7	2.2%	2	1.4%	2	4.6%	8	2.7%	4	2.6%	4	4.4%	6
Driffield	2.3%	33	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.7%	3	18.8%	28	0.0%	0	0.7%	1
Kingswood Retail Park, Hull	2.0%	28	1.4%	2	3.7%	5	1.4%	1	2.4%	5	5.4%	5	2.9%	4	1.2%	2	1.3%	2	1.3%	2	0.0%	0
Leeds City Centre	1.1%	16	0.7%	1	0.0%	0	2.7%	2	1.4%	3	0.0%	0	0.7%	1	1.7%	3	0.7%	1	0.6%	1	3.0%	4
Other	1.1%	15	2.0%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	2	0.0%	0	1.3%	2	5.2%	7
Hornsea	0.9%	13	0.7%	1	0.0%	0	0.0%	0	0.0%	0	12.0%	11	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Scarborough	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	11	1.3%	2	0.0%	0	0.0%	0
York - Clifton Moor Retail Park	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	11	0.0%	0
Doncaster	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	11
Pocklington	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	11	0.0%	0
York - Monks Cross Retail Park	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	5.8%	9	0.0%	0
Cottingham	0.8%	11	1.4%	2	0.7%	1	8.1%	6	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Leeds	0.7%	10	0.7%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	1.4%	2	1.2%	2	1.3%	2	0.6%	1	0.0%	0
Hessle	0.7%	10	5.4%	8	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selby	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	3.7%	5
Beverley retail warehouses	0.4%	5	0.0%	0	0.7%	1	0.0%	0	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anlaby	0.4%	5	2.0%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Withernsea	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willerby	0.3%	4	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridlington retail warehouses	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Brough	0.2%	3	0.0%	0	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
Hedon	0.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scunthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
(Don't regularly buy these goods)	20.6%	290	19.6%	29	17.6%	24	10.8%	8	20.6%	43	21.7%	20	21.6%	30	23.1%	40	26.2%	39	23.2%	36	15.6%	21
(Don't know / varies)	12.7%	179	12.8%	19	15.4%	21	27.0%	20	12.4%	26	12.0%	11	8.6%	12	9.8%	17	10.7%	16	14.2%	22	11.1%	15
Base:		1410		148		136		74		209		92		139		173		149		155		135

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Q12 In which shopping centre or other location do you normally buy domestic appliances and other electrical goods ?																						
Hull	26.0%	366	45.9%	68	44.9%	61	32.4%	24	24.4%	51	33.7%	31	50.4%	70	2.3%	4	20.8%	31	6.5%	10	11.9%	16
Internet / delivered	8.4%	119	6.8%	10	8.8%	12	5.4%	4	9.6%	20	7.6%	7	8.6%	12	6.4%	11	7.4%	11	11.6%	18	10.4%	14
Bridlington	8.4%	118	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.3%	3	0.0%	0	54.9%	95	12.8%	19	0.0%	0	0.0%	0
Kingswood Retail Park, Hull	7.0%	99	3.4%	5	5.9%	8	16.2%	12	19.6%	41	10.9%	10	5.8%	8	0.0%	0	4.7%	7	3.9%	6	1.5%	2
St Andrews Quay, Hull	5.7%	80	16.2%	24	17.6%	24	8.1%	6	2.4%	5	5.4%	5	9.4%	13	0.0%	0	0.7%	1	1.3%	2	0.0%	0
Beverley	5.7%	80	0.0%	0	2.2%	3	4.1%	3	29.7%	62	5.4%	5	0.0%	0	0.0%	0	2.7%	4	1.9%	3	0.0%	0
Goole	3.6%	51	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	36.3%	49
York	3.1%	43	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	2.0%	3	20.6%	32	3.7%	5
Driffield	2.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	36	0.0%	0	0.0%	0
York - Clifton Moor Retail Park	1.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	26	0.7%	1
Bridlington retail warehouses	1.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	23	0.0%	0	0.0%	0	0.0%	0
Other	1.3%	18	1.4%	2	0.7%	1	0.0%	0	0.0%	0	2.2%	2	1.4%	2	1.7%	3	0.7%	1	1.9%	3	3.0%	4
Pocklington	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	15	0.0%	0
Cottingham	0.9%	13	0.0%	0	0.0%	0	16.2%	12	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willerby	0.9%	12	6.1%	9	1.5%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scarborough	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	2.7%	4	0.0%	0	0.7%	1
Hornsea	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Hull	0.6%	9	3.4%	5	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Doncaster	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	7
York - Monks Cross Retail Park	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	7	0.0%	0
Hedon	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Weighton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Stamford Bridge	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Hessle	0.3%	4	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anlaby	0.3%	4	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selby	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.2%	3
Willerby Shopping Park	0.3%	4	1.4%	2	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	1
Withernsea	0.2%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scunthorpe	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Asda, Main Road, Bilton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Cave	0.2%	3	0.0%	0	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
Snaith	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Beverley retail warehouses	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	8.0%	113	6.1%	9	10.3%	14	9.5%	7	6.7%	14	6.5%	6	7.9%	11	7.5%	13	11.4%	17	6.5%	10	8.9%	12
(Don't regularly buy these goods)	7.2%	101	4.1%	6	2.2%	3	6.8%	5	5.7%	12	7.6%	7	9.4%	13	9.2%	16	8.7%	13	7.7%	12	10.4%	14
Base:		1410		148		136		74		209		92		139		173		149		155		135

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Q13 In which shopping centre or other location do you normally buy DIY and hardware goods?																						
Hull	25.4%	358	40.5%	60	51.5%	70	55.4%	41	19.6%	41	30.4%	28	46.8%	65	1.7%	3	18.8%	28	8.4%	13	6.7%	9
Bridlington	10.3%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6	0.0%	0	60.1%	104	23.5%	35	0.0%	0	0.0%	0
Beverley	8.8%	124	0.0%	0	5.1%	7	1.4%	1	46.9%	98	5.4%	5	0.0%	0	0.0%	0	5.4%	8	3.2%	5	0.0%	0
St Andrews Quay, Hull	5.6%	79	18.9%	28	16.2%	22	10.8%	8	1.9%	4	6.5%	6	5.8%	8	0.0%	0	0.7%	1	1.3%	2	0.0%	0
Goole	4.9%	69	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.4%	68
York	4.9%	69	0.7%	1	0.7%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	39.4%	61	1.5%	2
B&Q, Stoneferry Road, Hull	2.7%	38	4.7%	7	1.5%	2	10.8%	8	2.9%	6	8.7%	8	2.9%	4	0.0%	0	0.7%	1	0.6%	1	0.7%	1
Bridlington retail warehouses	2.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	31	3.4%	5	0.0%	0	0.0%	0
Hessle	2.3%	32	11.5%	17	6.6%	9	1.4%	1	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswood Retail Park, Hull	2.1%	29	2.0%	3	2.9%	4	0.0%	0	1.4%	3	6.5%	6	5.8%	8	0.0%	0	0.7%	1	2.6%	4	0.0%	0
Driffield	1.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	25	0.0%	0	0.0%	0
Pocklington	1.3%	19	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	18	0.0%	0
Hornsea	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.5%	1	15.2%	14	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other	1.1%	15	1.4%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.4%	2	1.7%	3	0.0%	0	1.3%	2	3.0%	4
Beverley retail warehouses	0.9%	13	0.0%	0	0.0%	0	2.7%	2	4.3%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0
Withernsea	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Osbalwick Link Road, York	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	9	0.0%	0
Selby	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	10
Market Weighton	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	9	0.0%	0
York - Clifton Moor Retail Park	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	8	0.0%	0
Internet / delivered	0.6%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.1%	1	0.7%	1	0.6%	1	1.3%	2	0.0%	0	0.7%	1
Doncaster	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	8
Hedon	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bessingby Road, Bridlington	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0
Scarborough	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	1.3%	2	0.0%	0	0.0%	0
Howden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Scunthorpe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
York - Monks Cross Retail Park	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Willerby	0.1%	2	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brough	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willerby Shopping Park	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snaith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
(Don't regularly buy these goods)	10.4%	147	10.8%	16	6.6%	9	5.4%	4	10.0%	21	8.7%	8	13.0%	18	11.6%	20	12.8%	19	9.0%	14	13.3%	18
(Don't know / varies)	7.2%	101	8.1%	12	5.9%	8	12.2%	9	6.7%	14	9.8%	9	10.1%	14	1.2%	2	12.1%	18	3.9%	6	6.7%	9
Base:		1410		148		136		74		209		92		139		173		149		155		135

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden
Q14 In which shopping centre or other location do you normally buy other non-food goods such as toiletries, jewellery and gifts ?											
Hull	23.6%	333	55.4%	82	45.6%	62	48.6%	36	9.6%	20	33.7%
Beverley	15.7%	221	4.7%	7	11.0%	15	13.5%	10	69.9%	146	15.2%
Bridlington	10.2%	144	0.0%	0	0.0%	0	0.0%	0	0.5%	1	4.3%
York	6.4%	90	0.7%	1	5.9%	8	0.0%	0	3.8%	8	1.1%
Goole	5.5%	77	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%
Driffield	4.7%	66	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
Internet / delivered	2.3%	32	2.0%	3	4.4%	6	1.4%	1	1.4%	3	1.1%
Kingswood Retail Park, Hull	1.6%	23	0.7%	1	0.7%	1	9.5%	7	2.4%	5	3.3%
Pocklington	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	1.5%	21	2.0%	3	0.7%	1	0.0%	0	1.4%	3	0.0%
Withernsea	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%
Asda, Main Road, Bilton	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	9	6.5%
Anlaby	1.3%	18	10.8%	16	1.5%	2	0.0%	0	0.0%	0	0.0%
Market Weighton	1.2%	17	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%
York - Monks Cross Retail Park	1.1%	16	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%
Hessle	1.1%	16	5.4%	8	5.9%	8	0.0%	0	0.0%	0	0.0%
Selby	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hornsea	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	9	9.8%
Scarborough	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Doncaster	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Willerby	0.5%	7	3.4%	5	0.0%	0	0.0%	0	0.5%	1	0.0%
Cottingham	0.5%	7	0.0%	0	0.0%	0	9.5%	7	0.0%	0	0.0%
Hedon	0.4%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.6%
Brough	0.2%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%
Howden	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
York - Clifton Moor Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Snaith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willerby Shopping Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
Scunthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hornsea Freeport Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
(Don't know / varies)	11.3%	159	12.8%	19	13.2%	18	16.2%	12	7.7%	16	16.3%
(Don't regularly buy these goods)	3.0%	42	1.4%	2	3.7%	5	1.4%	1	1.9%	4	4.3%
Base:	1410		148		136		74		209		92
									139		173
									149		155
											135

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Q15 Do you visit any of the following street markets?																						
Beverley	36.0%	508	31.1%	46	47.1%	64	47.3%	35	72.2%	151	38.0%	35	24.5%	34	23.1%	40	36.2%	54	27.7%	43	4.4%	6
Bridlington	14.5%	205	2.7%	4	4.4%	6	2.7%	2	5.7%	12	18.5%	17	7.2%	10	64.2%	111	17.5%	26	7.1%	11	4.4%	6
Cottingham	6.5%	91	12.2%	18	8.1%	11	62.2%	46	2.9%	6	1.1%	1	3.6%	5	0.6%	1	0.0%	0	1.3%	2	0.7%	1
Driffield	13.7%	193	4.1%	6	4.4%	6	5.4%	4	10.0%	21	13.0%	12	5.0%	7	19.7%	34	59.7%	89	5.8%	9	3.7%	5
Goole (indoor market)	5.4%	76	0.7%	1	11.8%	16	0.0%	0	1.0%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	1	40.7%	55
Howden (indoor market)	1.6%	23	0.0%	0	5.1%	7	1.4%	1	0.5%	1	1.1%	1	2.2%	3	0.0%	0	0.7%	1	0.0%	0	6.7%	9
Pocklington	8.1%	114	1.4%	2	3.7%	5	4.1%	3	1.9%	4	0.0%	0	0.7%	1	1.2%	2	8.1%	12	52.3%	81	3.0%	4
Other	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	44.0%	620	64.9%	96	47.8%	65	25.7%	19	27.3%	57	57.6%	53	70.5%	98	30.1%	52	32.2%	48	38.7%	60	53.3%	72
Base:		1410		148		136		74		209		92		139		173		149		155		135
Q16 Do you visit any farmers markets?																						
Yes	30.9%	436	15.5%	23	44.9%	61	20.3%	15	21.1%	44	23.9%	22	24.5%	34	37.6%	65	46.3%	69	50.3%	78	18.5%	25
No	69.1%	974	84.5%	125	55.1%	75	79.7%	59	78.9%	165	76.1%	70	75.5%	105	62.4%	108	53.7%	80	49.7%	77	81.5%	110
Base:		1410		148		136		74		209		92		139		173		149		155		135
Q17 Which farmers markets do you visit?																						
<i>Those who visit farmers markets at Q16</i>																						
Driffield	31.4%	137	13.0%	3	8.2%	5	6.7%	1	59.1%	26	45.5%	10	17.6%	6	24.6%	16	89.9%	62	7.7%	6	8.0%	2
South Cave	17.7%	77	26.1%	6	95.1%	58	6.7%	1	6.8%	3	9.1%	2	0.0%	0	0.0%	0	2.9%	2	5.1%	4	4.0%	1
Bridlington	11.5%	50	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0	2.9%	1	66.2%	43	4.3%	3	0.0%	0	0.0%	0
Market Weighton	11.0%	48	17.4%	4	4.9%	3	0.0%	0	0.0%	0	4.5%	1	2.9%	1	1.5%	1	2.9%	2	46.2%	36	0.0%	0
Other	8.9%	39	13.0%	3	0.0%	0	0.0%	0	6.8%	3	0.0%	0	8.8%	3	10.8%	7	2.9%	2	12.8%	10	44.0%	11
Hull	4.6%	20	8.7%	2	3.3%	2	13.3%	2	0.0%	0	27.3%	6	23.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merton	3.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	17	0.0%	0
York	3.7%	16	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.1%	2	1.4%	1	12.8%	10	8.0%	2
Beverley	3.2%	14	4.3%	1	1.6%	1	0.0%	0	15.9%	7	13.6%	3	2.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Cottingham	2.8%	12	8.7%	2	0.0%	0	60.0%	9	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withernsea	2.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunswell	2.3%	10	4.3%	1	0.0%	0	13.3%	2	6.8%	3	4.5%	1	5.9%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Goole	1.8%	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	0.0%	0	32.0%	8
Hedon	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornsea	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	3.0%	13	21.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	4.6%	3	1.4%	1	2.6%	2	4.0%	1
Base:		436		23		61		15		44		22		34		65		69		78		25

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	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Q18 Do you use the Internet shopping service offered by supermarkets?																						
Yes	12.5%	176	11.5%	17	19.9%	27	12.2%	9	10.0%	21	14.1%	13	10.8%	15	9.2%	16	10.7%	16	16.1%	25	12.6%	17
No	87.5%	1234	88.5%	131	80.1%	109	87.8%	65	90.0%	188	85.9%	79	89.2%	124	90.8%	157	89.3%	133	83.9%	130	87.4%	118
Base:	1410		148		136		74		209		92		139		173		149		155		135	

Q19 Which supermarket internet services do you use?*Those who use internet shopping services offered by supermarkets at Q18*

Asda	29.5%	52	17.6%	3	33.3%	9	33.3%	3	19.0%	4	30.8%	4	60.0%	9	12.5%	2	18.8%	3	44.0%	11	23.5%	4
Sainsburys	13.1%	23	29.4%	5	25.9%	7	0.0%	0	14.3%	3	0.0%	3	6.7%	1	0.0%	0	0.0%	0	28.0%	7	0.0%	0
Somerfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	68.2%	120	52.9%	9	55.6%	15	77.8%	7	71.4%	15	61.5%	8	53.3%	8	81.3%	13	93.8%	15	56.0%	14	94.1%	16
Waitrose / Ocado	4.5%	8	23.5%	4	3.7%	1	11.1%	1	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	6.3%	1	0.0%	0	0.0%	0
Marks and Spencers	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	176		17		27		9		21		13		15		16		16		25		17	

Mean: (%)**Q20 Thinking now just about non-food goods, what proportion of your household's total spending is spent via the Internet?**

Over ¾	1.4%	20	0.0%	0	4.4%	6	2.7%	2	0.0%	0	1.1%	1	0.7%	1	1.2%	2	2.0%	3	0.0%	0	3.7%	5
½ to ¾	3.1%	44	4.7%	7	2.9%	4	8.1%	6	3.8%	8	6.5%	6	2.2%	3	1.7%	3	0.7%	1	2.6%	4	1.5%	2
¼ to ½	6.5%	91	5.4%	8	6.6%	9	9.5%	7	6.7%	14	5.4%	5	5.8%	8	7.5%	13	10.1%	15	4.5%	7	3.7%	5
Less than ¼	32.2%	454	31.1%	46	41.2%	56	29.7%	22	35.4%	74	28.3%	26	35.3%	49	29.5%	51	26.2%	39	34.8%	54	27.4%	37
None	54.6%	770	55.4%	82	40.4%	55	47.3%	35	52.6%	110	57.6%	53	55.4%	77	59.5%	103	59.1%	88	57.4%	89	57.8%	78
(Don't know / varies)	2.2%	31	3.4%	5	4.4%	6	2.7%	2	1.4%	3	1.1%	1	0.7%	1	0.6%	1	2.0%	3	0.6%	1	5.9%	8
Mean:	10.1		9.4		14.2		15.4		9.7		10.9		8.8		8.9		9.6		7.9		9.7	
Base:	1410		148		136		74		209		92		139		173		149		155		135	

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Q21 Which town centre in the East Riding of Yorkshire do you mostly visit for non-food shopping?																						
Beverley	26.5%	374	23.6%	35	30.9%	42	25.7%	19	74.2%	155	44.6%	41	12.2%	17	2.9%	5	20.8%	31	17.4%	27	1.5%	2
Hull	22.4%	316	37.8%	56	41.9%	57	50.0%	37	16.7%	35	23.9%	22	48.9%	68	7.5%	13	5.4%	8	7.7%	12	5.9%	8
Bridlington	11.1%	156	0.0%	0	0.0%	0	1.4%	1	0.0%	0	6.5%	6	0.0%	0	72.8%	126	14.1%	21	1.3%	2	0.0%	0
Goole	6.2%	87	0.0%	0	2.2%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	61.5%	83
Driffield	5.7%	80	0.0%	0	0.0%	0	1.4%	1	1.0%	2	1.1%	1	0.0%	0	2.9%	5	46.3%	69	1.3%	2	0.0%	0
York	3.9%	55	2.0%	3	4.4%	6	4.1%	3	2.9%	6	0.0%	0	0.0%	0	0.6%	1	1.3%	2	19.4%	30	3.0%	4
Pocklington	2.8%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	40	0.0%	0
Hessle	1.9%	27	15.5%	23	2.9%	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
Outside East Riding	1.8%	25	2.0%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.5%	6	1.3%	2	0.0%	0	8.9%	12
Withernsea	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornsea	1.2%	17	0.7%	1	0.0%	0	0.0%	0	0.5%	1	9.8%	9	1.4%	2	0.6%	1	2.0%	3	0.0%	0	0.0%	0
Cottingham	0.7%	10	0.7%	1	0.0%	0	10.8%	8	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedon	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Weighton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Other	0.3%	4	1.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
(Don't visit any)	10.5%	148	13.5%	20	14.0%	19	2.7%	2	3.3%	7	10.9%	10	13.0%	18	6.4%	11	6.0%	9	20.6%	32	14.8%	20
(Don't know / varies)	2.8%	39	2.7%	4	1.5%	2	4.1%	3	0.5%	1	3.3%	3	5.8%	8	2.9%	5	2.7%	4	3.2%	5	3.0%	4
Base:	1410		148		136		74		209		92		139		173		149		155		135	

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Q22 What do you like most about (Centre mentioned at Q21) for shopping?																						
<i>Only those who visit a specific location for non-food shopping at Q21</i>																						
Close to home	35.2%	430	34.7%	43	35.7%	41	33.3%	23	35.8%	72	24.1%	19	31.9%	36	45.9%	72	40.4%	55	23.7%	28	36.9%	41
Attractive environment	9.6%	118	12.1%	15	11.3%	13	5.8%	4	10.9%	22	6.3%	5	9.7%	11	5.1%	8	11.0%	15	16.9%	20	4.5%	5
Nothing / very little	8.3%	102	8.9%	11	6.1%	7	7.2%	5	7.0%	14	7.6%	6	15.0%	17	8.9%	14	5.9%	8	3.4%	4	14.4%	16
Good range of shops	7.9%	97	4.8%	6	3.5%	4	15.9%	11	8.5%	17	7.6%	6	13.3%	15	3.8%	6	8.1%	11	8.5%	10	9.9%	11
Chain store multiple outlets	7.1%	87	8.1%	10	11.3%	13	4.3%	3	5.5%	11	0.0%	0	7.1%	8	9.6%	15	6.6%	9	11.9%	14	3.6%	4
Independent stores	6.3%	77	7.3%	9	7.0%	8	4.3%	3	10.0%	20	5.1%	4	2.7%	3	7.0%	11	5.9%	8	6.8%	8	2.7%	3
Good and / or free car parking	4.2%	51	7.3%	9	4.3%	5	2.9%	2	4.0%	8	8.9%	7	1.8%	2	3.8%	6	1.5%	2	6.8%	8	1.8%	2
Compact shopping environment / everything is close together	3.7%	45	1.6%	2	1.7%	2	2.9%	2	5.0%	10	8.9%	7	2.7%	3	4.5%	7	3.7%	5	1.7%	2	4.5%	5
Easily accessible by foot / cycle	3.4%	41	1.6%	2	1.7%	2	5.8%	4	3.0%	6	1.3%	1	1.8%	2	4.5%	7	2.9%	4	1.7%	2	9.9%	11
Part of an overall day out.	2.0%	24	1.6%	2	0.9%	1	1.4%	1	2.5%	5	5.1%	4	0.9%	1	1.3%	2	1.5%	2	2.5%	3	2.7%	3
Indoor shopping malls / arcades	1.9%	23	0.8%	1	0.9%	1	4.3%	3	3.0%	6	2.5%	2	2.7%	3	1.9%	3	0.0%	0	1.7%	2	1.8%	2
Friendly environment / atmosphere	1.9%	23	0.0%	0	0.9%	1	2.9%	2	0.5%	1	7.6%	6	0.9%	1	2.5%	4	3.7%	5	1.7%	2	0.9%	1
Close to work / en route to work	1.9%	23	4.0%	5	4.3%	5	2.9%	2	1.0%	2	6.3%	5	1.8%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Other	1.4%	17	0.0%	0	0.9%	1	1.4%	1	0.5%	1	3.8%	3	0.0%	0	1.3%	2	2.2%	3	4.2%	5	0.9%	1
Habit / familiarity	1.1%	14	0.8%	1	0.9%	1	1.4%	1	0.0%	0	1.3%	1	1.8%	2	0.6%	1	2.2%	3	1.7%	2	1.8%	2
Good bus service / accessible public transport	0.8%	10	2.4%	3	2.6%	3	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.9%	1
Quiet / peaceful shopping environment	0.7%	9	0.0%	0	1.7%	2	0.0%	0	0.0%	0	3.8%	3	0.0%	0	1.9%	3	0.7%	1	0.0%	0	0.0%	0
Good prices	0.7%	8	0.8%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.6%	1	1.5%	2	0.8%	1	0.9%	1
Easily accessible	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.9%	1	1.3%	2	0.0%	0	0.8%	1	0.9%	1
Pedestrianised	0.5%	6	0.8%	1	0.9%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.9%	1
Close to family / friends	0.4%	5	0.0%	0	0.9%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Better quality of shops	0.2%	3	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Marks and Spencer	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurant / cafes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Cleanliness	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.7%	21	2.4%	3	1.7%	2	2.9%	2	0.5%	1	0.0%	0	1.8%	2	3.2%	5	0.7%	1	1.7%	2	2.7%	3
Base:	1223		124		115		69		201		79		113		157		136		118		111	

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Q23 What do you dislike most about (Centre mentioned at Q21) for shopping?																						
<i>Only those who visit a specific location for non-food shopping at Q21</i>																						
Nothing / very little	41.4%	506	44.4%	55	37.4%	43	37.7%	26	38.3%	77	40.5%	32	48.7%	55	29.3%	46	47.8%	65	58.5%	69	34.2%	38
Lack of non-food stores	14.9%	182	12.9%	16	7.8%	9	11.6%	8	12.4%	25	8.9%	7	10.6%	12	29.3%	46	17.6%	24	11.0%	13	19.8%	22
Difficult to park	8.6%	105	8.1%	10	14.8%	17	14.5%	10	4.0%	8	10.1%	8	13.3%	15	6.4%	10	8.1%	11	8.5%	10	5.4%	6
Expensive car parking	5.5%	67	5.6%	7	7.8%	9	2.9%	2	9.0%	18	6.3%	5	4.4%	5	3.2%	5	4.4%	6	5.1%	6	3.6%	4
Particular shops missing	3.2%	39	1.6%	2	3.5%	4	2.9%	2	3.0%	6	0.0%	0	1.8%	2	8.9%	14	2.9%	4	2.5%	3	1.8%	2
Traffic congestion	3.2%	39	0.8%	1	2.6%	3	1.4%	1	5.5%	11	3.8%	3	2.7%	3	1.9%	3	3.7%	5	1.7%	2	6.3%	7
Too spread out	2.6%	32	5.6%	7	5.2%	6	8.7%	6	1.5%	3	2.5%	2	4.4%	5	1.3%	2	0.0%	0	0.8%	1	0.0%	0
Lack of foodstores	2.4%	29	1.6%	2	0.9%	1	0.0%	0	1.5%	3	2.5%	2	0.0%	0	2.5%	4	3.7%	5	0.8%	1	9.9%	11
Vacant shops	2.0%	25	0.0%	0	0.0%	0	2.9%	2	4.5%	9	1.3%	1	0.9%	1	5.1%	8	1.5%	2	0.8%	1	0.9%	1
Poor security for shoppers / cars	1.8%	22	1.6%	2	3.5%	4	2.9%	2	1.0%	2	2.5%	2	1.8%	2	1.3%	2	1.5%	2	1.7%	2	1.8%	2
Difficult to park near shops	1.7%	21	1.6%	2	0.0%	0	2.9%	2	2.0%	4	3.8%	3	0.9%	1	1.9%	3	2.9%	4	1.7%	2	0.0%	0
Unattractive environment	1.7%	21	1.6%	2	4.3%	5	2.9%	2	1.5%	3	0.0%	0	0.0%	0	5.1%	8	0.7%	1	0.0%	0	0.0%	0
Lack of independent retailers	1.2%	15	0.8%	1	4.3%	5	0.0%	0	3.0%	6	2.5%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other	1.1%	13	1.6%	2	0.0%	0	0.0%	0	1.5%	3	1.3%	1	0.9%	1	0.6%	1	0.0%	0	0.8%	1	3.6%	4
Too long / inconvenient journey	1.0%	12	1.6%	2	1.7%	2	0.0%	0	0.0%	0	1.3%	1	2.7%	3	1.9%	3	0.0%	0	0.0%	0	0.9%	1
Poor accessibility by foot / cycle	1.0%	12	1.6%	2	0.0%	0	2.9%	2	0.5%	1	1.3%	1	2.7%	3	0.6%	1	0.7%	1	0.0%	0	0.9%	1
It's very busy	0.9%	11	0.8%	1	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	3.2%	5	0.0%	0	1.7%	2	0.0%	0
Too much litter	0.9%	11	0.8%	1	0.9%	1	1.4%	1	1.0%	2	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	1.8%	2
No character / atmosphere	0.8%	10	0.8%	1	0.0%	0	0.0%	0	2.5%	5	3.8%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
In need of regeneration / Lack of support from the Council	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.3%	2	0.7%	1	0.0%	0	0.9%	1
Too many charity shops	0.4%	5	0.8%	1	0.0%	0	1.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Too expensive	0.3%	4	0.0%	0	0.0%	0	1.4%	1	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Lack of eating and drinking places	0.3%	4	0.0%	0	0.0%	0	1.4%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Too much building work going on	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Not big enough	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1
Bigger shopping centre / retail park needed	0.2%	3	0.0%	0	0.9%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor bus services	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dislike their Tesco	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Poor access for disabled	0.2%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	1
Rubbish / no market	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Not enough quality stores	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
No / few indoor shopping facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
(Don't know)	2.7%	33	6.5%	8	3.5%	4	1.4%	1	3.0%	6	2.5%	2	2.7%	3	1.3%	2	0.7%	1	1.7%	2	3.6%	4
Base:		1223		124		115		69		201		79		113		157		136		118		111

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Q24 What are the main changes or improvements you would like to see in (Centre mentioned at Q21)? <i>Only those who visit a specific location for non-food shopping at Q21</i>																						
Nothing / very little	31.8%	389	34.7%	43	30.4%	35	33.3%	23	30.8%	62	43.0%	34	39.8%	45	19.1%	30	32.4%	44	44.1%	52	18.9%	21
Cheaper / easier parking	19.8%	242	21.0%	26	25.2%	29	23.2%	16	16.9%	34	17.7%	14	18.6%	21	21.7%	34	19.9%	27	20.3%	24	15.3%	17
More / better choice of shops	17.3%	212	12.9%	16	11.3%	13	13.0%	9	14.4%	29	12.7%	10	9.7%	11	31.2%	49	22.1%	30	9.3%	11	30.6%	34
Better quality of shops / products	14.0%	171	8.1%	10	7.8%	9	4.3%	3	12.4%	25	8.9%	7	8.9%	10	28.0%	44	16.2%	22	13.6%	16	22.5%	25
Bigger / better supermarket	8.0%	98	2.4%	3	2.6%	3	2.9%	2	5.5%	11	6.3%	5	1.8%	2	8.9%	14	13.2%	18	3.4%	4	32.4%	36
Redesign / regeneration	4.9%	60	4.0%	5	6.1%	7	8.7%	6	5.5%	11	3.8%	3	4.4%	5	7.6%	12	3.7%	5	1.7%	2	3.6%	4
Cleaner environment	4.5%	55	8.9%	11	7.8%	9	7.2%	5	3.5%	7	1.3%	1	2.7%	3	8.3%	13	2.2%	3	1.7%	2	0.9%	1
Upgrade surrounding roads	3.5%	43	4.8%	6	2.6%	3	4.3%	3	2.0%	4	2.5%	2	3.5%	4	5.1%	8	2.2%	3	0.8%	1	8.1%	9
More independent stores	3.0%	37	4.0%	5	1.7%	2	2.9%	2	8.5%	17	3.8%	3	1.8%	2	0.0%	0	3.7%	5	0.8%	1	0.0%	0
More / better public transport	2.1%	26	1.6%	2	1.7%	2	5.8%	4	1.5%	3	2.5%	2	1.8%	2	1.3%	2	2.2%	3	2.5%	3	2.7%	3
More consideration for pedestrians	1.7%	21	1.6%	2	1.7%	2	1.4%	1	2.0%	4	1.3%	1	0.9%	1	1.3%	2	3.7%	5	0.0%	0	2.7%	3
More leisure / entertainment facilities	1.7%	21	0.8%	1	1.7%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.3%	2	5.9%	8	1.7%	2	3.6%	4
More leisure / entertainment facilities for children	1.3%	16	0.8%	1	0.0%	0	2.9%	2	3.0%	6	0.0%	0	0.0%	0	1.9%	3	1.5%	2	0.0%	0	1.8%	2
More social facilities	1.2%	15	0.0%	0	2.6%	3	2.9%	2	2.0%	4	1.3%	1	2.7%	3	0.0%	0	0.7%	1	0.0%	0	0.9%	1
Better security	1.1%	14	0.8%	1	2.6%	3	0.0%	0	1.0%	2	2.5%	2	1.8%	2	0.0%	0	0.7%	1	2.5%	3	0.0%	0
Reduce traffic congestion	1.0%	12	0.0%	0	0.0%	0	0.0%	0	2.0%	4	2.5%	2	2.7%	3	0.6%	1	0.7%	1	0.0%	0	0.9%	1
Other	0.9%	11	0.0%	0	1.7%	2	0.0%	0	2.0%	4	1.3%	1	0.9%	1	0.6%	1	0.7%	1	0.8%	1	0.0%	0
Introduce a department store	0.8%	10	0.8%	1	1.7%	2	0.0%	0	1.0%	2	0.0%	0	0.9%	1	1.9%	3	0.0%	0	0.8%	1	0.0%	0
More centralised shopping area	0.8%	10	1.6%	2	2.6%	3	0.0%	0	0.5%	1	1.3%	1	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better toilets	0.8%	10	0.8%	1	0.0%	0	1.4%	1	0.5%	1	1.3%	1	0.0%	0	3.2%	5	0.7%	1	0.0%	0	0.0%	0
Cinema / theatre	0.7%	8	0.8%	1	0.0%	0	0.0%	0	1.5%	3	1.3%	1	0.9%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0
More clothing shops	0.7%	8	0.8%	1	0.0%	0	0.0%	0	0.5%	1	1.3%	1	0.9%	1	0.6%	1	1.5%	2	0.8%	1	0.0%	0
Bigger Marks and Spencer	0.7%	8	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.7%	1	0.0%	0	2.7%	3
More parking facilities	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.3%	1	1.8%	2	0.6%	1	0.7%	1	0.8%	1	0.0%	0
More disabled parking	0.6%	7	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.8%	2	0.6%	1	0.0%	0	0.8%	1	0.9%	1
Park & Ride scheme	0.6%	7	0.0%	0	1.7%	2	0.0%	0	0.5%	1	0.0%	0	1.8%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Better market	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.8%	2	0.6%	1	0.7%	1	0.0%	0	1.8%	2
Petrol station in the centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.9%	1	0.0%	0	1.5%	2	0.0%	0	0.9%	1
Re-lay the paths	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.3%	1	0.0%	0	0.6%	1	1.5%	2	0.0%	0	0.0%	0
New marina	0.4%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Introduce a retail park / outlet / centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lower rents	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Introduce better values shops	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0
More facilities / lanes for cyclists	0.2%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
More traffic wardens	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.6%	1	0.7%	1	0.0%	0	0.0%	0
More national retailers	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden
Create undercover streets	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.5%	1	0.0%
(Don't know)	5.3%	65	6.5%	8	5.2%	6	2.9%	2	6.0%	12	2.5%
Base:	1223	124	115	69	201	79	113	157	136	118	111

Q25 Which other town centre in the East Riding of Yorkshire do you sometimes visit for non-food shopping?

Only those who visit a specific location for non-food shopping at Q21

Beverley	16.8%	206	16.9%	21	25.2%	29	31.9%	22	5.0%	10	20.3%	16	20.4%	23	14.7%	23	29.4%	40	16.1%	19	2.7%	3
York	5.4%	66	8.9%	11	8.7%	10	11.6%	8	7.0%	14	2.5%	2	4.4%	5	1.9%	3	0.7%	1	5.1%	6	5.4%	6
Hull	5.4%	66	2.4%	3	5.2%	6	5.8%	4	10.4%	21	7.6%	6	2.7%	3	5.1%	8	2.9%	4	1.7%	2	8.1%	9
Driffield	4.7%	58	1.6%	2	2.6%	3	0.0%	0	7.0%	14	7.6%	6	1.8%	2	5.1%	8	11.0%	15	6.8%	8	0.0%	0
Bridlington	3.8%	47	0.0%	0	0.0%	0	0.0%	0	1.5%	3	8.9%	7	3.5%	4	6.4%	10	14.7%	20	0.8%	1	1.8%	2
Scarborough	1.8%	22	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	12.1%	19	0.7%	1	0.0%	1	0.0%	0	0.9%	1
Hornsea	1.7%	21	2.4%	3	0.9%	1	0.0%	0	1.0%	2	11.4%	9	2.7%	3	0.6%	1	0.0%	0	0.8%	1	0.9%	1
Pocklington	1.6%	19	0.8%	1	0.9%	1	1.4%	1	1.0%	2	0.0%	0	0.0%	0	0.6%	1	1.5%	2	8.5%	10	0.9%	1
Cottingham	1.3%	16	0.8%	1	1.7%	2	11.6%	8	1.0%	2	1.3%	1	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Outside East Riding	1.1%	13	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.7%	1	0.0%	0	6.3%	7
Hessle	1.0%	12	4.8%	6	1.7%	2	0.0%	0	1.0%	2	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Goole	0.9%	11	0.0%	0	7.0%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Withernsea	0.7%	8	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	6.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howden	0.4%	5	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.8%	2
Market Weighton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0
Hedon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0
(No other)	50.6%	619	58.9%	73	40.0%	46	36.2%	25	60.7%	122	38.0%	30	50.4%	57	52.2%	82	30.9%	42	55.1%	65	69.4%	77
(Don't know / varies)	2.1%	26	1.6%	2	0.9%	1	1.4%	1	3.5%	7	2.5%	2	1.8%	2	0.6%	1	5.1%	7	0.8%	1	1.8%	2
Base:	1223	124	115	69	201	79	113	157	136	118	111											

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Q26 What do you like most about (Centre mentioned at Q25) for shopping?																						
<i>Only those who visit a specific location for non-food shopping at Q21 and at Q25</i>																						
Attractive environment	21.1%	122	22.4%	11	35.3%	24	9.3%	4	20.8%	15	17.0%	8	20.4%	11	18.9%	14	19.5%	17	28.8%	15	9.4%	3
Independent stores	15.2%	88	18.4%	9	10.3%	7	25.6%	11	13.9%	10	8.5%	4	11.1%	6	13.5%	10	18.4%	16	21.2%	11	12.5%	4
Close to home	11.2%	65	12.2%	6	5.9%	4	23.3%	10	6.9%	5	14.9%	7	13.0%	7	10.8%	8	11.5%	10	13.5%	7	3.1%	1
Good range of shops	9.0%	52	8.2%	4	7.4%	5	11.6%	5	11.1%	8	4.3%	2	14.8%	8	8.1%	6	3.4%	3	5.8%	3	25.0%	8
Nothing / very little	8.3%	48	4.1%	2	5.9%	4	4.7%	2	13.9%	10	12.8%	6	11.1%	6	4.1%	3	11.5%	10	9.6%	5	0.0%	0
Chain store multiple outlets	7.3%	42	12.2%	6	2.9%	2	0.0%	0	11.1%	8	6.4%	3	0.0%	0	20.3%	15	4.6%	4	0.0%	0	12.5%	4
Compact shopping environment / everything is close together	5.4%	31	10.2%	5	4.4%	3	9.3%	4	6.9%	5	4.3%	2	7.4%	4	2.7%	2	4.6%	4	0.0%	0	6.3%	2
Good and / or free car parking	4.5%	26	2.0%	1	10.3%	7	2.3%	1	4.2%	3	2.1%	1	1.9%	1	6.8%	5	5.7%	5	1.9%	1	3.1%	1
Part of an overall day out.	4.0%	23	4.1%	2	1.5%	1	0.0%	0	4.2%	3	4.3%	2	9.3%	5	2.7%	2	5.7%	5	0.0%	0	9.4%	3
Indoor shopping malls / arcades	3.5%	20	0.0%	0	4.4%	3	0.0%	0	2.8%	2	0.0%	0	1.9%	1	12.2%	9	1.1%	1	3.8%	2	6.3%	2
Easily accessible by foot / cycle	1.9%	11	2.0%	1	2.9%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	5.4%	4	2.3%	2	1.9%	1	0.0%	0
Quiet / peaceful shopping environment	1.9%	11	2.0%	1	1.5%	1	2.3%	1	1.4%	1	6.4%	3	0.0%	0	2.7%	2	0.0%	0	1.9%	1	3.1%	1
Friendly environment / atmosphere	1.7%	10	2.0%	1	0.0%	0	2.3%	1	1.4%	1	8.5%	4	0.0%	0	2.7%	2	1.1%	1	0.0%	0	0.0%	0
Better quality of shops	1.0%	6	0.0%	0	0.0%	0	7.0%	3	0.0%	0	2.1%	1	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible	0.9%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.1%	1	1.9%	1	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Other	0.9%	5	0.0%	0	0.0%	0	2.3%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.1%	1
Cleanliness	0.9%	5	2.0%	1	1.5%	1	0.0%	0	0.0%	0	4.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Habit / familiarity	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.3%	2	1.9%	1	0.0%	0
Good market	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.1%	1
Pedestrianised	0.5%	3	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Good disabled access	0.3%	2	0.0%	0	2.9%	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
Close to work / en route to work	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Restaurant / cafes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.9%	1	0.0%	0
Close to family / friends	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.9%	1	0.0%	0
Good prices	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.7%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.9%	1	3.1%	1
Base:	578		49		68		43		72		47		54		74		87		52		32	

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Q27 What do you dislike most about (Centre mentioned at Q25) for shopping?																						
<i>Only those who visit a specific location for non-food shopping at Q21 and at Q25</i>																						
Nothing / very little	50.3%	291	49.0%	24	39.7%	27	48.8%	21	51.4%	37	38.3%	18	57.4%	31	51.4%	38	55.2%	48	57.7%	30	53.1%	17
Difficult to park	12.6%	73	18.4%	9	19.1%	13	16.3%	7	8.3%	6	19.1%	9	5.6%	3	6.8%	5	12.6%	11	11.5%	6	12.5%	4
Lack of non-food stores	6.2%	36	6.1%	3	7.4%	5	4.7%	2	1.4%	1	10.6%	5	5.6%	3	13.5%	10	4.6%	4	5.8%	3	0.0%	0
Too long / inconvenient journey	4.2%	24	6.1%	3	7.4%	5	4.7%	2	4.2%	3	0.0%	0	5.6%	3	6.8%	5	2.3%	2	0.0%	0	3.1%	1
Expensive car parking	3.3%	19	8.2%	4	1.5%	1	4.7%	2	4.2%	3	4.3%	2	3.7%	2	0.0%	0	2.3%	2	0.0%	0	9.4%	3
Traffic congestion	3.1%	18	0.0%	0	2.9%	2	2.3%	1	6.9%	5	4.3%	2	1.9%	1	1.4%	1	1.1%	1	5.8%	3	6.3%	2
Difficult to park near shops	2.1%	12	4.1%	2	1.5%	1	0.0%	0	2.8%	2	2.1%	1	1.9%	1	2.7%	2	1.1%	1	1.9%	1	3.1%	1
Unattractive environment	1.7%	10	0.0%	0	1.5%	1	2.3%	1	4.2%	3	0.0%	0	1.9%	1	2.7%	2	2.3%	2	0.0%	0	0.0%	0
Too spread out	1.6%	9	0.0%	0	1.5%	1	2.3%	1	2.8%	2	0.0%	0	1.9%	1	2.7%	2	1.1%	1	0.0%	0	3.1%	1
Other	1.6%	9	2.0%	1	2.9%	2	0.0%	0	0.0%	0	2.1%	1	1.9%	1	0.0%	0	2.3%	2	3.8%	2	0.0%	0
It's very busy	1.6%	9	0.0%	0	1.5%	1	0.0%	0	2.8%	2	2.1%	1	1.9%	1	0.0%	0	2.3%	2	3.8%	2	0.0%	0
Poor accessibility by foot / cycle	1.0%	6	0.0%	0	1.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	3.1%	1
Not enough quality stores	1.0%	6	0.0%	0	0.0%	0	9.3%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
No character / atmosphere	1.0%	6	2.0%	1	1.5%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Vacant shops	0.9%	5	0.0%	0	1.5%	1	0.0%	0	1.4%	1	0.0%	0	1.9%	1	1.4%	1	0.0%	0	1.9%	1	0.0%	0
Poor security for shoppers / cars	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.9%	1	0.0%	0	1.1%	1	3.8%	2	0.0%	0
Lack of foodstores	0.7%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Too expensive	0.7%	4	0.0%	0	0.0%	0	2.3%	1	0.0%	0	4.3%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too much litter	0.7%	4	0.0%	0	1.5%	1	0.0%	0	1.4%	1	2.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Particular shops missing	0.7%	4	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.1%	1	1.9%	1	0.0%	0
In need of regeneration / Lack of support from the Council	0.7%	4	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
No / few indoor shopping facilities	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.9%	1	3.1%	1
Lack of independent retailers	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Dislike their Tesco	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Poor access for disabled	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Not big enough	0.3%	2	0.0%	0	1.5%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor bus services	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Poor lighting	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.9%	11	4.1%	2	0.0%	0	0.0%	0	1.4%	1	4.3%	2	3.7%	2	2.7%	2	2.3%	2	0.0%	0	0.0%	0
Base:		578		49		68		43		72		47		54		74		87		52		32

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Q28 What are the main changes or improvements you would like to see in (Centre mentioned at Q25)?																						
<i>Only those who visit a specific location for non-food shopping at Q21 and at Q25</i>																						
Nothing / very little	48.1%	278	63.3%	31	38.2%	26	58.1%	25	55.6%	40	31.9%	15	48.1%	26	52.7%	39	44.8%	39	40.4%	21	50.0%	16
Cheaper / easier parking	22.3%	129	22.4%	11	29.4%	20	23.3%	10	15.3%	11	27.7%	13	14.8%	8	18.9%	14	21.8%	19	25.0%	13	31.3%	10
More / better choice of shops	7.8%	45	6.1%	3	11.8%	8	7.0%	3	5.6%	4	17.0%	8	7.4%	4	12.2%	9	5.7%	5	1.9%	1	0.0%	0
Better quality of shops / products	7.8%	45	2.0%	1	5.9%	4	2.3%	1	6.9%	5	8.5%	4	7.4%	4	13.5%	10	9.2%	8	15.4%	8	0.0%	0
Redesign / regeneration	3.8%	22	2.0%	1	1.5%	1	0.0%	0	6.9%	5	12.8%	6	7.4%	4	4.1%	3	2.3%	2	0.0%	0	0.0%	0
Bigger / better supermarket	3.3%	19	0.0%	0	0.0%	0	2.3%	1	2.8%	2	17.0%	8	1.9%	1	2.7%	2	3.4%	3	1.9%	1	3.1%	1
Upgrade surrounding roads	2.2%	13	2.0%	1	2.9%	2	0.0%	0	2.8%	2	4.3%	2	1.9%	1	1.4%	1	2.3%	2	3.8%	2	0.0%	0
Other	2.2%	13	0.0%	0	1.5%	1	4.7%	2	1.4%	1	6.4%	3	1.9%	1	0.0%	0	3.4%	3	3.8%	2	0.0%	0
Cleaner environment	2.1%	12	0.0%	0	4.4%	3	0.0%	0	4.2%	3	2.1%	1	3.7%	2	2.7%	2	1.1%	1	0.0%	0	0.0%	0
More independent stores	1.4%	8	2.0%	1	2.9%	2	2.3%	1	0.0%	0	0.0%	0	3.7%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0
More / better public transport	1.2%	7	0.0%	0	1.5%	1	2.3%	1	0.0%	0	2.1%	1	0.0%	0	4.1%	3	0.0%	0	1.9%	1	0.0%	0
More consideration for pedestrians	1.2%	7	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	3.7%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0
More social facilities	1.2%	7	2.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.6%	4	0.0%	0	0.0%	0
More / better toilets	1.2%	7	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.4%	3	1.9%	1	0.0%	0
Better market	0.7%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.7%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.9%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Create undercover streets	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.9%	1	3.1%	1
More centralised shopping area	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Bigger Marks and Spencer	0.5%	3	0.0%	0	1.5%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
More national retailers	0.5%	3	0.0%	0	0.0%	0	2.3%	1	1.4%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
(Don't know)	5.9%	34	2.0%	1	4.4%	3	0.0%	0	4.2%	3	6.4%	3	5.6%	3	8.1%	6	6.9%	6	9.6%	5	12.5%	4
Base:		578		49		68		43		72		47		54		74		87		52		32

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Q29 Which town in the East Riding of Yorkshire do you mostly visit for leisure activities?																						
Bridlington	10.7%	151	2.7%	4	0.7%	1	1.4%	1	5.3%	11	2.2%	2	1.4%	2	56.6%	98	14.8%	22	3.9%	6	3.0%	4
Beverley	10.1%	143	3.4%	5	8.1%	11	10.8%	8	42.6%	89	5.4%	5	3.6%	5	1.2%	2	9.4%	14	2.6%	4	0.0%	0
Hull	9.6%	135	12.8%	19	22.1%	30	23.0%	17	9.6%	20	9.8%	9	16.5%	23	2.9%	5	3.4%	5	1.9%	3	3.0%	4
Goole	4.5%	63	0.7%	1	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	40.7%	55
Pocklington	3.1%	44	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.7%	1	26.5%	41	0.0%	0
Hornsea	3.0%	42	1.4%	2	0.0%	0	2.7%	2	3.3%	7	26.1%	24	2.9%	4	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Other	2.5%	35	2.0%	3	5.9%	8	0.0%	0	1.0%	2	1.1%	1	3.6%	5	2.3%	4	3.4%	5	2.6%	4	2.2%	3
Driffield	2.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	32	0.6%	1	0.7%	1
Withernsea	1.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willerby	1.3%	18	5.4%	8	1.5%	2	6.8%	5	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Hessle	1.1%	16	8.1%	12	0.7%	1	0.0%	0	0.5%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
York	1.1%	15	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	5.8%	9	0.7%	1
Outside East Riding	0.9%	12	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.7%	1	0.0%	0	3.7%	5
Anlaby	0.6%	9	5.4%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Weighton	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	8	0.0%	0
Cottingham	0.6%	8	1.4%	2	0.7%	1	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howden	0.3%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Hedon	0.2%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do leisure activities)	39.8%	561	46.6%	69	44.9%	61	33.8%	25	30.6%	64	46.7%	43	46.8%	65	31.2%	54	38.9%	58	44.5%	69	39.3%	53
(Don't know / varies)	6.0%	84	9.5%	14	6.6%	9	13.5%	10	5.7%	12	7.6%	7	5.0%	7	2.9%	5	4.0%	6	5.2%	8	4.4%	6
Base:	1410		148		136		74		209		92		139		173		149		155		135	

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
Q30 What leisure activities do you take part in when you visit (LOCATION MENTIONED AT Q29)																						
<i>Only those who visit a specific location in the East Riding of Yorkshire area for leisure activities at Q29</i>																						
Swimming	27.2%	208	24.6%	16	19.7%	13	25.6%	10	29.3%	39	16.7%	7	23.9%	16	34.2%	39	25.9%	22	34.6%	27	25.0%	19
Restaurants	21.6%	165	15.4%	10	28.8%	19	23.1%	9	21.8%	29	23.8%	10	26.9%	18	26.3%	30	18.8%	16	9.0%	7	22.4%	17
Health & fitness	21.4%	164	26.2%	17	22.7%	15	12.8%	5	29.3%	39	11.9%	5	17.9%	12	16.7%	19	17.6%	15	25.6%	20	22.4%	17
Leisure centre	18.4%	141	7.7%	5	18.2%	12	20.5%	8	16.5%	22	21.4%	9	19.4%	13	16.7%	19	16.5%	14	17.9%	14	32.9%	25
Cinema	16.5%	126	18.5%	12	25.8%	17	25.6%	10	13.5%	18	16.7%	7	19.4%	13	17.5%	20	10.6%	9	12.8%	10	13.2%	10
Pubs / clubs	13.9%	106	15.4%	10	18.2%	12	7.7%	3	14.3%	19	23.8%	10	6.0%	4	17.5%	20	14.1%	12	9.0%	7	11.8%	9
Walking	12.7%	97	10.8%	7	3.0%	2	7.7%	3	10.5%	14	19.0%	8	14.9%	10	19.3%	22	16.5%	14	6.4%	5	15.8%	12
Library	9.5%	73	3.1%	2	1.5%	1	2.6%	1	3.8%	5	4.8%	2	9.0%	6	16.7%	19	22.4%	19	7.7%	6	15.8%	12
Theatre / concerts	7.5%	57	7.7%	5	18.2%	12	5.1%	2	6.0%	8	11.9%	5	9.0%	6	5.3%	6	4.7%	4	6.4%	5	5.3%	4
Bowling	7.1%	54	10.8%	7	4.5%	3	12.8%	5	9.0%	12	9.5%	4	6.0%	4	7.0%	8	3.5%	3	3.8%	3	6.6%	5
Gardening	5.4%	41	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.4%	1	7.5%	5	5.3%	6	12.9%	11	5.1%	4	15.8%	12
Seaside	4.2%	32	7.7%	5	3.0%	2	2.6%	1	3.0%	4	2.4%	1	6.0%	4	6.1%	7	5.9%	5	3.8%	3	0.0%	0
Other	2.9%	22	3.1%	2	1.5%	1	0.0%	0	2.3%	3	7.1%	3	3.0%	2	0.9%	1	7.1%	6	1.3%	1	3.9%	3
Golf	2.2%	17	4.6%	3	1.5%	1	0.0%	0	3.0%	4	7.1%	3	0.0%	0	1.8%	2	1.2%	1	3.8%	3	0.0%	0
Football	1.6%	12	1.5%	1	1.5%	1	0.0%	0	0.8%	1	0.0%	0	1.5%	1	0.9%	1	2.4%	2	1.3%	1	5.3%	4
Racquet sports	1.4%	11	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	3.0%	2	0.0%	0	0.0%	0	1.3%	1	3.9%	3
Dancing	1.3%	10	1.5%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.5%	1	1.8%	2	1.2%	1	2.6%	2	1.3%	1
Rugby	1.3%	10	1.5%	1	3.0%	2	0.0%	0	0.8%	1	2.4%	1	1.5%	1	0.9%	1	0.0%	0	2.6%	2	1.3%	1
Social activities	1.2%	9	1.5%	1	3.0%	2	5.1%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1
Cycling	1.2%	9	3.1%	2	0.0%	0	2.6%	1	0.8%	1	4.8%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.6%	2
Crafts	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0	2.6%	2	3.9%	3
Museums	0.9%	7	1.5%	1	1.5%	1	0.0%	0	0.8%	1	0.0%	0	1.5%	1	0.0%	0	1.2%	1	2.6%	2	0.0%	0
Ice skating	0.8%	6	1.5%	1	0.0%	0	5.1%	2	0.0%	0	0.0%	0	1.5%	1	0.9%	1	1.2%	1	0.0%	0	0.0%	0
Running / jogging	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.9%	1	1.2%	1	1.3%	1	2.6%	2
Choir	0.8%	6	1.5%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.4%	2	0.0%	0	1.3%	1
Bingo	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	1.3%	1	1.3%	1
Darts	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Sightseeing	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Cue sports	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cards	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Horse riding	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Fishing	0.4%	3	3.1%	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	1.3%	1
Base:		765		65		66		39		133		42		67		114		85		78		76
GEN Gender of respondent																						
Male	23.8%	335	22.3%	33	25.0%	34	24.3%	18	26.3%	55	21.7%	20	23.7%	33	21.4%	37	21.5%	32	31.0%	48	18.5%	25
Female	76.2%	1075	77.7%	115	75.0%	102	75.7%	56	73.7%	154	78.3%	72	76.3%	106	78.6%	136	78.5%	117	69.0%	107	81.5%	110
Base:		1410		148		136		74		209		92		139		173		149		155		135

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
AGE Can I just ask, how old are you ?																						
18-24	1.8%	26	2.0%	3	2.2%	3	2.7%	2	1.0%	2	3.3%	3	0.7%	1	3.5%	6	1.3%	2	1.3%	2	1.5%	2
25-34	6.8%	96	7.4%	11	10.3%	14	2.7%	2	8.1%	17	2.2%	2	4.3%	6	8.7%	15	4.7%	7	5.2%	8	10.4%	14
35-44	16.7%	235	16.9%	25	17.6%	24	21.6%	16	18.2%	38	17.4%	16	14.4%	20	13.9%	24	16.1%	24	16.8%	26	16.3%	22
45-54	21.2%	299	24.3%	36	17.6%	24	32.4%	24	22.5%	47	22.8%	21	22.3%	31	19.1%	33	15.4%	23	23.2%	36	17.8%	24
55-64	26.5%	374	20.9%	31	30.1%	41	28.4%	21	26.8%	56	33.7%	31	27.3%	38	21.4%	37	33.6%	50	24.5%	38	23.0%	31
65+	26.3%	371	28.4%	42	22.1%	30	12.2%	9	22.0%	46	19.6%	18	29.5%	41	33.5%	58	28.2%	42	29.0%	45	29.6%	40
(Refused)	0.6%	9	0.0%	0	0.0%	0	0.0%	0	1.4%	3	1.1%	1	1.4%	2	0.0%	0	0.7%	1	0.0%	0	1.5%	2
Base:	1410	148	136	74	209	92	139	173	149	155	135											
SEG Socio Economic Grouping																						
A	3.8%	53	3.4%	5	2.9%	4	6.8%	5	5.3%	11	3.3%	3	2.9%	4	1.7%	3	4.7%	7	6.5%	10	0.7%	1
B	15.1%	213	17.6%	26	20.6%	28	21.6%	16	22.0%	46	10.9%	10	13.7%	19	6.9%	12	12.8%	19	16.8%	26	8.1%	11
C1	23.1%	326	27.0%	40	29.4%	40	24.3%	18	25.4%	53	25.0%	23	20.1%	28	20.2%	35	18.1%	27	26.5%	41	15.6%	21
C2	17.8%	251	18.2%	27	16.2%	22	21.6%	16	12.4%	26	20.7%	19	11.5%	16	22.5%	39	18.1%	27	21.3%	33	19.3%	26
D	14.8%	208	10.1%	15	5.9%	8	6.8%	5	14.4%	30	17.4%	16	23.7%	33	17.9%	31	14.8%	22	12.3%	19	21.5%	29
E	17.7%	250	15.5%	23	14.7%	20	14.9%	11	13.9%	29	13.0%	12	20.1%	28	21.4%	37	22.1%	33	12.3%	19	28.1%	38
(Refused)	7.7%	109	8.1%	12	10.3%	14	4.1%	3	6.7%	14	9.8%	9	7.9%	11	9.2%	16	9.4%	14	4.5%	7	6.7%	9
Base:	1410	148	136	74	209	92	139	173	149	155	135											
ADU How many adults aged 16 years and over, including yourself, live in your household ?																						
One	22.7%	320	29.1%	43	18.4%	25	13.5%	10	24.4%	51	8.7%	8	23.7%	33	23.1%	40	28.9%	43	21.9%	34	24.4%	33
Two	58.5%	825	52.0%	77	63.2%	86	63.5%	47	57.9%	121	64.1%	59	52.5%	73	59.5%	103	57.0%	85	61.9%	96	57.8%	78
Three	12.8%	181	9.5%	14	14.0%	19	14.9%	11	10.0%	21	19.6%	18	18.0%	25	12.1%	21	10.7%	16	10.3%	16	14.8%	20
Four	4.3%	60	6.1%	9	3.7%	5	4.1%	3	5.3%	11	3.3%	3	4.3%	6	4.0%	7	3.4%	5	5.2%	8	2.2%	3
Five	0.6%	9	0.7%	1	0.7%	1	2.7%	2	0.5%	1	2.2%	2	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Six or more	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
(Refused)	1.0%	14	2.7%	4	0.0%	0	1.4%	1	1.9%	4	2.2%	2	0.7%	1	0.6%	1	0.0%	0	0.6%	1	0.0%	0
Base:	1410	148	136	74	209	92	139	173	149	155	135											
CHI How many children aged 15 years and under, live in your household ?																						
None	73.5%	1037	73.6%	109	72.8%	99	64.9%	48	69.9%	146	72.8%	67	77.7%	108	73.4%	127	77.9%	116	71.6%	111	78.5%	106
One	11.5%	162	10.1%	15	11.8%	16	14.9%	11	14.8%	31	15.2%	14	10.1%	14	11.6%	20	10.1%	15	11.6%	18	5.9%	8
Two	10.4%	146	10.1%	15	11.0%	15	14.9%	11	10.0%	21	8.7%	8	8.6%	12	9.2%	16	8.7%	13	13.5%	21	10.4%	14
Three	3.2%	45	3.4%	5	3.7%	5	2.7%	2	3.3%	7	1.1%	1	1.4%	2	5.2%	9	2.7%	4	2.6%	4	4.4%	6
Four	0.4%	5	0.0%	0	0.7%	1	1.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1
Five	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.9%	13	2.7%	4	0.0%	0	1.4%	1	1.4%	3	2.2%	2	0.7%	1	0.6%	1	0.0%	0	0.6%	1	0.0%	0
Base:	1410	148	136	74	209	92	139	173	149	155	135											

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden											
CAR And finally, how many cars does your household own or have the use of ?																						
None	11.9%	168	15.5%	23	5.1%	7	6.8%	5	12.9%	27	6.5%	6	15.1%	21	18.5%	32	10.7%	16	8.4%	13	13.3%	18
One	42.7%	602	35.8%	53	33.8%	46	39.2%	29	44.0%	92	41.3%	38	42.4%	59	50.3%	87	50.3%	75	38.1%	59	47.4%	64
Two	35.7%	503	35.8%	53	51.5%	70	44.6%	33	35.4%	74	39.1%	36	32.4%	45	26.0%	45	29.5%	44	40.0%	62	30.4%	41
Three or more	8.5%	120	9.5%	14	8.8%	12	8.1%	6	6.7%	14	10.9%	10	9.4%	13	4.6%	8	8.1%	12	13.5%	21	7.4%	10
(Refused)	1.2%	17	3.4%	5	0.7%	1	1.4%	1	1.0%	2	2.2%	2	0.7%	1	0.6%	1	1.3%	2	0.0%	0	1.5%	2
Base:		1410		148		136		74		209		92		139		173		149		155		135
QUOTA Zone																						
Hessle / Willerby	10.5%	148	100.0%	148	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elloughton / Brough	9.6%	136	0.0%	0	100.0%	136	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottingham	5.2%	74	0.0%	0	0.0%	0	100.0%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley	14.8%	209	0.0%	0	0.0%	0	0.0%	0	100.0%	209	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornsea	6.5%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedon / Withernsea	9.9%	139	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	139	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridlington	12.3%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	173	0.0%	0	0.0%	0	0.0%	0
Driffield	10.6%	149	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	149	0.0%	0	0.0%	0
Pocklington / Market Weighton	11.0%	155	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	155	0.0%	0
Goole / Howden	9.6%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	135
Base:		1410		148		136		74		209		92		139		173		149		155		135

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden	
PC Could I record your postcode please?												
DN145	2.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	28
DN146	3.6%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.8%	51
DN147	1.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	23
DN148	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	9
DN149	1.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	24
HU106	4.6%	65	43.9%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HU107	2.8%	39	26.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HU114	2.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HU115	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HU120	1.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HU128	2.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HU129	2.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HU130	1.6%	23	15.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HU139	1.5%	21	14.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HU143	2.1%	30	0.0%	0	22.1%	30	0.0%	0	0.0%	0	0.0%	0
HU151	3.1%	44	0.0%	0	32.4%	44	0.0%	0	0.0%	0	0.0%	0
HU152	4.1%	58	0.0%	0	42.6%	58	0.0%	0	0.0%	0	0.0%	0
HU164	1.8%	25	0.0%	0	0.0%	0	33.8%	25	0.0%	0	0.0%	0
HU165	3.5%	49	0.0%	0	0.0%	0	66.2%	49	0.0%	0	0.0%	0
HU170	3.7%	52	0.0%	0	0.0%	0	0.0%	24.9%	52	0.0%	0	0.0%
HU175	0.8%	11	0.0%	0	0.0%	0	0.0%	5.3%	11	0.0%	0	0.0%
HU177	3.5%	50	0.0%	0	0.0%	0	0.0%	23.9%	50	0.0%	0	0.0%
HU178	4.0%	57	0.0%	0	0.0%	0	0.0%	27.3%	57	0.0%	0	0.0%
HU179	2.3%	32	0.0%	0	0.0%	0	0.0%	15.3%	32	0.0%	0	0.0%
HU181	3.4%	48	0.0%	0	0.0%	0	0.0%	0.0%	52.2%	48	0.0%	0
HU192	3.3%	47	0.0%	0	0.0%	0	0.0%	0.0%	33.8%	47	0.0%	0
HU203	0.3%	4	0.0%	0	2.9%	4	0.0%	0.0%	0.0%	0	0.0%	0
HU7 5	0.5%	7	0.0%	0	0.0%	0	0.0%	3.3%	7	0.0%	0	0.0%
YO151	1.2%	17	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	9.8%	17	0.0%
YO152	1.3%	18	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	10.4%	18	0.0%
YO153	1.8%	25	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	14.5%	25	0.0%
YO164	2.8%	40	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	23.1%	40	0.0%
YO166	2.1%	30	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	17.3%	30	0.0%
YO167	3.1%	43	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	24.9%	43	0.0%
YO253	0.6%	8	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	5.4%	8	0.0%
YO254	0.9%	12	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	8.1%	12	0.0%
YO255	3.0%	42	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	28.2%	42	0.0%
YO256	1.1%	15	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	10.1%	15	0.0%
YO258	2.6%	36	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	24.2%	36	0.0%
YO259	2.6%	36	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	24.2%	36	0.0%
YO411	1.7%	24	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	0.0%	15.5%	24
YO414	0.6%	9	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	0.0%	5.8%	9
YO415	1.5%	21	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	0.0%	13.5%	21
YO421	0.6%	8	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	0.0%	5.2%	8
YO422	2.5%	35	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	0.0%	22.6%	35

East Riding of Yorkshire Household Survey England and Lyle

	Total	Hessle / Willerby	Elloughton / Brough	Cottingham	Beverley	Hornsea	Hedon / Withernsea	Bridlington	Driffield	Pocklington / Market Weighton	Goole / Howden
YO424	0.8% 11	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	7.1% 11	0.0% 0
YO433	2.4% 34	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	21.9% 34	0.0% 0
YO434	0.9% 13	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	8.4% 13	0.0% 0
Base:	1410	148	136	74	209	92	139	173	149	155	135

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q01 In which shop or supermarket do you normally do your main food and grocery shopping?																		
Morrisons, Beverley	8.7%	123	8.7%	29	8.7%	94	8.2%	10	9.2%	49	8.5%	63	11.5%	68	6.2%	44	9.3%	114
Tesco, Beverley	6.8%	96	8.1%	27	6.4%	69	6.6%	8	7.3%	39	6.6%	49	6.8%	40	7.1%	50	6.1%	75
Morrisons, Anlaby	6.5%	91	6.3%	21	6.5%	70	6.6%	8	6.6%	35	6.4%	48	7.1%	42	5.8%	41	6.5%	80
Tesco, Goole	6.2%	88	5.4%	18	6.5%	70	6.6%	8	5.4%	29	6.7%	50	3.7%	22	8.6%	61	6.1%	75
Morrisons, Bridlington	6.2%	87	4.2%	14	6.8%	73	4.1%	5	5.1%	27	7.4%	55	4.7%	28	7.3%	52	6.4%	79
Tesco, Bridlington	6.0%	85	6.3%	21	6.0%	64	11.5%	14	5.1%	27	5.9%	44	3.9%	23	7.5%	53	5.4%	66
Asda, Bilton	5.1%	72	5.4%	18	5.0%	54	2.5%	3	5.1%	27	5.5%	41	5.1%	30	5.1%	36	5.6%	68
Tesco, Drifffield	4.5%	64	3.9%	13	4.7%	51	2.5%	3	3.7%	20	5.5%	41	3.9%	23	4.9%	35	4.2%	51
Sainsbury, Hessle	4.3%	60	3.0%	10	4.7%	50	6.6%	8	3.9%	21	4.2%	31	5.7%	34	3.1%	22	4.4%	54
Asda, Kingswood, Hull	3.1%	44	2.7%	9	3.3%	35	7.4%	9	3.6%	19	1.9%	14	3.4%	20	2.8%	20	3.5%	43
Tesco, Withemsea	2.9%	41	3.6%	12	2.7%	29	2.5%	3	3.4%	18	2.6%	19	2.7%	16	3.0%	21	2.2%	27
Morrisons, Brough	2.7%	38	3.0%	10	2.6%	28	3.3%	4	2.2%	12	3.0%	22	3.2%	19	2.1%	15	2.8%	34
Tesco, Market Weighton	2.6%	37	3.6%	12	2.3%	25	1.6%	2	3.0%	16	2.6%	19	3.0%	18	2.4%	17	2.7%	33
Internet / delivered	2.6%	37	2.1%	7	2.8%	30	7.4%	9	3.7%	20	1.1%	8	3.2%	19	2.4%	17	2.7%	33
Asda, Hessle Road, Hull	2.4%	34	2.7%	9	2.3%	25	1.6%	2	3.9%	21	1.5%	11	2.9%	17	2.3%	16	2.6%	32
Other, External	2.0%	28	0.9%	3	2.3%	25	3.3%	4	2.1%	11	1.7%	13	1.5%	9	2.3%	16	2.1%	26
Waitrose, Willerby	1.8%	26	1.2%	4	2.0%	22	0.8%	1	2.1%	11	1.7%	13	3.2%	19	0.3%	2	2.0%	24
Tesco, Beverley Road, Hull	1.6%	22	0.9%	3	1.8%	19	1.6%	2	1.7%	9	1.5%	11	1.7%	10	1.6%	11	1.6%	20
Asda, Monks Cross, York	1.5%	21	1.2%	4	1.6%	17	2.5%	3	1.7%	9	1.2%	9	1.7%	10	1.6%	11	1.7%	21
Sainsbury, Monks Cross, York	1.4%	20	1.8%	6	1.3%	14	2.5%	3	1.7%	9	1.1%	8	2.2%	13	1.0%	7	1.6%	20
Sainsbury, Pocklington	1.4%	20	1.5%	5	1.4%	15	0.8%	1	1.5%	8	1.5%	11	1.9%	11	1.1%	8	1.6%	19
Morrisons, Holderness Road, Hull	1.1%	15	2.1%	7	0.7%	8	0.8%	1	1.1%	6	1.1%	8	0.5%	3	1.6%	11	1.1%	14
Somerfield, Pocklington	1.1%	15	2.1%	7	0.7%	8	0.0%	0	0.4%	2	1.7%	13	1.4%	8	1.0%	7	0.9%	11
Other, Hull	1.0%	14	0.3%	1	1.2%	13	1.6%	2	1.1%	6	0.8%	6	1.2%	7	1.0%	7	1.1%	14
Co-op, Hedon	0.9%	13	0.9%	3	0.9%	10	0.0%	0	0.6%	3	1.3%	10	1.2%	7	0.8%	6	0.8%	10
Co-op, Hornsea	0.7%	10	0.6%	2	0.7%	8	0.0%	0	0.6%	3	0.9%	7	0.3%	2	0.8%	6	0.7%	9
Other, York	0.7%	10	1.5%	5	0.5%	5	0.0%	0	0.6%	3	0.9%	7	0.7%	4	0.7%	5	0.7%	9
Aldi, Bridlington	0.6%	8	0.3%	1	0.7%	7	0.0%	0	0.9%	5	0.4%	3	0.2%	1	1.0%	7	0.7%	8
Somerfield, Hessle	0.5%	7	0.3%	1	0.6%	6	0.0%	0	0.2%	1	0.8%	6	0.3%	2	0.7%	5	0.2%	3
Other, East Riding	0.5%	7	0.9%	3	0.4%	4	0.8%	1	0.4%	2	0.5%	4	0.5%	3	0.4%	3	0.4%	5
Other, Bridlington	0.5%	7	0.3%	1	0.6%	6	0.0%	0	0.4%	2	0.7%	5	0.2%	1	0.7%	5	0.2%	3
Other, Drifffield	0.5%	7	0.0%	0	0.7%	7	0.8%	1	0.4%	2	0.4%	3	0.2%	1	0.7%	5	0.4%	5
Somerfield, Cottingham	0.5%	7	1.2%	4	0.3%	3	0.8%	1	0.6%	3	0.4%	3	0.7%	4	0.4%	3	0.4%	5
Somerfield, Bridlington	0.5%	7	1.2%	4	0.3%	3	0.8%	1	0.2%	1	0.7%	5	0.5%	3	0.6%	4	0.5%	6
M&S Simply Food, Beverley	0.4%	6	0.6%	2	0.4%	4	0.0%	0	0.0%	0	0.8%	6	0.2%	1	0.7%	5	0.3%	4
Lidl, Drifffield	0.4%	5	0.3%	1	0.4%	4	0.0%	0	0.2%	1	0.5%	4	0.2%	1	0.4%	3	0.3%	4
Other, Goole	0.3%	4	0.6%	2	0.2%	2	0.0%	0	0.4%	2	0.3%	2	0.2%	1	0.4%	3	0.2%	3
Netto, Market Weighton	0.3%	4	0.3%	1	0.3%	3	0.0%	0	0.0%	0	0.5%	4	0.3%	2	0.3%	2	0.2%	2
Netto, Beverley	0.3%	4	0.6%	2	0.2%	2	0.0%	0	0.4%	2	0.3%	2	0.5%	3	0.1%	1	0.3%	4
Aldi, Withemsea	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.2%	1	0.3%	2	0.3%	2	0.0%	0	0.2%	3
Other, Hornsea	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.3%	2	0.1%	1
Other, Market Weighton	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.3%	2	0.0%	0	0.3%	2	0.1%	1
Netto, Goole	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.3%	2	0.0%	0	0.3%	2	0.2%	2
Morrisons, Scarborough	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
Aldi, Hessle	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
(Don't know / varies)	7.7%	109	9.0%	30	7.3%	79	4.1%	5	9.2%	49	7.4%	55	7.4%	44	7.6%	54	8.1%	99
(Don't regularly buy these goods)	0.4%	6	0.3%	1	0.5%	5	0.0%	0	0.0%	0	0.7%	5	0.2%	1	0.6%	4	0.3%	4
Base:	1410	335	1075	122	534	745	592	709	1225									

Q02 How do you usually travel to (LOCATION MENTIONED AT Q01) ?*Those who do food shopping excluding via the internet at Q01*

Car / van (as driver)	65.2%	820	74.4%	221	62.3%	599	76.9%	83	76.3%	355	55.5%	376	75.2%	397	57.6%	365	73.7%	803
Car / van (as passenger)	16.3%	205	7.1%	21	19.1%	184	8.3%	9	10.8%	50	21.4%	145	11.7%	62	19.9%	126	15.9%	173
Bus, minibus or coach	2.9%	37	2.7%	8	3.0%	29	0.0%	0	1.5%	7	4.4%	30	0.9%	5	4.4%	28	0.6%	7
Motorcycle, scooter or moped	0.7%	9	0.0%	0	0.9%	9	0.0%	0	0.2%	1	1.2%	8	0.0%	0	1.1%	7	0.0%	0
Walk	10.4%	131	10.4%	31	10.4%	100	11.1%	12	7.3%	34	12.4%	84	7.2%	38	13.1%	83	5.9%	64
Taxi	0.5%	6	0.3%	1	0.5%	5	0.9%	1	0.0%	0	0.7%	5	0.4%	2	0.5%	3	0.1%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.8%	10	0.7%	2	0.8%	8	0.0%	0	0.6%	3	1.0%	7	0.9%	5	0.8%	5	0.6%	7
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Do not travel, goods delivered)	0.6%	8	0.7%	2	0.6%	6	0.0%	0	0.6%	3	0.7%	5	0.8%	4	0.6%	4	0.6%	7
(Don't know / varies)	2.5%	32	3.7%	11	2.2%	21	2.8%	3	2.6%	12	2.5%	17	2.8%	15	2.1%	13	2.5%	27
Base:	1258	297	961	108	465	677	528	634	1089									

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q03 What are your main reasons for visiting (LOCATION MENTIONED AT Q01) ?																		
<i>Those who do food shopping excluding via the internet at Q01</i>																		
Convenient to home	44.1%	555	49.2%	146	42.6%	409	49.1%	53	48.4%	225	40.8%	276	48.1%	254	40.9%	259	45.0%	490
Range of goods available	21.6%	272	18.9%	56	22.5%	216	20.4%	22	22.6%	105	21.0%	142	21.4%	113	22.9%	145	21.9%	239
Lower prices	16.9%	212	16.5%	49	17.0%	163	22.2%	24	17.8%	83	15.5%	105	17.6%	93	16.4%	104	17.4%	189
Better value for money	14.1%	178	13.1%	39	14.5%	139	13.9%	15	15.7%	73	13.1%	89	15.0%	79	13.9%	88	14.6%	159
Quality of goods	10.7%	134	8.4%	25	11.3%	109	13.9%	15	9.7%	45	10.9%	74	11.7%	62	9.8%	62	10.7%	117
Preference for retailer	7.6%	96	7.1%	21	7.8%	75	4.6%	5	5.6%	26	9.3%	63	6.4%	34	8.5%	54	7.4%	81
Only one available	6.3%	79	4.4%	13	6.9%	66	4.6%	5	5.4%	25	7.2%	49	4.9%	26	7.3%	46	6.0%	65
Easy to get to	6.0%	76	5.4%	16	6.2%	60	8.3%	9	4.9%	23	6.5%	44	5.9%	31	6.9%	44	4.9%	53
Habit / Always used it	4.4%	55	4.4%	13	4.4%	42	3.7%	4	2.8%	13	5.6%	38	4.7%	25	4.3%	27	4.5%	49
Good service / friendly staff	4.0%	50	3.4%	10	4.2%	40	2.8%	3	2.2%	10	5.3%	36	3.4%	18	4.6%	29	3.8%	41
Other shops / services nearby / convenient	3.9%	49	3.0%	9	4.2%	40	2.8%	3	2.6%	12	4.9%	33	3.2%	17	4.4%	28	3.6%	39
Good / cheap parking	3.5%	44	5.7%	17	2.8%	27	3.7%	4	3.0%	14	3.8%	26	4.0%	21	3.5%	22	3.9%	43
Convenient to work	2.6%	33	4.4%	13	2.1%	20	3.7%	4	4.5%	21	1.2%	8	4.4%	23	1.3%	8	2.6%	28
Good internal layout	2.1%	27	2.4%	7	2.1%	20	0.0%	0	1.7%	8	2.8%	19	2.3%	12	2.1%	13	1.8%	20
Rewards scheme	1.2%	15	0.7%	2	1.4%	13	2.8%	3	1.5%	7	0.7%	5	0.8%	4	1.6%	10	1.4%	15
Staff discount	1.0%	13	1.0%	3	1.0%	10	0.9%	1	1.9%	9	0.4%	3	1.1%	6	1.1%	7	1.2%	13
Offers internet shopping / home delivery	0.9%	11	0.7%	2	0.9%	9	0.0%	0	1.3%	6	0.7%	5	0.4%	2	1.1%	7	0.6%	7
Clean environment	0.8%	10	0.3%	1	0.9%	9	0.0%	0	0.2%	1	1.3%	9	0.4%	2	1.3%	8	0.7%	8
To support local stores	0.7%	9	0.3%	1	0.8%	8	0.9%	1	0.6%	3	0.7%	5	0.9%	5	0.6%	4	0.8%	9
Has petrol station	0.6%	7	0.7%	2	0.5%	5	0.9%	1	0.0%	0	0.9%	6	0.4%	2	0.6%	4	0.6%	7
Other	0.5%	6	1.0%	3	0.3%	3	0.9%	1	0.9%	4	0.1%	1	0.4%	2	0.5%	3	0.4%	4
Quiet / not too busy	0.3%	4	0.3%	1	0.3%	3	1.9%	2	0.4%	2	0.0%	0	0.2%	1	0.3%	2	0.4%	4
Good opening hours	0.2%	3	0.3%	1	0.2%	2	0.0%	0	0.6%	3	0.0%	0	0.4%	2	0.2%	1	0.3%	3
Café facilities available	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.2%	1	0.3%	2	0.2%	1	0.2%	1	0.3%	3
Good bus service	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
(No reason in particular)	2.0%	25	2.0%	6	2.0%	19	0.0%	0	2.2%	10	2.2%	15	1.3%	7	2.1%	13	2.0%	22
(Don't know)	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Base:	1258	297	961	108	465	677	528	634	1089									
Mean: (Mins)																		
Q04 How long does it normally take to get to ... (LOCATION MENTIONED AT Q01)?																		
<i>Those who do food shopping excluding via the internet at Q01</i>																		
Up to 5 mins	31.7%	399	37.7%	112	29.9%	287	41.7%	45	35.9%	167	27.6%	187	37.5%	198	27.6%	175	32.3%	352
6-10 mins	29.3%	368	26.9%	80	30.0%	288	20.4%	22	28.0%	130	31.2%	211	29.0%	153	29.2%	185	29.0%	316
11-15 mins	18.0%	226	18.9%	56	17.7%	170	16.7%	18	15.1%	70	20.2%	137	16.7%	88	19.6%	124	17.7%	193
16-20 mins	11.7%	147	11.1%	33	11.9%	114	12.0%	13	10.8%	50	12.3%	83	10.2%	54	12.3%	78	11.4%	124
21-30 mins	6.9%	87	3.4%	10	8.0%	77	7.4%	8	8.0%	37	6.2%	42	4.9%	26	8.2%	52	7.2%	78
31 mins - 1 hour	1.7%	22	1.7%	5	1.8%	17	1.9%	2	1.9%	9	1.5%	10	1.3%	7	2.1%	13	1.8%	20
More than 1 hour	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.3%	2	0.2%	1	0.2%	1	0.1%	1
(Don't know)	0.6%	7	0.3%	1	0.6%	6	0.0%	0	0.4%	2	0.7%	5	0.2%	1	0.9%	6	0.5%	5
Mean:	10.5	9.4	10.8	9.9	10.2	10.7	9.5	11.2	10.4									
Base:	1258	297	961	108	465	677	528	634	1089									
Q05 How often do you normally do your main food shopping?																		
<i>Those who do food shopping excluding via the internet at Q01</i>																		
More than once a week	16.9%	212	18.2%	54	16.4%	158	13.0%	14	11.2%	52	21.3%	144	16.3%	86	16.7%	106	14.7%	160
Once a week	65.3%	822	67.0%	199	64.8%	623	58.3%	63	72.3%	336	61.7%	418	66.9%	353	64.4%	408	67.5%	735
Less than once a week	1.4%	18	1.7%	5	1.4%	13	1.9%	2	1.7%	8	1.2%	8	1.7%	9	1.4%	9	1.6%	17
Once a fortnight	9.7%	122	7.4%	22	10.4%	100	15.7%	17	8.8%	41	9.3%	63	9.8%	52	9.6%	61	9.8%	107
Less than once a fortnight	1.1%	14	0.7%	2	1.2%	12	0.9%	1	0.6%	3	1.5%	10	0.9%	5	1.4%	9	1.0%	11
Once a month	4.3%	54	2.7%	8	4.8%	46	9.3%	10	4.3%	20	3.5%	24	3.6%	19	4.9%	31	4.3%	47
Less often	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.3%	2	0.0%	0	0.3%	2	0.2%	2
(Don't know / varies)	1.1%	14	2.0%	6	0.8%	8	0.9%	1	1.1%	5	1.2%	8	0.8%	4	1.3%	8	0.9%	10
Base:	1258	297	961	108	465	677	528	634	1089									

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q06 While you were on your last main food and grocery shop did you (or anyone else with you) carry out any of the following activities within the same town?																		
<i>Those who do food shopping excluding via the internet at Q01</i>																		
Bank / Post Office / Building Society / Use cash point	41.2%	566	48.2%	158	39.0%	408	47.8%	54	43.8%	225	38.4%	283	39.3%	225	43.6%	302	40.8%	486
Get petrol	32.2%	442	36.6%	120	30.8%	322	32.7%	37	33.1%	170	31.5%	232	32.6%	187	32.4%	224	36.0%	429
Go shopping for other food items	29.7%	408	33.2%	109	28.6%	299	26.5%	30	27.8%	143	31.2%	230	27.2%	156	32.2%	223	30.0%	357
Go shopping for non food items	38.5%	528	37.8%	124	38.7%	404	43.4%	49	40.1%	206	36.1%	266	41.0%	235	36.9%	255	38.7%	461
Go window shopping / browsing	21.1%	290	20.4%	67	21.3%	223	31.0%	35	20.8%	107	19.8%	146	18.8%	108	23.0%	159	20.4%	243
Go to hairdressers, dry cleaners or other service	9.2%	126	7.9%	26	9.6%	100	6.2%	7	8.4%	43	10.0%	74	8.4%	48	10.0%	69	8.7%	104
Use sports / leisure or entertainment facilities (inc. library, café etc.)	13.5%	185	13.4%	44	13.5%	141	12.4%	14	14.0%	72	13.3%	98	14.7%	84	12.4%	86	13.0%	155
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting friends / family	0.4%	6	0.3%	1	0.5%	5	0.0%	0	0.2%	1	0.5%	4	0.2%	1	0.6%	4	0.5%	6
Drop someone off	0.2%	3	0.3%	1	0.2%	2	0.0%	0	0.4%	2	0.1%	1	0.3%	2	0.0%	0	0.3%	3
(None of the above)	23.0%	316	19.2%	63	24.2%	253	19.5%	22	26.1%	134	21.7%	160	24.6%	141	20.5%	142	22.7%	271
(Don't know / can't remember)	1.0%	14	0.9%	3	1.1%	11	0.0%	0	1.0%	5	1.2%	9	1.2%	7	1.0%	7	1.0%	12
Base:		1373		328		1045		113		514		737		573		692		1192
Q07 In addition to your main food and grocery shopping, do you normally do any other "top-up" shopping?																		
Yes	78.7%	1110	79.4%	266	78.5%	844	80.3%	98	85.6%	457	73.6%	548	83.4%	494	75.6%	536	80.0%	980
No	21.3%	300	20.6%	69	21.5%	231	19.7%	24	14.4%	77	26.4%	197	16.6%	98	24.4%	173	20.0%	245
Base:		1410		335		1075		122		534		745		592		709		1225

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q08 Which one store do you use for most of your top-up food shopping ?																		
<i>Those who do top-up food shopping at Q07</i>																		
Other, East Riding	7.6%	84	7.1%	19	7.7%	65	7.1%	7	7.2%	33	8.0%	44	7.7%	38	7.6%	41	8.4%	82
Local shops, Beverley	5.6%	62	7.9%	21	4.9%	41	2.0%	2	5.0%	23	6.6%	36	6.1%	30	5.4%	29	5.4%	53
Local shops, Bridlington	5.0%	55	2.6%	7	5.7%	48	6.1%	6	4.4%	20	5.3%	29	3.6%	18	6.5%	35	4.2%	41
Tesco, Beverley	4.1%	45	4.5%	12	3.9%	33	7.1%	7	4.8%	22	2.9%	16	4.9%	24	3.4%	18	4.2%	41
Local shops, Goole	3.4%	38	2.6%	7	3.7%	31	3.1%	3	3.1%	14	3.8%	21	1.8%	9	4.9%	26	3.2%	31
Local shops, Driffield	2.9%	32	3.4%	9	2.7%	23	4.1%	4	2.2%	10	3.3%	18	2.8%	14	2.6%	14	2.6%	25
Tesco, Driffield	2.8%	31	1.5%	4	3.2%	27	0.0%	0	3.5%	16	2.7%	15	1.8%	9	3.5%	19	3.0%	29
Morrisons, Brough	2.4%	27	3.0%	8	2.3%	19	5.1%	5	2.2%	10	2.2%	12	3.6%	18	1.5%	8	2.7%	26
Tesco, Bridlington	2.4%	27	3.0%	8	2.3%	19	6.1%	6	1.5%	7	2.6%	14	1.2%	6	3.0%	16	1.9%	19
Co-op, Hedon	2.3%	26	1.5%	4	2.6%	22	1.0%	1	2.2%	10	2.6%	14	1.4%	7	3.0%	16	2.3%	23
Morrisons, Anlaby	2.2%	24	2.3%	6	2.1%	18	4.1%	4	2.4%	11	1.6%	9	3.0%	15	1.3%	7	2.1%	21
Sainsbury, Hessle	2.2%	24	1.5%	4	2.4%	20	4.1%	4	2.2%	10	1.8%	10	2.6%	13	1.9%	10	1.9%	19
Morrisons, Bridlington	2.1%	23	0.8%	2	2.5%	21	1.0%	1	1.5%	7	2.7%	15	0.6%	3	3.4%	18	2.3%	23
Local shops, Hornsea	2.0%	22	1.5%	4	2.1%	18	2.0%	2	2.6%	12	1.5%	8	2.0%	10	1.9%	10	2.0%	20
Tesco, Market Weighton	2.0%	22	3.4%	9	1.5%	13	2.0%	2	2.8%	13	1.3%	7	1.2%	6	2.6%	14	1.9%	19
Somerfield, Bridlington	1.8%	20	1.9%	5	1.8%	15	2.0%	2	2.0%	9	1.6%	9	1.2%	6	2.1%	11	1.8%	18
Tesco, Withernsea	1.7%	19	1.9%	5	1.7%	14	1.0%	1	2.2%	10	1.3%	7	1.4%	7	1.7%	9	1.7%	17
Local shops, Withernsea	1.7%	19	2.6%	7	1.4%	12	2.0%	2	1.5%	7	1.8%	10	1.8%	9	1.7%	9	1.5%	15
Sainsbury, Pocklington	1.7%	19	1.1%	3	1.9%	16	2.0%	2	2.2%	10	1.3%	7	2.6%	13	0.7%	4	1.9%	19
Local shops, Cottingham	1.6%	18	1.5%	4	1.7%	14	2.0%	2	2.4%	11	0.9%	5	2.0%	10	1.3%	7	1.6%	16
Tesco, Goole	1.6%	18	0.4%	1	2.0%	17	2.0%	2	2.0%	9	1.3%	7	1.8%	9	1.7%	9	1.5%	15
M&S Simply Food, Beverley	1.5%	17	0.8%	2	1.8%	15	0.0%	0	1.3%	6	1.8%	10	1.8%	9	1.5%	8	1.5%	15
Somerfield, Cottingham	1.4%	16	0.8%	2	1.7%	14	0.0%	0	1.5%	7	1.6%	9	2.2%	11	0.7%	4	1.5%	15
Morrisons, Beverley	1.4%	16	1.5%	4	1.4%	12	0.0%	0	1.8%	8	1.5%	8	1.4%	7	1.3%	7	1.4%	14
Co-op, Hornsea	1.4%	16	3.0%	8	0.9%	8	1.0%	1	1.3%	6	1.6%	9	1.0%	5	1.9%	10	1.6%	16
Waitrose, Willerby	1.4%	16	0.8%	2	1.7%	14	2.0%	2	1.1%	5	1.6%	9	2.4%	12	0.7%	4	1.4%	14
Local shops, Pocklington	1.4%	15	2.6%	7	0.9%	8	2.0%	2	1.8%	8	0.9%	5	2.0%	10	0.9%	5	1.5%	15
Asda, Bilton	1.3%	14	1.9%	5	1.1%	9	1.0%	1	1.5%	7	1.1%	6	1.6%	8	0.9%	5	1.3%	13
Local shops, Willerby	1.3%	14	1.9%	5	1.1%	9	0.0%	0	1.1%	5	1.6%	9	1.8%	9	0.9%	5	1.1%	11
Local shops, Howden	1.3%	14	0.8%	2	1.4%	12	3.1%	3	0.7%	3	1.3%	7	0.8%	4	1.9%	10	1.0%	10
Somerfield, Pocklington	1.1%	12	0.8%	2	1.2%	10	1.0%	1	0.7%	3	1.5%	8	1.2%	6	0.9%	5	1.0%	10
Other, Hull	1.1%	12	0.4%	1	1.3%	11	2.0%	2	1.1%	5	0.9%	5	1.0%	5	1.3%	7	1.1%	11
Local shops, Market Weighton	1.0%	11	1.1%	3	0.9%	8	0.0%	0	1.1%	5	1.1%	6	0.6%	3	1.5%	8	1.0%	10
Other, External	0.9%	10	0.4%	1	1.1%	9	3.1%	3	1.1%	5	0.4%	2	1.2%	6	0.4%	2	1.0%	10
Tesco, Beverley Road, Hull	0.9%	10	0.8%	2	0.9%	8	1.0%	1	1.8%	8	0.2%	1	1.0%	5	0.9%	5	0.9%	9
Netto, Beverley	0.9%	10	1.9%	5	0.6%	5	0.0%	0	0.4%	2	1.5%	8	0.4%	2	1.3%	7	1.0%	10
Local shops, Hessle	0.8%	9	0.4%	1	0.9%	8	0.0%	0	0.9%	4	0.9%	5	1.0%	5	0.4%	2	0.6%	6
Local shops, Snaith	0.8%	9	0.4%	1	0.9%	8	3.1%	3	0.7%	3	0.5%	3	0.0%	0	1.5%	8	0.7%	7
Somerfield, Hessle	0.8%	9	0.4%	1	0.9%	8	1.0%	1	1.1%	5	0.5%	3	0.2%	1	1.5%	8	0.8%	8
Netto, Goole	0.6%	7	0.4%	1	0.7%	6	0.0%	0	0.9%	4	0.5%	3	0.4%	2	0.9%	5	0.7%	7
Lidl, Driffield	0.6%	7	0.8%	2	0.6%	5	0.0%	0	0.0%	0	1.3%	7	0.8%	4	0.4%	2	0.7%	7
Local shops, Hedon	0.6%	7	0.8%	2	0.6%	5	1.0%	1	0.2%	1	0.9%	5	0.4%	2	0.7%	4	0.5%	5
Asda, Hessle Road, Hull	0.6%	7	0.8%	2	0.6%	5	1.0%	1	0.9%	4	0.4%	2	0.8%	4	0.6%	3	0.7%	7
Internet / delivered	0.5%	6	0.8%	2	0.5%	4	0.0%	0	0.7%	3	0.5%	3	0.6%	3	0.6%	3	0.5%	5
Netto, Market Weighton	0.5%	6	1.1%	3	0.4%	3	0.0%	0	0.4%	2	0.7%	4	0.6%	3	0.6%	3	0.6%	6
Local shops, Anlaby	0.5%	6	0.8%	2	0.5%	4	0.0%	0	0.4%	2	0.7%	4	0.6%	3	0.6%	3	0.4%	4
Asda, Kingswood, Hull	0.5%	5	0.4%	1	0.5%	4	1.0%	1	0.7%	3	0.2%	1	0.4%	2	0.6%	3	0.5%	5
Other, York	0.5%	5	1.1%	3	0.2%	2	0.0%	0	0.2%	1	0.7%	4	0.6%	3	0.2%	1	0.5%	5
Aldi, Withernsea	0.5%	5	0.0%	0	0.6%	5	0.0%	0	0.2%	1	0.7%	4	0.2%	1	0.7%	4	0.3%	3
Aldi, Bridlington	0.5%	5	0.4%	1	0.5%	4	1.0%	1	0.0%	0	0.7%	4	0.4%	2	0.6%	3	0.5%	5
Asda, Monks Cross, York	0.3%	3	0.4%	1	0.2%	2	0.0%	0	0.7%	3	0.0%	0	0.4%	2	0.2%	1	0.3%	3
Co-op, Pocklington	0.3%	3	1.1%	3	0.0%	0	1.0%	1	0.2%	1	0.2%	1	0.4%	2	0.2%	1	0.3%	3
Local shops, Brough	0.3%	3	0.0%	0	0.4%	3	1.0%	1	0.4%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	3
Sainsbury, Monks Cross, York	0.3%	3	0.8%	2	0.1%	1	1.0%	1	0.4%	2	0.0%	0	0.4%	2	0.2%	1	0.3%	3
Local shops, Stamford Bridge	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.4%	2	0.2%	2
Aldi, Hessle	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
(Don't know / varies)	13.0%	144	13.9%	37	12.7%	107	6.1%	6	12.5%	57	14.4%	79	15.4%	76	10.3%	55	13.3%	130
Base:		1110		266		844		98		457		548		494		536		980

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Mean: (%)																		
Q09 Of all the money you spend on food and household groceries, approximately what share goes on your main food shop?																		
<i>Those who do top-up food shopping at Q07</i>																		
Over ¾	36.0%	400	32.3%	86	37.2%	314	43.9%	43	43.1%	197	28.8%	158	36.8%	182	36.0%	193	37.3%	366
½ to ¾	40.1%	445	38.7%	103	40.5%	342	36.7%	36	38.7%	177	42.0%	230	42.1%	208	37.9%	203	40.3%	395
¼ to ½	12.3%	136	14.7%	39	11.5%	97	10.2%	10	10.1%	46	14.6%	80	11.1%	55	13.6%	73	11.9%	117
Less than ¼	3.2%	36	6.0%	16	2.4%	20	4.1%	4	2.8%	13	3.5%	19	2.8%	14	3.7%	20	3.1%	30
None	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
(Don't know / varies)	8.3%	92	8.3%	22	8.3%	70	5.1%	5	5.0%	23	11.1%	61	6.9%	34	8.8%	47	7.2%	71
Mean:	67.7		64.5		68.6		69.7		70.1		65.1		68.2		67.1		68.1	
Base:	1110		266		844		98		457		548		494		536		980	
Q10 Now thinking about non-food shopping, in which shopping centre or other location do you normally buy clothing and footwear ?																		
Hull	34.3%	484	34.0%	114	34.4%	370	48.4%	59	39.7%	212	28.1%	209	36.3%	215	33.6%	238	34.9%	428
York	12.9%	182	11.3%	38	13.4%	144	8.2%	10	13.9%	74	12.9%	96	17.1%	101	9.7%	69	14.0%	172
Beverley	10.3%	145	10.4%	35	10.2%	110	4.9%	6	8.6%	46	12.3%	92	11.8%	70	8.9%	63	10.1%	124
Internet / delivered	6.3%	89	4.5%	15	6.9%	74	2.5%	3	4.5%	24	8.2%	61	4.6%	27	7.5%	53	5.6%	68
Bridlington	5.9%	83	6.6%	22	5.7%	61	3.3%	4	5.1%	27	7.0%	52	3.4%	20	7.9%	56	5.3%	65
Kingswood Retail Park, Hull	3.2%	45	3.3%	11	3.2%	34	4.1%	5	4.7%	25	2.0%	15	3.5%	21	3.0%	21	3.3%	41
Scarborough	2.8%	40	1.5%	5	3.3%	35	5.7%	7	1.5%	8	3.4%	25	2.5%	15	3.1%	22	2.7%	33
Other	1.9%	27	1.8%	6	2.0%	21	2.5%	3	1.7%	9	2.0%	15	1.4%	8	2.4%	17	2.1%	26
Goole	1.8%	25	2.1%	7	1.7%	18	2.5%	3	1.7%	9	1.7%	13	0.7%	4	2.5%	18	1.5%	18
Doncaster	1.7%	24	1.5%	5	1.8%	19	2.5%	3	2.2%	12	1.2%	9	1.2%	7	2.3%	16	1.8%	22
York - Monks Cross Retail Park	1.3%	19	1.5%	5	1.3%	14	2.5%	3	1.7%	9	0.9%	7	2.2%	13	0.6%	4	1.6%	19
Leeds City Centre	1.3%	18	1.2%	4	1.3%	14	1.6%	2	1.3%	7	1.2%	9	0.8%	5	1.0%	7	1.4%	17
Driffield	1.1%	16	1.5%	5	1.0%	11	0.0%	0	0.4%	2	1.7%	13	0.5%	3	1.4%	10	1.0%	12
Hornsea	0.6%	8	0.6%	2	0.6%	6	0.8%	1	0.0%	0	0.9%	7	0.3%	2	0.8%	6	0.4%	5
Hessle	0.6%	8	0.0%	0	0.7%	8	0.0%	0	0.6%	3	0.7%	5	0.3%	2	0.6%	4	0.5%	6
York - McArthur Glen Outlet	0.5%	7	0.9%	3	0.4%	4	0.0%	0	0.2%	1	0.8%	6	0.3%	2	0.7%	5	0.5%	6
Meadowhall Shopping Centre, Sheffield	0.5%	7	0.0%	0	0.7%	7	0.0%	0	0.6%	3	0.5%	4	0.7%	4	0.4%	3	0.6%	7
Selby	0.4%	6	0.6%	2	0.4%	4	0.0%	0	0.4%	2	0.5%	4	0.3%	2	0.4%	3	0.3%	4
Sheffield City Centre	0.4%	5	0.0%	0	0.5%	5	2.5%	3	0.2%	1	0.1%	1	0.5%	3	0.3%	2	0.4%	5
Hornsea Freeport Village	0.3%	4	0.0%	0	0.4%	4	0.0%	0	0.4%	2	0.3%	2	0.2%	1	0.4%	3	0.3%	4
Pocklington	0.3%	4	0.0%	0	0.4%	4	0.0%	0	0.0%	0	0.5%	4	0.2%	1	0.4%	3	0.2%	3
Scunthorpe	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.4%	2	0.1%	1	0.2%	1	0.3%	2	0.2%	2
Asda, Main Road, Bilton	0.2%	3	0.3%	1	0.2%	2	0.0%	0	0.4%	2	0.1%	1	0.0%	0	0.4%	3	0.2%	3
York - Clifton Moor Retail Park	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.6%	3	0.0%	0	0.2%	1	0.3%	2	0.2%	3
Market Weighton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Cottingham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Anlaby	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Withernsea	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
(Don't know / varies)	7.9%	111	11.0%	37	6.9%	74	6.6%	8	8.2%	44	7.9%	59	9.3%	55	7.1%	50	8.3%	102
(Don't regularly buy these goods)	2.8%	40	5.1%	17	2.1%	23	1.6%	2	1.1%	6	4.3%	32	1.5%	9	3.7%	26	2.4%	30
Base:	1410		335		1075		122		534		745		592		709		1225	

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q11 In which shopping centre or other location do you normally buy furniture and carpets ?																		
Hull	27.4%	386	24.5%	82	28.3%	304	39.3%	48	32.2%	172	22.1%	165	28.9%	171	27.1%	192	28.7%	351
York	4.8%	68	5.1%	17	4.7%	51	4.1%	5	6.0%	32	4.0%	30	5.4%	32	4.2%	30	5.3%	65
Beverley	4.4%	62	5.4%	18	4.1%	44	1.6%	2	4.9%	26	4.6%	34	5.9%	35	3.2%	23	4.3%	53
Bridlington	4.2%	59	3.3%	11	4.5%	48	4.9%	6	3.4%	18	4.7%	35	2.7%	16	5.2%	37	3.9%	48
Goole	3.9%	55	2.1%	7	4.5%	48	3.3%	4	3.6%	19	4.3%	32	2.0%	12	5.5%	39	3.8%	47
St Andrews Quay, Hull	3.2%	45	1.5%	5	3.7%	40	4.1%	5	5.1%	27	1.7%	13	3.9%	23	2.7%	19	3.7%	45
Internet / delivered	2.8%	40	2.1%	7	3.1%	33	4.9%	6	4.3%	23	1.5%	11	3.0%	18	2.7%	19	2.7%	33
Driffield	2.3%	33	1.5%	5	2.6%	28	0.8%	1	2.2%	12	2.7%	20	1.9%	11	2.7%	19	2.4%	29
Kingswood Retail Park, Hull	2.0%	28	3.3%	11	1.6%	17	1.6%	2	2.8%	15	1.5%	11	2.9%	17	1.4%	10	2.1%	26
Leeds City Centre	1.1%	16	1.2%	4	1.1%	12	1.6%	2	1.9%	10	0.5%	4	1.5%	9	0.8%	6	1.3%	16
Other	1.1%	15	0.9%	3	1.1%	12	3.3%	4	0.6%	3	1.1%	8	1.4%	8	0.8%	6	1.1%	14
Hornsea	0.9%	13	1.8%	6	0.7%	7	0.8%	1	0.7%	4	1.1%	8	1.2%	7	0.7%	5	0.9%	11
Scarborough	0.9%	13	1.2%	4	0.8%	9	0.8%	1	0.6%	3	1.2%	9	0.7%	4	1.3%	9	0.8%	10
York - Clifton Moor Retail Park	0.8%	11	0.6%	2	0.8%	9	1.6%	2	0.7%	4	0.7%	5	0.7%	4	1.0%	7	0.7%	9
Doncaster	0.8%	11	0.6%	2	0.8%	9	0.8%	1	1.5%	8	0.3%	2	0.5%	3	1.0%	7	0.8%	10
Pocklington	0.8%	11	0.6%	2	0.8%	9	0.8%	1	0.9%	5	0.7%	5	0.8%	5	0.7%	5	0.9%	11
York - Monks Cross Retail Park	0.8%	11	0.9%	3	0.7%	8	0.0%	0	0.6%	3	1.1%	8	0.8%	5	0.8%	6	0.8%	10
Cottingham	0.8%	11	0.3%	1	0.9%	10	0.0%	0	1.1%	6	0.7%	5	1.2%	7	0.6%	4	0.9%	11
IKEA, Leeds	0.7%	10	0.3%	1	0.8%	9	0.8%	1	0.9%	5	0.5%	4	1.2%	7	0.4%	3	0.8%	10
Hessle	0.7%	10	0.6%	2	0.7%	8	0.0%	0	0.4%	2	1.1%	8	1.0%	6	0.6%	4	0.7%	8
Selby	0.4%	6	0.6%	2	0.4%	4	0.0%	0	0.4%	2	0.5%	4	0.5%	3	0.4%	3	0.5%	6
Beverley retail warehouses	0.4%	5	0.3%	1	0.4%	4	0.0%	0	0.0%	0	0.7%	5	0.3%	2	0.4%	3	0.4%	5
Anlaby	0.4%	5	0.0%	0	0.5%	5	0.8%	1	0.4%	2	0.3%	2	0.7%	4	0.1%	1	0.4%	5
Withernsea	0.3%	4	0.0%	0	0.4%	4	0.0%	0	0.4%	2	0.3%	2	0.3%	2	0.3%	2	0.2%	3
Willerby	0.3%	4	0.6%	2	0.2%	2	0.0%	0	0.2%	1	0.4%	3	0.3%	2	0.3%	2	0.2%	3
Bridlington retail warehouses	0.2%	3	0.0%	0	0.3%	3	0.8%	1	0.2%	1	0.1%	1	0.2%	1	0.3%	2	0.2%	3
Brough	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.2%	1	0.3%	2	0.3%	2	0.1%	1	0.2%	2
Hedon	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.1%	1	0.2%	1	0.1%	1	0.2%	2
Scunthorpe	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
(Don't regularly buy these goods)	20.6%	290	25.4%	85	19.1%	205	10.7%	13	9.2%	49	30.1%	224	14.7%	87	24.0%	170	17.5%	214
(Don't know / varies)	12.7%	179	15.5%	52	11.8%	127	12.3%	15	14.4%	77	11.3%	84	14.7%	87	10.4%	74	13.4%	164
Base:		1410		335		1075		122		534		745		592		709		1225

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q12 In which shopping centre or other location do you normally buy domestic appliances and other electrical goods ?																		
Hull	26.0%	366	27.5%	92	25.5%	274	33.6%	41	30.9%	165	21.1%	157	28.4%	168	23.8%	169	27.1%	332
Internet / delivered	8.4%	119	11.6%	39	7.4%	80	15.6%	19	11.4%	61	5.1%	38	11.7%	69	6.3%	45	8.4%	103
Bridlington	8.4%	118	7.2%	24	8.7%	94	13.1%	16	6.9%	37	8.7%	65	5.4%	32	11.1%	79	8.0%	98
Kingswood Retail Park, Hull	7.0%	99	5.7%	19	7.4%	80	9.0%	11	9.0%	48	5.4%	40	9.0%	53	6.1%	43	7.7%	94
St Andrews Quay, Hull	5.7%	80	3.9%	13	6.2%	67	8.2%	10	6.7%	36	4.6%	34	7.4%	44	4.7%	33	6.3%	77
Beverley	5.7%	80	6.9%	23	5.3%	57	2.5%	3	4.1%	22	7.4%	55	6.4%	38	5.1%	36	5.6%	69
Goole	3.6%	51	3.0%	10	3.8%	41	2.5%	3	2.8%	15	4.3%	32	1.7%	10	5.4%	38	3.4%	42
York	3.1%	43	3.9%	13	2.8%	30	0.0%	0	4.1%	22	2.8%	21	2.9%	17	3.2%	23	3.3%	40
Driffield	2.6%	36	1.8%	6	2.8%	30	0.0%	0	1.3%	7	3.9%	29	2.0%	12	2.8%	20	2.2%	27
York - Clifton Moor Retail Park	1.9%	27	1.8%	6	2.0%	21	2.5%	3	2.1%	11	1.7%	13	2.4%	14	1.7%	12	2.2%	27
Bridlington retail warehouses	1.6%	23	0.9%	3	1.9%	20	0.8%	1	0.9%	5	2.3%	17	1.7%	10	1.4%	10	1.6%	20
Other	1.3%	18	1.5%	5	1.2%	13	0.0%	0	1.1%	6	1.6%	12	0.5%	3	2.0%	14	1.4%	17
Pocklington	1.1%	15	0.9%	3	1.1%	12	0.0%	0	0.7%	4	1.5%	11	0.8%	5	1.3%	9	1.0%	12
Cottingham	0.9%	13	0.9%	3	0.9%	10	0.8%	1	1.3%	7	0.7%	5	1.4%	8	0.7%	5	1.0%	12
Willerby	0.9%	12	0.6%	2	0.9%	10	0.0%	0	0.4%	2	1.3%	10	1.0%	6	0.8%	6	0.7%	8
Scarborough	0.8%	11	0.3%	1	0.9%	10	0.0%	0	1.1%	6	0.7%	5	0.5%	3	0.8%	6	0.9%	11
Hornsea	0.8%	11	0.9%	3	0.7%	8	0.0%	0	0.6%	3	1.1%	8	0.8%	5	0.7%	5	0.8%	10
Other, Hull	0.6%	9	0.3%	1	0.7%	8	0.0%	0	0.6%	3	0.8%	6	0.8%	5	0.6%	4	0.7%	8
Doncaster	0.5%	7	0.0%	0	0.7%	7	0.0%	0	1.3%	7	0.0%	0	0.3%	2	0.6%	4	0.6%	7
York - Monks Cross Retail Park	0.5%	7	1.2%	4	0.3%	3	0.8%	1	1.1%	6	0.0%	0	0.8%	5	0.3%	2	0.6%	7
Hedon	0.4%	6	0.0%	0	0.6%	6	0.0%	0	0.4%	2	0.5%	4	0.5%	3	0.4%	3	0.3%	4
Market Weighton	0.4%	5	0.3%	1	0.4%	4	0.8%	1	0.2%	1	0.4%	3	0.3%	2	0.4%	3	0.2%	3
Stamford Bridge	0.4%	5	0.3%	1	0.4%	4	0.0%	0	0.2%	1	0.5%	4	0.5%	3	0.3%	2	0.4%	5
Hessle	0.3%	4	0.3%	1	0.3%	3	0.0%	0	0.0%	0	0.5%	4	0.3%	2	0.3%	2	0.2%	2
Anlaby	0.3%	4	0.6%	2	0.2%	2	0.8%	1	0.0%	0	0.4%	3	0.2%	1	0.4%	3	0.2%	2
Selby	0.3%	4	0.6%	2	0.2%	2	0.0%	0	0.2%	1	0.4%	3	0.5%	3	0.1%	1	0.3%	4
Willerby Shopping Park	0.3%	4	0.0%	0	0.4%	4	0.0%	0	0.0%	0	0.5%	4	0.3%	2	0.3%	2	0.1%	1
Leeds City Centre	0.2%	3	0.3%	1	0.2%	2	0.8%	1	0.4%	2	0.0%	0	0.5%	3	0.0%	0	0.2%	3
Withernsea	0.2%	3	0.3%	1	0.2%	2	0.0%	0	0.0%	0	0.4%	3	0.0%	0	0.3%	2	0.1%	1
Scunthorpe	0.2%	3	0.0%	0	0.3%	3	0.8%	1	0.2%	1	0.1%	1	0.2%	1	0.3%	2	0.2%	3
Asda, Main Road, Bilton	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.0%	0	0.4%	3	0.0%	0	0.4%	3	0.2%	3
North Cave	0.2%	3	0.3%	1	0.2%	2	0.0%	0	0.2%	1	0.3%	2	0.2%	1	0.3%	2	0.2%	2
Snaith	0.2%	3	0.0%	0	0.3%	3	0.8%	1	0.0%	0	0.3%	2	0.0%	0	0.4%	3	0.2%	2
Beverley retail warehouses	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1
(Don't know / varies)	8.0%	113	7.5%	25	8.2%	88	4.9%	6	8.2%	44	8.3%	62	6.8%	40	7.2%	51	7.8%	96
(Don't regularly buy these goods)	7.2%	101	9.0%	30	6.6%	71	1.6%	2	1.5%	8	11.8%	88	3.7%	22	9.5%	67	5.9%	72
Base:	1410	335	1075	122	534	745	592	709	1225									

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q13 In which shopping centre or other location do you normally buy DIY and hardware goods?																		
Hull	25.4%	358	24.5%	82	25.7%	276	32.0%	39	33.0%	176	18.9%	141	29.7%	176	21.9%	155	26.9%	329
Bridlington	10.3%	145	9.9%	33	10.4%	112	15.6%	19	9.9%	53	9.8%	73	6.9%	41	13.4%	95	10.2%	125
Beverley	8.8%	124	11.3%	38	8.0%	86	4.1%	5	7.9%	42	10.3%	77	9.6%	57	8.6%	61	9.0%	110
St Andrews Quay, Hull	5.6%	79	4.5%	15	6.0%	64	7.4%	9	8.1%	43	3.6%	27	7.3%	43	4.4%	31	6.2%	76
Goole	4.9%	69	4.5%	15	5.0%	54	6.6%	8	4.5%	24	4.8%	36	2.0%	12	7.5%	53	4.8%	59
York	4.9%	69	4.8%	16	4.9%	53	1.6%	2	6.4%	34	4.3%	32	6.6%	39	3.7%	26	5.6%	68
B&Q, Stoneferry Road, Hull	2.7%	38	2.1%	7	2.9%	31	5.7%	7	2.6%	14	2.3%	17	3.9%	23	1.8%	13	2.9%	35
Bridlington retail warehouses	2.6%	36	1.5%	5	2.9%	31	0.0%	0	1.9%	10	3.5%	26	2.2%	13	2.5%	18	2.5%	31
Hessle	2.3%	32	2.1%	7	2.3%	25	0.8%	1	2.1%	11	2.7%	20	3.5%	21	1.3%	9	2.5%	31
Kingswood Retail Park, Hull	2.1%	29	2.1%	7	2.0%	22	1.6%	2	1.9%	10	2.3%	17	2.2%	13	2.1%	15	2.2%	27
Driffield	1.8%	25	1.8%	6	1.8%	19	0.8%	1	0.6%	3	2.8%	21	1.4%	8	1.6%	11	1.6%	19
Pocklington	1.3%	19	2.4%	8	1.0%	11	0.8%	1	1.5%	8	1.3%	10	1.7%	10	1.3%	9	1.3%	16
Hornsea	1.1%	16	1.5%	5	1.0%	11	0.0%	0	1.3%	7	1.2%	9	0.8%	5	1.4%	10	1.2%	15
Other	1.1%	15	1.2%	4	1.0%	11	1.6%	2	0.6%	3	1.3%	10	1.0%	6	1.0%	7	1.2%	15
Beverley retail warehouses	0.9%	13	0.3%	1	1.1%	12	1.6%	2	0.6%	3	1.1%	8	0.7%	4	1.0%	7	1.1%	13
Withernsea	0.9%	12	1.8%	6	0.6%	6	1.6%	2	0.4%	2	0.9%	7	0.8%	5	1.0%	7	0.7%	8
B&Q, Osbaldwick Link Road, York	0.7%	10	1.2%	4	0.6%	6	2.5%	3	0.4%	2	0.7%	5	1.0%	6	0.6%	4	0.7%	9
Selby	0.7%	10	0.6%	2	0.7%	8	0.8%	1	0.6%	3	0.8%	6	0.8%	5	0.6%	4	0.7%	9
Market Weighton	0.6%	9	1.2%	4	0.5%	5	0.8%	1	0.6%	3	0.7%	5	0.7%	4	0.7%	5	0.6%	7
York - Clifton Moor Retail Park	0.6%	8	1.2%	4	0.4%	4	0.0%	0	0.7%	4	0.5%	4	0.5%	3	0.7%	5	0.7%	8
Internet / delivered	0.6%	8	0.6%	2	0.6%	6	0.8%	1	0.7%	4	0.4%	3	0.5%	3	0.7%	5	0.5%	6
Doncaster	0.6%	8	0.3%	1	0.7%	7	0.8%	1	1.1%	6	0.1%	1	0.7%	4	0.6%	4	0.7%	8
Hedon	0.5%	7	0.6%	2	0.5%	5	0.0%	0	0.0%	0	0.9%	7	0.2%	1	0.8%	6	0.5%	6
B&Q, Bessingby Road, Bridlington	0.4%	6	0.3%	1	0.5%	5	0.0%	0	0.2%	1	0.7%	5	0.3%	2	0.6%	4	0.3%	4
Scarborough	0.4%	6	0.3%	1	0.5%	5	0.0%	0	0.7%	4	0.3%	2	0.2%	1	0.7%	5	0.5%	6
Howden	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.1%	1	0.2%	1	0.1%	1	0.1%	1
Scunthorpe	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.1%	1	0.2%	1	0.1%	1	0.2%	2
York - Monks Cross Retail Park	0.1%	2	0.0%	0	0.2%	2	0.8%	1	0.2%	1	0.0%	0	0.0%	0	0.3%	2	0.2%	2
Willerby	0.1%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Brough	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
Willerby Shopping Park	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Snaith	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
(Don't regularly buy these goods)	10.4%	147	9.0%	30	10.9%	117	5.7%	7	2.8%	15	16.5%	123	5.9%	35	13.3%	94	7.8%	95
(Don't know / varies)	7.2%	101	8.4%	28	6.8%	73	5.7%	7	8.2%	44	6.4%	48	8.3%	49	5.5%	39	6.9%	84
Base:		1410		335		1075		122		534		745		592		709		1225

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q14 In which shopping centre or other location do you normally buy other non-food goods such as toiletries, jewellery and gifts ?																		
Hull	23.6%	333	23.0%	77	23.8%	256	34.4%	42	27.2%	145	19.3%	144	26.4%	156	21.4%	152	24.9%	305
Beverley	15.7%	221	16.1%	54	15.5%	167	9.0%	11	15.0%	80	17.3%	129	17.9%	106	14.0%	99	15.5%	190
Bridlington	10.2%	144	9.0%	30	10.6%	114	13.1%	16	8.8%	47	10.9%	81	6.8%	40	12.8%	91	9.5%	116
York	6.4%	90	6.3%	21	6.4%	69	4.9%	6	7.1%	38	6.0%	45	8.6%	51	4.5%	32	6.9%	85
Goole	5.5%	77	4.5%	15	5.8%	62	4.1%	5	4.9%	26	5.9%	44	2.7%	16	8.2%	58	5.4%	66
Driffield	4.7%	66	3.0%	10	5.2%	56	3.3%	4	3.9%	21	5.4%	40	3.0%	18	5.4%	38	4.3%	53
Internet / delivered	2.3%	32	1.2%	4	2.6%	28	4.9%	6	1.7%	9	2.3%	17	2.0%	12	2.3%	16	2.3%	28
Kingswood Retail Park, Hull	1.6%	23	1.8%	6	1.6%	17	1.6%	2	1.9%	10	1.5%	11	1.7%	10	1.8%	13	1.9%	23
Pocklington	1.5%	21	2.1%	7	1.3%	14	1.6%	2	1.3%	7	1.6%	12	2.0%	12	1.3%	9	1.6%	20
Other	1.5%	21	2.1%	7	1.3%	14	4.1%	5	1.1%	6	1.3%	10	1.7%	10	1.1%	8	1.6%	19
Withernsea	1.3%	18	1.5%	5	1.2%	13	1.6%	2	0.7%	4	1.5%	11	1.2%	7	1.6%	11	1.1%	13
Asda, Main Road, Bilton	1.3%	18	0.9%	3	1.4%	15	0.0%	0	1.1%	6	1.6%	12	1.4%	8	1.3%	9	1.5%	18
Anlaby	1.3%	18	1.5%	5	1.2%	13	0.8%	1	0.7%	4	1.7%	13	1.0%	6	1.4%	10	0.8%	10
Market Weighton	1.2%	17	1.5%	5	1.1%	12	0.8%	1	1.3%	7	1.2%	9	0.8%	5	1.6%	11	1.0%	12
York - Monks Cross Retail Park	1.1%	16	0.9%	3	1.2%	13	2.5%	3	1.3%	7	0.8%	6	1.4%	8	1.0%	7	1.3%	16
Hessle	1.1%	16	0.6%	2	1.3%	14	1.6%	2	1.1%	6	1.1%	8	0.8%	5	1.4%	10	1.3%	16
Selby	1.0%	14	0.3%	1	1.2%	13	1.6%	2	0.4%	2	1.3%	10	1.0%	6	1.1%	8	0.9%	11
Hornsea	0.9%	12	0.6%	2	0.9%	10	0.0%	0	0.9%	5	0.9%	7	0.5%	3	0.8%	6	0.7%	9
Scarborough	0.9%	12	0.6%	2	0.9%	10	0.8%	1	0.4%	2	1.2%	9	0.7%	4	0.8%	6	0.8%	10
Doncaster	0.6%	9	0.6%	2	0.7%	7	0.0%	0	0.7%	4	0.7%	5	0.5%	3	0.8%	6	0.7%	8
Willerby	0.5%	7	1.2%	4	0.3%	3	0.8%	1	0.6%	3	0.4%	3	0.8%	5	0.1%	1	0.5%	6
Cottingham	0.5%	7	0.6%	2	0.5%	5	0.8%	1	0.7%	4	0.3%	2	0.3%	2	0.7%	5	0.3%	4
Hedon	0.4%	6	0.3%	1	0.5%	5	0.0%	0	0.4%	2	0.5%	4	0.3%	2	0.6%	4	0.4%	5
Brough	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.2%	1	0.3%	2	0.0%	0	0.4%	3	0.2%	2
Howden	0.2%	3	0.0%	0	0.3%	3	0.8%	1	0.4%	2	0.0%	0	0.3%	2	0.1%	1	0.2%	3
York - Clifton Moor Retail Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.2%	1	0.0%	0	0.1%	1
Snaith	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Willerby Shopping Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.2%	1	0.0%	0	0.1%	1
Scunthorpe	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornsea Freeport Village (Don't know / varies)	11.3%	159	14.6%	49	10.2%	110	6.6%	8	14.2%	76	9.9%	74	14.0%	83	8.7%	62	11.8%	144
(Don't regularly buy these goods)	3.0%	42	4.5%	15	2.5%	27	0.0%	0	1.3%	7	4.7%	35	1.5%	9	4.5%	32	2.4%	29
Base:	1410	335	1075	122	534	745	592	709	1225									

Q15 Do you visit any of the following street markets?

Beverley	36.0%	508	33.4%	112	36.8%	396	32.8%	40	37.6%	201	35.4%	264	40.9%	242	33.4%	237	36.7%	450
Bridlington	14.5%	205	12.2%	41	15.3%	164	11.5%	14	12.0%	64	17.0%	127	11.0%	65	17.3%	123	13.6%	166
Cottingham	6.5%	91	7.2%	24	6.2%	67	4.9%	6	6.9%	37	6.4%	48	7.6%	45	5.8%	41	6.4%	79
Driffield	13.7%	193	13.7%	46	13.7%	147	5.7%	7	13.1%	70	15.6%	116	12.5%	74	14.2%	101	14.4%	176
Goole (indoor market)	5.4%	76	5.1%	17	5.5%	59	2.5%	3	5.1%	27	6.0%	45	3.7%	22	7.1%	50	5.5%	67
Howden (indoor market)	1.6%	23	1.8%	6	1.6%	17	1.6%	2	1.9%	10	1.5%	11	1.0%	6	2.0%	14	1.8%	22
Pocklington	8.1%	114	9.6%	32	7.6%	82	4.9%	6	8.4%	45	8.5%	63	9.1%	54	7.6%	54	8.3%	102
Other	0.1%	2	0.6%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.3%	2	0.0%	0	0.2%	2
(None mentioned)	44.0%	620	44.8%	150	43.7%	470	52.5%	64	44.8%	239	41.9%	312	42.7%	253	43.7%	310	44.2%	541
Base:	1410	335	1075	122	534	745	592	709	1225									

Q16 Do you visit any farmers markets?

Yes	30.9%	436	32.5%	109	30.4%	327	23.0%	28	29.8%	159	33.3%	248	35.3%	209	27.1%	192	31.9%	391
No	69.1%	974	67.5%	226	69.6%	748	77.0%	94	70.2%	375	66.7%	497	64.7%	383	72.9%	517	68.1%	834
Base:	1410	335	1075	122	534	745	592	709	1225									

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q17 Which farmers markets do you visit?																		
<i>Those who visit farmers markets at Q16</i>																		
Driffild	31.4%	137	24.8%	27	33.6%	110	14.3%	4	32.1%	51	33.1%	82	31.1%	65	29.7%	57	32.5%	127
South Cave	17.7%	77	19.3%	21	17.1%	56	32.1%	9	20.8%	33	14.1%	35	22.0%	46	10.9%	21	18.4%	72
Bridlington	11.5%	50	7.3%	8	12.8%	42	10.7%	3	10.1%	16	12.5%	31	6.7%	14	16.1%	31	10.7%	42
Market Weighton	11.0%	48	11.9%	13	10.7%	35	10.7%	3	10.7%	17	11.3%	28	12.0%	25	10.9%	21	11.0%	43
Other	8.9%	39	9.2%	10	8.9%	29	10.7%	3	5.7%	9	10.9%	27	9.6%	20	9.4%	18	8.2%	32
Hull	4.6%	20	4.6%	5	4.6%	15	0.0%	0	5.0%	8	4.8%	12	4.8%	10	5.2%	10	4.6%	18
Merton	3.9%	17	3.7%	4	4.0%	13	3.6%	1	3.8%	6	4.0%	10	3.3%	7	5.2%	10	4.3%	17
York	3.7%	16	6.4%	7	2.8%	9	7.1%	2	2.5%	4	4.0%	10	3.8%	8	4.2%	8	3.8%	15
Beverley	3.2%	14	3.7%	4	3.1%	10	10.7%	3	5.0%	8	0.8%	2	3.8%	8	2.1%	4	3.6%	14
Cottingham	2.8%	12	3.7%	4	2.4%	8	3.6%	1	3.8%	6	2.0%	5	3.8%	8	2.1%	4	2.8%	11
Withernsea	2.8%	12	4.6%	5	2.1%	7	3.6%	1	3.1%	5	2.4%	6	1.9%	4	4.2%	8	2.6%	10
Dunswell	2.3%	10	0.9%	1	2.8%	9	3.6%	1	4.4%	7	0.8%	2	1.9%	4	3.1%	6	2.6%	10
Goole	1.8%	8	2.8%	3	1.5%	5	0.0%	0	1.3%	2	2.4%	6	0.5%	1	3.6%	7	1.5%	6
Hedon	1.4%	6	2.8%	3	0.9%	3	0.0%	0	0.6%	1	2.0%	5	2.4%	5	0.5%	1	1.3%	5
Hornsea	0.7%	3	1.8%	2	0.3%	1	3.6%	1	0.0%	0	0.8%	2	1.0%	2	0.5%	1	0.8%	3
(Don't know / can't remember)	3.0%	13	3.7%	4	2.8%	9	3.6%	1	2.5%	4	3.2%	8	3.3%	7	1.6%	3	2.8%	11
Base:		436		109		327		28		159		248		209		192		391

Q18 Do you use the Internet shopping service offered by supermarkets?

Yes	12.5%	176	11.3%	38	12.8%	138	32.0%	39	19.3%	103	4.6%	34	17.2%	102	9.5%	67	13.6%	167
No	87.5%	1234	88.7%	297	87.2%	937	68.0%	83	80.7%	431	95.4%	711	82.8%	490	90.6%	642	86.4%	1058
Base:		1410		335		1075		122		534		745		592		709		1225

Q19 Which supermarket internet services do you use?*Those who use internet shopping services offered by supermarkets at Q18*

Asda	29.5%	52	21.1%	8	31.9%	44	38.5%	15	30.1%	31	17.6%	6	24.5%	25	37.3%	25	28.7%	48
Sainsburys	13.1%	23	7.9%	3	14.5%	20	7.7%	3	11.7%	12	23.5%	8	12.7%	13	11.9%	8	12.6%	21
Somerfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	68.2%	120	78.9%	30	65.2%	90	74.4%	29	65.0%	67	70.6%	24	69.6%	71	64.2%	43	68.3%	114
Waitrose / Ocado	4.5%	8	7.9%	3	3.6%	5	0.0%	0	5.8%	6	5.9%	2	6.9%	7	1.5%	1	4.2%	7
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	1.7%	3	0.0%	0	2.2%	3	0.0%	0	1.9%	2	2.9%	1	1.0%	1	3.0%	2	1.8%	3
Marks and Spencers	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	1.5%	1	0.6%	1
Co-op	0.6%	1	2.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.6%	1
(Don't know / varies)	0.6%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.6%	1
Base:		176		38		138		39		103		34		102		67		167

Mean: (%)**Q20 Thinking now just about non-food goods, what proportion of your household's total spending is spent via the Internet?**

Over ¾	1.4%	20	1.2%	4	1.5%	16	3.3%	4	2.2%	12	0.5%	4	2.2%	13	0.7%	5	1.6%	20
½ to ¾	3.1%	44	3.6%	12	3.0%	32	7.4%	9	4.1%	22	1.7%	13	4.2%	25	2.1%	15	3.5%	43
¼ to ½	6.5%	91	7.5%	25	6.1%	66	11.5%	14	9.2%	49	3.4%	25	8.4%	50	5.1%	36	7.2%	88
Less than ¼	32.2%	454	37.0%	124	30.7%	330	50.0%	61	44.4%	237	20.9%	156	43.9%	260	24.4%	173	35.3%	433
None	54.6%	770	49.6%	166	56.2%	604	26.2%	32	37.8%	202	71.1%	530	39.0%	231	65.7%	466	50.4%	617
(Don't know / varies)	2.2%	31	1.2%	4	2.5%	27	1.6%	2	2.2%	12	2.3%	17	2.2%	13	2.0%	14	2.0%	24
Mean:		10.1		11.1		9.8		18.7		14.2		5.7		13.8		7.2		11.2
Base:		1410		335		1075		122		534		745		592		709		1225

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q21 Which town centre in the East Riding of Yorkshire do you mostly visit for non-food shopping?																		
Beverley	26.5%	374	26.6%	89	26.5%	285	16.4%	20	27.7%	148	27.4%	204	31.9%	189	22.8%	162	27.6%	338
Hull	22.4%	316	25.7%	86	21.4%	230	28.7%	35	25.1%	134	19.5%	145	24.2%	143	20.9%	148	23.2%	284
Bridlington	11.1%	156	11.3%	38	11.0%	118	13.1%	16	9.0%	48	12.3%	92	7.8%	46	13.7%	97	10.4%	127
Goole	6.2%	87	5.4%	18	6.4%	69	7.4%	9	6.4%	34	5.9%	44	3.2%	19	8.9%	63	6.2%	76
Driffield	5.7%	80	4.8%	16	6.0%	64	3.3%	4	3.2%	17	7.8%	58	4.6%	27	6.3%	45	5.5%	67
York	3.9%	55	3.0%	10	4.2%	45	2.5%	3	4.3%	23	3.9%	29	4.7%	28	3.1%	22	4.2%	52
Pocklington	2.8%	40	3.9%	13	2.5%	27	4.1%	5	3.2%	17	2.4%	18	4.2%	25	2.0%	14	3.2%	39
Hessle	1.9%	27	1.8%	6	2.0%	21	4.1%	5	2.8%	15	0.9%	7	2.2%	13	1.7%	12	1.8%	22
Outside East Riding	1.8%	25	1.5%	5	1.9%	20	2.5%	3	2.2%	12	1.3%	10	1.0%	6	2.7%	19	1.6%	20
Withernsea	1.3%	19	1.8%	6	1.2%	13	0.8%	1	1.1%	6	1.5%	11	1.0%	6	1.4%	10	0.8%	10
Hornsea	1.2%	17	0.6%	2	1.4%	15	0.0%	0	1.9%	10	0.9%	7	1.0%	6	1.3%	9	1.1%	14
Cottingham	0.7%	10	1.2%	4	0.6%	6	0.0%	0	1.5%	8	0.3%	2	0.7%	4	0.8%	6	0.6%	7
Hedon	0.4%	6	0.0%	0	0.6%	6	0.8%	1	0.6%	3	0.3%	2	0.7%	4	0.3%	2	0.5%	6
Market Weighton	0.4%	5	0.6%	2	0.3%	3	0.8%	1	0.0%	0	0.5%	4	0.3%	2	0.4%	3	0.2%	3
Other	0.3%	4	0.3%	1	0.3%	3	0.0%	0	0.6%	3	0.1%	1	0.3%	2	0.1%	1	0.2%	3
Howden	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.1%	1	0.3%	2	0.0%	0	0.2%	2
(Don't visit any)	10.5%	148	7.8%	26	11.3%	122	13.9%	17	8.4%	45	11.3%	84	9.5%	56	10.3%	73	9.9%	121
(Don't know / varies)	2.8%	39	3.9%	13	2.4%	26	1.6%	2	1.9%	10	3.5%	26	2.4%	14	3.2%	23	2.8%	34
Base:		1410		335		1075		122		534		745		592		709		1225

Q22 What do you like most about (Centre mentioned at Q21) for shopping?*Only those who visit a specific location for non-food shopping at Q21*

Close to home	35.2%	430	34.1%	101	35.5%	329	46.6%	48	39.9%	191	29.8%	189	35.1%	183	35.7%	219	36.1%	386
Attractive environment	9.6%	118	9.5%	28	9.7%	90	4.9%	5	8.6%	41	11.3%	72	9.4%	49	9.1%	56	9.3%	99
Nothing / very little	8.3%	102	9.8%	29	7.9%	73	6.8%	7	6.3%	30	10.2%	65	7.1%	37	9.0%	55	7.9%	85
Good range of shops	7.9%	97	8.8%	26	7.7%	71	10.7%	11	9.2%	44	6.6%	42	8.6%	45	7.5%	46	8.1%	87
Chain store multiple outlets	7.1%	87	3.7%	11	8.2%	76	7.8%	8	7.1%	34	6.9%	44	7.5%	39	6.5%	40	7.2%	77
Independent stores	6.3%	77	6.4%	19	6.3%	58	3.9%	4	5.6%	27	7.2%	46	7.3%	38	5.5%	34	6.5%	70
Good and / or free car parking	4.2%	51	6.4%	19	3.5%	32	1.9%	2	4.2%	20	4.4%	28	5.0%	26	3.4%	21	4.8%	51
Compact shopping environment / everything is close together	3.7%	45	4.4%	13	3.5%	32	3.9%	4	2.1%	10	4.9%	31	3.4%	18	3.9%	24	3.7%	40
Easily accessible by foot / cycle	3.4%	41	3.7%	11	3.2%	30	4.9%	5	3.3%	16	3.2%	20	3.6%	19	3.6%	22	3.0%	32
Part of an overall day out.	2.0%	24	2.0%	6	1.9%	18	0.0%	0	1.0%	5	3.0%	19	1.3%	7	2.1%	13	1.7%	18
Indoor shopping malls / arcades	1.9%	23	1.7%	5	1.9%	18	2.9%	3	1.9%	9	1.7%	11	1.9%	10	1.8%	11	2.0%	21
Friendly environment / atmosphere	1.9%	23	2.4%	7	1.7%	16	1.0%	1	1.5%	7	2.4%	15	1.7%	9	2.3%	14	1.8%	19
Close to work / en route to work	1.9%	23	1.7%	5	1.9%	18	1.9%	2	3.5%	17	0.6%	4	3.1%	16	0.8%	5	2.1%	22
Other	1.4%	17	1.7%	5	1.3%	12	0.0%	0	1.5%	7	1.6%	10	1.1%	6	1.8%	11	1.4%	15
Habit / familiarity	1.1%	14	1.7%	5	1.0%	9	1.0%	1	0.4%	2	1.6%	10	1.0%	5	1.5%	9	1.0%	11
Good bus service / accessible public transport	0.8%	10	0.3%	1	1.0%	9	0.0%	0	0.6%	3	1.1%	7	0.4%	2	1.1%	7	0.6%	6
Quiet / peaceful shopping environment	0.7%	9	0.3%	1	0.9%	8	1.0%	1	0.8%	4	0.6%	4	0.6%	3	1.0%	6	0.7%	7
Good prices	0.7%	8	0.3%	1	0.8%	7	0.0%	0	0.8%	4	0.6%	4	0.4%	2	1.0%	6	0.7%	7
Easily accessible	0.5%	6	0.3%	1	0.5%	5	1.9%	2	0.2%	1	0.5%	3	0.4%	2	0.7%	4	0.4%	4
Pedestrianised	0.5%	6	0.3%	1	0.5%	5	1.0%	1	0.4%	2	0.5%	3	1.0%	5	0.2%	1	0.6%	6
Close to family / friends	0.4%	5	0.3%	1	0.4%	4	0.0%	0	0.2%	1	0.6%	4	0.6%	3	0.3%	2	0.5%	5
Better quality of shops	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.4%	2	0.2%	1	0.0%	0	0.5%	3	0.3%	3
Marks and Spencer	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.2%	1	0.3%	2	0.4%	2	0.2%	1	0.3%	3
Restaurant / cafes	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Cleanliness	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.3%	2	0.0%	0	0.3%	2	0.1%	1
Good disabled access	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
(Don't know)	1.7%	21	1.0%	3	1.9%	18	1.9%	2	0.8%	4	2.2%	14	1.3%	7	1.6%	10	1.4%	15
Base:		1223		296		927		103		479		635		522		613		1070

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q23 What do you dislike most about (Centre mentioned at Q21) for shopping?																		
<i>Only those who visit a specific location for non-food shopping at Q21</i>																		
Nothing / very little	41.4%	506	44.6%	132	40.3%	374	30.1%	31	35.1%	168	47.6%	302	36.0%	188	46.3%	284	38.7%	414
Lack of non-food stores	14.9%	182	12.5%	37	15.6%	145	26.2%	27	16.1%	77	12.3%	78	15.9%	83	14.2%	87	15.5%	166
Difficult to park	8.6%	105	10.5%	31	8.0%	74	3.9%	4	10.9%	52	7.7%	49	10.0%	52	7.5%	46	9.7%	104
Expensive car parking	5.5%	67	6.1%	18	5.3%	49	7.8%	8	6.5%	31	4.4%	28	7.5%	39	4.2%	26	6.3%	67
Particular shops missing	3.2%	39	2.0%	6	3.6%	33	5.8%	6	2.7%	13	3.2%	20	3.1%	16	2.9%	18	3.4%	36
Traffic congestion	3.2%	39	4.7%	14	2.7%	25	2.9%	3	4.0%	19	2.7%	17	3.1%	16	3.3%	20	3.4%	36
Too spread out	2.6%	32	1.0%	3	3.1%	29	1.0%	1	3.8%	18	2.0%	13	2.9%	15	2.1%	13	2.7%	29
Lack of foodstores	2.4%	29	1.7%	5	2.6%	24	3.9%	4	2.9%	14	1.7%	11	2.7%	14	2.3%	14	2.3%	25
Vacant shops	2.0%	25	1.7%	5	2.2%	20	4.9%	5	1.0%	5	2.4%	15	2.3%	12	2.0%	12	2.0%	21
Poor security for shoppers / cars	1.8%	22	1.7%	5	1.8%	17	6.8%	7	1.5%	7	1.1%	7	1.9%	10	1.6%	10	1.5%	16
Difficult to park near shops	1.7%	21	0.3%	1	2.2%	20	2.9%	3	2.1%	10	1.3%	8	2.3%	12	1.3%	8	1.9%	20
Unattractive environment	1.7%	21	2.7%	8	1.4%	13	1.0%	1	2.1%	10	1.6%	10	2.5%	13	0.5%	3	1.8%	19
Lack of independent retailers	1.2%	15	1.0%	3	1.3%	12	0.0%	0	1.0%	5	1.6%	10	1.3%	7	1.1%	7	1.3%	14
Other	1.1%	13	2.4%	7	0.6%	6	1.9%	2	0.6%	3	1.3%	8	1.1%	6	1.1%	7	0.9%	10
Too long / inconvenient journey	1.0%	12	0.7%	2	1.1%	10	0.0%	0	1.0%	5	1.1%	7	0.8%	4	1.0%	6	1.0%	11
Poor accessibility by foot / cycle	1.0%	12	0.0%	0	1.3%	12	1.9%	2	0.8%	4	0.9%	6	1.3%	7	0.8%	5	0.8%	9
It's very busy	0.9%	11	0.3%	1	1.1%	10	1.0%	1	1.5%	7	0.5%	3	0.8%	4	1.0%	6	1.0%	11
Too much litter	0.9%	11	1.0%	3	0.9%	8	1.0%	1	0.8%	4	0.9%	6	1.3%	7	0.5%	3	1.0%	11
No character / atmosphere	0.8%	10	1.0%	3	0.8%	7	0.0%	0	0.4%	2	1.3%	8	1.0%	5	0.8%	5	0.8%	9
In need of regeneration / Lack of support from the Council	0.5%	6	1.0%	3	0.3%	3	1.0%	1	0.6%	3	0.3%	2	0.4%	2	0.7%	4	0.6%	6
Too many charity shops	0.4%	5	0.7%	2	0.3%	3	0.0%	0	0.8%	4	0.2%	1	0.8%	4	0.2%	1	0.5%	5
Too expensive	0.3%	4	0.3%	1	0.3%	3	0.0%	0	0.4%	2	0.3%	2	0.0%	0	0.7%	4	0.2%	2
Lack of eating and drinking places	0.3%	4	0.3%	1	0.3%	3	0.0%	0	0.6%	3	0.2%	1	0.6%	3	0.2%	1	0.4%	4
Too much building work going on	0.3%	4	0.7%	2	0.2%	2	0.0%	0	0.2%	1	0.5%	3	0.6%	3	0.2%	1	0.4%	4
Not big enough	0.2%	3	0.3%	1	0.2%	2	0.0%	0	0.2%	1	0.3%	2	0.6%	3	0.0%	0	0.3%	3
Bigger shopping centre / retail park needed	0.2%	3	0.3%	1	0.2%	2	1.0%	1	0.4%	2	0.0%	0	0.6%	3	0.0%	0	0.2%	2
Poor bus services	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.0%	0	0.5%	3	0.0%	0	0.5%	3	0.3%	3
Dislike their Tesco	0.2%	3	0.3%	1	0.2%	2	0.0%	0	0.0%	0	0.5%	3	0.0%	0	0.5%	3	0.3%	3
Poor access for disabled	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.2%	1	0.3%	2	0.2%	1	0.3%	2	0.1%	1
Rubbish / no market	0.2%	3	0.0%	0	0.3%	3	1.0%	1	0.4%	2	0.0%	0	0.6%	3	0.0%	0	0.3%	3
Not enough quality stores	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
No / few indoor shopping facilities	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
(Don't know)	2.7%	33	3.4%	10	2.5%	23	1.9%	2	1.7%	8	3.6%	23	1.5%	8	3.1%	19	2.5%	27
Base:		1223		296		927		103		479		635		522		613		1070

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q24 What are the main changes or improvements you would like to see in (Centre mentioned at Q21)?																		
<i>Only those who visit a specific location for non-food shopping at Q21</i>																		
Nothing / very little	31.8%	389	30.4%	90	32.3%	299	25.2%	26	29.4%	141	34.5%	219	27.0%	141	35.9%	220	29.9%	320
Cheaper / easier parking	19.8%	242	22.6%	67	18.9%	175	17.5%	18	23.6%	113	17.5%	111	21.6%	113	18.4%	113	22.3%	239
More / better choice of shops	17.3%	212	13.2%	39	18.7%	173	19.4%	20	20.7%	99	14.6%	93	17.4%	91	17.1%	105	17.2%	184
Better quality of shops / products	14.0%	171	11.1%	33	14.9%	138	15.5%	16	14.0%	67	13.9%	88	14.2%	74	14.2%	87	13.8%	148
Bigger / better supermarket	8.0%	98	8.8%	26	7.8%	72	8.7%	9	9.0%	43	7.1%	45	7.7%	40	8.8%	54	8.0%	86
Redesign / regeneration	4.9%	60	3.7%	11	5.3%	49	4.9%	5	4.0%	19	5.7%	36	4.6%	24	5.1%	31	5.0%	53
Cleaner environment	4.5%	55	4.1%	12	4.6%	43	7.8%	8	3.8%	18	4.6%	29	5.2%	27	3.1%	19	4.5%	48
Upgrade surrounding roads	3.5%	43	5.4%	16	2.9%	27	3.9%	4	3.8%	18	3.3%	21	3.8%	20	3.4%	21	3.9%	42
More independent stores	3.0%	37	2.7%	8	3.1%	29	1.0%	1	3.1%	15	3.3%	21	5.0%	26	1.6%	10	3.2%	34
More / better public transport	2.1%	26	2.0%	6	2.2%	20	2.9%	3	2.1%	10	2.0%	13	2.5%	13	1.8%	11	2.1%	22
More consideration for pedestrians	1.7%	21	2.4%	7	1.5%	14	1.0%	1	3.1%	15	0.8%	5	1.3%	7	2.1%	13	1.9%	20
More leisure / entertainment facilities	1.7%	21	1.4%	4	1.8%	17	1.9%	2	1.9%	9	1.6%	10	1.9%	10	1.6%	10	1.3%	14
More leisure / entertainment facilities for children	1.3%	16	1.0%	3	1.4%	13	2.9%	3	1.7%	8	0.8%	5	0.8%	4	2.0%	12	1.1%	12
More social facilities	1.2%	15	0.7%	2	1.4%	13	2.9%	3	1.5%	7	0.8%	5	1.5%	8	0.8%	5	1.1%	12
Better security	1.1%	14	0.7%	2	1.3%	12	2.9%	3	0.4%	2	1.3%	8	1.3%	7	0.8%	5	0.9%	10
Reduce traffic congestion	1.0%	12	2.4%	7	0.5%	5	1.0%	1	0.8%	4	1.1%	7	1.1%	6	0.8%	5	1.1%	12
Other	0.9%	11	0.7%	2	1.0%	9	2.9%	3	1.0%	5	0.5%	3	1.3%	7	0.7%	4	0.9%	10
Introduce a department store	0.8%	10	0.7%	2	0.9%	8	1.9%	2	1.0%	5	0.5%	3	1.1%	6	0.5%	3	0.8%	9
More centralised shopping area	0.8%	10	0.0%	0	1.1%	10	0.0%	0	0.6%	3	1.1%	7	0.6%	3	1.0%	6	0.9%	10
More / better toilets	0.8%	10	1.0%	3	0.8%	7	0.0%	0	1.3%	6	0.6%	4	1.0%	5	0.8%	5	0.7%	7
Cinema / theatre	0.7%	8	0.3%	1	0.8%	7	1.0%	1	0.4%	2	0.8%	5	0.6%	3	0.7%	4	0.7%	7
More clothing shops	0.7%	8	0.7%	2	0.6%	6	1.9%	2	0.6%	3	0.5%	3	0.8%	4	0.5%	3	0.7%	7
Bigger Marks and Spencer	0.7%	8	0.0%	0	0.9%	8	0.0%	0	0.8%	4	0.5%	3	0.8%	4	0.3%	2	0.7%	8
More parking facilities	0.6%	7	0.3%	1	0.6%	6	0.0%	0	0.4%	2	0.8%	5	0.6%	3	0.7%	4	0.7%	7
More disabled parking	0.6%	7	1.0%	3	0.4%	4	0.0%	0	0.2%	1	0.9%	6	0.8%	4	0.5%	3	0.6%	6
Park & Ride scheme	0.6%	7	0.7%	2	0.5%	5	0.0%	0	1.0%	5	0.3%	2	1.0%	5	0.3%	2	0.7%	7
Better market	0.6%	7	0.3%	1	0.6%	6	1.0%	1	0.6%	3	0.5%	3	0.8%	4	0.5%	3	0.7%	7
Petrol station in the centre	0.5%	6	0.7%	2	0.4%	4	0.0%	0	0.4%	2	0.6%	4	0.4%	2	0.7%	4	0.6%	6
Re-lay the paths	0.5%	6	1.0%	3	0.3%	3	0.0%	0	0.0%	0	0.9%	6	0.2%	1	0.8%	5	0.5%	5
New marina	0.4%	5	0.3%	1	0.4%	4	1.9%	2	0.2%	1	0.3%	2	0.2%	1	0.7%	4	0.5%	5
Less charity shops	0.4%	5	0.7%	2	0.3%	3	0.0%	0	0.6%	3	0.3%	2	0.4%	2	0.0%	0	0.5%	5
Introduce a retail park / outlet / centre	0.3%	4	0.3%	1	0.3%	3	1.0%	1	0.0%	0	0.5%	3	0.4%	2	0.3%	2	0.2%	2
Lower rents	0.3%	4	0.0%	0	0.4%	4	0.0%	0	0.4%	2	0.3%	2	0.2%	1	0.5%	3	0.4%	4
Introduce better values shops	0.3%	4	0.0%	0	0.4%	4	0.0%	0	0.4%	2	0.3%	2	0.2%	1	0.5%	3	0.3%	3
More facilities / lanes for cyclists	0.2%	3	0.3%	1	0.2%	2	0.0%	0	0.0%	0	0.5%	3	0.4%	2	0.2%	1	0.3%	3
More traffic wardens	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.2%	1	0.3%	2	0.4%	2	0.2%	1	0.2%	2
More national retailers	0.2%	3	0.3%	1	0.2%	2	0.0%	0	0.2%	1	0.3%	2	0.4%	2	0.2%	1	0.3%	3
Create undercover streets	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.0%	0	0.2%	2
(Don't know)	5.3%	65	6.4%	19	5.0%	46	4.9%	5	4.4%	21	6.1%	39	4.0%	21	6.0%	37	5.1%	55
Base:		1223		296		927		103		479		635		522		613		1070

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q25 Which other town centre in the East Riding of Yorkshire do you sometimes visit for non-food shopping?																		
<i>Only those who visit a specific location for non-food shopping at Q21</i>																		
Beverley	16.8%	206	14.9%	44	17.5%	162	22.3%	23	17.5%	84	15.4%	98	17.4%	91	16.6%	102	17.8%	190
York	5.4%	66	3.0%	9	6.1%	57	5.8%	6	5.6%	27	5.2%	33	5.7%	30	5.7%	35	6.0%	64
Hull	5.4%	66	5.7%	17	5.3%	49	5.8%	6	7.1%	34	4.1%	26	5.2%	27	5.9%	36	5.0%	54
Driffield	4.7%	58	3.4%	10	5.2%	48	1.9%	2	5.6%	27	4.6%	29	3.6%	19	5.9%	36	5.1%	55
Bridlington	3.8%	47	2.0%	6	4.4%	41	1.9%	2	4.0%	19	4.1%	26	2.5%	13	5.1%	31	3.7%	40
Scarborough	1.8%	22	1.7%	5	1.8%	17	3.9%	4	2.1%	10	1.3%	8	1.0%	5	2.4%	15	1.4%	15
Hornsea	1.7%	21	1.4%	4	1.8%	17	1.0%	1	1.7%	8	1.9%	12	1.5%	8	1.6%	10	1.8%	19
Pocklington	1.6%	19	0.7%	2	1.8%	17	1.0%	1	1.0%	5	2.0%	13	1.7%	9	1.6%	10	1.5%	16
Cottingham	1.3%	16	1.7%	5	1.2%	11	1.0%	1	1.7%	8	1.1%	7	1.7%	9	0.8%	5	1.4%	15
Outside East Riding	1.1%	13	1.0%	3	1.1%	10	1.0%	1	1.7%	8	0.6%	4	0.6%	3	1.3%	8	1.1%	12
Hessle	1.0%	12	1.0%	3	1.0%	9	1.9%	2	0.8%	4	0.9%	6	1.5%	8	0.5%	3	1.0%	11
Goole	0.9%	11	1.4%	4	0.8%	7	1.0%	1	1.3%	6	0.6%	4	1.3%	7	0.7%	4	1.0%	11
Withernsea	0.7%	8	0.3%	1	0.8%	7	1.0%	1	1.0%	5	0.3%	2	1.3%	7	0.2%	1	0.7%	8
Howden	0.4%	5	0.0%	0	0.5%	5	1.0%	1	0.4%	2	0.3%	2	0.6%	3	0.3%	2	0.5%	5
Market Weighton	0.3%	4	0.7%	2	0.2%	2	1.0%	1	0.4%	2	0.2%	1	0.0%	0	0.5%	3	0.3%	3
Hedon	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.3%	2	0.0%	0	0.3%	2	0.1%	1
Other	0.2%	2	0.0%	0	0.2%	2	1.0%	1	0.2%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	2
(No other)	50.6%	619	57.8%	171	48.3%	448	45.6%	47	45.7%	219	55.0%	349	51.5%	269	48.6%	298	49.2%	526
(Don't know / varies)	2.1%	26	3.0%	9	1.8%	17	1.9%	2	2.1%	10	2.0%	13	2.5%	13	1.8%	11	2.2%	23
Base:		1223		296		927		103		479		635		522		613		1070

Q26 What do you like most about (Centre mentioned at Q25) for shopping?*Only those who visit a specific location for non-food shopping at Q21 and at Q25*

Attractive environment	21.1%	122	19.8%	23	21.4%	99	20.4%	11	18.4%	46	23.4%	64	19.6%	47	22.0%	67	20.7%	108
Independent stores	15.2%	88	12.9%	15	15.8%	73	20.4%	11	13.6%	34	15.8%	43	18.8%	45	13.2%	40	16.3%	85
Close to home	11.2%	65	16.4%	19	10.0%	46	14.8%	8	15.2%	38	7.0%	19	11.7%	28	9.5%	29	11.9%	62
Good range of shops	9.0%	52	7.8%	9	9.3%	43	3.7%	2	12.8%	32	6.6%	18	8.3%	20	10.2%	31	8.8%	46
Nothing / very little	8.3%	48	8.6%	10	8.2%	38	9.3%	5	7.2%	18	9.2%	25	8.3%	20	7.9%	24	8.1%	42
Chain store multiple outlets	7.3%	42	6.9%	8	7.4%	34	11.1%	6	7.6%	19	6.2%	17	7.1%	17	7.2%	22	6.5%	34
Compact shopping environment / everything is close together	5.4%	31	5.2%	6	5.4%	25	1.9%	1	6.0%	15	5.5%	15	4.6%	11	5.6%	17	5.6%	29
Good and / or free car parking	4.5%	26	6.0%	7	4.1%	19	5.6%	3	4.4%	11	4.4%	12	5.0%	12	3.9%	12	5.0%	26
Part of an overall day out.	4.0%	23	7.8%	9	3.0%	14	3.7%	2	2.8%	7	5.1%	14	3.8%	9	4.3%	13	3.6%	19
Indoor shopping malls / arcades	3.5%	20	3.4%	4	3.5%	16	13.0%	7	1.6%	4	3.3%	9	3.8%	9	3.6%	11	3.5%	18
Easily accessible by foot / cycle	1.9%	11	1.7%	2	1.9%	9	0.0%	0	1.6%	4	2.6%	7	2.1%	5	2.0%	6	1.7%	9
Quiet / peaceful shopping environment	1.9%	11	1.7%	2	1.9%	9	1.9%	1	2.4%	6	1.5%	4	2.5%	6	1.6%	5	1.9%	10
Friendly environment / atmosphere	1.7%	10	0.0%	0	2.2%	10	1.9%	1	1.6%	4	1.8%	5	2.5%	6	1.3%	4	1.9%	10
Better quality of shops	1.0%	6	0.0%	0	1.3%	6	0.0%	0	0.4%	1	1.8%	5	0.4%	1	1.6%	5	1.0%	5
Easily accessible	0.9%	5	0.9%	1	0.9%	4	0.0%	0	1.2%	3	0.7%	2	1.3%	3	0.7%	2	1.0%	5
Other	0.9%	5	0.9%	1	0.9%	4	1.9%	1	1.2%	3	0.4%	1	0.8%	2	1.0%	3	0.6%	3
Cleanliness	0.9%	5	0.0%	0	1.1%	5	1.9%	1	0.4%	1	1.1%	3	0.8%	2	0.7%	2	1.0%	5
Habit / familiarity	0.7%	4	1.7%	2	0.4%	2	0.0%	0	0.0%	0	1.5%	4	0.4%	1	1.0%	3	0.4%	2
Good market	0.5%	3	0.0%	0	0.6%	3	0.0%	0	0.4%	1	0.7%	2	0.4%	1	0.7%	2	0.4%	2
Pedestrianised	0.5%	3	0.0%	0	0.6%	3	0.0%	0	0.8%	2	0.4%	1	1.3%	3	0.0%	0	0.6%	3
Good disabled access	0.3%	2	0.9%	1	0.2%	1	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.7%	2	0.2%	1
Close to work / en route to work	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.4%	1	0.4%	1	0.4%	1	0.3%	1	0.4%	2
Restaurant / cafes	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.7%	2	0.4%	2
Close to family / friends	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.7%	2	0.4%	2
Good prices	0.2%	1	0.0%	0	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
(Don't know)	0.7%	4	0.9%	1	0.6%	3	0.0%	0	0.8%	2	0.7%	2	0.4%	1	1.0%	3	0.6%	3
Base:		578		116		462		54		250		273		240		304		521

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q27 What do you dislike most about (Centre mentioned at Q25) for shopping?																		
<i>Only those who visit a specific location for non-food shopping at Q21 and at Q25</i>																		
Nothing / very little	50.3%	291	44.8%	52	51.7%	239	46.3%	25	43.6%	109	57.1%	156	44.6%	107	55.3%	168	48.6%	253
Difficult to park	12.6%	73	12.1%	14	12.8%	59	11.1%	6	16.8%	42	9.2%	25	14.6%	35	10.5%	32	14.0%	73
Lack of non-food stores	6.2%	36	6.9%	8	6.1%	28	3.7%	2	8.4%	21	4.8%	13	7.5%	18	5.3%	16	6.9%	36
Too long / inconvenient journey	4.2%	24	4.3%	5	4.1%	19	11.1%	6	4.0%	10	2.9%	8	5.8%	14	2.6%	8	4.2%	22
Expensive car parking	3.3%	19	5.2%	6	2.8%	13	1.9%	1	4.4%	11	2.6%	7	4.6%	11	2.6%	8	3.6%	19
Traffic congestion	3.1%	18	5.2%	6	2.6%	12	3.7%	2	4.0%	10	2.2%	6	2.9%	7	3.3%	10	3.3%	17
Difficult to park near shops	2.1%	12	3.4%	4	1.7%	8	1.9%	1	2.4%	6	1.8%	5	3.3%	8	1.3%	4	2.3%	12
Unattractive environment	1.7%	10	2.6%	3	1.5%	7	3.7%	2	1.2%	3	1.8%	5	2.1%	5	1.6%	5	1.5%	8
Too spread out	1.6%	9	0.0%	0	1.9%	9	1.9%	1	1.6%	4	1.5%	4	2.1%	5	1.3%	4	1.5%	8
Other	1.6%	9	0.9%	1	1.7%	8	1.9%	1	1.2%	3	1.8%	5	1.3%	3	2.0%	6	1.3%	7
It's very busy	1.6%	9	0.9%	1	1.7%	8	1.9%	1	1.6%	4	1.5%	4	1.3%	3	1.6%	5	1.5%	8
Poor accessibility by foot / cycle	1.0%	6	0.9%	1	1.1%	5	1.9%	1	0.4%	1	1.5%	4	0.4%	1	1.6%	5	1.0%	5
Not enough quality stores	1.0%	6	0.9%	1	1.1%	5	1.9%	1	1.2%	3	0.7%	2	1.3%	3	0.3%	1	1.2%	6
No character / atmosphere	1.0%	6	0.9%	1	1.1%	5	0.0%	0	0.8%	2	1.5%	4	0.8%	2	1.0%	3	1.0%	5
Vacant shops	0.9%	5	0.9%	1	0.9%	4	0.0%	0	1.2%	3	0.7%	2	0.4%	1	1.3%	4	0.8%	4
Poor security for shoppers / cars	0.9%	5	0.0%	0	1.1%	5	0.0%	0	1.2%	3	0.7%	2	0.8%	2	0.3%	1	0.6%	3
Lack of foodstores	0.7%	4	0.9%	1	0.6%	3	0.0%	0	0.0%	0	1.5%	4	0.4%	1	1.0%	3	0.8%	4
Too expensive	0.7%	4	0.9%	1	0.6%	3	1.9%	1	0.4%	1	0.7%	2	0.4%	1	1.0%	3	0.4%	2
Too much litter	0.7%	4	1.7%	2	0.4%	2	0.0%	0	0.8%	2	0.7%	2	0.4%	1	0.7%	2	0.6%	3
Particular shops missing	0.7%	4	0.9%	1	0.6%	3	1.9%	1	0.8%	2	0.4%	1	0.0%	0	1.0%	3	0.8%	4
In need of regeneration / Lack of support from the Council	0.7%	4	1.7%	2	0.4%	2	0.0%	0	0.4%	1	1.1%	3	1.3%	3	0.3%	1	0.8%	4
No / few indoor shopping facilities	0.5%	3	0.0%	0	0.6%	3	1.9%	1	0.8%	2	0.0%	0	0.4%	1	0.7%	2	0.6%	3
Lack of independent retailers	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.7%	2	0.4%	1	0.3%	1	0.4%	2
Dislike their Tesco	0.3%	2	0.9%	1	0.2%	1	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.7%	2	0.4%	2
Poor access for disabled	0.3%	2	0.9%	1	0.2%	1	0.0%	0	0.4%	1	0.4%	1	0.4%	1	0.3%	1	0.4%	2
Not big enough	0.3%	2	0.9%	1	0.2%	1	1.9%	1	0.4%	1	0.0%	0	0.8%	2	0.0%	0	0.4%	2
Poor bus services	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Poor lighting	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1
(Don't know)	1.9%	11	1.7%	2	1.9%	9	1.9%	1	1.6%	4	2.2%	6	2.1%	5	2.0%	6	1.7%	9
Base:		578		116		462		54		250		273		240		304		521

Q28 What are the main changes or improvements you would like to see in (Centre mentioned at Q25)?*Only those who visit a specific location for non-food shopping at Q21 and at Q25*

Nothing / very little	48.1%	278	42.2%	49	49.6%	229	53.7%	29	43.2%	108	51.6%	141	42.9%	103	53.3%	162	47.0%	245
Cheaper / easier parking	22.3%	129	25.9%	30	21.4%	99	18.5%	10	27.2%	68	18.7%	51	23.3%	56	22.0%	67	23.6%	123
More / better choice of shops	7.8%	45	6.9%	8	8.0%	37	7.4%	4	11.2%	28	4.8%	13	11.7%	28	3.9%	12	8.3%	43
Better quality of shops / products	7.8%	45	8.6%	10	7.6%	35	11.1%	6	10.0%	25	5.1%	14	7.9%	19	6.9%	21	8.3%	43
Redesign / regeneration	3.8%	22	4.3%	5	3.7%	17	0.0%	0	4.4%	11	4.0%	11	5.0%	12	2.6%	8	4.0%	21
Bigger / better supermarket	3.3%	19	2.6%	3	3.5%	16	1.9%	1	3.6%	9	3.3%	9	2.9%	7	3.0%	9	3.5%	18
Upgrade surrounding roads	2.2%	13	2.6%	3	2.2%	10	0.0%	0	2.8%	7	2.2%	6	3.8%	9	1.0%	3	2.1%	11
Other	2.2%	13	2.6%	3	2.2%	10	1.9%	1	2.0%	5	2.6%	7	3.3%	8	1.3%	4	2.1%	11
Cleaner environment	2.1%	12	1.7%	2	2.2%	10	3.7%	2	2.8%	7	1.1%	3	3.3%	8	1.0%	3	2.3%	12
More independent stores	1.4%	8	2.6%	3	1.1%	5	0.0%	0	2.0%	5	1.1%	3	2.1%	5	0.7%	2	1.3%	7
More / better public transport	1.2%	7	3.4%	4	0.6%	3	0.0%	0	1.6%	4	1.1%	3	1.7%	4	0.7%	2	1.0%	5
More consideration for pedestrians	1.2%	7	0.0%	0	1.5%	7	0.0%	0	2.4%	6	0.4%	1	2.1%	5	0.3%	1	1.2%	6
More social facilities	1.2%	7	0.0%	0	1.5%	7	3.7%	2	0.8%	2	1.1%	3	1.3%	3	1.3%	4	1.2%	6
More / better toilets	1.2%	7	0.0%	0	1.5%	7	1.9%	1	0.0%	0	2.2%	6	1.7%	4	1.0%	3	1.2%	6
Better market	0.7%	4	2.6%	3	0.2%	1	0.0%	0	1.2%	3	0.4%	1	0.0%	0	1.0%	3	0.8%	4
Better security	0.7%	4	0.9%	1	0.6%	3	0.0%	0	0.8%	2	0.7%	2	0.8%	2	0.7%	2	0.4%	2
Create undercover streets	0.5%	3	0.0%	0	0.6%	3	1.9%	1	0.8%	2	0.0%	0	0.0%	0	1.0%	3	0.6%	3
More centralised shopping area	0.5%	3	1.7%	2	0.2%	1	0.0%	0	0.8%	2	0.4%	1	0.8%	2	0.3%	1	0.6%	3
Bigger Marks and Spencer	0.5%	3	0.9%	1	0.4%	2	0.0%	0	0.4%	1	0.7%	2	0.8%	2	0.3%	1	0.6%	3
More national retailers	0.5%	3	0.9%	1	0.4%	2	1.9%	1	0.0%	0	0.7%	2	0.8%	2	0.3%	1	0.6%	3
Reduce traffic congestion	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0
(Don't know)	5.9%	34	3.4%	4	6.5%	30	0.0%	0	3.6%	9	8.8%	24	4.2%	10	7.6%	23	5.6%	29
Base:		578		116		462		54		250		273		240		304		521

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q29 Which town in the East Riding of Yorkshire do you mostly visit for leisure activities?																		
Bridlington	10.7%	151	11.3%	38	10.5%	113	15.6%	19	9.4%	50	11.0%	82	8.6%	51	12.0%	85	10.0%	123
Beverley	10.1%	143	11.3%	38	9.8%	105	10.7%	13	12.5%	67	8.5%	63	13.7%	81	7.8%	55	10.7%	131
Hull	9.6%	135	11.0%	37	9.1%	98	16.4%	20	14.2%	76	5.1%	38	11.8%	70	8.2%	58	10.7%	131
Goole	4.5%	63	5.1%	17	4.3%	46	4.9%	6	5.1%	27	3.9%	29	2.9%	17	5.9%	42	4.4%	54
Pocklington	3.1%	44	4.8%	16	2.6%	28	3.3%	4	4.1%	22	2.4%	18	4.7%	28	1.8%	13	3.4%	42
Hornsea	3.0%	42	3.3%	11	2.9%	31	3.3%	4	3.2%	17	2.8%	21	3.4%	20	2.7%	19	3.2%	39
Other	2.5%	35	3.0%	10	2.3%	25	4.9%	6	1.5%	8	2.8%	21	2.4%	14	2.7%	19	2.7%	33
Driffield	2.4%	34	1.8%	6	2.6%	28	0.8%	1	2.1%	11	2.8%	21	2.2%	13	2.8%	20	2.4%	29
Withernsea	1.8%	25	1.8%	6	1.8%	19	2.5%	3	2.1%	11	1.5%	11	2.4%	14	1.3%	9	1.6%	19
Willerby	1.3%	18	1.8%	6	1.1%	12	0.8%	1	1.7%	9	1.1%	8	1.7%	10	0.7%	5	1.3%	16
Hessle	1.1%	16	0.6%	2	1.3%	14	1.6%	2	1.3%	7	0.9%	7	1.0%	6	1.3%	9	1.1%	14
York	1.1%	15	1.2%	4	1.0%	11	0.8%	1	1.5%	8	0.8%	6	1.4%	8	1.0%	7	1.2%	15
Outside East Riding	0.9%	12	1.2%	4	0.7%	8	1.6%	2	0.7%	4	0.8%	6	0.7%	4	1.1%	8	0.9%	11
Anlaby	0.6%	9	0.9%	3	0.6%	6	0.8%	1	1.1%	6	0.3%	2	1.2%	7	0.3%	2	0.7%	8
Market Weighton	0.6%	8	0.3%	1	0.7%	7	0.0%	0	0.6%	3	0.7%	5	0.3%	2	0.8%	6	0.5%	6
Cottingham	0.6%	8	0.3%	1	0.7%	7	0.0%	0	0.6%	3	0.7%	5	0.8%	5	0.1%	1	0.6%	7
Howden	0.3%	4	0.0%	0	0.4%	4	0.0%	0	0.4%	2	0.3%	2	0.7%	4	0.0%	0	0.2%	3
Hedon	0.2%	3	0.3%	1	0.2%	2	0.8%	1	0.2%	1	0.1%	1	0.0%	0	0.3%	2	0.2%	2
(Don't do leisure activities)	39.8%	561	34.6%	116	41.4%	445	22.1%	27	31.8%	170	48.2%	359	34.3%	203	43.9%	311	37.9%	464
(Don't know / varies)	6.0%	84	5.4%	18	6.1%	66	9.0%	11	6.0%	32	5.4%	40	5.9%	35	5.4%	38	6.4%	78
Base:		1410		335		1075		122		534		745		592		709		1225

Q30 What leisure activities do you take part in when you visit (LOCATION MENTIONED AT Q29)*Only those who visit a specific location in the East Riding of Yorkshire area for leisure activities at Q29*

Swimming	27.2%	208	21.4%	43	29.3%	165	41.7%	35	35.8%	119	15.6%	54	29.4%	104	26.7%	96	27.8%	190
Restaurants	21.6%	165	17.9%	36	22.9%	129	25.0%	21	20.2%	67	22.0%	76	24.6%	87	18.3%	66	22.1%	151
Health & fitness	21.4%	164	22.4%	45	21.1%	119	39.3%	33	22.6%	75	16.2%	56	25.1%	89	17.5%	63	21.2%	145
Leisure centre	18.4%	141	20.4%	41	17.7%	100	33.3%	28	22.9%	76	10.7%	37	22.3%	79	13.6%	49	19.0%	130
Cinema	16.5%	126	12.9%	26	17.7%	100	27.4%	23	23.5%	78	7.2%	25	17.8%	63	14.7%	53	17.6%	120
Pubs / clubs	13.9%	106	18.4%	37	12.2%	69	15.5%	13	12.3%	41	15.0%	52	15.0%	53	12.5%	45	13.6%	93
Walking	12.7%	97	11.4%	23	13.1%	74	4.8%	4	6.6%	22	20.2%	70	11.9%	42	14.4%	52	12.3%	84
Library	9.5%	73	6.5%	13	10.6%	60	3.6%	3	3.6%	12	16.2%	56	7.6%	27	11.4%	41	7.2%	49
Theatre / concerts	7.5%	57	6.0%	12	8.0%	45	2.4%	2	5.1%	17	11.0%	38	7.6%	27	6.7%	24	7.8%	53
Bowling	7.1%	54	7.5%	15	6.9%	39	8.3%	7	10.2%	34	3.8%	13	6.8%	24	6.9%	25	7.6%	52
Gardening	5.4%	41	6.5%	13	5.0%	28	0.0%	0	1.5%	5	10.1%	35	3.4%	12	7.8%	28	5.1%	35
Seaside	4.2%	32	4.0%	8	4.3%	24	3.6%	3	3.0%	10	5.5%	19	3.7%	13	4.4%	16	4.1%	28
Other	2.9%	22	4.0%	8	2.5%	14	1.2%	1	3.3%	11	2.9%	10	2.5%	9	3.3%	12	3.1%	21
Golf	2.2%	17	3.5%	7	1.8%	10	0.0%	0	1.2%	4	3.8%	13	2.8%	10	1.4%	5	2.5%	17
Football	1.6%	12	2.0%	4	1.4%	8	2.4%	2	2.7%	9	0.3%	1	1.1%	4	2.2%	8	1.8%	12
Racquet sports	1.4%	11	3.5%	7	0.7%	4	1.2%	1	2.4%	8	0.6%	2	1.1%	4	1.7%	6	1.6%	11
Dancing	1.3%	10	1.5%	3	1.2%	7	0.0%	0	1.2%	4	1.7%	6	1.1%	4	1.7%	6	1.2%	8
Rugby	1.3%	10	2.5%	5	0.9%	5	1.2%	1	1.8%	6	0.9%	3	1.1%	4	1.4%	5	1.5%	10
Social activities	1.2%	9	0.5%	1	1.4%	8	2.4%	2	0.6%	2	1.4%	5	1.1%	4	1.4%	5	1.0%	7
Cycling	1.2%	9	2.5%	5	0.7%	4	0.0%	0	2.1%	7	0.6%	2	2.0%	7	0.6%	2	1.2%	8
Crafts	1.0%	8	0.5%	1	1.2%	7	0.0%	0	0.3%	1	2.0%	7	0.6%	2	1.7%	6	1.2%	8
Museums	0.9%	7	1.0%	2	0.9%	5	0.0%	0	1.2%	4	0.9%	3	0.8%	3	1.1%	4	1.0%	7
Ice skating	0.8%	6	1.0%	2	0.7%	4	0.0%	0	1.5%	5	0.3%	1	0.6%	2	1.1%	4	0.9%	6
Running / jogging	0.8%	6	2.0%	4	0.4%	2	0.0%	0	0.9%	3	0.9%	3	1.1%	4	0.6%	2	0.9%	6
Choir	0.8%	6	1.0%	2	0.7%	4	0.0%	0	0.6%	2	1.2%	4	0.8%	3	0.8%	3	0.9%	6
Bingo	0.7%	5	0.5%	1	0.7%	4	0.0%	0	0.3%	1	1.2%	4	0.0%	0	1.1%	4	0.6%	4
Darts	0.5%	4	0.0%	0	0.7%	4	0.0%	0	0.6%	2	0.6%	2	0.0%	0	1.1%	4	0.4%	3
Sightseeing	0.5%	4	0.5%	1	0.5%	3	0.0%	0	0.3%	1	0.9%	3	0.3%	1	0.8%	3	0.3%	2
Cue sports	0.4%	3	1.5%	3	0.0%	0	0.0%	0	0.6%	2	0.3%	1	0.0%	0	0.8%	3	0.4%	3
Cards	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.3%	1	0.6%	2	0.3%	1	0.6%	2	0.3%	2
Horse riding	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.6%	2	0.3%	1	0.6%	2	0.3%	1	0.4%	3
Fishing	0.4%	3	1.5%	3	0.0%	0	1.2%	1	0.6%	2	0.0%	0	0.3%	1	0.6%	2	0.4%	3
Base:		765		201		564		84		332		346		354		360		683

GEN Gender of respondent

Male	23.8%	335	100.0%	335	0.0%	0	21.3%	26	23.6%	126	24.6%	183	29.4%	174	20.7%	147	24.5%	300
Female	76.2%	1075	0.0%	0	100.0%	1075	78.7%	96	76.4%	408	75.4%	562	70.6%	418	79.3%	562	75.5%	925
Base:		1410		335		1075		122		534		745		592		709		1225

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
AGE Can I just ask, how old are you ?																		
18-24	1.8%	26	1.8%	6	1.9%	20	21.3%	26	0.0%	0	0.0%	0	2.0%	12	1.8%	13	1.9%	23
25-34	6.8%	96	6.0%	20	7.1%	76	78.7%	96	0.0%	0	0.0%	0	8.8%	52	5.2%	37	7.2%	88
35-44	16.7%	235	16.7%	56	16.7%	179	0.0%	0	44.0%	235	0.0%	0	20.9%	124	13.4%	95	18.5%	227
45-54	21.2%	299	20.9%	70	21.3%	229	0.0%	0	56.0%	299	0.0%	0	25.3%	150	17.9%	127	22.5%	276
55-64	26.5%	374	24.8%	83	27.1%	291	0.0%	0	0.0%	0	50.2%	374	26.5%	157	26.5%	188	27.8%	340
65+	26.3%	371	29.9%	100	25.2%	271	0.0%	0	0.0%	0	49.8%	371	16.0%	95	34.7%	246	21.6%	264
(Refused)	0.6%	9	0.0%	0	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.4%	3	0.6%	7
Base:	1410	335	1075	122	534	745	592	709	1225									
SEG Socio Economic Grouping																		
A	3.8%	53	3.3%	11	3.9%	42	6.6%	8	4.9%	26	2.6%	19	9.0%	53	0.0%	0	4.0%	49
B	15.1%	213	21.8%	73	13.0%	140	15.6%	19	18.7%	100	12.3%	92	36.0%	213	0.0%	0	16.7%	204
C1	23.1%	326	26.9%	90	22.0%	236	30.3%	37	27.7%	148	18.9%	141	55.1%	326	0.0%	0	25.2%	309
C2	17.8%	251	16.1%	54	18.3%	197	23.8%	29	22.5%	120	13.7%	102	0.0%	0	35.4%	251	19.5%	239
D	14.8%	208	14.9%	50	14.7%	158	13.1%	16	18.0%	96	12.9%	96	0.0%	0	29.3%	208	14.9%	182
E	17.7%	250	12.8%	43	19.3%	207	4.1%	5	1.1%	6	31.7%	236	0.0%	0	35.3%	250	13.4%	164
(Refused)	7.7%	109	4.2%	14	8.8%	95	6.6%	8	7.1%	38	7.9%	59	0.0%	0	0.0%	0	6.4%	78
Base:	1410	335	1075	122	534	745	592	709	1225									
ADU How many adults aged 16 years and over, including yourself, live in your household ?																		
One	22.7%	320	24.2%	81	22.2%	239	12.3%	15	10.1%	54	33.3%	248	16.6%	98	28.4%	201	17.1%	209
Two	58.5%	825	59.1%	198	58.3%	627	67.2%	82	59.0%	315	57.0%	425	62.7%	371	55.9%	396	63.0%	772
Three	12.8%	181	11.6%	39	13.2%	142	15.6%	19	20.2%	108	7.1%	53	14.4%	85	11.6%	82	14.2%	174
Four	4.3%	60	3.6%	12	4.5%	48	1.6%	2	9.2%	49	1.2%	9	5.2%	31	3.5%	25	4.7%	58
Five	0.6%	9	0.6%	2	0.7%	7	1.6%	2	0.9%	5	0.3%	2	1.0%	6	0.4%	3	0.7%	9
Six or more	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1
(Refused)	1.0%	14	0.9%	3	1.0%	11	1.6%	2	0.4%	2	1.1%	8	0.2%	1	0.1%	1	0.2%	2
Base:	1410	335	1075	122	534	745	592	709	1225									
CHI How many children aged 15 years and under, live in your household ?																		
None	73.5%	1037	75.5%	253	72.9%	784	33.6%	41	50.2%	268	96.8%	721	67.7%	401	78.8%	559	72.2%	884
One	11.5%	162	10.4%	35	11.8%	127	26.2%	32	21.7%	116	1.9%	14	14.7%	87	9.0%	64	12.4%	152
Two	10.4%	146	8.7%	29	10.9%	117	30.3%	37	20.0%	107	0.3%	2	13.3%	79	8.7%	62	11.4%	140
Three	3.2%	45	4.2%	14	2.9%	31	6.6%	8	6.7%	36	0.1%	1	3.7%	22	2.8%	20	3.4%	42
Four	0.4%	5	0.6%	2	0.3%	3	0.8%	1	0.7%	4	0.0%	0	0.3%	2	0.3%	2	0.4%	5
Five	0.1%	2	0.0%	0	0.2%	2	0.8%	1	0.2%	1	0.0%	0	0.2%	1	0.1%	1	0.1%	1
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.9%	13	0.6%	2	1.0%	11	1.6%	2	0.4%	2	0.9%	7	0.0%	0	0.1%	1	0.1%	1
Base:	1410	335	1075	122	534	745	592	709	1225									
CAR And finally, how many cars does your household own or have the use of ?																		
None	11.9%	168	9.9%	33	12.6%	135	7.4%	9	5.1%	27	17.6%	131	4.7%	28	17.3%	123	0.0%	0
One	42.7%	602	44.2%	148	42.2%	454	27.9%	34	31.3%	167	53.2%	396	36.7%	217	48.2%	342	49.1%	602
Two	35.7%	503	37.6%	126	35.1%	377	55.7%	68	48.1%	257	23.6%	176	46.5%	275	27.5%	195	41.1%	503
Three or more	8.5%	120	7.8%	26	8.7%	94	7.4%	9	14.8%	79	4.3%	32	11.8%	70	6.8%	48	9.8%	120
(Refused)	1.2%	17	0.6%	2	1.4%	15	1.6%	2	0.7%	4	1.3%	10	0.3%	2	0.1%	1	0.0%	0
Base:	1410	335	1075	122	534	745	592	709	1225									
QUOTA Zone																		
Hessle / Willerby	10.5%	148	9.9%	33	10.7%	115	11.5%	14	11.4%	61	9.8%	73	12.0%	71	9.2%	65	9.8%	120
Elloughton / Brough	9.6%	136	10.1%	34	9.5%	102	13.9%	17	9.0%	48	9.5%	71	12.2%	72	7.1%	50	10.4%	128
Cottingham	5.2%	74	5.4%	18	5.2%	56	3.3%	4	7.5%	40	4.0%	30	6.6%	39	4.5%	32	5.6%	68
Beverley	14.8%	209	16.4%	55	14.3%	154	15.6%	19	15.9%	85	13.7%	102	18.6%	110	12.0%	85	14.7%	180
Hornsea	6.5%	92	6.0%	20	6.7%	72	4.1%	5	6.9%	37	6.6%	49	6.1%	36	6.6%	47	6.9%	84
Hedon / Withernsea	9.9%	139	9.9%	33	9.9%	106	5.7%	7	9.6%	51	10.6%	79	8.6%	51	10.9%	77	9.6%	117
Bridlington	12.3%	173	11.0%	37	12.7%	136	17.2%	21	10.7%	57	12.8%	95	8.4%	50	15.1%	107	11.4%	140
Driffield	10.6%	149	9.6%	32	10.9%	117	7.4%	9	8.8%	47	12.3%	92	9.0%	53	11.6%	82	10.7%	131
Pocklington / Market Weighton	11.0%	155	14.3%	48	10.0%	107	8.2%	10	11.6%	62	11.1%	83	13.0%	77	10.0%	71	11.6%	142
Goole / Howden	9.6%	135	7.5%	25	10.2%	110	13.1%	16	8.6%	46	9.5%	71	5.6%	33	13.1%	93	9.4%	115
Base:	1410	335	1075	122	534	745	592	709	1225									

East Riding of Yorkshire Household Survey

England and Lyle

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
PC Could I record your postcode please?																		
DN145	2.0%	28	1.5%	5	2.1%	23	2.5%	3	1.7%	9	2.0%	15	0.8%	5	3.0%	21	2.0%	25
DN146	3.6%	51	3.6%	12	3.6%	39	3.3%	4	3.4%	18	3.9%	29	2.0%	12	5.2%	37	3.4%	42
DN147	1.6%	23	0.9%	3	1.9%	20	2.5%	3	1.1%	6	1.7%	13	1.2%	7	2.1%	15	1.6%	19
DN148	0.6%	9	0.3%	1	0.7%	8	0.0%	0	1.1%	6	0.4%	3	0.5%	3	0.7%	5	0.7%	8
DN149	1.7%	24	1.2%	4	1.9%	20	4.9%	6	1.3%	7	1.5%	11	1.0%	6	2.1%	15	1.7%	21
HU106	4.6%	65	5.7%	19	4.3%	46	4.1%	5	4.9%	26	4.6%	34	5.9%	35	3.8%	27	4.2%	51
HU107	2.8%	39	1.8%	6	3.1%	33	4.1%	5	3.0%	16	2.4%	18	3.4%	20	1.8%	13	2.8%	34
HU114	2.1%	29	1.8%	6	2.1%	23	0.8%	1	1.7%	9	2.4%	18	2.0%	12	1.8%	13	2.2%	27
HU115	1.1%	15	0.6%	2	1.2%	13	0.8%	1	1.3%	7	0.9%	7	0.7%	4	1.6%	11	1.1%	14
HU120	1.8%	26	1.8%	6	1.9%	20	0.8%	1	1.9%	10	2.0%	15	1.4%	8	2.0%	14	1.9%	23
HU128	2.6%	36	2.4%	8	2.6%	28	1.6%	2	2.1%	11	3.0%	22	2.0%	12	3.1%	22	2.5%	31
HU129	2.1%	30	1.5%	5	2.3%	25	0.0%	0	1.9%	10	2.7%	20	1.9%	11	2.4%	17	2.3%	28
HU130	1.6%	23	1.2%	4	1.8%	19	1.6%	2	1.7%	9	1.6%	12	1.5%	9	1.8%	13	1.5%	18
HU139	1.5%	21	1.2%	4	1.6%	17	1.6%	2	1.9%	10	1.2%	9	1.2%	7	1.7%	12	1.4%	17
HU143	2.1%	30	2.4%	8	2.0%	22	5.7%	7	0.9%	5	2.4%	18	2.5%	15	1.4%	10	2.4%	29
HU151	3.1%	44	3.6%	12	3.0%	32	6.6%	8	2.4%	13	3.1%	23	4.7%	28	1.8%	13	3.2%	39
HU152	4.1%	58	3.9%	13	4.2%	45	1.6%	2	5.2%	28	3.8%	28	4.7%	28	3.4%	24	4.6%	56
HU164	1.8%	25	1.5%	5	1.9%	20	0.8%	1	3.6%	19	0.7%	5	2.9%	17	1.0%	7	2.0%	25
HU165	3.5%	49	3.9%	13	3.3%	36	2.5%	3	3.9%	21	3.4%	25	3.7%	22	3.5%	25	3.5%	43
HU170	3.7%	52	3.0%	10	3.9%	42	4.9%	6	4.5%	24	2.8%	21	3.2%	19	4.1%	29	2.8%	34
HU175	0.8%	11	0.6%	2	0.8%	9	1.6%	2	0.7%	4	0.7%	5	0.7%	4	0.8%	6	0.9%	11
HU177	3.5%	50	3.3%	11	3.6%	39	2.5%	3	3.9%	21	3.2%	24	4.6%	27	2.4%	17	3.8%	47
HU178	4.0%	57	5.7%	19	3.5%	38	2.5%	3	4.5%	24	4.0%	30	6.6%	39	2.3%	16	4.3%	53
HU179	2.3%	32	3.3%	11	2.0%	21	2.5%	3	1.7%	9	2.7%	20	2.7%	16	2.1%	15	2.3%	28
HU181	3.4%	48	3.6%	12	3.3%	36	2.5%	3	3.9%	21	3.2%	24	3.4%	20	3.2%	23	3.5%	43
HU192	3.3%	47	4.2%	14	3.1%	33	3.3%	4	3.7%	20	3.0%	22	3.4%	20	3.4%	24	2.9%	35
HU203	0.3%	4	0.3%	1	0.3%	3	0.0%	0	0.4%	2	0.3%	2	0.2%	1	0.4%	3	0.3%	4
HU7 5	0.5%	7	0.6%	2	0.5%	5	1.6%	2	0.6%	3	0.3%	2	0.8%	5	0.3%	2	0.6%	7
YO151	1.2%	17	1.5%	5	1.1%	12	0.0%	0	0.7%	4	1.7%	13	1.2%	7	1.4%	10	1.3%	16
YO152	1.3%	18	2.1%	7	1.0%	11	0.0%	0	1.1%	6	1.6%	12	0.8%	5	1.6%	11	0.9%	11
YO153	1.8%	25	1.5%	5	1.9%	20	2.5%	3	1.1%	6	2.1%	16	1.7%	10	1.7%	12	1.5%	18
YO164	2.8%	40	1.2%	4	3.3%	36	4.9%	6	3.0%	16	2.4%	18	1.5%	9	3.8%	27	2.5%	31
YO166	2.1%	30	1.8%	6	2.2%	24	3.3%	4	2.1%	11	2.0%	15	1.2%	7	2.8%	20	2.2%	27
YO167	3.1%	43	3.0%	10	3.1%	33	6.6%	8	2.6%	14	2.8%	21	2.0%	12	3.8%	27	3.0%	37
YO253	0.6%	8	0.3%	1	0.7%	7	0.0%	0	0.6%	3	0.7%	5	0.3%	2	0.7%	5	0.6%	7
YO254	0.9%	12	0.9%	3	0.8%	9	0.8%	1	0.4%	2	1.2%	9	0.7%	4	1.0%	7	1.0%	12
YO255	3.0%	42	3.0%	10	3.0%	32	2.5%	3	2.1%	11	3.8%	28	3.0%	18	2.8%	20	2.5%	31
YO256	1.1%	15	1.2%	4	1.0%	11	0.0%	0	0.7%	4	1.3%	10	0.7%	4	1.4%	10	1.1%	14
YO258	2.6%	36	2.4%	8	2.6%	28	2.5%	3	2.6%	14	2.6%	19	2.2%	13	2.7%	19	2.8%	34
YO259	2.6%	36	1.8%	6	2.8%	30	1.6%	2	2.4%	13	2.8%	21	2.0%	12	3.0%	21	2.7%	33
YO411	1.7%	24	2.4%	8	1.5%	16	0.8%	1	1.9%	10	1.7%	13	2.7%	16	1.0%	7	2.0%	24
YO414	0.6%	9	0.6%	2	0.7%	7	0.8%	1	0.7%	4	0.5%	4	0.8%	5	0.6%	4	0.7%	9
YO415	1.5%	21	2.1%	7	1.3%	14	1.6%	2	1.3%	7	1.6%	12	1.5%	9	1.6%	11	1.5%	18
YO421	0.6%	8	1.2%	4	0.4%	4	0.0%	0	0.6%	3	0.7%	5	1.2%	7	0.1%	1	0.7%	8
YO422	2.5%	35	3.3%	11	2.2%	24	3.3%	4	2.4%	13	2.4%	18	3.0%	18	2.3%	16	2.4%	30
YO424	0.8%	11	0.6%	2	0.8%	9	0.0%	0	0.9%	5	0.8%	6	1.0%	6	0.4%	3	0.9%	11
YO433	2.4%	34	2.7%	9	2.3%	25	1.6%	2	2.4%	13	2.6%	19	1.7%	10	3.4%	24	2.4%	30
YO434	0.9%	13	1.5%	5	0.7%	8	0.0%	0	1.3%	7	0.8%	6	1.0%	6	0.7%	5	1.0%	12
Base:	1410	335	1075	122	534	745	592	709	1225									

APPENDIX 3

CONSULTATION WORKSHOPS

As part of the study a consultation exercise has been carried out in the nine market towns in the East Riding plus Goole. The consultations took the form of workshops in each town. These workshops were held between the end of May and the middle of July 2008. They were facilitated by the Market Towns Co-ordinators in the East Riding who invited representatives of the local community to discuss key questions about each town centre.

Participants at the consultation workshops included representatives of the Chambers of Trade, ERYC Councillors, Town Councillors, local traders, the Civic Society and other local residents. Each workshop was also attended by either John England or Mike Stone of England & Lyle.

The dates of the workshops and numbers of participants attending are shown below.

<u>Town</u>	<u>Date (2008)</u>	<u>Participants</u>
Goole	27 May	10
Market Weighton	3 June	9
Pocklington	5 June	7
Howden	17 June	4
Driffield	30 June	12
Beverley	2 July	8
Hornsea	7 July	8
Withernsea	8 July	12
Snaith	10 July	5
Hedon	15 July	8

APPENDIX 4

HEALTH CHECK APPRAISALS

2008

Beverley
Cottingham
Driffield
Elloughton/Brough
Goole
Hedon
Hessle
Hornsea
Howden
Market Weighton
Pocklington
Snaith
Withernsea

HEALTH CHECK APPRAISAL SHEET, BEVERLEY - 2008		
INDICATOR	FACTOR	* SCORE
Overall Provision	Retail and other floorspace outside centre	4
	Capacity for growth or change in the centre	3
Diversity of Main Town Centre Uses	Number and type of shops	4
	Financial and professional services	4
	Business and office premises	4
	Pubs, cafes and restaurants	4
	Hotels	3
	Cultural and entertainment facilities	4
	Sports and leisure facilities	4
Retailer Representation	Number of multiple retailers	5
	Variety of specialist/independent shops	4
	Existence and quality of street markets	4
	Availability of food shopping	4
	Availability of enclosed shopping	2
	Evidence of recent investment by retailers	5
	Retailer Demand	4
	Presence of Charity shops	4
	Presence of low quality discount shops	4
Vacant Properties	Vacancy rate	3
	Vacant floorspace	4
	Effect of vacant premises on the centre	4
Commercial Performance	Rental values	4
	Shopping centre yield	4
Pedestrian Flows	Volume of pedestrian flow	5
Accessibility	Ease of movement for pedestrians	4
	Ease of movement for cyclists	4
	Ease of movement for the less mobile	4
	Ease of access to main attractions	4
	Car parking	4
	Frequency and quality of public transport	4
	Range of places served by bus	4
Customer Views and Behaviour	Satisfaction with the centre	4
	Need for improvements	4
	Linked trips	4
Safety and Security	Feeling of security (eg CCTV)	5
Environmental Quality	Physical appearance of properties	3.8
	Overall cleanliness (litter and graffiti)	4
	General pedestrian environment	5
	Quality of open spaces/ landscaping	4
	Availability and condition of toilets	3
	VITALITY AND VIABILITY INDEX	4.0

* 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good

HEALTH CHECK APPRAISAL, BRIDLINGTON - 2008

INDICATOR	FACTOR	* SCORE
Overall Provision	Retail and other floorspace outside centre	4
	Capacity for growth or change in the centre	5
Diversity of Main Town Centre Uses	Number and type of shops	3
	Financial and professional services	3
	Business and office premises	3
	Pubs, cafes and restaurants	4
	Hotels	2
	Cultural and entertainment facilities	3
	Sports and leisure facilities	4
Retailer Representation	Number of multiple retailers	3
	Variety of specialist/independent shops	2
	Existence and quality of street markets	4
	Availability of food shopping	4
	Availability of enclosed shopping	4
	Evidence of recent investment by retailers	3
	Retailer Demand	3
	Presence of Charity shops	3
	Presence of low quality discount shops	3
Vacant Properties	Vacancy rate	3
	Vacant floorspace	3
	Effect of vacant premises on the centre	3
Commercial Performance	Rental values	2
	Shopping centre yield	3
Pedestrian Flows	Volume of pedestrian flow	3
Accessibility	Ease of movement for pedestrians	4
	Ease of movement for cyclists	3
	Ease of movement for the less mobile	3
	Ease of access to main attractions	3
	Car parking	4
	Frequency and quality of public transport	4
	Range of places served by bus	4
Customer Views and Behaviour	Satisfaction with the centre	3
	Need for improvements	3
	Linked trips	4
Safety and Security	Feeling of security (eg CCTV)	4
Environmental Quality	Physical appearance of properties	3
	Overall cleanliness (litter and graffiti)	3
	General pedestrian environment	3
	Quality of open spaces/ landscaping	2
	Availability and condition of toilets	3
	VITALITY AND VIABILITY INDEX	3.3

* 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good

HEALTH CHECK APPRAISAL SHEET, COTTINGHAM - 2008		
INDICATOR	FACTOR	* SCORE
Overall Provision	Retail and other floorspace outside centre	4
	Capacity for growth or change in the centre	2
Diversity of Main Town Centre Uses	Number and type of shops	3
	Financial and professional services	3
	Business and office premises	3
	Pubs, cafes and restaurants	4
	Hotels	-
	Cultural and entertainment facilities	2
	Sports and leisure facilities	3
Retailer Representation	Number of multiple retailers	3
	Variety of specialist/independent shops	4
	Existence and quality of street markets	3
	Availability of food shopping	4
	Availability of enclosed shopping	2
	Evidence of recent investment by retailers	4
	Retailer Demand	-
	Presence of Charity shops	3
	Presence of low quality discount shops	3
Vacant Properties	Vacancy rate	4
	Vacant floorspace	4
	Effect of vacant premises on the centre	4
Commercial Performance	Rental values	-
	Shopping centre yield	-
Pedestrian Flows	Volume of pedestrian flow	4
Accessibility	Ease of movement for pedestrians	3
	Ease of movement for cyclists	3
	Ease of movement for the less mobile	3
	Ease of access to main attractions	4
	Car parking	3
	Frequency and quality of public transport	4
	Range of places served by bus	4
Customer Views and Behaviour	Satisfaction with the centre	4
	Need for improvements	3
	Linked trips	3
Safety and Security	Feeling of security (eg CCTV)	4
Environmental Quality	Physical appearance of properties	3.6
	Overall cleanliness (litter and graffiti)	4
	General pedestrian environment	3
	Quality of open spaces/ landscaping	3
	Availability and condition of toilets	4
	VITALITY AND VIABILITY INDEX	3.4

* 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good

HEALTH CHECK APPRAISAL, DRIFFIELD - 2008		
		*
INDICATOR	FACTOR	SCORE
Overall Provision	Retail and other floorspace outside centre	5
	Capacity for growth or change in the centre	4
Diversity of Main Town Centre Uses	Number and type of shops	4
	Financial and professional services	4
	Business and office premises	3
	Pubs, cafes and restaurants	4
	Hotels	3
	Cultural and entertainment facilities	3
	Sports and leisure facilities	3
Retailer Representation	Number of multiple retailers	3
	Variety of specialist/independent shops	4
	Existence and quality of street markets	4
	Availability of food shopping	4
	Availability of enclosed shopping	-
	Evidence of recent investment by retailers	2
	Retailer Demand	3
	Presence of Charity shops	3
	Presence of low quality discount shops	4
Vacant Properties	Vacancy rate	3
	Vacant floorspace	3
	Effect of vacant premises on the centre	4
Commercial Performance	Rental values	2
	Shopping centre yield	3
Pedestrian Flows	Volume of pedestrian flow	4
Accessibility	Ease of movement for pedestrians	3
	Ease of movement for cyclists	3
	Ease of movement for the less mobile	3
	Ease of access to main attractions	4
	Car parking	4
	Frequency and quality of public transport	4
	Range of places served by bus	4
Customer Views and Behaviour	Satisfaction with the centre	4
	Need for improvements	4
	Linked trips	5
Safety and Security	Feeling of security (eg CCTV)	4
Environmental Quality	Physical appearance of properties	3.3
	Overall cleanliness (litter and graffiti)	4
	General pedestrian environment	4
	Quality of open spaces/ landscaping	2
	Availability and condition of toilets	4
	VITALITY AND VIABILITY INDEX	3.5

* 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good

HEALTH CHECK APPRAISAL, ELLOUGHTON/BROUGH - 2008		
INDICATOR	FACTOR	SCORE
		*
Overall Provision	Retail and other floorspace outside centre	3
	Capacity for growth or change in the centre	2
Diversity of Main Town Centre Uses	Number and type of shops	3
	Financial and professional services	3
	Business and office premises	3
	Pubs, cafes and restaurants	3
	Hotels	-
	Cultural and entertainment facilities	-
	Sports and leisure facilities	-
Retailer Representation	Number of multiple retailers	3
	Variety of specialist/independent shops	3
	Existence and quality of street markets	-
	Availability of food shopping	3
	Availability of enclosed shopping	-
	Evidence of recent investment by retailers	4
	Retailer Demand	3
	Presence of Charity shops	3
	Presence of low quality discount shops	3
Vacant Properties	Vacancy rate	4
	Vacant floorspace	4
	Effect of vacant premises on the centre	4
Commercial Performance	Rental values	-
	Shopping centre yield	-
Pedestrian Flows	Volume of pedestrian flow	3
Accessibility	Ease of movement for pedestrians	3
	Ease of movement for cyclists	3
	Ease of movement for the less mobile	3
	Ease of access to main attractions	4
	Car parking	4
	Frequency and quality of public transport	3
	Range of places served by bus	3
Customer Views and Behaviour	Satisfaction with the centre	-
	Need for improvements	-
	Linked trips	4
Safety and Security	Feeling of security (eg CCTV)	4
Environmental Quality	Physical appearance of properties	3.2
	Overall cleanliness (litter and graffiti)	4
	General pedestrian environment	3
	Quality of open spaces/ landscaping	3
	Availability and condition of toilets	3
	VITALITY AND VIABILITY INDEX	3.3

* 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good

HEALTH CHECK APPRAISAL, GOOLE - 2008		
INDICATOR	FACTOR	SCORE
		*
Overall Provision	Retail and other floorspace outside centre	4
	Capacity for growth or change in the centre	2
Diversity of Main	Number and type of shops	3
Town Centre Uses	Financial and professional services	3
	Business and office premises	2
	Pubs, cafes and restaurants	3
	Hotels	2
	Cultural and entertainment facilities	2
	Sports and leisure facilities	4
Retailer	Number of multiple retailers	3
Representation	Variety of specialist/independent shops	4
	Existence and quality of street markets	4
	Availability of food shopping	4
	Availability of enclosed shopping	
	Evidence of recent investment by retailers	2
	Retailer Demand	2
	Presence of Charity shops	3
	Presence of low quality discount shops	3
Vacant Properties	Vacancy rate	2
	Vacant floorspace	3
	Effect of vacant premises on the centre	3
Commercial	Rental values	-
Performance	Shopping centre yield	3
Pedestrian Flows	Volume of pedestrian flow	3
Accessibility	Ease of movement for pedestrians	4
	Ease of movement for cyclists	4
	Ease of movement for the less mobile	4
	Ease of access to main attractions	4
	Car parking	4
	Frequency and quality of public transport	4
	Range of places served by bus	4
Customer Views	Satisfaction with the centre	3
and Behaviour	Need for improvements	3
	Linked trips	4
Safety and Security	Feeling of security (eg CCTV)	4
Environmental	Physical appearance of properties	3.1
Quality	Overall cleanliness (litter and graffiti)	3
	General pedestrian environment	4
	Quality of open spaces/ landscaping	4
	Availability and condition of toilets	2
	VITALITY AND VIABILITY INDEX	3.2
* 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good		

HEALTH CHECK APPRAISAL, HEDON - 2008		
		*
INDICATOR	FACTOR	SCORE
Overall Provision	Retail and other floorspace outside centre	3
	Capacity for growth or change in the centre	2
Diversity of Main Town Centre Uses	Number and type of shops	3
	Financial and professional services	4
	Business and office premises	3
	Pubs, cafes and restaurants	2
	Hotels	2
	Cultural and entertainment facilities	3
	Sports and leisure facilities	2
Retailer Representation	Number of multiple retailers	2
	Variety of specialist/independent shops	3
	Existence and quality of street markets	4
	Availability of food shopping	4
	Availability of enclosed shopping	-
	Evidence of recent investment by retailers	2
	Retailer Demand	
	Presence of Charity shops	3
	Presence of low quality discount shops	4
Vacant Properties	Vacancy rate	4
	Vacant floorspace	4
	Effect of vacant premises on the centre	4
Commercial Performance	Rental values	-
	Shopping centre yield	-
Pedestrian Flows	Volume of pedestrian flow	3
Accessibility	Ease of movement for pedestrians	4
	Ease of movement for cyclists	4
	Ease of movement for the less mobile	3
	Ease of access to main attractions	4
	Car parking	3
	Frequency and quality of public transport	4
	Range of places served by bus	4
Customer Views and Behaviour	Satisfaction with the centre	4
	Need for improvements	3
	Linked trips	-
Safety and Security	Feeling of security (eg CCTV)	4
Environmental Quality	Physical appearance of properties	3.2
	Overall cleanliness (litter and graffiti)	4
	General pedestrian environment	4
	Quality of open spaces/ landscaping	3
	Availability and condition of toilets	3
	VITALITY AND VIABILITY INDEX	3.3

* 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good

HEALTH CHECK APPRAISAL, HESSLE - 2008		
INDICATOR	FACTOR	SCORE
		*
Overall Provision	Retail and other floorspace outside centre	3
	Capacity for growth or change in the centre	3
Diversity of Main	Number and type of shops	3
Town Centre Uses	Financial and professional services	4
	Business and office premises	3
	Pubs, cafes and restaurants	4
	Hotels	3
	Cultural and entertainment facilities	2
	Sports and leisure facilities	-
Retailer	Number of multiple retailers	2
Representation	Variety of specialist/independent shops	4
	Existence and quality of street markets	-
	Availability of food shopping	4
	Availability of enclosed shopping	3
	Evidence of recent investment by retailers	3
	Retailer Demand	-
	Presence of Charity shops	3
	Presence of low quality discount shops	4
Vacant Properties	Vacancy rate	4
	Vacant floorspace	4
	Effect of vacant premises on the centre	4
Commercial	Rental values	-
Performance	Shopping centre yield	-
Pedestrian Flows	Volume of pedestrian flow	4
Accessibility	Ease of movement for pedestrians	4
	Ease of movement for cyclists	3
	Ease of movement for the less mobile	3
	Ease of access to main attractions	3
	Car parking	3
	Frequency and quality of public transport	4
	Range of places served by bus	4
Customer Views and Behaviour	Satisfaction with the centre	4
	Need for improvements	3
	Linked trips	3
Safety and Security	Feeling of security (eg CCTV)	4
Environmental Quality	Physical appearance of properties	3.3
	Overall cleanliness (litter and graffiti)	4
	General pedestrian environment	4
	Quality of open spaces/ landscaping	3
	Availability and condition of toilets	4
	VITALITY AND VIABILITY INDEX	3.4
* 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good		

HEALTH CHECK APPRAISAL, HORNSEA - 2008		
INDICATOR	FACTOR	* SCORE
Overall Provision	Retail and other floorspace outside centre	4
	Capacity for growth or change in the centre	4
Diversity of Main	Number and type of shops	3
Town Centre Uses	Financial and professional services	3
	Business and office premises	2
	Pubs, cafes and restaurants	3
	Hotels	3
	Cultural and entertainment facilities	3
	Sports and leisure facilities	4
Retailer	Number of multiple retailers	2
Representation	Variety of specialist/independent shops	3
	Existence and quality of street markets	-
	Availability of food shopping	4
	Availability of enclosed shopping	-
	Evidence of recent investment by retailers	2
	Retailer Demand	-
	Presence of Charity shops	4
	Presence of low quality discount shops	3
Vacant Properties	Vacancy rate	3
	Vacant floorspace	3
	Effect of vacant premises on the centre	3
Commercial	Rental values	-
Performance	Shopping centre yield	-
Pedestrian Flows	Volume of pedestrian flow	3
Accessibility	Ease of movement for pedestrians	3
	Ease of movement for cyclists	3
	Ease of movement for the less mobile	3
	Ease of access to main attractions	4
	Car parking	4
	Frequency and quality of public transport	4
	Range of places served by bus	4
Customer Views and Behaviour	Satisfaction with the centre	3
	Need for improvements	3
	Linked trips	4
Safety and Security	Feeling of security (eg CCTV)	4
Environmental Quality	Physical appearance of properties	3.1
	Overall cleanliness (litter and graffiti)	4
	General pedestrian environment	4
	Quality of open spaces/ landscaping	4
	Availability and condition of toilets	2
	VITALITY AND VIABILITY INDEX	3.3
* 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good		

HEALTH CHECK APPRAISAL, HOWDEN - 2008		
		*
INDICATOR	FACTOR	SCORE
Overall Provision	Retail and other floorspace outside centre	4
	Capacity for growth or change in the centre	2
Diversity of Main	Number and type of shops	3
Town Centre Uses	Financial and professional services	3
	Business and office premises	4
	Pubs, cafes and restaurants	3
	Hotels	2
	Cultural and entertainment facilities	3
	Sports and leisure facilities	4
Retailer	Number of multiple retailers	2
Representation	Variety of specialist/independent shops	4
	Existence and quality of street markets	3
	Availability of food shopping	3
	Availability of enclosed shopping	-
	Evidence of recent investment by retailers	3
	Retailer Demand	-
	Presence of Charity shops	4
	Presence of low quality discount shops	4
Vacant Properties	Vacancy rate	3
	Vacant floorspace	3
	Effect of vacant premises on the centre	3
Commercial Performance	Rental values	-
	Shopping centre yield	-
Pedestrian Flows	Volume of pedestrian flow	3
Accessibility	Ease of movement for pedestrians	4
	Ease of movement for cyclists	4
	Ease of movement for the less mobile	4
	Ease of access to main attractions	4
	Car parking	3
	Frequency and quality of public transport	3
	Range of places served by bus	3
Customer Views and Behaviour	Satisfaction with the centre	4
	Need for improvements	4
	Linked trips	-
Safety and Security	Feeling of security (eg CCTV)	4
Environmental Quality	Physical appearance of properties	3.5
	Overall cleanliness (litter and graffiti)	4
	General pedestrian environment	4
	Quality of open spaces/ landscaping	4
	Availability and condition of toilets	2
	VITALITY AND VIABILITY INDEX	3.4
* 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good		

HEALTH CHECK APPRAISAL, MARKET WEIGHTON - 2008		
INDICATOR	FACTOR	SCORE
		*
Overall Provision	Retail and other floorspace outside centre	4
	Capacity for growth or change in the centre	2
Diversity of Main Town Centre Uses	Number and type of shops	3
	Financial and professional services	4
	Business and office premises	4
	Pubs, cafes and restaurants	4
	Hotels	3
	Cultural and entertainment facilities	2
	Sports and leisure facilities	2
Retailer Representation	Number of multiple retailers	2
	Variety of specialist/independent shops	3
	Existence and quality of street markets	3
	Availability of food shopping	4
	Availability of enclosed shopping	-
	Evidence of recent investment by retailers	3
	Retailer Demand	
	Presence of Charity shops	3
	Presence of low quality discount shops	4
Vacant Properties	Vacancy rate	2
	Vacant floorspace	2
	Effect of vacant premises on the centre	3
Commercial Performance	Rental values	-
	Shopping centre yield	-
Pedestrian Flows	Volume of pedestrian flow	2
Accessibility	Ease of movement for pedestrians	3
	Ease of movement for cyclists	3
	Ease of movement for the less mobile	3
	Ease of access to main attractions	4
	Car parking	3
	Frequency and quality of public transport	3
	Range of places served by bus	3
Customer Views and Behaviour	Satisfaction with the centre	4
	Need for improvements	4
	Linked trips	3
Safety and Security	Feeling of security (eg CCTV)	4
Environmental Quality	Physical appearance of properties	3.3
	Overall cleanliness (litter and graffiti)	4
	General pedestrian environment	3
	Quality of open spaces/ landscaping	3
	Availability and condition of toilets	3
	VITALITY AND VIABILITY INDEX	3.1

* 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good

HEALTH CHECK APPRAISAL, POCKLINGTON - 2008		
INDICATOR	FACTOR	* SCORE
Overall Provision	Retail and other floorspace outside centre	4
	Capacity for growth or change in the centre	3
Diversity of Main	Number and type of shops	4
Town Centre Uses	Financial and professional services	4
	Business and office premises	3
	Pubs, cafes and restaurants	4
	Hotels	2
	Cultural and entertainment facilities	4
	Sports and leisure facilities	4
Retailer	Number of multiple retailers	2
Representation	Variety of specialist/independent shops	4
	Existence and quality of street markets	4
	Availability of food shopping	4
	Availability of enclosed shopping	-
	Evidence of recent investment by retailers	3
	Retailer Demand	
	Presence of Charity shops	4
	Presence of low quality discount shops	4
Vacant Properties	Vacancy rate	4
	Vacant floorspace	4
	Effect of vacant premises on the centre	4
Commercial Performance	Rental values	-
	Shopping centre yield	-
Pedestrian Flows	Volume of pedestrian flow	3
Accessibility	Ease of movement for pedestrians	3
	Ease of movement for cyclists	3
	Ease of movement for the less mobile	3
	Ease of access to main attractions	4
	Car parking	3
	Frequency and quality of public transport	3
	Range of places served by bus	3
Customer Views and Behaviour	Satisfaction with the centre	3
	Need for improvements	3
	Linked trips	3
Safety and Security	Feeling of security (eg CCTV)	4
Environmental Quality	Physical appearance of properties	3.5
	Overall cleanliness (litter and graffiti)	4
	General pedestrian environment	4
	Quality of open spaces/ landscaping	4
	Availability and condition of toilets	2
	VITALITY AND VIABILITY INDEX	3.5

* 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good

HEALTH CHECK APPRAISAL, SNAITH - 2008		
		*
INDICATOR	FACTOR	SCORE
Overall Provision	Retail and other floorspace outside centre	4
	Capacity for growth or change in the centre	2
Diversity of Main	Number and type of shops	3
Town Centre Uses	Financial and professional services	2
	Business and office premises	2
	Pubs, cafes and restaurants	3
	Hotels	2
	Cultural and entertainment facilities	3
	Sports and leisure facilities	2
Retailer Representation	Number of multiple retailers	-
	Variety of specialist/independent shops	3
	Existence and quality of street markets	-
	Availability of food shopping	3
	Availability of enclosed shopping	-
	Evidence of recent investment by retailers	2
	Retailer Demand	-
	Presence of Charity shops	4
	Presence of low quality discount shops	4
Vacant Properties	Vacancy rate	4
	Vacant floorspace	4
	Effect of vacant premises on the centre	4
Commercial Performance	Rental values	-
	Shopping centre yield	-
Pedestrian Flows	Volume of pedestrian flow	2
Accessibility	Ease of movement for pedestrians	4
	Ease of movement for cyclists	4
	Ease of movement for the less mobile	4
	Ease of access to main attractions	4
	Car parking	3
	Frequency and quality of public transport	2
	Range of places served by bus	2
Customer Views and Behaviour	Satisfaction with the centre	4
	Need for improvements	4
	Linked trips	-
Safety and Security	Feeling of security (eg CCTV)	4
Environmental Quality	Physical appearance of properties	3.2
	Overall cleanliness (litter and graffiti)	3
	General pedestrian environment	4
	Quality of open spaces/ landscaping	4
	Availability and condition of toilets	-
VITALITY AND VIABILITY INDEX		3.2
* 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good		

HEALTH CHECK APPRAISAL, WITHERNSEA - 2008		
INDICATOR	FACTOR	SCORE
		*
Overall Provision	Retail and other floorspace outside centre	3
	Capacity for growth or change in the centre	2
Diversity of Main	Number and type of shops	3
Town Centre Uses	Financial and professional services	3
	Business and office premises	2
	Pubs, cafes and restaurants	4
	Hotels	2
	Cultural and entertainment facilities	3
	Sports and leisure facilities	4
Retailer	Number of multiple retailers	3
Representation	Variety of specialist/independent shops	3
	Existence and quality of street markets	2
	Availability of food shopping	4
	Availability of enclosed shopping	-
	Evidence of recent investment by retailers	2
	Retailer Demand	-
	Presence of Charity shops	4
	Presence of low quality discount shops	2
Vacant Properties	Vacancy rate	3
	Vacant floorspace	3
	Effect of vacant premises on the centre	3
Commercial	Rental values	-
Performance	Shopping centre yield	-
Pedestrian Flows	Volume of pedestrian flow	3
Accessibility	Ease of movement for pedestrians	3
	Ease of movement for cyclists	3
	Ease of movement for the less mobile	3
	Ease of access to main attractions	4
	Car parking	3
	Frequency and quality of public transport	3
	Range of places served by bus	3
Customer Views	Satisfaction with the centre	4
and Behaviour	Need for improvements	3
	Linked trips	4
Safety and Security	Feeling of security (eg CCTV)	3
Environmental	Physical appearance of properties	2.9
Quality	Overall cleanliness (litter and graffiti)	3
	General pedestrian environment	3
	Quality of open spaces/ landscaping	3
	Availability and condition of toilets	3
	VITALITY AND VIABILITY INDEX	3.0
* 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good		

APPENDIX 5: POPULATION DISTRIBUTION BASED ON NEW HOUSING DEVELOPMENT

(1) DISTRIBUTION OF NEW HOUSING BETWEEN ZONES 2011

based on housing plots with planning permission not yet started and plots started but not complete

<u>Zone</u>		<u>per cent of new housing</u>
1	Hessle/Willerby	5.6%
2	Elloughton/Brough	13.0%
3	Cottingham	2.8%
4	Beverley	7.2%
5	Hornsea	3.9%
6	Withernsea/Hedon	14.5%
7	Bridlington	13.2%
8	Driffield	11.0%
9	Pocklington/Market Weighton	7.9%
10	Goole/Howden	20.9%
		<hr/> 100.0%

(2) CORE STRATEGY ISSUES AND OPTIONS APRIL 2008

Distribution of Development Options 2016-2026

<u>Option</u>		<u>average of allocations</u>
1	Major Haltemprice Settlements	8.75%
2	Principal Towns	45%
3	Local Service Centres	35%
4	Rural Areas	11.25%
		<hr/> 100%

Distribution between Zones assuming rural areas are re-distributed between all the zones

Major Haltemprice Settlements

Anlaby, Cottingham, Hessle, Kirk Ella, Willerby 10%

Principal Towns

Beverley, Bridlington, Driffield, Goole 50%

Local Service Centres

eg. Pocklington, Market Weighton, Hedon, Howden, Hornsea, Withernsea 40%

<u>Zone</u>		<u>per cent of new housing</u>
1	Hessle/Willerby	5%
2	Elloughton/Brough	10%
3	Cottingham	5%
4	Beverley	12.5%
5	Hornsea	10%
6	Withernsea/Hedon	10%
7	Bridlington	12.5%
8	Driffield	10.0%
9	Pockl'n/Mkt W'ton	10%
10	Goole/Howden	15.0%
		<hr/> 100%

APPENDIX 6

POPULATION AND EXPENDITURE FORECASTS

A - CONVENIENCE GOODS

B - COMPARISON GOODS

APPENDIX 6A: POPULATION AND EXPENDITURE FORECASTS, CONVENIENCE GOODS						
Population Forecasts						
Zone		2006	2011	2016	2021	2026
1	Hessle/Willerby	34,482	35,831	36,846	37,911	38,936
2	Elloughton/Brough	31,647	34,778	36,808	38,938	40,988
3	Cottingham	17,077	17,751	18,766	19,831	20,856
4	Beverley	48,222	49,955	52,493	55,155	57,718
5	Hornsea	21,427	22,366	24,396	26,526	28,576
6	Withernsea/Hedon	32,328	35,820	37,850	39,980	42,030
7	Bridlington	40,351	43,530	46,067	48,730	51,292
8	Driffield	33,126	35,775	37,805	39,935	41,985
9	Pockl'n/Mkt W'ton	35,831	37,733	39,763	41,893	43,943
10	Goole/Howden	31,428	36,461	39,506	42,701	45,776
Study Area total		325,919	350,000	370,300	391,600	412,100
Expenditure per person						
Zone		Expenditure per person including SFT				
		2006	2011	2016	2021	2026
1	Hessle/Willerby	£1,598	£1,655	£1,722	£1,792	£1,865
2	Elloughton/Brough	£1,644	£1,702	£1,772	£1,844	£1,918
3	Cottingham	£1,477	£1,529	£1,592	£1,656	£1,724
4	Beverley	£1,612	£1,669	£1,737	£1,808	£1,881
5	Hornsea	£1,604	£1,661	£1,728	£1,799	£1,872
6	Withernsea/Hedon	£1,560	£1,615	£1,681	£1,749	£1,820
7	Bridlington	£1,539	£1,594	£1,658	£1,726	£1,796
8	Driffield	£1,612	£1,669	£1,737	£1,808	£1,881
9	Pockl'n/Mkt W'ton	£1,631	£1,689	£1,758	£1,829	£1,903
10	Goole/Howden	£1,560	£1,615	£1,681	£1,749	£1,820
Expenditure per person excluding SFT						
Zone		2006	2011	2016	2021	2026
SFT percentage		3.6%	7.0%	7.3%	7.3%	7.3%
1	Hessle/Willerby	£1,540	£1,539	£1,596	£1,661	£1,729
2	Elloughton/Brough	£1,585	£1,583	£1,642	£1,709	£1,778
3	Cottingham	£1,424	£1,422	£1,475	£1,535	£1,598
4	Beverley	£1,554	£1,552	£1,610	£1,676	£1,744
5	Hornsea	£1,546	£1,545	£1,602	£1,667	£1,735
6	Withernsea/Hedon	£1,504	£1,502	£1,558	£1,622	£1,688
7	Bridlington	£1,484	£1,482	£1,537	£1,600	£1,665
8	Driffield	£1,554	£1,552	£1,610	£1,676	£1,744
9	Pockl'n/Mkt W'ton	£1,572	£1,571	£1,629	£1,695	£1,764
10	Goole/Howden	£1,504	£1,502	£1,558	£1,622	£1,688
Total Expenditure on Convenience Goods (excluding SFT) - £ million						
Zone		2006	2011	2016	2021	2026
1	Hessle/Willerby	53.12	55.14	58.82	62.98	67.31
2	Elloughton/Brough	50.15	55.06	60.45	66.54	72.89
3	Cottingham	24.31	25.25	27.69	30.45	33.32
4	Beverley	74.94	77.55	84.53	92.42	100.65
5	Hornsea	33.13	34.55	39.09	44.23	49.58
6	Withernsea/Hedon	48.62	53.81	58.98	64.83	70.93
7	Bridlington	59.86	64.51	70.82	77.96	85.39
8	Driffield	51.48	55.54	60.88	66.92	73.21
9	Pockl'n/Mkt W'ton	56.34	59.27	64.78	71.03	77.53
10	Goole/Howden	47.26	54.78	61.56	69.25	77.25
Study Area Total		499.21	535.45	587.59	646.61	708.08

APPENDIX 6B: POPULATION AND EXPENDITURE FORECASTS, COMPARISON GOODS						
Population Forecasts						
Zone		2006	2011	2016	2021	2026
1	Hessle/Willerby	34,482	35,831	36,846	37,911	38,936
2	Elloughton/Brough	31,647	34,778	36,808	38,938	40,988
3	Cottingham	17,077	17,751	18,766	19,831	20,856
4	Beverley	48,222	49,955	52,493	55,155	57,718
5	Hornsea	21,427	22,366	24,396	26,526	28,576
6	Withernsea/Hedon	32,328	35,820	37,850	39,980	42,030
7	Bridlington	40,351	43,530	46,067	48,730	51,292
8	Driffield	33,126	35,775	37,805	39,935	41,985
9	Pockl'n/Mkt W'ton	35,831	37,733	39,763	41,893	43,943
10	Goole/Howden	31,428	36,461	39,506	42,701	45,776
Study Area total		325,919	350,000	370,300	391,600	412,100
Expenditure per person						
Zone		Expenditure per person including SFT				
		2006	2011	2016	2021	2026
1	Hessle/Willerby	£3,019	£3,586	£4,259	£5,058	£6,007
2	Elloughton/Brough	£3,279	£3,894	£4,625	£5,493	£6,525
3	Cottingham	£2,778	£3,299	£3,919	£4,654	£5,528
4	Beverley	£3,025	£3,593	£4,267	£5,068	£6,019
5	Hornsea	£3,006	£3,570	£4,240	£5,036	£5,981
6	Withernsea/Hedon	£2,945	£3,498	£4,154	£4,934	£5,860
7	Bridlington	£2,745	£3,260	£3,872	£4,599	£5,462
8	Driffield	£3,099	£3,681	£4,371	£5,192	£6,166
9	Pockl'n/Mkt W'ton	£3,164	£3,758	£4,463	£5,301	£6,296
10	Goole/Howden	£2,867	£3,405	£4,044	£4,803	£5,705
Expenditure per person excluding SFT						
Zone		2006	2011	2016	2021	2026
SFT percentage		8.8%	14.1%	14.4%	14.4%	14.4%
1	Hessle/Willerby	£2,753	£3,080	£3,645	£4,330	£5,142
2	Elloughton/Brough	£2,990	£3,345	£3,959	£4,702	£5,585
3	Cottingham	£2,534	£2,834	£3,354	£3,984	£4,732
4	Beverley	£2,759	£3,086	£3,653	£4,338	£5,152
5	Hornsea	£2,741	£3,067	£3,630	£4,311	£5,120
6	Withernsea/Hedon	£2,686	£3,005	£3,556	£4,223	£5,016
7	Bridlington	£2,503	£2,801	£3,315	£3,937	£4,675
8	Driffield	£2,826	£3,162	£3,742	£4,444	£5,278
9	Pockl'n/Mkt W'ton	£2,886	£3,228	£3,820	£4,537	£5,389
10	Goole/Howden	£2,615	£2,925	£3,462	£4,112	£4,883
Total Expenditure on Comparison Goods (excluding SFT) - £ million						
Zone		2006	2011	2016	2021	2026
1	Hessle/Willerby	94.94	110.36	134.32	164.14	200.21
2	Elloughton/Brough	94.64	116.34	145.73	183.10	228.92
3	Cottingham	43.27	50.31	62.95	79.01	98.68
4	Beverley	133.03	154.17	191.74	239.27	297.38
5	Hornsea	58.74	68.59	88.55	114.35	146.31
6	Withernsea/Hedon	86.83	107.62	134.59	168.85	210.83
7	Bridlington	101.02	121.91	152.69	191.83	239.81
8	Driffield	93.62	113.11	141.46	177.48	221.61
9	Pockl'n/Mkt W'ton	103.39	121.80	151.91	190.09	236.81
10	Goole/Howden	82.17	106.65	136.76	175.57	223.54
Study Area Total		891.66	1,070.86	1,340.71	1,683.69	2,104.11

APPENDIX 7

EXPENDITURE FLOWS

A. CONVENIENCE GOODS

B. COMPARISON GOODS

APPENDIX 7A

CONVENIENCE GOODS: ALL CONVENIENCE GOODS SHOPPING, 2008

Shopping Centre Turnover from the Study Area (£ million in 2006 prices)

Zone	Beverley TC	Bridlington TC	Goole TC	Driffield TC	Pocklington	Market W'ton	Hornsea	Withernsea	Hessle	Hedon	Brough	Cottingham	Local shops	Out-of-Centre Stores	External Stores	Total
1 Hessle/Willerby	0.70	0.23		0.23					4.16				2.44	37.65	7.71	53.12
2 Elloughton/Brough	0.60		1.20	0.72	0.21	2.39			3.67		17.22	0.21	0.91	17.04	5.99	50.16
3 Cottingham	0.43			0.24								7.81	0.50	10.65	4.68	24.31
4 Beverley	43.26	0.43		0.37			0.20		0.20				1.11	22.28	7.08	74.93
5 Hornsea	2.40	0.83					8.50	0.16		0.16			2.15	3.63	15.30	33.13
6 Hedon/Withernsea					0.31			4.42		8.44				14.57	20.88	48.62
7 Bridlington		40.12											0.31	19.19	0.24	59.86
8 Driffield	3.46	2.50		29.71		0.55	0.59						2.60	7.95	4.12	51.48
9 Pockl'ton/Mkt W'ton	0.56				17.16	15.53					0.17		3.36	2.39	17.17	56.34
10 Goole/Howden			34.32							0.14			3.65	1.41	7.74	47.26
Total Turnover	51.41	44.11	35.52	31.27	17.68	18.47	9.29	4.58	8.03	8.74	17.39	8.02	17.03	136.76	90.90	499.21
market share	10.3%	8.8%	7.1%	6.3%	3.5%	3.7%	1.9%	0.9%	1.6%	1.8%	3.5%	1.6%	3.4%	27.4%	18.2%	100.0%

APPENDIX 8

CAPACITY ANALYSIS, CONVENIENCE GOODS

CAPACITY ANALYSIS, CONVENIENCE GOODS					
Beverley Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	237.11	250.06	274.81	302.81	331.97
Existing Turnover in Beverley from residents of catchment area (£m) [2]	85.47	-	-	-	-
Retention level [3]	36%	36%	36%	36%	36%
Future Expenditure Retained (£m)	-	90.0	98.9	109.0	119.5
less Future Turnover of Existing Shops (£m) [4]	-	88.1	90.7	93.5	96.3
plus Turnover from Visitors and Inflow [5]	2.3	2.4	2.7	2.9	3.2
Surplus Capacity (£m)	-	4.4	10.9	18.5	26.4
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	4.4	10.9	18.5	26.4
[1] defined as Zones 4 Beverley, 8 Driffield, 5 Hornsea, 3 Cottingham, 2 Elloughton/Brough (part), 9 Pocklington/Market Weighton (part)					
[2] convenience goods turnover in Beverley town centre and out-of-centre (Morrisons)					
[3] assuming no increase in retention level for convenience goods					
[4] assuming increase in sales density at 0.6% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in convenience goods in Beverley					

CAPACITY ANALYSIS, CONVENIENCE GOODS					
Bridlington Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	111.34	120.05	131.70	144.88	158.60
Existing Turnover in Bridlington from residents of catchment area (£m) [2]	70.31	-	-	-	-
Retention level [3]	63%	63%	63%	63%	63%
Future Expenditure Retained (£m)	-	75.6	83.0	91.3	99.9
less Future Turnover of Existing Shops (£m) [4]	-	72.4	74.6	76.9	79.2
plus Turnover from Visitors and Inflow [5]	2.2	2.4	2.6	2.9	3.1
Surplus Capacity (£m)	-	5.6	10.9	17.2	23.8
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	5.6	10.9	17.2	23.8
[1] defined as Zones 7 Bridlington and 8 Driffield					
[2] convenience goods turnover in Bridlington town centre and out-of-centre (Morrisons)					
[3] assuming no increase in retention level for convenience goods					
[4] assuming increase in sales density at 0.6% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in convenience goods in Bridlington					

CAPACITY ANALYSIS, CONVENIENCE GOODS					
Goole Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	47.26	54.78	61.56	69.25	77.25
Existing Turnover in Goole from residents of catchment area (£m) [2]	35.52	-	-	-	-
Retention level [3]	75%	75%	75%	75%	75%
Future Expenditure Retained (£m)	-	41.1	46.2	51.9	57.9
less Future Turnover of Existing Shops (£m) [4]	-	36.6	37.7	38.9	40.0
plus Turnover from Visitors and Inflow [5]	-	-	-	-	-
Surplus Capacity (£m)	-	4.5	8.5	13.1	17.9
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	4.5	8.5	13.1	17.9
[1] defined as Zone 10 Goole/Howden					
[2] convenience goods turnover in Goole town centre					
[3] assuming no increase in retention level for convenience goods					
[4] assuming increase in sales density at 0.6% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in convenience goods in Goole					

CAPACITY ANALYSIS, CONVENIENCE GOODS					
Driffield Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	51.48	55.54	60.88	66.92	73.21
Existing Turnover in Driffield from residents of catchment area (£m) [2]	31.27	-	-	-	-
Retention level [3]	61%	90%	90%	90%	90%
Future Expenditure Retained (£m)	-	50.0	54.8	60.2	65.9
less Future Turnover of Existing Shops (£m) [4]	-	32.2	33.2	34.2	35.2
plus Turnover from Visitors and Inflow [5]	0.8	0.9	0.9	1.0	1.1
Surplus Capacity (£m)	-	18.6	22.5	27.1	31.8
less Commitments (£m) [6]	-	37.1	38.2	39.4	40.6
Residual Capacity (£m)	-	-18.5	-15.7	-12.3	-8.8
[1] defined as Zone 8 Driffield					
[2] convenience goods turnover in Driffield town centre					
[3] assuming an increase in retention level for convenience goods following new foodstore developments (allowing for 50% of turnover of schemes from clawback)					
[4] assuming increase in sales density at 0.6% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] Commitments in convenience goods in Driffield: (adjusted to 2006 prices)		£ million			
Tesco replacement store (increase in turnover)		10.0			
Aldi, Viking Centre		2.4			
Foodstore, Cattle Market site		24.7			
Total		37.1			
turnover of commitments assumed to increase at 0.6% per annum					

CAPACITY ANALYSIS, CONVENIENCE GOODS					
Pocklington Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	28.17	29.64	32.39	35.52	38.77
Existing Turnover in Pocklington from residents of catchment area (£m) [2]	17.68	-	-	-	-
Retention level [3]	63%	63%	63%	63%	63%
Future Expenditure Retained (£m)	-	18.7	20.4	22.4	24.4
less Future Turnover of Existing Shops (£m) [4]	-	18.2	18.8	19.3	19.9
plus Turnover from Visitors and Inflow [5]	-	-	-	-	-
Surplus Capacity (£m)	-	0.5	1.6	3.0	4.5
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	0.5	1.6	3.0	4.5
[1] defined as Zone 9 Pocklington/Market Weighton (50% of expenditure)					
[2] convenience goods turnover in Pocklington, including Sainsburys					
[3] assuming no increase in retention level for convenience goods					
[4] assuming increase in sales density at 0.6% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in convenience goods in Pocklington					

CAPACITY ANALYSIS, CONVENIENCE GOODS					
Market Weighton Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	28.17	29.64	32.39	35.52	38.77
Existing Turnover in Market Weighton from residents of catchment area (£m) [2]	18.47	-	-	-	-
Retention level [3]	66%	66%	66%	66%	66%
Future Expenditure Retained (£m)	-	19.6	21.4	23.4	25.6
less Future Turnover of Existing Shops (£m) [4]	-	19.0	19.6	20.2	20.8
plus Turnover from Visitors and Inflow [5]	-	-	-	-	-
Surplus Capacity (£m)	-	0.5	1.8	3.2	4.8
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	0.5	1.8	3.2	4.8
[1] defined as Zone 9 Pocklington/Market Weighton (50% of expenditure)					
[2] convenience goods turnover in Market Weighton					
[3] assuming no increase in retention level for convenience goods					
[4] assuming increase in sales density at 0.6% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in convenience goods in Market Weighton					

CAPACITY ANALYSIS, CONVENIENCE GOODS					
Hornsea Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	33.13	34.55	39.09	44.23	49.58
Existing Turnover in Hornsea from residents of catchment area (£m) [2]	9.29	-	-	-	-
Retention level [3]	28%	28%	28%	28%	28%
Future Expenditure Retained (£m)	-	9.7	10.9	12.4	13.9
less Future Turnover of Existing Shops (£m) [4]	-	9.6	9.9	10.2	10.5
plus Turnover from Visitors and Inflow [5]	0.3	0.3	0.4	0.4	0.4
Surplus Capacity (£m)	-	0.4	1.4	2.6	3.9
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	0.4	1.4	2.6	3.9
[1] defined as Zone 5 Hornsea					
[2] convenience goods turnover in Hornsea					
[3] assuming no increase in retention level for convenience goods					
[4] assuming increase in sales density at 0.6% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in convenience goods in Hornsea					

CAPACITY ANALYSIS, CONVENIENCE GOODS					
Withernsea Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	24.31	26.91	29.49	32.42	35.47
Existing Turnover in Withernsea from residents of catchment area (£m) [2]	18.88	-	-	-	-
Retention level [3]	78%	78%	78%	78%	78%
Future Expenditure Retained (£m)	-	21.0	23.0	25.3	27.7
less Future Turnover of Existing Shops (£m) [4]	-	19.5	20.0	20.7	21.3
plus Turnover from Visitors and Inflow [5]	0.1	0.1	0.1	0.1	0.1
Surplus Capacity (£m)	-	1.6	3.1	4.8	6.5
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	1.6	3.1	4.8	6.5
[1] defined as Zone 6 Withernsea/Hedon (50% of expenditure)					
[2] convenience goods turnover in Withernsea, including Tesco					
[3] assuming no increase in retention level for convenience goods					
[4] assuming increase in sales density at 0.6% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in convenience goods in Withernsea					

CAPACITY ANALYSIS, CONVENIENCE GOODS					
Hedon Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	24.31	26.91	29.49	32.42	35.47
Existing Turnover in Hedon from residents of catchment area (£m) [2]	8.74	-	-	-	-
Retention level [3]	36%	36%	36%	36%	36%
Future Expenditure Retained (£m)	-	9.7	10.6	11.7	12.8
less Future Turnover of Existing Shops (£m) [4]	-	9.0	9.3	9.6	9.9
plus Turnover from Visitors and Inflow [5]	-	-	-	-	-
Surplus Capacity (£m)	-	0.7	1.3	2.1	2.9
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	0.7	1.3	2.1	2.9
[1] defined as Zone 6 Withernsea/Hedon (50% of expenditure)					
[2] convenience goods turnover in Hedon including Co-op					
[3] assuming no increase in retention level for convenience goods					
[4] assuming increase in sales density at 0.6% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in convenience goods in Hedon					

CAPACITY ANALYSIS, CONVENIENCE GOODS					
Hessle Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	78.20	82.67	89.08	96.25	103.76
Existing Turnover in Hessle from residents of catchment area (£m) [2]	8.04	-	-	-	-
Retention level [3]	10%	10%	10%	10%	10%
Future Expenditure Retained (£m)	-	8.3	8.9	9.6	10.4
less Future Turnover of Existing Shops (£m) [4]	-	8.3	8.5	8.8	9.1
plus Turnover from Visitors and Inflow [5]	-	-	-	-	-
Surplus Capacity (£m)	-	0.0	0.4	0.8	1.3
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	0.0	0.4	0.8	1.3
[1] defined as Zones 1 Hessle/Willerby and 2 Elloughton/Brough (part)					
[2] convenience goods turnover in Hessle					
[3] assuming no increase in retention level for convenience goods					
[4] assuming increase in sales density at 0.6% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in convenience goods in Hessle					

CAPACITY ANALYSIS, CONVENIENCE GOODS					
Elloughton/Brough Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	25.08	27.53	30.23	33.27	36.45
Existing Turnover in Elloughton/Brough from residents of catchment area (£m) [2]	17.39	-	-	-	-
Retention level [3]	69%	69%	69%	69%	69%
Future Expenditure Retained (£m)	-	19.0	20.9	23.0	25.1
less Future Turnover of Existing Shops (£m) [4]	-	17.9	18.5	19.0	19.6
plus Turnover from Visitors and Inflow [5]	-	-	-	-	-
Surplus Capacity (£m)	-	1.1	2.4	3.9	5.5
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	1.1	2.4	3.9	5.5
[1] defined as Zone 2 Elloughton/Brough					
[2] convenience goods turnover in Elloughton/Brough					
[3] assuming no increase in retention level for convenience goods					
[4] assuming increase in sales density at 0.6% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in convenience goods in Brough					

CAPACITY ANALYSIS, CONVENIENCE GOODS					
Cottingham Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	24.31	25.25	27.69	30.45	33.32
Existing Turnover in Cottingham from residents of catchment area (£m) [2]	8.02	-	-	-	-
Retention level [3]	33%	33%	33%	33%	33%
Future Expenditure Retained (£m)	-	8.3	9.1	10.0	11.0
less Future Turnover of Existing Shops (£m) [4]	-	8.3	8.5	8.8	9.0
plus Turnover from Visitors and Inflow [5]	-	-	-	-	-
Surplus Capacity (£m)	-	0.1	0.6	1.3	2.0
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	0.1	0.6	1.3	2.0
[1] defined as Zone 3 Cottingham					
[2] convenience goods turnover in Cottingham					
[3] assuming no increase in retention level for convenience goods					
[4] assuming increase in sales density at 0.6% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in convenience goods in Cottingham					

CAPACITY ANALYSIS, CONVENIENCE GOODS					
Howden Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	23.63	27.39	30.78	34.63	38.63
Existing Turnover in Howden from residents of catchment area (£m) [2]	2.10	-	-	-	-
Retention level [3]	9%	15%	15%	15%	15%
Future Expenditure Retained (£m)	-	4.1	4.6	5.2	5.8
less Future Turnover of Existing Shops (£m) [4]	-	2.2	2.2	2.3	2.4
plus Turnover from Visitors and Inflow [5]	0.2	0.2	0.3	0.3	0.3
Surplus Capacity (£m)	-	2.2	2.6	3.2	3.8
less Commitments (£m) [6]	-	2.7	2.8	2.9	3.0
Residual Capacity (£m)	-	-0.5	-0.1	0.3	0.8
[1] defined as Zone 10 Goole/Howden (part)					
[2] convenience goods turnover in Howden					
[3] assuming an increase in retention level for convenience goods following new foodstore development (allowing for 60% of turnover of supermarket from clawback)					
[4] assuming increase in sales density at 0.6% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] Commitments in convenience goods in Howden:					
		£ million			
Somerfield supermarket		2.7			
turnover of commitments assumed to increase at 0.6% per annum					

APPENDIX 9

CAPACITY ANALYSIS, COMPARISON GOODS

CAPACITY ANALYSIS, COMPARISON GOODS					
Beverley Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	427.68	505.25	633.52	796.71	996.85
Existing Turnover in Beverley from residents of catchment area (£m) [2]	112.22	-	-	-	-
Retention level [3]	26%	26%	26%	26%	26%
Future Expenditure Retained (£m)	-	131.4	164.7	207.1	259.2
less Future Turnover of Existing Shops (£m) [4]	-	125.1	139.5	155.5	173.4
plus Turnover from Visitors and Inflow [5]	30.5	36.0	45.1	56.7	71.0
Surplus Capacity (£m)	-	42.2	70.3	108.3	156.7
less Commitments (£m) [6]	-	10.9	12.2	13.5	15.1
Residual Capacity (£m)	-	31.3	58.2	94.8	141.6
[1] defined as Zones 4 Beverley, 8 Driffield, 5 Hornsea, 3 Cottingham, 2 Elloughton/Brough (part), 9 Pocklington/Market Weighton (part)					
[2] comparison goods turnover in Beverley town centre and out-of-centre retail warehouses					
[3] assuming no increase in retention level for comparison goods					
[4] assuming increase in sales density at 2.2% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] Commitments in comparison goods in Beverley:					
	£ million				
former Focus store	8.4				
Landress Lane	2.5				
total	10.9				
turnover of commitments assumed to increase at 2.2% per annum					

CAPACITY ANALYSIS, COMPARISON GOODS					
Bridlington Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	194.64	235.02	294.15	369.31	461.42
Existing Turnover in Bridlington from residents of catchment area (£m) [2]	94.92	-	-	-	-
Retention level [3]	49%	49%	49%	49%	49%
Future Expenditure Retained (£m)	-	115.2	144.1	181.0	226.1
less Future Turnover of Existing Shops (£m) [4]	-	105.8	118.0	131.6	146.7
plus Turnover from Visitors and Inflow [5]	24.2	29.2	36.5	45.9	57.3
Surplus Capacity (£m)	-	38.5	62.7	95.3	136.7
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	38.5	62.7	95.3	136.7
[1] defined as Zones 7 Bridlington and 8 Driffield					
[2] comparison goods turnover in Bridlington town centre and out-of-centre retail warehouses					
[3] assuming no increase in retention level for comparison goods					
[4] assuming increase in sales density at 2.2% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in comparison goods in Bridlington					

CAPACITY ANALYSIS, COMPARISON GOODS					
Goole Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	82.17	106.65	136.76	175.57	223.54
Existing Turnover in Goole from residents of catchment area (£m) [2]	42.80	-	-	-	-
Retention level [3]	52%	52%	52%	52%	52%
Future Expenditure Retained (£m)	-	55.5	71.1	91.3	116.2
less Future Turnover of Existing Shops (£m) [4]	-	47.7	53.2	59.3	66.1
plus Turnover from Visitors and Inflow [5]	-	-	-	-	-
Surplus Capacity (£m)	-	7.7	17.9	32.0	50.1
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	7.7	17.9	32.0	50.1
[1] defined as Zone 10 Goole/Howden					
[2] comparison goods turnover in Goole town centre and out-of-centre retail warehouses					
[3] assuming no increase in retention level for comparison goods					
[4] assuming increase in sales density at 2.2% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in comparison goods in Goole					

CAPACITY ANALYSIS, COMPARISON GOODS					
Driffield Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	93.62	113.11	141.46	177.48	221.61
Existing Turnover in Driffield from residents of catchment area (£m) [2]	31.39	-	-	-	-
Retention level [3]	34%	40%	40%	40%	40%
Future Expenditure Retained (£m)	-	45.2	56.6	71.0	88.6
less Future Turnover of Existing Shops (£m) [4]	-	35.0	39.0	43.5	48.5
plus Turnover from Visitors and Inflow [5]	8.5	10.3	12.8	16.1	20.1
Surplus Capacity (£m)	-	20.5	30.4	43.6	60.3
less Commitments (£m) [6]	-	14.9	16.6	18.5	20.7
Residual Capacity (£m)	-	5.6	13.8	25.1	39.6
[1] defined as Zone 8 Driffield					
[2] comparison goods turnover in Driffield town centre					
[3] assuming an increase in retention level for comparison goods following new retail developments (allowing for 50% of turnover of schemes from clawback)					
[4] assuming increase in sales density at 2.2% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] Commitments in comparison goods in Driffield: (adjusted to 2006 prices)		£ million			
Tesco replacement store (increase in turnover)		5.9			
Cattle Market site redevelopment		9.0			
Total		14.9			
turnover of commitments assumed to increase at 2.2% per annum					

CAPACITY ANALYSIS, COMPARISON GOODS					
Pocklington Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	51.70	60.83	75.96	95.05	118.41
Existing Turnover in Pocklington from residents of catchment area (£m) [2]	12.02	-	-	-	-
Retention level [3]	23%	23%	23%	23%	23%
Future Expenditure Retained (£m)	-	14.0	17.5	21.9	27.2
less Future Turnover of Existing Shops (£m) [4]	-	13.4	14.9	16.7	18.6
plus Turnover from Visitors and Inflow [5]	-	-	-	-	-
Surplus Capacity (£m)	-	0.6	2.5	5.2	8.7
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	0.6	2.5	5.2	8.7
[1] defined as Zone 9 Pocklington/Market Weighton (50% of expenditure)					
[2] comparison goods turnover in Pocklington					
[3] assuming no increase in retention level for comparison goods					
[4] assuming increase in sales density at 2.2% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in comparison goods in Pocklington					

CAPACITY ANALYSIS, COMPARISON GOODS					
Market Weighton Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	51.70	60.83	75.96	95.05	118.41
Existing Turnover in Market Weighton from residents of catchment area (£m) [2]	6.31	-	-	-	-
Retention level [3]	12%	12%	12%	12%	12%
Future Expenditure Retained (£m)	-	7.3	9.1	11.4	14.2
less Future Turnover of Existing Shops (£m) [4]	-	7.0	7.8	8.7	9.8
plus Turnover from Visitors and Inflow [5]	-	-	-	-	-
Surplus Capacity (£m)	-	0.3	1.3	2.7	4.5
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	0.3	1.3	2.7	4.5
[1] defined as Zone 9 Pocklington/Market Weighton (50% of expenditure)					
[2] comparison goods turnover in Market Weighton					
[3] assuming no increase in retention level for comparison goods					
[4] assuming increase in sales density at 2.2% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in comparison goods in Market Weighton					

CAPACITY ANALYSIS, COMPARISON GOODS					
Hornsea Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	58.74	68.59	88.55	114.35	146.31
Existing Turnover in Hornsea from residents of catchment area (£m) [2]	8.69	-	-	-	-
Retention level [3]	15%	15%	15%	15%	15%
Future Expenditure Retained (£m)	-	10.3	13.3	17.2	21.9
less Future Turnover of Existing Shops (£m) [4]	-	9.7	10.8	12.0	13.4
plus Turnover from Visitors and Inflow [5]	2.1	2.5	3.2	4.1	5.3
Surplus Capacity (£m)	-	3.1	5.7	9.2	13.8
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	3.1	5.7	9.2	13.8
[1] defined as Zone 5 Hornsea					
[2] comparison goods turnover in Hornsea					
[3] assuming no increase in retention level for comparison goods					
[4] assuming increase in sales density at 2.2% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in comparison goods in Hornsea					

CAPACITY ANALYSIS, COMPARISON GOODS					
Withernsea Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	43.32	53.81	67.30	84.43	105.42
Existing Turnover in Withernsea from residents of catchment area (£m) [2]	6.58	-	-	-	-
Retention level [3]	15%	15%	15%	15%	15%
Future Expenditure Retained (£m)	-	8.1	10.1	12.7	15.8
less Future Turnover of Existing Shops (£m) [4]	-	7.3	8.2	9.1	10.2
plus Turnover from Visitors and Inflow [5]	2.1	2.6	3.3	4.1	5.2
Surplus Capacity (£m)	-	3.4	5.2	7.7	10.8
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	3.4	5.2	7.7	10.8
[1] defined as Zone 6 Withernsea/Hedon (50% of expenditure)					
[2] comparison goods turnover in Withernsea					
[3] assuming no increase in retention level for comparison goods					
[4] assuming increase in sales density at 2.2% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in comparison goods in Withernsea					

CAPACITY ANALYSIS, COMPARISON GOODS					
Hedon Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	43.32	53.81	67.30	84.43	105.42
Existing Turnover in Hedon from residents of catchment area (£m) [2]	3.45	-	-	-	-
Retention level [3]	8%	8%	8%	8%	8%
Future Expenditure Retained (£m)	-	4.3	5.4	6.8	8.4
less Future Turnover of Existing Shops (£m) [4]	-	3.8	4.3	4.8	5.3
plus Turnover from Visitors and Inflow [5]	-	-	-	-	-
Surplus Capacity (£m)	-	0.5	1.1	2.0	3.1
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	0.5	1.1	2.0	3.1
[1] defined as Zone 6 Withernsea/Hedon (50% of expenditure)					
[2] convenience goods turnover in Hedon					
[3] assuming no increase in retention level for comparison goods					
[4] assuming increase in sales density at 2.2% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in comparison goods in Hedon					

CAPACITY ANALYSIS, COMPARISON GOODS					
Hessle Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	142.26	168.53	207.19	255.69	314.67
Existing Turnover in Hessle from residents of catchment area (£m) [2]	7.58	-	-	-	-
Retention level [3]	5%	5%	5%	5%	5%
Future Expenditure Retained (£m)	-	8.4	10.4	12.8	15.7
less Future Turnover of Existing Shops (£m) [4]	-	8.5	9.4	10.5	11.7
plus Turnover from Visitors and Inflow [5]	-	-	-	-	-
Surplus Capacity (£m)	-	0.0	0.9	2.3	4.0
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	0.0	0.9	2.3	4.0
[1] defined as Zones 1 Hessle/Willerby and 2 Elloughton/Brough (part)					
[2] comparison goods turnover in Hessle					
[3] assuming no increase in retention level for comparison goods					
[4] assuming increase in sales density at 2.2% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in comparison goods in Hessle					

CAPACITY ANALYSIS, COMPARISON GOODS					
Elloughton/Brough Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	47.32	58.17	72.87	91.55	114.46
Existing Turnover in Elloughton/Brough from residents of catchment area (£m) [2]	0.44	-	-	-	-
Retention level [3]	0.9%	1%	1%	1%	1%
Future Expenditure Retained (£m)	-	0.6	0.7	0.9	1.1
less Future Turnover of Existing Shops (£m) [4]	-	0.5	0.5	0.6	0.7
plus Turnover from Visitors and Inflow [5]	-	-	-	-	-
Surplus Capacity (£m)	-	0.1	0.2	0.3	0.5
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	0.1	0.2	0.3	0.5
[1] defined as Zone 2 Elloughton/Brough					
[2] comparison goods turnover in Brough					
[3] assuming no increase in retention level for comparison goods					
[4] assuming increase in sales density at 2.2% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in comparison goods in Brough					

CAPACITY ANALYSIS, COMPARISON GOODS					
Cottingham Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	43.27	50.31	62.95	79.01	98.68
Existing Turnover in Cottingham from residents of catchment area (£m) [2]	5.37	-	-	-	-
Retention level [3]	12%	12%	12%	12%	12%
Future Expenditure Retained (£m)	-	6.0	7.6	9.5	11.8
less Future Turnover of Existing Shops (£m) [4]	-	6.0	6.7	7.4	8.3
plus Turnover from Visitors and Inflow [5]	-	-	-	-	-
Surplus Capacity (£m)	-	0.0	0.9	2.0	3.5
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	0.0	0.9	2.0	3.5
[1] defined as Zone 3 Cottingham					
[2] comparison goods turnover in Cottingham					
[3] assuming no increase in retention level for comparison goods					
[4] assuming increase in sales density at 2.2% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in comparison goods in Cottingham					

APPENDIX 9A

CAPACITY ANALYSIS, COMPARISON GOODS					
Howden Catchment Area (2006 prices) [1]					
	2006	2011	2016	2021	2026
Expenditure (£m)	41.09	53.33	68.38	87.79	111.77
Existing Turnover in Howden from residents of catchment area (£m) [2]	0.72	-	-	-	-
Retention level [3]	2%	2%	2%	2%	2%
Future Expenditure Retained (£m)	-	1.1	1.4	1.8	2.2
less Future Turnover of Existing Shops (£m) [4]	-	0.8	0.9	1.0	1.1
plus Turnover from Visitors and Inflow [5]	0.1	0.1	0.1	0.1	0.2
Surplus Capacity (£m)	-	0.4	0.6	0.9	1.3
less Commitments (£m) [6]	-	-	-	-	-
Residual Capacity (£m)	-	0.4	0.6	0.9	1.3
[1] defined as Zone 10 Goole/Howden (part)					
[2] comparison goods turnover in Howden					
[3] assuming no increase in retention level for comparison goods					
[4] assuming increase in sales density at 2.2% per annum					
[5] assumed to increase at same rate as expenditure by residents					
[6] No commitments in comparison goods in Howden					