APPENDICES

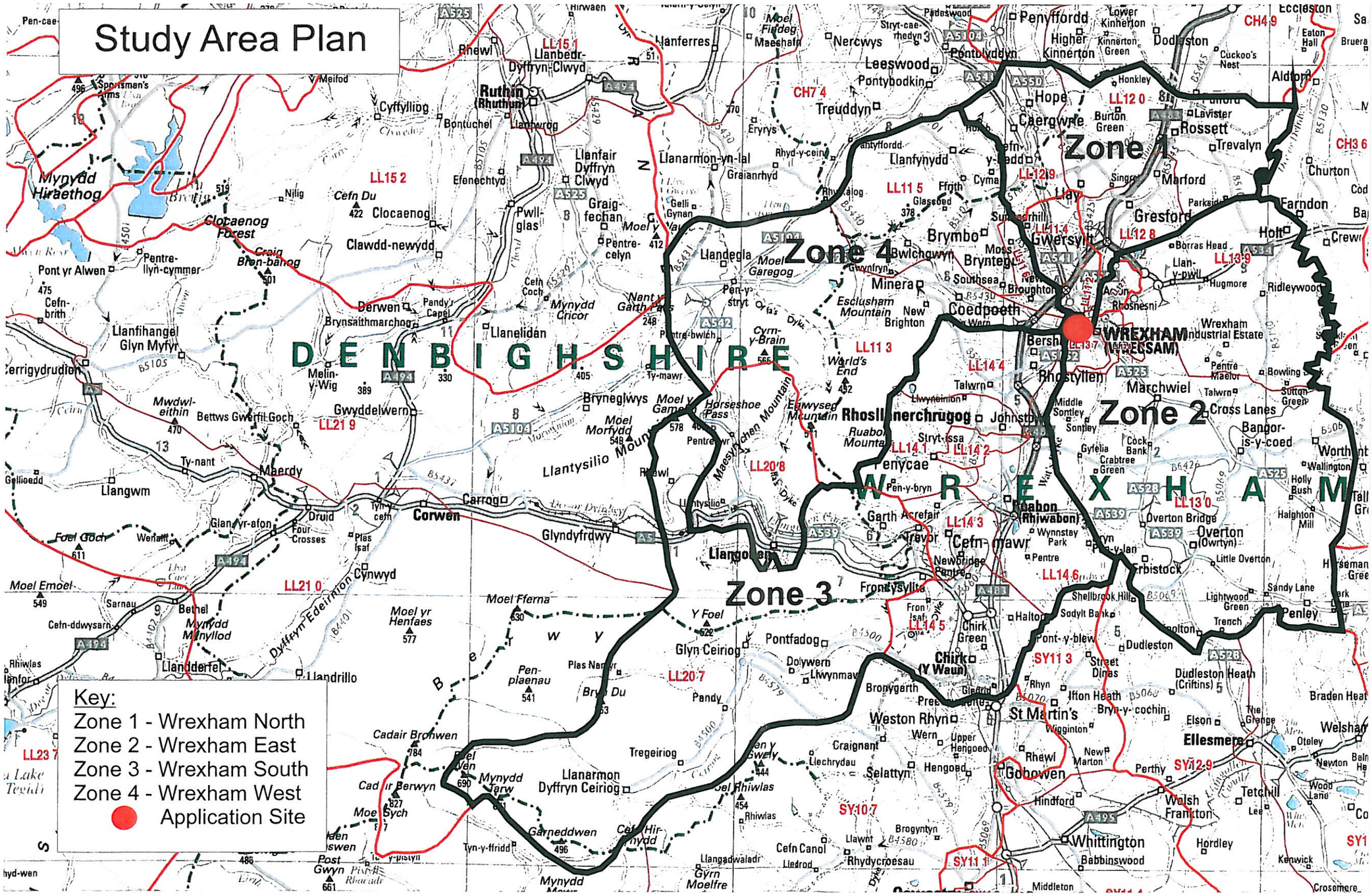
APPENDIX RA1

STUDY AREA PLAN

peacock andsmith

chartered town planners & development consultants

Study Area Plan



Created by:
Peacock & Smith,
Suite 9C,
Joseph's Well,
Hanover Walk,
Leeds LS3 1AB.
T: 0113 2431919
F: 0113 2422198
www.peacockandsmith.co.uk

APPENDIX RA2

HOUSEHOLD SURVEY QUESTIONNAIRE

Job No. 250908

Wrexham Household Shopping Survey

Good morning / afternoon / evening, I am ..... from NEMS market research, an independent market research company, and we are conducting a short survey in your area about food shopping. Do you have time to answer some questions ? It will take about 5 minutes

QA **Can I just ask, are you the person who does most of the shopping in the household ?**
Yes - Continue interview
No - Could I speak to the person who is responsible for most of the shopping in the household ?

Q01 **At which store or shopping centre do you buy the majority of food for your household, i.e where do you spend the most money on food & groceries ?**
DO NOT PROMPT. ONE ANSWER ONLY

Specified Stores:

1 Aldi, Plas Coch Retail Park, Wrexham
2 Aldi, Chester Street, Mold
3 Aldi, Bumpers Lane, Chester
4 Aldi, Beatrice Street, Oswestry
5 Asda, Holt Road, Wrexham
6 Asda, Aston Road, Queensferry
7 Asda Grange Road, Ellesmere Port
8 Co-op, Holt Road, Wrexham
9 Co-op, Lord Street, Wrexham
10 Co-op, Poplar Road, Wrexham
11 Co-op, Dean Road, Rhosnesni Road, Wrexham
12 Co-op, Prince Charles Road, Queens Park, Wrexham
13 Co-op, Chester Road, Garden Village, Wrexham
14 Co-op, Wrexham Road, Rhostyllen, Wrexham
15 Co-op, Shones Lane, Llay, Wrexham
16 Co-op, Cross Lanes, Wrexham
17 Co-op, Market Square, Fifth Avenue, Wrexham
18 Co-op, Stryt Las, Rhosllanerchrugog, Wrexham
19 Co-op, Market Street, Rhos, Wrexham
20 Co-op, Holyhead Road, Chirk, Wrexham
21 Co-op, Church Street, Chirk, Wrexham
22 Co-op, High Street, Coedpoeth, Wrexham
23 Co-op, The Cross, Gobowen, Oswestry
24 Co-op, Castle Street, Oswestry
25 Co-op, Victoria Street, Oswestry
26 Iceland, Rhos Ddu Road, Wrexham
27 Iceland, Kwik Save Precinct, Dodds Lane Gwersyllt, Wrexham
28 Iceland, Frodsham Street, Chester
29 Iceland, New Street, Mold
30 Iceland, Oswald Road, Oswestry
31 Iceland, Brownlow Street, Whitchurch
32 Iceland, Ffordd Llanarth Precinct, Maengwyn Avenue, Connah's Quay
33 Kwik Save, Borras Park Road, Wrexham
34 Kwik Save, Chester Street, Wrexham
35 Kwik Save, Well Street, Wrexham
36 Kwik Save, Kingsmills Road, Wrexham
37 Kwik Save, Dodds Lane, Wrexham
38 Kwik Save, Ruabon Road, Wrexham
39 Lidl, Salop Road, Wrexham
40 Lidl, Mold Road, Denbighshire
41 Marks and Spencer, Hope Street, Wrexham
42 Marks and Spencer, Smithfield Road, Oswestry
43 Marks and Spencer, The Coliseum Retail Park, Cheshire Oaks
44 Morrisons, Liverpool Road, Chester
45 Morrisons, Station Road, Nantwich
46 Morrisons, Chester Road, Ellesmere Port
47 Netto, River Lane, Saltney, Chester
48 Sainsburys, Plas Coch, Wrexham
49 Sainsburys, Caldy Valley Road, Great Broughton, chester
50 Sainsburys, Blackgate Street, Oswestry
51 Sainsburys, Flintshire Retail Park, Flint
52 Sainsburys, Little Stanney, Ellesmere Port
53 Somerfield, Dodds Lane, Wrexham
54 Somerfield, Borras Park, Wrexham
55 Somerfield, Ruabon Road, Wrexham
56 Somerfield, Brunswick Road, Buckley
57 Somerfield, Northgate Street, Chester
58 Somerfield, Well Street, Wrexham
59 Somerfield, Regent Street, Llangollen
60 Tesco, Crescent Road, Wrexham
61 Tesco, Broughton Road, Chester
62 Tesco, Ponterwyl, Mold
63 Tesco, Frodsham Square, Chester
64 Tesco, White Lion Lane, Whitchurch
65 Tesco, Lon Parcwr, Ruthin

Local Shops:

66 Borras Park District Centre
67 Cefn Mawr District Centre
68 Chirk District Centre
69 Coedpoeth District Centre

Copyright **NEMS** market research

70 Gresford District Centre
71 Gwersyllt District Centre
72 Holt District Centre
73 Penybryn District Centre
74 Ruabon District Centre
75 Rhos District Centre
Other:
85 Internet / home delivery
86 Other (PLEASE WRITE IN)
87 (Don't know / varies)

Q02 What is the main reason why you choose to use (STORE MENTIONED AT Q01) for your main food shopping ?
DO NOT PROMPT, ONE ANSWER ONLY

1 Convenient to home
2 Convenient to work
3 Easy to get to
4 Good bus service
5 Good / cheap parking
6 Range of goods available
7 Quality of goods
8 Lower prices
9 Better value for money
A Preference for retailer
B Has petrol station
C Good service / friendly staff
D Other shops / services nearby / convenient
E Habit / Always used it
F Other (PLEASE WRITE IN)
G (Don't know)
H (No particular reason)

Q03 How do you normally travel to ... (STORE MENTIONED AT Q01) for main food shopping?
DO NOT PROMPT, ONE ANSWER ONLY

1 Car / Van (as driver)
2 Car / Van (as passenger)s
3 Bus
4 Train
5 Walk
6 Taxi
7 Bike
8 Motorbike
9 Other (PLEASE WRITE IN)
A (Not applicable, goods delivered)
B (Don't know / can't remember)

Q04 How often do you normally do your main food and grocery shopping ?

READ OUT, ONE ANSWER ONLY

1 Every day / most days
2 2-3 times a week
3 Weekly
4 Fortnightly
5 Monthly
6 Less often
7 (Don't know / varies / no particular pattern)

If 'internet / delivered' at Q03, goto Q08

Q05 When you visit (STORE MENTIONED AT Q01) for your main food shopping trip, do you ever visit other shops and facilities as part of that same trip, i.e. go to the bank, Post Office, the library, or other shops, either before of after visiting (STORE MENTIONED AT Q01) ?
READ OUT ONE ANSWER ONLY

1	Always	GO TO Q06
2	Frequently	GO TO Q06
3	Rarely	GO TO Q06
4	Never	GO TO Q08
5	(Don't know)	GO TO Q08

Copyright **NEMS** market research

Q06 **Where do you usually go when you visit other shops, services or facilities as part of your main food shopping trip ?**
DO NOT READ OUT. CAN BE MULTICODED

1 Borras Park District Centre
2 Buckley Town Centre
3 Cefn Mawr District Centre
4 Cheshire Oaks
5 Chester Town Centre
6 Chirk District Centre
7 Coedpoeth District Centre
8 Connah's Quay Town Centre
9 Ellesmere Port Town Centre
A Flint Town Centre
B Gresford District Centre
C Gwersyllt District Centre
D Holt District Centre
E Mold Town Centre
F Nantwich Town Centre
G Oswestry Town Centre
H Penybryn District Centre
I Queenserry Town Centre
J Rhos District Centre
K Ruabon District Centre
L Whitchurch Town Centre
M Wrexham Town Centre
N Wrexham Town Centre
O Other (PLEASE WRITE IN)
P (Don't know / varies)

Q07 **When you visit other shops and facilities on your main food shopping trip, which of these activities do you also do ?**
READ OUT. CAN BE MULTICODED

1 Go to work
2 Other non-food shopping
3 Non-food shoppng
4 Financial services (bank / building society / Post Office)
5 Eating out / pub
6 Other (PLEASE WRITE IN)
7 (Don't know)
8 (None of the above)

Q08 **Roughly what proportion of your household's total expenditure on food and groceries (including milk, newspaper, cigarettes, etc) is spent at ..... (STORE MENTIONED AT Q01) ?**
READ OUT. ONE ANSWER ONLY.

1 1-20%
2 21-40%
3 41-60%
4 61-80%
5 81-100%
6 (Don't know / not sure)

Q09 **Do you ever make shopping trips for small 'top-up' purchases, such as bread, milk and other such items, in between your main food shopping trips ?**

1 Yes — GO TO Q10
2 No — GO TO Q14

Copyright **NEMS** market research

Q10 Which shopping centre or shop do you usually go to for your day-to-day 'top-up' food shopping, i.e. to purchase smaller quantities of food?

DO NOT PROMPT, ONE ANSWER ONLY

Specified Stores:

1 Aldi, Plas Coch Retail Park, Wrexham
2 Aldi, Chester Street, Mold
3 Aldi, Bumpers Lane, Chester
4 Aldi, Beatrice Street, Oswestry
5 Asda, Holt Road, Wrexham
6 Asda, Aston Road, Queensferry
7 Asda Grange Road, Ellesmere Port
8 Co-op, Holt Road, Wrexham
9 Co-op, Lord Street, Wrexham
10 Co-op, Poplar Road, Wrexham
11 Co-op, Dean Road, Rhosnesni Road, Wrexham
12 Co-op, Prince Charles Road, Queens Park, Wrexham
13 Co-op, Chester Road, Garden Village, Wrexham
14 Co-op, Wrexham Road, Rhostyllen, Wrexham
15 Co-op, Shones Lane, Llay, Wrexham
16 Co-op, Cross Lanes, Wrexham
17 Co-op, Market Square, Fifth Avenue, Wrexham
18 Co-op, Stryt Las, Rhosllanerchrugog, Wrexham
19 Co-op, Market Street, Rhos, Wrexham
20 Co-op, Holyhead Road, Chirk, Wrexham
21 Co-op, Church Street, Chirk, Wrexham
22 Co-op, High Street, Coedpoeth, Wrexham
23 Co-op, The Cross, Gobowen, Oswestry
24 Co-op, Castle Street, Oswestry
25 Co-op, Victoria Street, Oswestry
26 Iceland, Rhos Ddu Road, Wrexham
27 Iceland, Kwik Save Precinct, Dodds Lane Gwersyllt, Wrexham
28 Iceland, Frodsham Street, Chester
29 Iceland, New Street, Mold
30 Iceland, Oswald Road, Oswestry
31 Iceland, Brownlow Street, Whitchurch
32 Iceland, Ffordd Llanarth Precinct, Maengwyn Avenue, Connah's Quay
33 Kwik Save, Borras Park Road, Wrexham
34 Kwik Save, Chester Street, Wrexham
35 Kwik Save, Well Street, Wrexham
36 Kwik Save, Kingsmills Road, Wrexham
37 Kwik Save, Dodds Lane, Wrexham
38 Kwik Save, Ruabon Road, Wrexham
39 Lidl, Salop Road, Wrexham
40 Lidl, Mold Road, Denbighshire
41 Marks and Spencer, Hope Street, Wrexham
42 Marks and Spencer, Smithfield Road, Oswestry
43 Marks and Spencer, The Coliseum Retail Park, Cheshire Oaks
44 Morrisons, Liverpool Road, Chester
45 Morrisons, Station Road, Nantwich
46 Morrisons, Chester Road, Ellesmere Port
47 Netto, River Lane, Saltney, Chester
48 Sainsburys, Plas Coch, Wrexham
49 Sainsburys, Caldy Valley Road, Great Broughton, chester
50 Sainsburys, Blackgate Street, Oswestry
51 Sainsburys, Flinstshire Retail Park, Flint
52 Sainsburys, Little Stanney, Ellesmere Port
53 Somerfield, Dodds Lane, Wrexham
54 Somerfield, Borras Park, Wrexham
55 Somerfield, Ruabon Road, Wrexham
56 Somerfield, Brunswick Road, Buckley
57 Somerfield, Northgate Street, Chester
58 Somerfield, Well Street, Wrexham
59 Somerfield, Regent Street, Llangollen
60 Tesco, Crescent Road, Wrexham
61 Tesco, Broughton Road, Chester
62 Tesco, Ponterwyl, Mold
63 Tesco, Frodsham Square, Chester
64 Tesco, White Lion Lane, Whitchurch
65 Tesco, Lon Parcwr, Ruthin

Local Shops:

66 Borras Park District Centre
67 Cefn Mawr District Centre
68 Chirk District Centre
69 Coedpoeth District Centre
70 Gresford District Centre
71 Gwersyllt District Centre
72 Holt District Centre
73 Penybryn District Centre
74 Ruabon District Centre
75 Rhos District Centre

Other:

85 Internet / home delivery
86 Other (PLEASE WRITE IN)
87 (Don't know / varies)

Copyright **NEMS** market research

Q11 What is the main reason why you choose to use (STORE MENTIONED AT Q10) for most of your 'top-up' shopping ?
DO NOT PROMPT, ONE ANSWER ONLY

1 Convenient to home
2 Convenient to work
3 Easy to get to
4 Good bus service
5 Good / cheap parking
6 Range of goods available
7 Quality of goods
8 Lower prices
9 Better value for money
A Preference for retailer
B Has Petrol Station
C Good service / friendly staff
E Other shops / services nearby / convenient
F Habit / Always used it
G Other (PLEASE WRITE IN)
H (Don't know)
I (No particular reason)

Q12 How do you normally travel to ... (STORE MENTIONED AT Q10) for 'top-up' food shopping?
DO NOT PROMPT, ONE ANSWER ONLY

1 Car / Van (as driver)
2 Car / Van (as passengers)
3 Bus
4 Train
5 Walk
6 Taxi
7 Bike
8 Motorbike
9 Other (PLEASE WRITE IN)
A (Not applicable, goods delivered)
B (Don't know / can't remember)

Q13 How often do you normally do your 'top-up' food and grocery shopping ?
READ OUT. ONE ANSWER ONLY

1 Every day / most days
2 2-3 times a week
3 Weekly
4 Fortnightly
5 Monthly
6 Less often
7 (Don't know / varies / no particular pattern)

Q14 Now thinking about non-food shopping, can you please tell me in which town or shopping centre do you do most of your household's non-food shopping, i.e. for clothes, shoes, books and gifts ?
DO NOT READ OUT. ONE ANSWER ONLY.

1 Borras Park District Centre
2 Buckley Town Centre
3 Cefn Mawr District Centre
4 Cheshire Oaks
5 Chester Town Centre
6 Chirk District Centre
7 Coedpoeth District Centre
8 Connah's Quay Town Centre
9 Ellesmere Port Town Centre
A Flint Town Centre
B Gresford District Centre
C Gwersyllt District Centre
D Holt District Centre
E Mold Town Centre
F Nantwich Town Centre
G Oswestry Town Centre
H Penybryn District Centre
I Queenserry Town Centre
J Rhos District Centre
K Ruabon District Centre
L Whitchurch Town Centre
M Wrexham Town Centre
N Wrexham Town Centre
C Internet / delivered
D Other (PLEASE WRITE IN)
E (Don't know / varies)
F (Don't buy these goods) GO TO GEN

Copyright **NEMS** market research

Q15 Which other towns / centres do you go to for non-food shopping ?

DO NOT READ OUT. CODE UP TO 2 RESPONSES.

1 Borras Park District Centre
2 Buckley Town Centre
3 Cefn Mawr District Centre
4 Cheshire Oaks
5 Chester Town Centre
6 Chirk District Centre
7 Coedpoeth District Centre
8 Connah's Quay Town Centre
9 Ellesmere Port Town Centre
A Flint Town Centre
B Gresford District Centre
C Gwersyllt District Centre
D Holt District Centre
E Mold Town Centre
F Nantwich Town Centre
G Oswestry Town Centre
H Penybryn District Centre
I Queenserry Town Centre
J Rhos District Centre
K Ruabon District Centre
L Whitchurch Town Centre
M Wrexham Town Centre
N Wrexham Town Centre
C Internet / delivered
C Other (PLEASE WRITE IN)
D (Don't know / varies)
E (Nowhere else)

GEN Gender of respondent:

1 Male
2 Female

AGE Could I ask, how old are you?

1 18 to 24
2 25 to 34
3 35 to 44
4 45 to 54
5 55 to 64
6 65 +
7 (Refused)

ADU How many adults live in your household (16 years and above) ?

1 One
2 Two
3 Three
4 Four
5 Five
6 Six or more
7 (Refused)

CHI How many children live in your household (15 years and under) ?

1 None
2 One
3 Two
4 Three
5 Four
6 Five
7 Six or more
8 (Refused)

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

1 None
2 One
3 Two
4 Three or more
5 (Refused)

OCC What is the occupation of the chief income earner in the household ?

IF RETIRED ASK FOR PREVIOUS OCCUPATION

1 Occupation (PLEASE WRITE IN)
2 (Refused)

Thank & Close

Copyright **NEMS** market research

APPENDIX RA3

HOUSEHOLD SURVEY RESULTS

Data Tabulations
By Demographics

Q01 At which store or shopping centre do you buy the majority of food for your household, i.e where do you spend the most money on food & groceries ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Asda, Holt Road, Wrexham	30.7%	313	30.9%	90	30.7%	223	36.5%	38	31.6%	128	28.5%	142	25.3%	88	33.1%	194	31.1%	268
Tesco, Crescent Road, Wrexham	22.8%	232	22.0%	64	23.1%	168	30.8%	32	26.2%	106	18.4%	92	25.6%	89	21.8%	128	23.2%	200
Sainsburys, Plas Coch, Wrexham	19.9%	203	21.0%	61	19.5%	142	16.3%	17	18.8%	76	22.0%	110	25.3%	88	17.2%	101	21.9%	189
Aldi, Plas Coch Retail Park, Wrexham	3.0%	31	2.4%	7	3.3%	24	2.9%	3	3.7%	15	2.4%	12	2.3%	8	3.2%	19	3.1%	27
Somerfield, Regent Street, Llangollen	1.9%	19	1.7%	5	1.9%	14	1.0%	1	1.5%	6	2.4%	12	2.0%	7	1.7%	10	1.6%	14
Somerfield, Dodds Lane, Wrexham	1.7%	17	1.4%	4	1.8%	13	1.0%	1	1.2%	5	2.2%	11	0.9%	3	1.9%	11	1.4%	12
Tesco, Broughton Road, Chester	1.3%	13	1.4%	4	1.2%	9	1.0%	1	1.2%	5	1.4%	7	2.9%	10	0.3%	2	1.5%	13
Lidl, Salop Road, Wrexham	1.1%	11	0.7%	2	1.2%	9	0.0%	0	0.0%	0	2.2%	11	0.3%	1	1.4%	8	1.2%	10
Somerfield, Borras Park, Wrexham	1.0%	10	1.0%	3	1.0%	7	1.0%	1	1.0%	4	1.0%	5	0.3%	1	1.4%	8	1.0%	9
Somerfield, Ruabon Road, Wrexham	0.9%	9	1.4%	4	0.7%	5	0.0%	0	0.7%	3	1.2%	6	0.3%	1	1.2%	7	0.6%	5
Internet / home delivery	0.9%	9	0.7%	2	1.0%	7	1.9%	2	1.2%	5	0.4%	2	1.7%	6	0.3%	2	0.8%	7
Marks and Spencer, Hope Street, Wrexham	0.8%	8	1.4%	4	0.6%	4	0.0%	0	0.5%	2	1.2%	6	1.1%	4	0.5%	3	0.6%	5
Iceland, Rhosddu Road, Wrexham	0.7%	7	0.7%	2	0.7%	5	0.0%	0	1.0%	4	0.6%	3	0.3%	1	1.0%	6	0.2%	2
Sainsburys, Blackgate Street, Oswestry	0.6%	6	0.3%	1	0.7%	5	1.0%	1	0.7%	3	0.4%	2	0.3%	1	0.7%	4	0.6%	5
Aldi, Beatrice Street, Oswestry	0.6%	6	0.7%	2	0.6%	4	0.0%	0	0.5%	2	0.8%	4	0.9%	3	0.5%	3	0.7%	6
Tesco, Ponterwyl, Mold	0.5%	5	1.0%	3	0.3%	2	0.0%	0	0.5%	2	0.6%	3	0.9%	3	0.3%	2	0.6%	5
Morrisons, Liverpool Road, Chester	0.4%	4	1.0%	3	0.1%	1	1.0%	1	0.5%	2	0.2%	1	0.0%	0	0.5%	3	0.5%	4
Farmfoods, Kingsmills Road, Wrexham	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.0%	0	0.5%	3	0.3%	3
Somerfield, Well Street, Wrexham	0.3%	3	0.7%	2	0.1%	1	0.0%	0	0.5%	2	0.2%	1	0.3%	1	0.3%	2	0.1%	1
Stan's, St Martin's Village	0.3%	3	0.3%	1	0.3%	2	1.0%	1	0.0%	0	0.4%	2	0.6%	2	0.2%	1	0.2%	2
Iceland, Kwik Save Precinct, Dodds Lane Gwersyllt, Wrexham	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.2%	1	0.4%	2	0.3%	1	0.3%	2	0.3%	3
Tesco, Lon Parcwr, Ruthin	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.2%	1	0.4%	2	0.9%	3	0.0%	0	0.3%	3
Spar, Rhosddu Road, Wrexham	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.1%	1
Co-op, Wrexham Road, Rhostyllen, Wrexham	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.3%	2	0.1%	1
Tesco, White Lion Lane, Whitchurch	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	1	0.2%	1	0.2%	2
Co-op, Holyhead Road, Chirk, Wrexham	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.3%	2	0.0%	0
Sainsburys, Caldy Valley Road, Great Broughton, chester	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.2%	1	0.2%	2
Co-op, Shones Lane, Llay, Wrexham	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Marks and Spencer, The Coliseum Retail Park, Cheshire Oaks	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Asda, Aston Road, Queensferry	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1
Co-op, Dean Road, Rhosnesni Road, Wrexham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Sainsburys, Little Stanney, Ellesmere Port	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Marks and Spencer, Smithfield Road, Oswestry	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Tesco, Frodsham Square, Chester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1
Co-op, Church Street, Chirk, Wrexham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Somerfield, Brunswick Road, Buckley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Honeysuckle, Oswestry	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Jones Farm Shop, Mould Road, Wrexham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1
Llangollen	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Kwik Save, Dodds Lane, Wrexham	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
Overton-on-Dee	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Plas Coch, Wrexham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1
Co-op, High Street, Coedpoeth, Wrexham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1
St Martin's Village	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1
Marks and Spencer, Foregate Street, Chester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1
Wrexham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1
(Don't know / varies)	6.9%	70	6.5%	19	7.0%	51	4.8%	5	5.4%	22	8.4%	42	4.9%	17	8.5%	50	5.9%	51
Base:		1018		291		727		104		405		499		348		586		863

Q02 What is the main reason why you choose to use (STORE MENTIONED AT Q01) for your main food shopping ?

Convenient to home	35.0%	356	43.0%	125	31.8%	231	26.9%	28	32.8%	133	38.5%	192	35.9%	125	33.8%	198	35.5%	306
Convenient to work	2.8%	29	2.4%	7	3.0%	22	3.8%	4	4.0%	16	1.8%	9	2.9%	10	3.2%	19	3.0%	26
Easy to get to	1.6%	16	1.0%	3	1.8%	13	1.9%	2	0.7%	3	2.2%	11	0.3%	1	2.6%	15	1.3%	11
Good bus service	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Good / cheap parking	1.4%	14	0.7%	2	1.7%	12	1.0%	1	0.7%	3	2.0%	10	1.7%	6	1.2%	7	1.4%	12
Range of goods available	7.5%	76	6.5%	19	7.8%	57	9.6%	10	7.9%	32	6.8%	34	7.5%	26	7.7%	45	7.1%	61
Quality of goods	6.1%	62	5.5%	16	6.3%	46	1.0%	1	6.7%	27	6.6%	33	6.6%	23	5.6%	33	5.2%	45
Lower prices	20.2%	206	19.2%	56	20.6%	150	26.0%	27	21.0%	85	18.2%	91	19.0%	66	20.6%	121	21.2%	183
Better value for money	2.8%	28	1.7%	5	3.2%	23	4.8%	5	4.0%	16	1.4%	7	2.9%	10	2.6%	15	3.2%	28
Preference for retailer	4.9%	50	4.1%	12	5.2%	38	4.8%	5	5.2%	21	4.4%	22	4.9%	17	5.3%	31	5.3%	46
Has petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good service / friendly staff	1.5%	15	1.7%	5	1.4%	10	0.0%	0	0.0%	0	3.0%	15	1.4%	5	1.4%	8	1.2%	10
Other shops / services nearby / convenient	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.5%	2	0.4%	2	0.6%	2	0.3%	2	0.3%	3
Habit / Always used it	7.8%	79	5.2%	15	8.8%	64	6.7%	7	9.6%	39	6.6%	33	8.6%	30	7.2%	42	8.1%	70
Other	1.4%	14	2.1%	6	1.1%	8	2.9%	3	1.0%	4	1.4%	7	1.4%	5	1.5%	9	1.3%	11
Clubcard / rewards system	0.8%	8	0.3%	1	1.0%	7	1.0%	1	1.0%	4	0.6%	3	1.4%	5	0.5%	3	0.9%	8
Staff / family discount	0.8%	8	0.7%	2	0.8%	6	1.0%	1	0.7%	3	0.8%	4	0.9%	3	0.9%	5	0.8%	7
(Don't know)	2.6%	26	2.4%	7	2.6%	19	4.8%	5	2.0%	8	2.4%	12	2.3%	8	2.2%	13	2.1%	18
(No particular reason)	2.6%	26	3.4%	10	2.2%	16	3.8%	4	2.2%	9	2.6%	13	1.7%	6	3.2%	19	2.0%	17
Base:		1018		291		727		104		405		499		348		586		863

Q03 How do you normally travel to ... (STORE MENTIONED AT Q01) for main food shopping?

Car / Van (as driver)	67.3%	685	75.9%	221	63.8%	464	72.1%	75	76.5%	310	58.9%	294	79.0%	275	60.9%	357	78.2%	675
Car / Van (as passenger/s)	16.9%	172	5.8%	17	21.3%	155	14.4%	15	10.6%	43	22.4%	112	10.3%	36	20.3%	119	14.7%	127
Bus	5.3%	54	7.2%	21	4.5%	33	1.9%	2	3.2%	13	7.6%	38	2.0%	7	7.0%	41	1.6%	14
Train	0.4%	4	0.7%	2	0.3%	2	1.0%	1	0.7%	3	0.0%	0	0.6%	2	0.2%	1	0.1%	1
Walk	7.0%	71	7.6%	22	6.7%	49	6.7%	7	5.9%	24	7.8%	39	4.6%	16	8.5%	50	3.8%	33
Taxi	1.0%	10	0.7%	2	1.1%	8	0.0%	0	0.2%	1	1.8%	9	0.0%	0	1.7%	10	0.0%	0
Bike	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.3%	1	0.2%	1	0.1%	1
Motorbike	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.3%	2	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
(Not applicable, goods delivered)	1.6%	16	0.7%	2	1.9%	14	3.8%	4	1.7%	7	1.0%	5	2.9%	10	0.9%	5	1.3%	11
(Don't know / can't remember)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1
Base:		1018		291		727		104		405		499		348		586		863

Q04 How often do you normally do your main food and grocery shopping ?

Every day / most days	2.3%	23	2.7%	8	2.1%	15	1.0%	1	2.0%	8	2.6%	13	2.3%	8	2.0%	12	1.7%	15
2-3 times a week	11.2%	114	12.7%	37	10.6%	77	6.7%	7	9.6%	39	13.6%	68	9.5%	33	12.3%	72	10.8%	93
Weekly	70.0%	713	67.4%	196	71.1%	517	71.2%	74	73.6%	298	67.3%	336	71.0%	247	70.1%	411	72.1%	622
Fortnightly	9.1%	93	11.7%	34	8.1%	59	13.5%	14	8.1%	33	8.8%	44	8.9%	31	9.0%	53	8.6%	74
Monthly	4.5%	46	2.1%	6	5.5%	40	6.7%	7	4.4%	18	4.0%	20	4.6%	16	4.4%	26	4.1%	35
Less often	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.3%	1	0.0%	0	0.1%	1
(Don't know / varies / no particular pattern)	2.7%	27	3.4%	10	2.3%	17	1.0%	1	2.2%	9	3.2%	16	3.4%	12	2.0%	12	2.7%	23
Base:		1018		291		727		104		405		499		348		586		863

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Mean: (Always = 1, Frequently = 0.6, Rarely = 0.3, Never = 0)																		
Q05 When you visit (STORE MENTIONED AT Q01) for your main food shopping trip, do you ever visit other shops and facilities as part of that same trip, i.e. go to the bank, Post Office, the library, or other shops, either before of after visiting (STORE MENTIONED AT Q01) ? *Those who do main food shopping excluding via the internet at Q03*																		
Always	6.5%	65	4.8%	14	7.2%	51	6.0%	6	5.3%	21	7.7%	38	5.3%	18	7.6%	44	5.9%	50
Frequently	17.3%	173	22.1%	64	15.3%	109	18.0%	18	16.6%	66	17.8%	88	24.0%	81	13.9%	81	18.1%	154
Rarely	6.9%	69	8.0%	23	6.5%	46	5.0%	5	8.0%	32	6.1%	30	8.0%	27	6.0%	35	7.3%	62
Never	68.2%	683	62.6%	181	70.4%	502	70.0%	70	69.3%	276	66.8%	330	61.2%	207	71.4%	415	67.7%	577
(Don't know)	1.2%	12	2.4%	7	0.7%	5	1.0%	1	0.8%	3	1.6%	8	1.5%	5	1.0%	6	1.1%	9
Mean		*0.19*		*0.21*		*0.18*		*0.18*		*0.18*		*0.21*		*0.22*		*0.18*		*0.19*
Base:		1002		289		713		100		398		494		338		581		852
Q06 Where do you usually go when you visit other shops, services or facilities as part of your main food shopping trip ? *Those who do main food shopping excluding via the internet at Q03 and who link their trip at Q05*																		
Wrexham Town Centre	87.3%	268	87.1%	88	87.4%	180	93.1%	27	87.4%	104	85.9%	134	85.7%	108	90.0%	144	87.2%	232
Chester Town Centre	4.6%	14	4.0%	4	4.9%	10	3.4%	1	4.2%	5	5.1%	8	5.6%	7	2.5%	4	4.5%	12
Oswestry Town Centre	2.0%	6	3.0%	3	1.5%	3	0.0%	0	1.7%	2	2.6%	4	4.0%	5	0.6%	1	2.3%	6
Llangollen	1.6%	5	1.0%	1	1.9%	4	0.0%	0	2.5%	3	1.3%	2	3.2%	4	0.6%	1	1.5%	4
Mold Town Centre	1.3%	4	2.0%	2	1.0%	2	0.0%	0	0.8%	1	1.9%	3	1.6%	2	1.3%	2	1.5%	4
Gwersyllt District Centre	1.0%	3	2.0%	2	0.5%	1	0.0%	0	0.0%	0	1.9%	3	0.0%	0	1.3%	2	1.1%	3
Connah's Quay Town Centre	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.4%	1
Chirk District Centre	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.4%	1
Borras Park District Centre	0.3%	1	1.0%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	1
Cheshire Oaks	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.4%	1
Acrefair	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Broughton Retail Park, Broughton	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	1	0.4%	1
Island Green	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0
Gresford District Centre	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1
Llay	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0
Ruthin	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.4%	1
Shrewsbury	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.4%	1
(Don't know / varies)	2.9%	9	2.0%	2	3.4%	7	0.0%	0	5.0%	6	1.9%	3	3.2%	4	3.1%	5	3.4%	9
Base:		307		101		206		29		119		156		126		160		266
Q07 When you visit other shops and facilities on your main food shopping trip, which of these activities do you also do ? *Those who do main food shopping excluding via the internet at Q03 and who link their trip at Q05*																		
Go to work	8.1%	25	3.0%	3	10.7%	22	10.3%	3	11.8%	14	5.1%	8	7.1%	9	9.4%	15	8.6%	23
Other non-food shopping	20.8%	64	22.8%	23	19.9%	41	17.2%	5	18.5%	22	23.7%	37	19.0%	24	23.1%	37	21.1%	56
Non-food shoppng	52.8%	162	54.5%	55	51.9%	107	65.5%	19	58.0%	69	46.8%	73	57.9%	73	49.4%	79	53.8%	143
Financial services (bank / building society / Post Office)	28.0%	86	31.7%	32	26.2%	54	17.2%	5	30.3%	36	28.2%	44	29.4%	37	25.6%	41	27.8%	74
Eating out / pub	16.0%	49	10.9%	11	18.4%	38	13.8%	4	16.0%	19	16.0%	25	15.1%	19	16.9%	27	15.4%	41
Other	2.9%	9	2.0%	2	3.4%	7	6.9%	2	2.5%	3	2.6%	4	2.4%	3	3.8%	6	2.6%	7
Other food shopping	2.9%	9	3.0%	3	2.9%	6	0.0%	0	1.7%	2	3.8%	6	2.4%	3	3.1%	5	3.0%	8
Gym / Leisure activities	1.6%	5	0.0%	0	2.4%	5	0.0%	0	0.8%	1	2.6%	4	1.6%	2	1.3%	2	1.9%	5
(Don't know)	2.0%	6	2.0%	2	1.9%	4	3.4%	1	2.5%	3	1.3%	2	2.4%	3	1.9%	3	1.9%	5
(None of the above)	6.8%	21	3.0%	3	8.7%	18	3.4%	1	4.2%	5	9.6%	15	4.0%	5	9.4%	15	5.6%	15
Base:		307		101		206		29		119		156		126		160		266
Mean: (%)																		
Q08 Roughly what proportion of your household's total expenditure on food and groceries (including milk, newspaper, cigarettes, etc) is spent at ..... (STORE MENTIONED AT Q01) ?																		
1-20%	3.7%	38	7.9%	23	2.1%	15	4.8%	5	3.5%	14	3.8%	19	5.2%	18	3.1%	18	3.9%	34
21-40%	6.5%	66	6.9%	20	6.3%	46	6.7%	7	4.7%	19	8.0%	40	6.9%	24	6.8%	40	7.1%	61
41-60%	11.8%	120	12.0%	35	11.7%	85	7.7%	8	12.8%	52	11.8%	59	10.1%	35	12.5%	73	12.5%	108
61-80%	23.2%	236	25.1%	73	22.4%	163	21.2%	22	25.7%	104	21.8%	109	24.1%	84	23.2%	136	24.9%	215
81-100%	35.8%	364	29.9%	87	38.1%	277	41.3%	43	38.8%	157	32.1%	160	38.2%	133	35.0%	205	35.7%	308
(Don't know / not sure)	19.1%	194	18.2%	53	19.4%	141	18.3%	19	14.6%	59	22.4%	112	15.5%	54	19.5%	114	15.9%	137
Mean		*70.5*		*65.7*		*72.4*		*71.9*		*72.0*		*68.6*		*70.2*		*70.4*		*69.8*
Base:		1018		291		727		104		405		499		348		586		863

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Q09 Do you ever make shopping trips for small 'top-up' purchases, such as bread, milk and other such items, in between your main food shopping trips ?																		
Yes	64.5%	657	63.2%	184	65.1%	473	66.3%	69	67.4%	273	62.3%	311	72.7%	253	60.9%	357	66.5%	574
No	35.5%	361	36.8%	107	34.9%	254	33.7%	35	32.6%	132	37.7%	188	27.3%	95	39.1%	229	33.5%	289
Base		1018		291		727		104		405		499		348		586		863

Q10 Which shopping centre or shop do you usually go to for your day-to-day 'top-up' food shopping, i.e. to purchase smaller quantities of food?

Those who do top-up food shopping at Q09

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Sainsburys, Plas Coch, Wrexham	8.4%	55	6.5%	12	9.1%	43	7.2%	5	9.5%	26	7.7%	24	8.7%	22	8.4%	30	9.1%	52
Tesco, Crescent Road, Wrexham	7.0%	46	6.5%	12	7.2%	34	10.1%	7	6.6%	18	6.8%	21	5.1%	13	8.1%	29	7.1%	41
Somerfield, Borras Park, Wrexham	4.0%	26	4.9%	9	3.6%	17	7.2%	5	3.7%	10	3.5%	11	5.5%	14	3.1%	11	4.5%	26
Marks and Spencer, Hope Street, Wrexham	3.8%	25	3.3%	6	4.0%	19	1.4%	1	2.2%	6	5.8%	18	3.2%	8	4.5%	16	3.3%	19
Asda, Holt Road, Wrexham	3.7%	24	3.3%	6	3.8%	18	4.3%	3	3.3%	9	3.9%	12	4.0%	10	3.4%	12	3.3%	19
Somerfield, Regent Street, Llangollen	3.3%	22	2.7%	5	3.6%	17	2.9%	2	4.8%	13	2.3%	7	4.0%	10	3.1%	11	3.7%	21
Co-op, High Street, Coedpoeth, Wrexham	2.6%	17	1.6%	3	3.0%	14	2.9%	2	2.6%	7	2.6%	8	2.4%	6	2.8%	10	3.0%	17
Wrexham	2.4%	16	2.7%	5	2.3%	11	2.9%	2	2.6%	7	2.3%	7	1.6%	4	2.2%	8	2.8%	16
Somerfield, Ruabon Road, Wrexham	2.3%	15	3.3%	6	1.9%	9	1.4%	1	2.9%	8	1.9%	6	2.4%	6	2.0%	7	2.3%	13
Coedpoeth District Centre	2.0%	13	2.7%	5	1.7%	8	0.0%	0	1.5%	4	2.9%	9	1.2%	3	2.2%	8	1.7%	10
Lidl, Salop Road, Wrexham	2.0%	13	1.1%	2	2.3%	11	1.4%	1	2.2%	6	1.9%	6	2.0%	5	2.2%	8	2.3%	13
Co-op, Holyhead Road, Chirk, Wrexham	1.8%	12	1.1%	2	2.1%	10	2.9%	2	1.5%	4	1.9%	6	1.6%	4	2.2%	8	1.7%	10
Gresford District Centre	1.5%	10	3.3%	6	0.8%	4	1.4%	1	0.4%	1	2.6%	8	1.2%	3	2.0%	7	1.7%	10
Spar, Rhosddu Road, Wrexham	1.5%	10	2.7%	5	1.1%	5	0.0%	0	2.6%	7	1.0%	3	2.8%	7	0.8%	3	1.6%	9
Rhos District Centre	1.4%	9	2.2%	4	1.1%	5	2.9%	2	1.5%	4	1.0%	3	0.8%	2	2.0%	7	1.4%	8
Somerfield, Dodds Lane, Wrexham	1.4%	9	1.6%	3	1.3%	6	1.4%	1	1.1%	3	1.6%	5	0.8%	2	1.4%	5	1.6%	9
Iceland, Kwik Save Precinct, Dodds Lane Gwersyllt, Wrexham	1.2%	8	1.1%	2	1.3%	6	1.4%	1	1.8%	5	0.6%	2	0.4%	1	1.4%	5	1.0%	6
Iceland, Rhosddu Road, Wrexham	1.2%	8	0.5%	1	1.5%	7	0.0%	0	0.4%	1	2.3%	7	0.4%	1	1.7%	6	0.7%	4
Holt District Centre	1.1%	7	0.5%	1	1.3%	6	0.0%	0	2.2%	6	0.3%	1	2.0%	5	0.3%	1	1.2%	7
Co-op, Wrexham Road, Rhostyllen, Wrexham	1.1%	7	1.6%	3	0.8%	4	0.0%	0	1.1%	3	1.3%	4	0.8%	2	1.4%	5	1.0%	6
Aldi, Plas Coch Retail Park, Wrexham	1.1%	7	1.6%	3	0.8%	4	0.0%	0	0.7%	2	1.6%	5	1.2%	3	0.8%	3	1.2%	7
Chirk District Centre	1.1%	7	1.6%	3	0.8%	4	0.0%	0	1.8%	5	0.6%	2	0.8%	2	1.1%	4	1.2%	7
Brynteg	1.1%	7	1.1%	2	1.1%	5	2.9%	2	1.5%	4	0.3%	1	0.4%	1	1.7%	6	1.2%	7
Co-op, Stryt Las, Rhosllanerchrugog, Wrexham	0.9%	6	0.5%	1	1.1%	5	0.0%	0	0.7%	2	1.3%	4	0.4%	1	1.4%	5	0.7%	4
Somerfield, Well Street, Wrexham	0.9%	6	1.1%	2	0.8%	4	0.0%	0	1.1%	3	1.0%	3	0.8%	2	0.8%	3	1.0%	6
Penybryn District Centre	0.9%	6	1.6%	3	0.6%	3	0.0%	0	1.5%	4	0.6%	2	1.2%	3	0.8%	3	1.0%	6
Co-op, Lord Street, Wrexham	0.8%	5	0.0%	0	1.1%	5	1.4%	1	0.4%	1	0.6%	2	0.4%	1	0.8%	3	0.3%	2
Co-op, Poplar Road, Wrexham	0.8%	5	2.7%	5	0.0%	0	0.0%	0	0.7%	2	1.0%	3	0.8%	2	0.8%	3	0.9%	5
Ruabon District Centre	0.8%	5	0.5%	1	0.8%	4	0.0%	0	0.7%	2	1.0%	3	0.4%	1	0.8%	3	0.7%	4
Co-op, Market Street, Rhos, Wrexham	0.8%	5	0.0%	0	1.1%	5	2.9%	2	0.7%	2	0.3%	1	0.8%	2	0.6%	2	0.7%	4
Llangollen	0.8%	5	0.0%	0	1.1%	5	0.0%	0	0.4%	1	1.3%	4	1.2%	3	0.6%	2	0.9%	5
Co-op, Dean Road, Rhosnesni Road, Wrexham	0.6%	4	0.0%	0	0.8%	4	4.3%	3	0.0%	0	0.3%	1	1.2%	3	0.3%	1	0.5%	3
Johnstown	0.6%	4	1.1%	2	0.4%	2	1.4%	1	0.4%	1	0.6%	2	0.4%	1	0.8%	3	0.5%	3
Somerfield, Brunswick Road, Buckley	0.6%	4	0.5%	1	0.6%	3	0.0%	0	0.4%	1	1.0%	3	0.4%	1	0.8%	3	0.7%	4
Co-op, Church Street, Chirk, Wrexham	0.6%	4	1.6%	3	0.2%	1	0.0%	0	0.4%	1	1.0%	3	1.2%	3	0.3%	1	0.5%	3
Am and Pm, Bryteg	0.6%	4	1.6%	3	0.2%	1	1.4%	1	1.1%	3	0.0%	0	0.0%	0	1.1%	4	0.5%	3
Co-op, Chester Road, Garden Village, Wrexham	0.6%	4	1.1%	2	0.4%	2	1.4%	1	0.4%	1	0.6%	2	1.6%	4	0.0%	0	0.5%	3
Sainsburys, Blackgate Street, Oswestry	0.6%	4	0.0%	0	0.8%	4	0.0%	0	0.7%	2	0.6%	2	1.2%	3	0.3%	1	0.7%	4
Co-op, Shones Lane, Llay, Wrexham	0.5%	3	0.0%	0	0.6%	3	0.0%	0	0.0%	0	1.0%	3	0.4%	1	0.6%	2	0.5%	3
Farmfoods, Kingsmills Road, Wrexham	0.5%	3	0.0%	0	0.6%	3	0.0%	0	0.7%	2	0.3%	1	0.4%	1	0.6%	2	0.2%	1
Tesco, Ponterwyl, Mold	0.5%	3	0.5%	1	0.4%	2	0.0%	0	0.7%	2	0.3%	1	1.2%	3	0.0%	0	0.5%	3

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Co-op, Cross Lanes, Wrexham	0.5%	3	0.5%	1	0.4%	2	1.4%	1	0.4%	1	0.3%	1	0.4%	1	0.6%	2	0.5%	3
Co-op, Prince Charles Road, Queens Park, Wrexham	0.5%	3	0.0%	0	0.6%	3	0.0%	0	0.7%	2	0.3%	1	0.4%	1	0.6%	2	0.3%	2
Brymbo	0.5%	3	1.1%	2	0.2%	1	1.4%	1	0.7%	2	0.0%	0	0.0%	0	0.6%	2	0.3%	2
Tesco, Lon Parcwr, Ruthin	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.6%	2	0.8%	2	0.0%	0	0.3%	2
Tesco, Broughton Road, Chester	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.4%	1	0.3%	1	0.0%	0	0.3%	1	0.3%	2
Trevor	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.4%	1	0.3%	1	0.0%	0	0.6%	2	0.2%	1
Morrisons, Liverpool Road, Chester	0.3%	2	0.0%	0	0.4%	2	1.4%	1	0.4%	1	0.0%	0	0.8%	2	0.0%	0	0.3%	2
Acrefair	0.3%	2	0.5%	1	0.2%	1	1.4%	1	0.0%	0	0.3%	1	0.4%	1	0.3%	1	0.3%	2
St Martin's Village	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.4%	1	0.3%	1	0.4%	1	0.3%	1	0.3%	2
Caergwryle	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.4%	1	0.3%	1	0.4%	1	0.3%	1	0.3%	2
Spar, Castle Street, Llangollen	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.6%	2	0.4%	1	0.3%	1	0.3%	2
Stan's, St Martin's Village	0.3%	2	0.5%	1	0.2%	1	1.4%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.3%	2
Rossett	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.3%	2
Co-op, Market Square, Fifth Avenue, Wrexham	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.4%	1	0.3%	1	0.0%	0	0.6%	2	0.2%	1
Overton-on-Dee	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.4%	1	0.3%	1	0.4%	1	0.3%	1	0.3%	2
Llay	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.6%	2	0.3%	2
Spar, Rossett	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.4%	1	0.3%	1	0.4%	1	0.0%	0	0.3%	2
Co-op, Cross, Street, Ellesmere	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1
Costcutter, Wrexham	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Internet / home delivery	0.2%	1	0.0%	0	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.2%	1
Asoniethia Village	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
Bargain Booze, Caergo	0.2%	1	0.0%	0	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.2%	1
Bargain Booze, New Broughton Village	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1
Iceland, Frodsham Street, Chester	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Llandegla	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.2%	1
Lidl, Mold Road, Denbighshire	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Marks and Spencer, Smithfield Road, Oswestry	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Caia Park	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Londis, Wrexham	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.2%	1
Marchweil Village	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1
Market, Chester	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Co-op, The Cross, Gobowen, Oswestry	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
Penycae	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Hightown	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Rhostyllen	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1
Bradley Village	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1
Sainsburys, Rhosllanerchrugog	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1
Spar, Boundary Lane, Chester	0.2%	1	0.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.2%	1
Londis, Gwersyllt	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1
Spar, First Avenue, Gwersyllt	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1
Spar, Glyn Cerrog	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
Borras Park District Centre	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
Cymau	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Ellesmere	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1
Premier, Wrexham	0.2%	1	0.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.2%	1
Gwersyllt District Centre	0.2%	1	0.0%	0	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1
Kwik Save, Ruabon Road, Wrexham	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1
(Don't know / varies)	20.9%	137	19.6%	36	21.4%	101	17.4%	12	20.5%	56	21.5%	67	23.3%	59	19.9%	71	19.9%	114
Base		657		184		473		69		273		311		253		357		574

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	

Q11 What is the main reason why you choose to use (STORE MENTIONED AT Q10) for most of your 'top-up' shopping ?
Those who do top-up food shopping at Q09

Convenient to home	60.7%	399	67.4%	124	58.1%	275	60.9%	42	63.7%	174	57.9%	180	62.1%	157	60.5%	216	61.2%	351
Convenient to work	4.6%	30	3.8%	7	4.9%	23	11.6%	8	5.1%	14	2.6%	8	5.5%	14	4.5%	16	4.7%	27
Easy to get to	4.7%	31	4.3%	8	4.9%	23	4.3%	3	5.5%	15	4.2%	13	3.6%	9	5.3%	19	4.7%	27
Good bus service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good / cheap parking	0.6%	4	1.1%	2	0.4%	2	1.4%	1	0.4%	1	0.6%	2	0.8%	2	0.6%	2	0.7%	4
Range of goods available	6.2%	41	6.0%	11	6.3%	30	5.8%	4	2.9%	8	9.3%	29	6.3%	16	5.9%	21	6.6%	38
Quality of goods	5.6%	37	4.9%	9	5.9%	28	4.3%	3	2.6%	7	8.7%	27	5.1%	13	6.4%	23	4.9%	28
Lower prices	4.0%	26	4.3%	8	3.8%	18	2.9%	2	4.4%	12	3.9%	12	2.8%	7	4.8%	17	3.8%	22
Better value for money	2.3%	15	1.1%	2	2.7%	13	2.9%	2	2.6%	7	1.9%	6	2.8%	7	1.4%	5	2.1%	12
Preference for retailer	0.8%	5	0.5%	1	0.8%	4	0.0%	0	0.4%	1	1.3%	4	0.8%	2	0.8%	3	0.5%	3
Has Petrol Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good service / friendly staff	0.5%	3	0.0%	0	0.6%	3	0.0%	0	0.4%	1	0.6%	2	0.0%	0	0.6%	2	0.5%	3
Other shops / services nearby / convenient	0.9%	6	0.0%	0	1.3%	6	0.0%	0	1.1%	3	1.0%	3	0.8%	2	0.8%	3	1.0%	6
Habit / Always used it	0.5%	3	0.0%	0	0.6%	3	0.0%	0	1.1%	3	0.0%	0	0.4%	1	0.3%	1	0.5%	3
Other	0.9%	6	0.5%	1	1.1%	5	0.0%	0	0.7%	2	1.3%	4	0.4%	1	1.4%	5	1.0%	6
Local produce	0.5%	3	0.0%	0	0.6%	3	0.0%	0	1.1%	3	0.0%	0	1.2%	3	0.0%	0	0.5%	3
(Don't know)	4.7%	31	3.8%	7	5.1%	24	2.9%	2	5.5%	15	4.5%	14	6.7%	17	3.6%	13	4.7%	27
(No particular reason)	2.6%	17	2.2%	4	2.7%	13	2.9%	2	2.6%	7	2.3%	7	0.8%	2	3.1%	11	2.4%	14
Base:		657		184		473		69		273		311		253		357		574

Q12 How do you normally travel to ... (STORE MENTIONED AT Q10) for 'top-up' food shopping?
Those who do top-up food shopping at Q09

Car / Van (as driver)	46.1%	303	48.9%	90	45.0%	213	50.7%	35	52.7%	144	39.9%	124	57.3%	145	39.8%	142	52.6%	302
Car / Van (as passengers)	6.5%	43	4.3%	8	7.4%	35	5.8%	4	2.9%	8	10.0%	31	4.0%	10	7.8%	28	5.9%	34
Bus	5.5%	36	2.2%	4	6.8%	32	2.9%	2	2.9%	8	7.4%	23	1.6%	4	7.0%	25	2.6%	15
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
Walk	40.0%	263	42.9%	79	38.9%	184	36.2%	25	40.7%	111	40.5%	126	35.2%	89	44.0%	157	36.9%	212
Taxi	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Bike	0.5%	3	1.1%	2	0.2%	1	0.0%	0	0.4%	1	0.6%	2	0.8%	2	0.0%	0	0.5%	3
Motorbike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not applicable, goods delivered)	0.2%	1	0.0%	0	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.2%	1
(Don't know / can't remember)	1.1%	7	0.5%	1	1.3%	6	2.9%	2	0.4%	1	1.3%	4	0.8%	2	1.1%	4	1.2%	7
Base:		657		184		473		69		273		311		253		357		574

Q13 How often do you normally do your 'top-up' food and grocery shopping ?
Those who do top-up food shopping at Q09

Every day / most days	11.1%	73	10.3%	19	11.4%	54	8.7%	6	13.6%	37	9.6%	30	9.9%	25	12.0%	43	11.2%	64
2-3 times a week	44.4%	292	41.3%	76	45.7%	216	43.5%	30	46.9%	128	42.4%	132	42.7%	108	46.2%	165	44.8%	257
Weekly	31.2%	205	34.8%	64	29.8%	141	26.1%	18	30.4%	83	33.1%	103	34.8%	88	29.4%	105	31.7%	182
Fortnightly	4.7%	31	4.9%	9	4.7%	22	8.7%	6	3.7%	10	4.8%	15	3.6%	9	5.0%	18	4.5%	26
Monthly	2.3%	15	0.5%	1	3.0%	14	2.9%	2	1.8%	5	2.6%	8	2.0%	5	2.5%	9	1.9%	11
Less often	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	6.1%	40	7.6%	14	5.5%	26	10.1%	7	3.7%	10	7.1%	22	7.1%	18	4.8%	17	5.9%	34
Base:		657		184		473		69		273		311		253		357		574

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Q14 Now thinking about non-food shopping, can you please tell me in which town or shopping centre do you do most of your household's non-food shopping, i.e. for clothes, shoes, books and gifts ?																		
Wrexham Town Centre	74.8%	761	71.5%	208	76.1%	553	77.9%	81	79.3%	321	70.7%	353	68.7%	239	79.5%	466	73.7%	636
Chester Town Centre	14.0%	143	15.5%	45	13.5%	98	15.4%	16	12.6%	51	15.0%	75	21.3%	74	9.6%	56	15.9%	137
Oswestry Town Centre	2.0%	20	1.7%	5	2.1%	15	0.0%	0	1.5%	6	2.8%	14	2.3%	8	1.9%	11	2.1%	18
Internet / delivered	1.9%	19	1.7%	5	1.9%	14	2.9%	3	1.7%	7	1.8%	9	1.7%	6	1.7%	10	1.6%	14
Whitchurch Town Centre	0.7%	7	1.0%	3	0.6%	4	0.0%	0	0.5%	2	1.0%	5	0.9%	3	0.5%	3	0.8%	7
Cheshire Oaks	0.6%	6	0.3%	1	0.7%	5	1.0%	1	0.2%	1	0.8%	4	0.6%	2	0.7%	4	0.7%	6
Mold Town Centre	0.5%	5	0.7%	2	0.4%	3	0.0%	0	0.2%	1	0.8%	4	0.3%	1	0.7%	4	0.6%	5
Shrewsbury	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	2	0.2%	1	0.6%	2	0.2%	1	0.3%	3
Rhos District Centre	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.2%	1	0.4%	2	0.3%	1	0.3%	2	0.1%	1
Manchester	0.3%	3	0.7%	2	0.1%	1	0.0%	0	0.5%	2	0.2%	1	0.3%	1	0.2%	1	0.3%	3
Llangollen	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.3%	1	0.2%	1	0.2%	2
Broughton Retail Park, Broughton	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.6%	2	0.0%	0	0.2%	2
Flint Town Centre	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
London	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1
Nottingham	0.1%	1	0.0%	0	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.1%	1
Liverpool	0.1%	1	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Trafford Centre, Manchester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
(Don't buy these goods)	2.9%	30	4.5%	13	2.3%	17	0.0%	0	1.2%	5	4.6%	23	1.1%	4	3.6%	21	2.1%	18
(Don't know / varies)	0.9%	9	1.0%	3	0.8%	6	1.0%	1	0.5%	2	1.0%	5	0.6%	2	0.5%	3	0.7%	6
Base:		1018		291		727		104		405		499		348		586		863
Q15 Which other towns / centres do you go to for non-food shopping ? *Those who go non-food shopping at Q14*																		
Chester Town Centre	33.9%	332	33.1%	91	34.2%	241	43.7%	45	35.4%	141	31.0%	146	40.6%	139	31.5%	177	35.9%	301
Wrexham Town Centre	9.7%	95	10.5%	29	9.4%	66	12.6%	13	10.6%	42	8.5%	40	13.5%	46	6.9%	39	11.0%	92
Oswestry Town Centre	4.1%	40	1.8%	5	5.0%	35	1.0%	1	4.5%	18	4.5%	21	4.4%	15	3.7%	21	4.4%	37
Liverpool	2.1%	21	2.5%	7	2.0%	14	6.8%	7	2.8%	11	0.6%	3	2.6%	9	2.1%	12	2.3%	19
Cheshire Oaks	1.6%	16	2.2%	6	1.4%	10	1.0%	1	2.5%	10	1.1%	5	2.0%	7	1.4%	8	1.9%	16
Shrewsbury	1.4%	14	1.5%	4	1.4%	10	1.0%	1	1.0%	4	1.9%	9	1.5%	5	1.6%	9	1.4%	12
Internet / delivered	1.1%	11	1.5%	4	1.0%	7	1.9%	2	1.3%	5	0.8%	4	1.2%	4	1.1%	6	1.2%	10
Manchester	1.1%	11	2.2%	6	0.7%	5	1.9%	2	1.3%	5	0.8%	4	1.5%	5	1.1%	6	1.2%	10
Mold Town Centre	1.0%	10	1.1%	3	1.0%	7	0.0%	0	1.0%	4	1.3%	6	1.8%	6	0.5%	3	1.2%	10
Broughton Retail Park, Broughton	0.8%	8	1.1%	3	0.7%	5	0.0%	0	1.3%	5	0.6%	3	1.2%	4	0.5%	3	1.0%	8
Ellesmere Port Town Centre	0.6%	6	0.4%	1	0.7%	5	1.0%	1	0.8%	3	0.4%	2	1.5%	5	0.2%	1	0.6%	5
Cefn Mawr District Centre	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.3%	1	0.2%	1	0.2%	2
Gwersyllt District Centre	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.3%	1	0.2%	1	0.2%	2
Queensferry Town Centre	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.3%	1	0.0%	0	0.2%	2
Rhos District Centre	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.2%	1	0.2%	2
Borras Park District Centre	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	2
Warrington	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.3%	1	0.0%	0	0.2%	2
Blackpool	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1
Flint Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1
Penybryn District Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Cardiff	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1
Coventry	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1
Hull	0.1%	1	0.0%	0	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Broughton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Llandudno	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1
Birkenhead	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Plas Coch Retail Park	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Portsunlight Village	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Connah's Quay Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Southport	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Telford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1
Trafford Centre, Manchester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1
Gresford District Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1
(Nowhere else)	46.0%	450	45.8%	126	46.0%	324	37.9%	39	44.0%	175	48.6%	229	33.6%	115	52.1%	293	42.1%	353
(Don't know / varies)	1.3%	13	1.8%	5	1.1%	8	1.0%	1	0.8%	3	1.9%	9	1.2%	4	1.6%	9	1.4%	12
Base:		979		275		704		103		398		471		342		562		839
GEN Gender of respondent:																		
Male	28.6%	291	100.0%	291	0.0%	0	29.8%	31	26.2%	106	30.1%	150	27.3%	95	28.7%	168	28.9%	249
Female	71.4%	727	0.0%	0	100.0%	727	70.2%	73	73.8%	299	69.9%	349	72.7%	253	71.3%	418	71.1%	614
Base:		1018		291		727		104		405		499		348		586		863

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
AGE Could I ask, how old are you?																		
18 to 24	2.7%	27	4.1%	12	2.1%	15	26.0%	27	0.0%	0	0.0%	0	3.2%	11	1.7%	10	2.7%	23
25 to 34	7.6%	77	6.5%	19	8.0%	58	74.0%	77	0.0%	0	0.0%	0	10.9%	38	5.6%	33	8.5%	73
35 to 44	17.4%	177	16.8%	49	17.6%	128	0.0%	0	43.7%	177	0.0%	0	21.6%	75	15.2%	89	19.4%	167
45 to 54	22.4%	228	19.6%	57	23.5%	171	0.0%	0	56.3%	228	0.0%	0	26.7%	93	20.1%	118	23.8%	205
55 to 64	22.8%	232	22.0%	64	23.1%	168	0.0%	0	0.0%	0	46.5%	232	21.8%	76	24.1%	141	23.5%	203
65 +	26.2%	267	29.6%	86	24.9%	181	0.0%	0	0.0%	0	53.5%	267	15.5%	54	32.9%	193	21.7%	187
(Refused)	1.0%	10	1.4%	4	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.3%	2	0.6%	5
Base:		1018		291		727		104		405		499		348		586		863
SEG Socio Economic Grouping																		
A	1.6%	16	2.1%	6	1.4%	10	2.9%	3	0.7%	3	2.0%	10	4.6%	16	0.0%	0	1.7%	15
B	8.9%	91	10.3%	30	8.4%	61	17.3%	18	9.4%	38	6.8%	34	26.1%	91	0.0%	0	10.3%	89
C1	23.7%	241	20.3%	59	25.0%	182	26.9%	28	31.4%	127	17.2%	86	69.3%	241	0.0%	0	26.2%	226
C2	22.3%	227	28.2%	82	19.9%	145	25.0%	26	28.1%	114	17.4%	87	0.0%	0	38.7%	227	24.7%	213
D	14.3%	146	14.8%	43	14.2%	103	14.4%	15	18.8%	76	11.0%	55	0.0%	0	24.9%	146	13.2%	114
E	20.9%	213	14.8%	43	23.4%	170	1.9%	2	4.2%	17	38.5%	192	0.0%	0	36.3%	213	15.8%	136
(Refused)	8.3%	84	9.6%	28	7.7%	56	11.5%	12	7.4%	30	7.0%	35	0.0%	0	0.0%	0	8.1%	70
Base:		1018		291		727		104		405		499		348		586		863
ADU How many adults live in your household (16 years and above) ?																		
One	24.7%	251	27.5%	80	23.5%	171	13.5%	14	20.0%	81	31.3%	156	21.3%	74	27.3%	160	19.5%	168
Two	57.2%	582	54.6%	159	58.2%	423	68.3%	71	55.6%	225	56.5%	282	61.5%	214	55.5%	325	61.2%	528
Three	13.0%	132	12.4%	36	13.2%	96	14.4%	15	16.8%	68	9.6%	48	12.6%	44	12.6%	74	13.9%	120
Four	3.8%	39	3.4%	10	4.0%	29	1.9%	2	6.4%	26	2.2%	11	3.4%	12	4.1%	24	4.4%	38
Five	0.7%	7	0.7%	2	0.7%	5	1.9%	2	0.7%	3	0.4%	2	0.9%	3	0.5%	3	0.8%	7
Six or more	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1
(Refused)	0.6%	6	1.4%	4	0.3%	2	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Base:		1018		291		727		104		405		499		348		586		863
CHI How many children live in your household (15 years and under) ?																		
None	74.4%	757	79.4%	231	72.4%	526	45.2%	47	54.1%	219	97.4%	486	68.7%	239	78.8%	462	72.3%	624
One	11.2%	114	9.3%	27	12.0%	87	29.8%	31	18.3%	74	1.8%	9	12.9%	45	10.4%	61	11.9%	103
Two	10.3%	105	7.9%	23	11.3%	82	17.3%	18	21.0%	85	0.4%	2	14.1%	49	7.3%	43	11.6%	100
Three	3.1%	32	1.7%	5	3.7%	27	6.7%	7	5.9%	24	0.2%	1	4.0%	14	2.9%	17	3.6%	31
Four	0.4%	4	0.3%	1	0.4%	3	1.0%	1	0.5%	2	0.2%	1	0.3%	1	0.5%	3	0.5%	4
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.6%	6	1.4%	4	0.3%	2	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Base:		1018		291		727		104		405		499		348		586		863
CAR How many cars does your household own or have the use of ?																		
None	14.5%	148	12.7%	37	15.3%	111	7.7%	8	7.9%	32	21.4%	107	5.2%	18	20.8%	122	0.0%	0
One	46.5%	473	47.1%	137	46.2%	336	38.5%	40	41.5%	168	52.3%	261	40.8%	142	49.8%	292	54.8%	473
Two	31.0%	316	31.6%	92	30.8%	224	44.2%	46	40.5%	164	21.2%	106	44.0%	153	23.4%	137	36.6%	316
Three or more	7.3%	74	6.9%	20	7.4%	54	9.6%	10	9.9%	40	4.6%	23	10.1%	35	5.8%	34	8.6%	74
(Refused)	0.7%	7	1.7%	5	0.3%	2	0.0%	0	0.2%	1	0.4%	2	0.0%	0	0.2%	1	0.0%	0
Base:		1018		291		727		104		405		499		348		586		863
ZONE Zone																		
Zone 1	25.1%	256	28.2%	82	23.9%	174	20.2%	21	23.5%	95	27.5%	137	30.7%	107	22.0%	129	26.7%	230
Zone 2	24.8%	252	26.8%	78	23.9%	174	22.1%	23	24.7%	100	25.3%	126	23.6%	82	25.4%	149	24.3%	210
Zone 3	25.2%	257	22.7%	66	26.3%	191	21.2%	22	26.4%	107	25.1%	125	21.0%	73	27.8%	163	23.4%	202
Zone 4	24.9%	253	22.3%	65	25.9%	188	36.5%	38	25.4%	103	22.2%	111	24.7%	86	24.7%	145	25.6%	221
Base:		1018		291		727		104		405		499		348		586		863

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
PC Can I ask your postcode please?																		
LL111	0.6%	6	0.3%	1	0.7%	5	2.9%	3	0.7%	3	0.0%	0	1.1%	4	0.3%	2	0.7%	6
LL112	4.4%	45	3.8%	11	4.7%	34	4.8%	5	4.9%	20	4.0%	20	5.7%	20	3.6%	21	4.4%	38
LL113	7.7%	78	3.8%	11	9.2%	67	10.6%	11	7.2%	29	7.6%	38	7.8%	27	7.7%	45	8.2%	71
LL114	6.0%	61	6.5%	19	5.8%	42	4.8%	5	6.9%	28	5.4%	27	6.3%	22	6.1%	36	6.5%	56
LL115	6.3%	64	6.5%	19	6.2%	45	9.6%	10	5.9%	24	6.0%	30	5.5%	19	6.5%	38	6.7%	58
LL116	7.2%	73	8.6%	25	6.6%	48	13.5%	14	8.9%	36	4.4%	22	6.3%	22	7.5%	44	7.0%	60
LL120	5.3%	54	6.2%	18	5.0%	36	1.0%	1	2.5%	10	8.2%	41	5.5%	19	4.8%	28	5.1%	44
LL127	4.9%	50	6.2%	18	4.4%	32	5.8%	6	3.2%	13	6.0%	30	5.5%	19	4.4%	26	4.8%	41
LL128	5.6%	57	6.5%	19	5.2%	38	4.8%	5	5.7%	23	5.8%	29	7.8%	27	4.4%	26	6.3%	54
LL129	3.2%	33	4.8%	14	2.6%	19	1.9%	2	2.7%	11	4.0%	20	4.3%	15	2.7%	16	3.7%	32
LL130	4.4%	45	2.7%	8	5.1%	37	2.9%	3	4.9%	20	4.4%	22	5.5%	19	3.9%	23	4.9%	42
LL137	4.4%	45	4.5%	13	4.4%	32	4.8%	5	3.7%	15	5.0%	25	4.3%	15	4.4%	26	4.6%	40
LL138	4.6%	47	5.8%	17	4.1%	30	2.9%	3	4.7%	19	4.6%	23	2.0%	7	6.1%	36	3.5%	30
LL139	6.4%	65	7.6%	22	5.9%	43	5.8%	6	8.1%	33	5.2%	26	6.3%	22	6.5%	38	6.6%	57
LL141	4.2%	43	4.1%	12	4.3%	31	1.9%	2	4.9%	20	4.2%	21	3.4%	12	5.3%	31	3.8%	33
LL142	4.8%	49	3.1%	9	5.5%	40	10.6%	11	2.2%	9	5.8%	29	3.4%	12	5.6%	33	3.9%	34
LL143	5.0%	51	5.2%	15	5.0%	36	4.8%	5	7.4%	30	2.8%	14	3.7%	13	5.6%	33	5.1%	44
LL144	2.5%	25	3.4%	10	2.1%	15	1.0%	1	3.2%	13	2.2%	11	2.9%	10	2.4%	14	2.4%	21
LL145	3.3%	34	3.4%	10	3.3%	24	1.9%	2	3.7%	15	3.4%	17	2.9%	10	3.6%	21	3.0%	26
LL146	2.3%	23	1.7%	5	2.5%	18	0.0%	0	1.5%	6	3.2%	16	0.3%	1	2.7%	16	2.0%	17
LL207	3.1%	32	1.7%	5	3.7%	27	1.0%	1	3.5%	14	3.4%	17	4.3%	15	2.6%	15	3.1%	27
LL208	3.7%	38	3.4%	10	3.9%	28	2.9%	3	3.5%	14	4.2%	21	5.2%	18	3.1%	18	3.7%	32
Base		1018		291		727		104		405		499		348		586		863

Data Tabulations
By Zone

Q01 At which store or shopping centre do you buy the majority of food for your household, i.e where do you spend the most money on food & groceries ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Asda, Holt Road, Wrexham	30.7%	313	27.3%	70	36.1%	91	31.5%	81	28.1%	71
Tesco, Crescent Road, Wrexham	22.8%	232	20.7%	53	38.5%	97	14.4%	37	17.8%	45
Sainsburys, Plas Coch, Wrexham	19.9%	203	24.6%	63	10.3%	26	16.7%	43	28.1%	71
Aldi, Plas Coch Retail Park, Wrexham	3.0%	31	2.0%	5	1.6%	4	4.3%	11	4.3%	11
Somerfield, Regent Street, Llangollen	1.9%	19	0.4%	1	0.0%	0	2.3%	6	4.7%	12
Somerfield, Dodds Lane, Wrexham	1.7%	17	2.3%	6	0.0%	0	1.9%	5	2.4%	6
Tesco, Broughton Road, Chester	1.3%	13	3.5%	9	0.8%	2	0.4%	1	0.4%	1
Lidl, Salop Road, Wrexham	1.1%	11	0.8%	2	2.0%	5	0.8%	2	0.8%	2
Somerfield, Borras Park, Wrexham	1.0%	10	0.0%	0	2.4%	6	1.6%	4	0.0%	0
Somerfield, Ruabon Road, Wrexham	0.9%	9	0.0%	0	0.0%	0	3.5%	9	0.0%	0
Internet / home delivery	0.9%	9	1.6%	4	0.4%	1	0.8%	2	0.8%	2
Marks and Spencer, Hope Street, Wrexham	0.8%	8	0.4%	1	0.8%	2	0.8%	2	1.2%	3
Iceland, Rhosddu Road, Wrexham	0.7%	7	0.0%	0	1.2%	3	0.0%	0	1.6%	4
Sainsburys, Blackgate Street, Oswestry	0.6%	6	0.0%	0	0.0%	0	2.3%	6	0.0%	0
Aldi, Beatrice Street, Oswestry	0.6%	6	0.0%	0	0.0%	0	1.9%	5	0.4%	1
Tesco, Ponterwyl, Mold	0.5%	5	1.2%	3	0.0%	0	0.4%	1	0.4%	1
Morrisons, Liverpool Road, Chester	0.4%	4	0.4%	1	0.8%	2	0.0%	0	0.4%	1
Farmfoods, Kingsmills Road, Wrexham	0.3%	3	0.4%	1	0.8%	2	0.0%	0	0.0%	0
Somerfield, Well Street, Wrexham	0.3%	3	0.0%	0	0.0%	0	1.2%	3	0.0%	0
Stan's, St Martin's Village	0.3%	3	0.0%	0	0.4%	1	0.8%	2	0.0%	0
Iceland, Kwik Save Precinct, Dodds Lane Gwersyllt, Wrexham	0.3%	3	0.4%	1	0.0%	0	0.0%	0	0.8%	2
Tesco, Lon Parcwr, Ruthin	0.3%	3	0.4%	1	0.0%	0	0.0%	0	0.8%	2
Spar, Rhosddu Road, Wrexham	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Wrexham Road, Rhostyllen, Wrexham	0.2%	2	0.0%	0	0.0%	0	0.4%	1	0.4%	1
Tesco, White Lion Lane, Whitchurch	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Co-op, Holyhead Road, Chirk, Wrexham	0.2%	2	0.4%	1	0.0%	0	0.4%	1	0.0%	0
Sainsburys, Caldy Valley Road, Great Broughton, chester	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.4%	1
Co-op, Shones Lane, Llay, Wrexham	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, The Coliseum Retail Park, Cheshire Oaks	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Aston Road, Queensferry	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Dean Road, Rhosnesm Road, Wrexham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Sainsburys, Little Stanney, Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Marks and Spencer, Smithfield Road, Oswestry	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Tesco, Frodsham Square, Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Co-op, Church Street, Chirk, Wrexham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Somerfield, Brunswick Road, Buckley	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Honeysuckle, Oswestry	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Jones Farm Shop, Mould Road, Wrexham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Llangollen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Kwik Save, Dodds Lane, Wrexham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Overton-on-Dee	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Plas Coch, Wrexham	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Co-op, High Street, Coedpoeth, Wrexham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
St Martin's Village	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Marks and Spencer, Foregate Street, Chester	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Wrexham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.9%	70	9.0%	23	2.4%	6	10.5%	27	5.5%	14
Base:		1018		256		252		257		253

Q02 What is the main reason why you choose to use (STORE MENTIONED AT Q01) for your main food shopping ?

Convenient to home	35.0%	356	37.5%	96	35.7%	90	30.4%	78	36.4%	92
Convenient to work	2.8%	29	2.7%	7	2.0%	5	3.1%	8	3.6%	9
Easy to get to	1.6%	16	0.8%	2	0.4%	1	1.6%	4	3.6%	9
Good bus service	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Good / cheap parking	1.4%	14	1.2%	3	1.2%	3	1.9%	5	1.2%	3
Range of goods available	7.5%	76	6.6%	17	7.5%	19	8.2%	21	7.5%	19
Quality of goods	6.1%	62	7.4%	19	5.2%	13	7.0%	18	4.7%	12
Lower prices	20.2%	206	19.1%	49	23.0%	58	21.4%	55	17.4%	44
Better value for money	2.8%	28	3.1%	8	1.6%	4	2.3%	6	4.0%	10
Preference for retailer	4.9%	50	5.1%	13	4.4%	11	5.8%	15	4.3%	11
Has petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good service / friendly staff	1.5%	15	1.2%	3	2.4%	6	0.8%	2	1.6%	4
Other shops / services nearby / convenient	0.4%	4	0.8%	2	0.0%	0	0.4%	1	0.4%	1
Habit / Always used it	7.8%	79	9.0%	23	8.7%	22	5.4%	14	7.9%	20
Other	1.4%	14	0.8%	2	2.0%	5	1.6%	4	1.2%	3
Clubcard / rewards system	0.8%	8	0.0%	0	1.6%	4	0.8%	2	0.8%	2
Staff / family discount	0.8%	8	0.4%	1	0.8%	2	0.8%	2	1.2%	3
(Don't know)	2.6%	26	1.6%	4	2.4%	6	5.1%	13	1.2%	3
(No particular reason)	2.6%	26	2.7%	7	1.2%	3	3.5%	9	2.8%	7
Base:		1018		256		252		257		253

Q03 How do you normally travel to ... (STORE MENTIONED AT Q01) for main food shopping?

Car / Van (as driver)	67.3%	685	73.8%	189	61.1%	154	66.1%	170	68.0%	172
Car / Van (as passenger/s)	16.9%	172	13.3%	34	16.7%	42	19.1%	49	18.6%	47
Bus	5.3%	54	3.5%	9	4.8%	12	5.8%	15	7.1%	18
Train	0.4%	4	0.4%	1	0.0%	0	1.2%	3	0.0%	0
Walk	7.0%	71	5.9%	15	13.1%	33	5.1%	13	4.0%	10
Taxi	1.0%	10	0.8%	2	2.4%	6	0.8%	2	0.0%	0
Bike	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Motorbike	0.2%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not applicable, goods delivered)	1.6%	16	2.3%	6	0.8%	2	1.2%	3	2.0%	5
(Don't know / can't remember)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Base:		1018		256		252		257		253

Q04 How often do you normally do your main food and grocery shopping ?

Every day / most days	2.3%	23	3.1%	8	1.6%	4	2.3%	6	2.0%	5
2-3 times a week	11.2%	114	10.9%	28	8.7%	22	15.2%	39	9.9%	25
Weekly	70.0%	713	73.4%	188	74.2%	187	64.6%	166	68.0%	172
Fortnightly	9.1%	93	6.6%	17	10.3%	26	10.5%	27	9.1%	23
Monthly	4.5%	46	2.3%	6	3.2%	8	5.4%	14	7.1%	18
Less often	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.4%	1
(Don't know / varies / no particular pattern)	2.7%	27	3.1%	8	2.0%	5	1.9%	5	3.6%	9
Base:		1018		256		252		257		253

	Total		Zone 1		Zone 2		Zone 3		Zone 4	

Mean: (Always = 1, Frequently = 0.6, Rarely = 0.3, Never = 0)

Q05 When you visit (STORE MENTIONED AT Q01) for your main food shopping trip, do you ever visit other shops and facilities as part of that same trip, i.e. go to the bank, Post Office, the library, or other shops, either before of after visiting (STORE MENTIONED AT Q01) ?
Those who do main food shopping excluding via the internet at Q03

Always	6.5%	65	4.0%	10	5.6%	14	7.9%	20	8.5%	21
Frequently	17.3%	173	22.0%	55	13.6%	34	15.7%	40	17.7%	44
Rarely	6.9%	69	9.2%	23	8.8%	22	3.9%	10	5.6%	14
Never	68.2%	683	63.6%	159	70.8%	177	71.7%	182	66.5%	165
(Don't know)	1.2%	12	1.2%	3	1.2%	3	0.8%	2	1.6%	4
Mean		*0.19*		*0.20*		*0.17*		*0.19*		*0.21*
Base:		1002		250		250		254		248

Q06 Where do you usually go when you visit other shops, services or facilities as part of your main food shopping trip ?
Those who do main food shopping excluding via the internet at Q03 and who link their trip at Q05

Wrexham Town Centre	87.3%	268	79.5%	70	97.1%	68	84.3%	59	89.9%	71
Chester Town Centre	4.6%	14	9.1%	8	2.9%	2	1.4%	1	3.8%	3
Oswestry Town Centre	2.0%	6	0.0%	0	0.0%	0	7.1%	5	1.3%	1
Llangollen	1.6%	5	0.0%	0	0.0%	0	1.4%	1	5.1%	4
Mold Town Centre	1.3%	4	2.3%	2	0.0%	0	0.0%	0	2.5%	2
Gwersyllt District Centre	1.0%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0
Connah's Quay Town Centre	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Chirk District Centre	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Borras Park District Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Cheshire Oaks	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Acrefair	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Broughton Retail Park, Broughton	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Island Green	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Gresford District Centre	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Llay	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Ruthin	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Shrewsbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
(Don't know / varies)	2.9%	9	3.4%	3	1.4%	1	5.7%	4	1.3%	1
Base:		307		88		70		70		79

Q07 When you visit other shops and facilities on your main food shopping trip, which of these activities do you also do ?
Those who do main food shopping excluding via the internet at Q03 and who link their trip at Q05

Go to work	8.1%	25	8.0%	7	11.4%	8	7.1%	5	6.3%	5
Other non-food shopping	20.8%	64	23.9%	21	20.0%	14	21.4%	15	17.7%	14
Non-food shoppng	52.8%	162	53.4%	47	54.3%	38	47.1%	33	55.7%	44
Financial services (bank / building society / Post Office)	28.0%	86	25.0%	22	37.1%	26	20.0%	14	30.4%	24
Eating out / pub	16.0%	49	21.6%	19	17.1%	12	15.7%	11	8.9%	7
Other	2.9%	9	1.1%	1	2.9%	2	4.3%	3	3.8%	3
Other food shopping	2.9%	9	4.5%	4	1.4%	1	0.0%	0	5.1%	4
Gym / Leisure activities	1.6%	5	1.1%	1	0.0%	0	5.7%	4	0.0%	0
(Don't know)	2.0%	6	2.3%	2	0.0%	0	2.9%	2	2.5%	2
(None of the above)	6.8%	21	9.1%	8	2.9%	2	11.4%	8	3.8%	3
Base:		307		88		70		70		79

Mean: (%)

Q08 Roughly what proportion of your household's total expenditure on food and groceries (including milk, newspaper, cigarettes, etc) is spent at ..... (STORE MENTIONED AT Q01) ?

1-20%	3.7%	38	5.1%	13	5.2%	13	2.3%	6	2.4%	6
21-40%	6.5%	66	8.2%	21	6.3%	16	5.4%	14	5.9%	15
41-60%	11.8%	120	10.5%	27	11.5%	29	12.1%	31	13.0%	33
61-80%	23.2%	236	20.3%	52	22.2%	56	23.7%	61	26.5%	67
81-100%	35.8%	364	39.8%	102	30.6%	77	37.4%	96	35.2%	89
(Don't know / not sure)	19.1%	194	16.0%	41	24.2%	61	19.1%	49	17.0%	43
Mean		*70.5*		*69.9*		*68.1*		*72.3*		*71.3*
Base:		1018		256		252		257		253

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Q09 Do you ever make shopping trips for small 'top-up' purchases, such as bread, milk and other such items, in between your main food shopping trips ?										
Yes	64.5%	657	59.4%	152	72.2%	182	58.0%	149	68.8%	174
No	35.5%	361	40.6%	104	27.8%	70	42.0%	108	31.2%	79
Base		1018		256		252		257		253

Q10 Which shopping centre or shop do you usually go to for your day-to-day 'top-up' food shopping, i.e. to purchase smaller quantities of food?

Those who do top-up food shopping at Q09

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Sainsburys, Plas Coch, Wrexham	8.4%	55	9.9%	15	6.6%	12	6.0%	9	10.9%	19
Tesco, Crescent Road, Wrexham	7.0%	46	5.3%	8	17.6%	32	1.3%	2	2.3%	4
Somerfield, Borras Park, Wrexham	4.0%	26	1.3%	2	11.0%	20	2.0%	3	0.6%	1
Marks and Spencer, Hope Street, Wrexham	3.8%	25	5.3%	8	6.0%	11	1.3%	2	2.3%	4
Asda, Holt Road, Wrexham	3.7%	24	2.6%	4	6.6%	12	2.0%	3	2.9%	5
Somerfield, Regent Street, Llangollen	3.3%	22	0.7%	1	0.0%	0	4.0%	6	8.6%	15
Co-op, High Street, Coedpoeth, Wrexham	2.6%	17	0.0%	0	0.0%	0	0.7%	1	9.2%	16
Wrexham	2.4%	16	1.3%	2	3.3%	6	1.3%	2	3.4%	6
Somerfield, Ruabon Road, Wrexham	2.3%	15	0.7%	1	0.0%	0	8.7%	13	0.6%	1
Coedpoeth District Centre	2.0%	13	0.0%	0	0.0%	0	0.7%	1	6.9%	12
Lidl, Salop Road, Wrexham	2.0%	13	2.6%	4	3.3%	6	0.0%	0	1.7%	3
Co-op, Holyhead Road, Chirk, Wrexham	1.8%	12	0.0%	0	0.0%	0	8.1%	12	0.0%	0
Gresford District Centre	1.5%	10	5.9%	9	0.0%	0	0.0%	0	0.6%	1
Spar, Rhosddu Road, Wrexham	1.5%	10	3.9%	6	0.5%	1	0.7%	1	1.1%	2
Rhos District Centre	1.4%	9	0.7%	1	0.5%	1	3.4%	5	1.1%	2
Somerfield, Dodds Lane, Wrexham	1.4%	9	4.6%	7	0.0%	0	0.7%	1	0.6%	1
Iceland, Kwik Save Precinct, Dodds Lane Gwersyllt, Wrexham	1.2%	8	0.7%	1	0.0%	0	0.0%	0	4.0%	7
Iceland, Rhosddu Road, Wrexham	1.2%	8	0.7%	1	2.7%	5	0.0%	0	1.1%	2
Holt District Centre	1.1%	7	0.0%	0	3.8%	7	0.0%	0	0.0%	0
Co-op, Wrexham Road, Rhostyllen, Wrexham	1.1%	7	0.0%	0	1.1%	2	3.4%	5	0.0%	0
Aldi, Plas Coch Retail Park, Wrexham	1.1%	7	2.6%	4	0.5%	1	0.0%	0	1.1%	2
Chirk District Centre	1.1%	7	0.0%	0	0.0%	0	4.7%	7	0.0%	0
Brynteg	1.1%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	7
Co-op, Stryt Las, Rhosllanerchrugog, Wrexham	0.9%	6	0.0%	0	0.0%	0	4.0%	6	0.0%	0
Somerfield, Well Street, Wrexham	0.9%	6	1.3%	2	0.0%	0	2.7%	4	0.0%	0
Penybryn District Centre	0.9%	6	0.0%	0	0.0%	0	1.3%	2	2.3%	4
Co-op, Lord Street, Wrexham	0.8%	5	0.7%	1	1.1%	2	0.0%	0	1.1%	2
Co-op, Poplar Road, Wrexham	0.8%	5	0.0%	0	2.7%	5	0.0%	0	0.0%	0
Ruabon District Centre	0.8%	5	0.0%	0	0.0%	0	2.0%	3	1.1%	2
Co-op, Market Street, Rhos, Wrexham	0.8%	5	0.0%	0	0.0%	0	3.4%	5	0.0%	0
Llangollen	0.8%	5	0.0%	0	0.0%	0	2.0%	3	1.1%	2
Co-op, Dean Road, Rhosnesni Road, Wrexham	0.6%	4	0.0%	0	1.6%	3	0.7%	1	0.0%	0
Johnstown	0.6%	4	0.0%	0	0.0%	0	2.7%	4	0.0%	0
Somerfield, Brunswick Road, Buckley	0.6%	4	0.7%	1	0.0%	0	2.0%	3	0.0%	0
Co-op, Church Street, Chirk, Wrexham	0.6%	4	0.7%	1	0.0%	0	2.0%	3	0.0%	0
Am and Pm, Bryteg	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	4
Co-op, Chester Road, Garden Village, Wrexham	0.6%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Blackgate Street, Oswestry	0.6%	4	0.0%	0	0.0%	0	2.7%	4	0.0%	0
Co-op, Shones Lane, Llay, Wrexham	0.5%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Kingsmills Road, Wrexham	0.5%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Tesco, Ponterwyl, Mold	0.5%	3	0.7%	1	0.0%	0	0.0%	0	1.1%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Co-op, Cross Lanes, Wrexham	0.5%	3	0.0%	0	1.1%	2	0.7%	1	0.0%	0
Co-op, Prince Charles Road, Queens Park, Wrexham	0.5%	3	0.7%	1	1.1%	2	0.0%	0	0.0%	0
Brymbo	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Tesco, Lon Parcwr, Ruthin	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Tesco, Broughton Road, Chester	0.3%	2	0.7%	1	0.5%	1	0.0%	0	0.0%	0
Trevor	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Morrisons, Liverpool Road, Chester	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.6%	1
Acrefair	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
St Martin's Village	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Caergwryle	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Spar, Castle Street, Llangollen	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Stan's, St Martin's Village	0.3%	2	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Rossett	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Square, Fifth Avenue, Wrexham	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Overton-on-Dee	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Llay	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Spar, Rossett	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Cross, Street, Ellesmere	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Costcutter, Wrexham	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet / home delivery	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Asomethia Village	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bargain Booze, Caergo	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Bargain Booze, New Broughton Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Iceland, Frodsham Street, Chester	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Llandegla	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lidl, Mold Road, Denbighshire	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Smithfield Road, Oswestry	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Caia Park	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Londis, Wrexham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Marchwiel Village	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Market, Chester	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, The Cross, Gobowen, Oswestry	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Penycae	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Hightown	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Rhostyllen	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bradley Village	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Rhosllanerchrugog	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Spar, Boundary Lane, Chester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Londis, Gwersyllt	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Spar, First Avenue, Gwersyllt	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Glyn Ceiriog	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Borras Park District Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Cymau	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Ellesmere	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Premier, Wrexham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Gwersyllt District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Kwik Save, Ruabon Road, Wrexham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
(Don't know / varies)	20.9%	137	29.6%	45	19.8%	36	14.8%	22	19.5%	34
Base:		657		152		182		149		174

	Total		Zone 1		Zone 2		Zone 3		Zone 4	

Q11 What is the main reason why you choose to use (STORE MENTIONED AT Q10) for most of your 'top-up' shopping ?
Those who do top-up food shopping at Q09

Convenient to home	60.7%	399	66.4%	101	53.3%	97	70.5%	105	55.2%	96
Convenient to work	4.6%	30	4.6%	7	6.0%	11	0.7%	1	6.3%	11
Easy to get to	4.7%	31	1.3%	2	4.9%	9	7.4%	11	5.2%	9
Good bus service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good / cheap parking	0.6%	4	0.7%	1	0.0%	0	0.7%	1	1.1%	2
Range of goods available	6.2%	41	5.9%	9	10.4%	19	4.0%	6	4.0%	7
Quality of goods	5.6%	37	4.6%	7	7.7%	14	4.0%	6	5.7%	10
Lower prices	4.0%	26	2.0%	3	6.0%	11	0.7%	1	6.3%	11
Better value for money	2.3%	15	3.9%	6	2.2%	4	0.0%	0	2.9%	5
Preference for retailer	0.8%	5	0.7%	1	0.5%	1	0.7%	1	1.1%	2
Has Petrol Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good service / friendly staff	0.5%	3	1.3%	2	0.0%	0	0.7%	1	0.0%	0
Other shops / services nearby / convenient	0.9%	6	2.0%	3	0.5%	1	0.7%	1	0.6%	1
Habit / Always used it	0.5%	3	0.0%	0	0.5%	1	0.0%	0	1.1%	2
Other	0.9%	6	0.7%	1	0.0%	0	3.4%	5	0.0%	0
Local produce	0.5%	3	0.7%	1	1.1%	2	0.0%	0	0.0%	0
(Don't know)	4.7%	31	2.0%	3	5.5%	10	1.3%	2	9.2%	16
(No particular reason)	2.6%	17	3.3%	5	1.1%	2	5.4%	8	1.1%	2
Base:		657		152		182		149		174

Q12 How do you normally travel to ... (STORE MENTIONED AT Q10) for 'top-up' food shopping?
Those who do top-up food shopping at Q09

Car / Van (as driver)	46.1%	303	46.7%	71	44.0%	80	44.3%	66	49.4%	86
Car / Van (as passengers)	6.5%	43	7.2%	11	9.3%	17	4.7%	7	4.6%	8
Bus	5.5%	36	5.9%	9	4.9%	9	4.7%	7	6.3%	11
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	40.0%	263	37.5%	57	40.7%	74	45.0%	67	37.4%	65
Taxi	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bike	0.5%	3	1.3%	2	0.5%	1	0.0%	0	0.0%	0
Motorbike	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
(Not applicable, goods delivered)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
(Don't know / can't remember)	1.1%	7	1.3%	2	0.5%	1	0.7%	1	1.7%	3
Base:		657		152		182		149		174

Q13 How often do you normally do your 'top-up' food and grocery shopping ?
Those who do top-up food shopping at Q09

Every day / most days	11.1%	73	9.2%	14	9.9%	18	14.8%	22	10.9%	19
2-3 times a week	44.4%	292	45.4%	69	42.9%	78	47.7%	71	42.5%	74
Weekly	31.2%	205	34.9%	53	31.9%	58	28.2%	42	29.9%	52
Fortnightly	4.7%	31	5.3%	8	4.9%	9	2.7%	4	5.7%	10
Monthly	2.3%	15	0.7%	1	3.3%	6	4.0%	6	1.1%	2
Less often	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
(Don't know / varies / no particular pattern)	6.1%	40	4.6%	7	7.1%	13	2.0%	3	9.8%	17
Base:		657		152		182		149		174

	Total		Zone 1		Zone 2		Zone 3		Zone 4	

Q14 Now thinking about non-food shopping, can you please tell me in which town or shopping centre do you do most of your household's non-food shopping, i.e. for clothes, shoes, books and gifts ?

Wrexham Town Centre	74.8%	761	66.8%	171	82.5%	208	72.0%	185	77.9%	197
Chester Town Centre	14.0%	143	23.8%	61	9.5%	24	11.3%	29	11.5%	29
Oswestry Town Centre	2.0%	20	0.0%	0	0.8%	2	5.1%	13	2.0%	5
Internet / delivered	1.9%	19	1.6%	4	1.2%	3	3.5%	9	1.2%	3
Whitchurch Town Centre	0.7%	7	1.6%	4	0.8%	2	0.4%	1	0.0%	0
Cheshire Oaks	0.6%	6	0.0%	0	0.0%	0	1.2%	3	1.2%	3
Mold Town Centre	0.5%	5	1.6%	4	0.0%	0	0.0%	0	0.4%	1
Shrewsbury	0.3%	3	0.0%	0	0.4%	1	0.4%	1	0.4%	1
Rhos District Centre	0.3%	3	0.0%	0	0.0%	0	1.2%	3	0.0%	0
Manchester	0.3%	3	0.0%	0	0.4%	1	0.4%	1	0.4%	1
Llangollen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Broughton Retail Park, Broughton	0.2%	2	0.0%	0	0.4%	1	0.0%	0	0.4%	1
Flint Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Liverpool	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
(Don't buy these goods)	2.9%	30	3.5%	9	2.8%	7	3.1%	8	2.4%	6
(Don't know / varies)	0.9%	9	1.2%	3	0.8%	2	1.2%	3	0.4%	1
Base:		1018		256		252		257		253

Q15 Which other towns / centres do you go to for non-food shopping ?
Those who go non-food shopping at Q14

Chester Town Centre	33.9%	332	35.2%	86	36.2%	88	29.3%	72	35.0%	86
Wrexham Town Centre	9.7%	95	15.2%	37	5.4%	13	8.1%	20	10.2%	25
Oswestry Town Centre	4.1%	40	0.4%	1	1.6%	4	11.8%	29	2.4%	6
Liverpool	2.1%	21	1.2%	3	2.9%	7	1.2%	3	3.3%	8
Cheshire Oaks	1.6%	16	0.4%	1	1.2%	3	2.8%	7	2.0%	5
Shrewsbury	1.4%	14	0.8%	2	0.4%	1	2.0%	5	2.4%	6
Internet / delivered	1.1%	11	0.8%	2	1.6%	4	0.0%	0	2.0%	5
Manchester	1.1%	11	0.8%	2	1.6%	4	1.2%	3	0.8%	2
Mold Town Centre	1.0%	10	2.0%	5	0.0%	0	0.4%	1	1.6%	4
Broughton Retail Park, Broughton	0.8%	8	2.5%	6	0.4%	1	0.0%	0	0.4%	1
Ellesmere Port Town Centre	0.6%	6	0.8%	2	0.4%	1	0.4%	1	0.8%	2
Cefn Mawr District Centre	0.2%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Gwersyllt District Centre	0.2%	2	0.0%	0	0.0%	0	0.4%	1	0.4%	1
Queensferry Town Centre	0.2%	2	0.0%	0	0.4%	1	0.0%	0	0.4%	1
Rhos District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Borras Park District Centre	0.2%	2	0.0%	0	0.0%	0	0.4%	1	0.4%	1
Warrington	0.2%	2	0.4%	1	0.4%	1	0.0%	0	0.0%	0
Blackpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Flint Town Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Penybryn District Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Coventry	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Hull	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Broughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Llandudno	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Birkenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Plas Coch Retail Park	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Portsunlight Village	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Connah's Quay Town Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Southport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Trafford Centre, Manchester	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Gresford District Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	46.0%	450	42.6%	104	51.0%	124	46.7%	115	43.5%	107
(Don't know / varies)	1.3%	13	1.6%	4	1.2%	3	1.6%	4	0.8%	2
Base:		979		244		243		246		246

GEN Gender of respondent:

Male	28.6%	291	32.0%	82	31.0%	78	25.7%	66	25.7%	65
Female	71.4%	727	68.0%	174	69.0%	174	74.3%	191	74.3%	188
Base:		1018		256		252		257		253

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
AGE Could I ask, how old are you?										
18 to 24	2.7%	27	3.1%	8	2.4%	6	1.9%	5	3.2%	8
25 to 34	7.6%	77	5.1%	13	6.7%	17	6.6%	17	11.9%	30
35 to 44	17.4%	177	16.4%	42	16.3%	41	17.9%	46	19.0%	48
45 to 54	22.4%	228	20.7%	53	23.4%	59	23.7%	61	21.7%	55
55 to 64	22.8%	232	25.8%	66	23.0%	58	21.8%	56	20.6%	52
65 +	26.2%	267	27.7%	71	27.0%	68	26.8%	69	23.3%	59
(Refused)	1.0%	10	1.2%	3	1.2%	3	1.2%	3	0.4%	1
Base:		1018		256		252		257		253
SEG Socio Economic Grouping										
A	1.6%	16	3.5%	9	0.8%	2	1.2%	3	0.8%	2
B	8.9%	91	10.9%	28	6.3%	16	8.6%	22	9.9%	25
C1	23.7%	241	27.3%	70	25.4%	64	18.7%	48	23.3%	59
C2	22.3%	227	18.4%	47	23.4%	59	21.4%	55	26.1%	66
D	14.3%	146	11.3%	29	15.1%	38	16.3%	42	14.6%	37
E	20.9%	213	20.7%	53	20.6%	52	25.7%	66	16.6%	42
(Refused)	8.3%	84	7.8%	20	8.3%	21	8.2%	21	8.7%	22
Base:		1018		256		252		257		253
ADU How many adults live in your household (16 years and above) ?										
One	24.7%	251	22.3%	57	25.4%	64	26.8%	69	24.1%	61
Two	57.2%	582	59.8%	153	57.5%	145	56.8%	146	54.5%	138
Three	13.0%	132	13.3%	34	13.1%	33	10.5%	27	15.0%	38
Four	3.8%	39	3.5%	9	3.2%	8	4.3%	11	4.3%	11
Five	0.7%	7	0.8%	2	0.0%	0	0.8%	2	1.2%	3
Six or more	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
(Refused)	0.6%	6	0.4%	1	0.8%	2	0.8%	2	0.4%	1
Base:		1018		256		252		257		253
CHI How many children live in your household (15 years and under) ?										
None	74.4%	757	76.6%	196	74.2%	187	74.7%	192	71.9%	182
One	11.2%	114	10.9%	28	11.9%	30	10.1%	26	11.9%	30
Two	10.3%	105	8.6%	22	11.1%	28	8.9%	23	12.6%	32
Three	3.1%	32	3.1%	8	2.0%	5	5.4%	14	2.0%	5
Four	0.4%	4	0.4%	1	0.0%	0	0.0%	0	1.2%	3
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.6%	6	0.4%	1	0.8%	2	0.8%	2	0.4%	1
Base:		1018		256		252		257		253
CAR How many cars does your household own or have the use of ?										
None	14.5%	148	9.8%	25	16.3%	41	19.8%	51	12.3%	31
One	46.5%	473	43.4%	111	50.8%	128	43.2%	111	48.6%	123
Two	31.0%	316	36.3%	93	27.4%	69	31.1%	80	29.2%	74
Three or more	7.3%	74	10.2%	26	5.2%	13	4.3%	11	9.5%	24
(Refused)	0.7%	7	0.4%	1	0.4%	1	1.6%	4	0.4%	1
Base:		1018		256		252		257		253
ZONE Zone										
Zone 1	25.1%	256	100.0%	256	0.0%	0	0.0%	0	0.0%	0
Zone 2	24.8%	252	0.0%	0	100.0%	252	0.0%	0	0.0%	0
Zone 3	25.2%	257	0.0%	0	0.0%	0	100.0%	257	0.0%	0
Zone 4	24.9%	253	0.0%	0	0.0%	0	0.0%	0	100.0%	253
Base:		1018		256		252		257		253

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
PC Can I ask your postcode please?										
LL111	0.6%	6	2.3%	6	0.0%	0	0.0%	0	0.0%	0
LL112	4.4%	45	17.6%	45	0.0%	0	0.0%	0	0.0%	0
LL113	7.7%	78	0.0%	0	0.0%	0	0.0%	0	30.8%	78
LL114	6.0%	61	23.8%	61	0.0%	0	0.0%	0	0.0%	0
LL115	6.3%	64	0.0%	0	0.0%	0	0.0%	0	25.3%	64
LL116	7.2%	73	0.0%	0	0.0%	0	0.0%	0	28.9%	73
LL120	5.3%	54	21.1%	54	0.0%	0	0.0%	0	0.0%	0
LL127	4.9%	50	0.0%	0	19.8%	50	0.0%	0	0.0%	0
LL128	5.6%	57	22.3%	57	0.0%	0	0.0%	0	0.0%	0
LL129	3.2%	33	12.9%	33	0.0%	0	0.0%	0	0.0%	0
LL130	4.4%	45	0.0%	0	17.9%	45	0.0%	0	0.0%	0
LL137	4.4%	45	0.0%	0	17.9%	45	0.0%	0	0.0%	0
LL138	4.6%	47	0.0%	0	18.7%	47	0.0%	0	0.0%	0
LL139	6.4%	65	0.0%	0	25.8%	65	0.0%	0	0.0%	0
LL141	4.2%	43	0.0%	0	0.0%	0	16.7%	43	0.0%	0
LL142	4.8%	49	0.0%	0	0.0%	0	19.1%	49	0.0%	0
LL143	5.0%	51	0.0%	0	0.0%	0	19.8%	51	0.0%	0
LL144	2.5%	25	0.0%	0	0.0%	0	9.7%	25	0.0%	0
LL145	3.3%	34	0.0%	0	0.0%	0	13.2%	34	0.0%	0
LL146	2.3%	23	0.0%	0	0.0%	0	8.9%	23	0.0%	0
LL207	3.1%	32	0.0%	0	0.0%	0	12.5%	32	0.0%	0
LL208	3.7%	38	0.0%	0	0.0%	0	0.0%	0	15.0%	38
Base:		1018		256		252		257		253

APPENDIX RA4

ECONOMIC ASSESSMENT TABLES

Table 1
Population of Wrexham's Retail Catchment Area

Zone	Area	Post Code Sector	Population 2001	2008	2011	2014
1	Wrexham North	LL11 1	542	470	469	468
		LL11 2	6653	6724	6705	6691
		LL11 4	9187	9224	9182	9156
		LL12 0	8187	8205	8169	8143
		LL12 8	8411	8507	8471	8447
		LL12 9	5088	5029	5001	4978
2	Wrexham East	LL12 7	8000	7994	7961	7940
		LL13 0	7182	7281	7263	7254
		LL13 7	6869	6810	6782	6758
		LL13 8	7612	7765	7753	7746
		LL13 9	10432	11083	11055	11041
3	Wrexham South	LL14 1	6241	6247	6222	6206
		LL14 2	6955	6865	6833	6813
		LL14 3	6819	6483	6460	6441
		LL14 4	3703	3719	3702	3691
		LL14 5	4961	5175	5186	5188
		LL14 6	3338	3704	3702	3703
		LL20 7	4649	4691	4679	4667
4	Wrexham West	LL11 3	6491	6490	6464	6446
		LL11 5	5391	5471	5443	5425
		LL11 6	6276	6334	6313	6299
		LL20 8	3301	3487	3489	3505
Total			**136288**	**137758**	**137304**	**137006**

Notes

1. 2001 figure from 2001 Census, provided by Map Info
2. Post 2001 forecasts from Map Info population projections report

Table 2a
Expenditure per capita on convenience goods (2005 prices)

Zone	Area	Post Code Sector	Expenditure per capita (£)				
			2005	2005 minus SFT @ 2%	2008	2011	2014
1	Wrexham North	LL11 1	£1,628	£1,595	£1,656	£1,681	£1,706
		LL11 2	£1,527	£1,496	£1,553	£1,577	£1,600
		LL11 4	£1,471	£1,442	£1,496	£1,519	£1,542
		LL12 0	£1,539	£1,508	£1,565	£1,589	£1,613
		LL12 8	£1,538	£1,507	£1,564	£1,588	£1,612
		LL12 9	£1,567	£1,536	£1,594	£1,618	£1,642
2	Wrexham East	LL12 7	£1,491	£1,461	£1,517	£1,539	£1,563
		LL13 0	£1,531	£1,500	£1,557	£1,581	£1,605
		LL13 7	£1,517	£1,487	£1,543	£1,566	£1,590
		LL13 8	£1,423	£1,395	£1,447	£1,469	£1,491
		LL13 9	£1,445	£1,416	£1,470	£1,492	£1,514
3	Wrexham South	LL14 1	£1,519	£1,489	£1,545	£1,568	£1,592
		LL14 2	£1,447	£1,418	£1,472	£1,494	£1,517
		LL14 3	£1,435	£1,406	£1,460	£1,482	£1,504
		LL14 4	£1,492	£1,462	£1,518	£1,540	£1,564
		LL14 5	£1,468	£1,439	£1,493	£1,516	£1,539
		LL14 6	£1,544	£1,513	£1,570	£1,594	£1,618
		LL20 7	£1,547	£1,516	£1,574	£1,597	£1,621
4	Wrexham West	LL11 3	£1,510	£1,480	£1,536	£1,559	£1,583
		LL11 5	£1,522	£1,492	£1,548	£1,571	£1,595
		LL11 6	£1,466	£1,437	£1,491	£1,514	£1,536
		LL20 8	£1,612	£1,580	£1,640	£1,664	£1,689
Total			**£33,239**	**£32,574**	**£33,809**	**£34,319**	**£34,836**

Notes

1. 2005 figure from Map Info Corporation, 2005 prices
2. 2005 figure makes 2% allowance for 'special forms of trading', Source:Retail Expenditure Guide 2009/2010
3. 2005 to 2006 is an actual change of +0 6%, 2006 to 2007 is an actual change of +3.9%; 2007 to 2008 is an actual change of -0.7%, Source:Retail Expenditure Guide 2009/2010 table 3 2 'UK Annual Average Consumer Retail Expenditure by Goods Type'
4. Beyond 2008 is an estimate of forecast growth of +0.5% pa,
Source:Retail Expenditure Guide 2009/2010 table 3 3 'Oxford Economics' forecast of UK Goods-based Retail Expenditure and Trends by Goods Type'

Table 2b
Expenditure per capita on comparison goods (2005 prices)

Zone	Area	Post Code Sector	Expenditure per capita (£)				
			2005	2005 minus SFT @ 5.8%	2008	2011	2014
1	Wrexham North	LL11 1	£2,749	£2,590	£2,975	£3,120	£3,272
		LL11 2	£2,560	£2,412	£2,770	£2,906	£3,047
		LL11 4	£2,481	£2,337	£2,685	£2,816	£2,953
		LL12 0	£2,656	£2,502	£2,874	£3,014	£3,161
		LL12 8	£2,729	£2,571	£2,953	£3,097	£3,248
		LL12 9	£2,708	£2,551	£2,931	£3,073	£3,223
2	Wrexham East	LL12 7	£2,482	£2,338	£2,686	£2,817	£2,954
		LL13 0	£2,678	£2,523	£2,898	£3,039	£3,188
		LL13 7	£2,589	£2,439	£2,802	£2,938	£3,082
		LL13 8	£2,313	£2,179	£2,503	£2,625	£2,753
		LL13 9	£2,452	£2,310	£2,654	£2,783	£2,919
3	Wrexham South	LL14 1	£2,560	£2,412	£2,770	£2,906	£3,047
		LL14 2	£2,386	£2,248	£2,582	£2,708	£2,840
		LL14 3	£2,324	£2,189	£2,515	£2,638	£2,766
		LL14 4	£2,562	£2,413	£2,773	£2,908	£3,050
		LL14 5	£2,482	£2,338	£2,686	£2,817	£2,954
		LL14 6	£2,621	£2,469	£2,836	£2,975	£3,120
		LL20 7	£2,659	£2,505	£2,878	£3,018	£3,165
4	Wrexham West	LL11 3	£2,578	£2,428	£2,790	£2,926	£3,069
		LL11 5	£2,626	£2,474	£2,842	£2,980	£3,126
		LL11 6	£2,442	£2,300	£2,643	£2,772	£2,907
		LL20 8	£2,793	£2,631	£3,023	£3,170	£3,325
Total			**£56,430**	**£53,157**	**£61,068**	**£64,046**	**£67,170**

Notes

1. 2005 figure from Map Info Corporation, 2005 prices
2. 2005 figure makes 5.8% allowance for 'special forms of trading', Source:Retail Expenditure Guide 2009/2010
3. 2005 to 2006 is an actual change of +4.5%; 2006 to 2007 is an actual change of +5.1%; 2007 to 2008 is an actual change of +4.6%, Source:Retail Expenditure Guide 2009/2010 table 3.2 'UK Annual Average Consumer Retail Expenditure by Goods Type'
4. Beyond 2008 is an estimate of forecast growth of +1.6% pa, Source:Retail Expenditure Guide 2009/2010 table 3.3 'Oxford Economics' forecast of UK Goods-based Retail Expenditure and Trends by Goods Type'

Table 3a
Total available local convenience goods expenditure

Zone	Area	Post Code Sector	Total expenditure (£m)		
			2008	2011	2014
1	Wrexham North	LL11 1	£0.78	£0.79	£0.80
		LL11 2	£10.44	£10.57	£10.71
		LL11 4	£13.80	£13.95	£14.12
		LL12 0	£12.84	£12.98	£13.13
		LL12 8	£13.31	£13.45	£13.62
		LL12 9	£8.02	£8.09	£8.18
2	Wrexham East	LL12 7	£12.12	£12.26	£12.41
		LL13 0	£11.34	£11.48	£11.64
		LL13 7	£10.51	£10.62	£10.74
		LL13 8	£11.24	£11.39	£11.55
		LL13 9	£16.29	£16.49	£16.72
3	Wrexham South	LL14 1	£9.65	£9.76	£9.88
		LL14 2	£10.10	£10.21	£10.33
		LL14 3	£9.46	£9.57	£9.69
		LL14 4	£5.64	£5.70	£5.77
		LL14 5	£7.73	£7.86	£7.98
		LL14 6	£5.82	£5.90	£5.99
		LL20 7	£7.38	£7.47	£7.57
4	Wrexham West	LL11 3	£9.97	£10.08	£10.20
		LL11 5	£8.47	£8.55	£8.65
		LL11 6	£8.16	£8.24	£8.34
		LL20 8	£5.72	£5.81	£5.92
Total			**208.79**	**211.23**	**213.94**

Table 3b
Total available local comparison goods expenditure

Zone	Area	Post Code Sector	Total expenditure (£m)		
			2008	2011	2014
1	Wrexham North	LL11 1	£1.40	£1.46	£1.53
		LL11 2	£18.63	£19.48	£20.39
		LL11 4	£24.77	£25.86	£27.04
		LL12 0	£23.58	£24.63	£25.74
		LL12 8	£25.12	£26.24	£27.44
		LL12 9	£14.74	£15.37	£16.05
2	Wrexham East	LL12 7	£21.47	£22.43	£23.46
		LL13 0	£21.10	£22.08	£23.12
		LL13 7	£19.08	£19.93	£20.83
		LL13 8	£19.44	£20.35	£21.33
		LL13 9	£29.41	£30.77	£32.22
3	Wrexham South	LL14 1	£17.31	£18.08	£18.91
		LL14 2	£17.73	£18.50	£19.35
		LL14 3	£16.30	£17.04	£17.82
		LL14 4	£10.31	£10.76	£11.26
		LL14 5	£13.90	£14.61	£15.33
		LL14 6	£10.51	£11.01	£11.55
		LL20 7	£13.50	£14.12	£14.77
4	Wrexham West	LL11 3	£18.11	£18.91	£19.78
		LL11 5	£15.55	£16.22	£16.96
		LL11 6	£14.46	£15.09	£15.77
		LL20 8	£10.54	£11.06	£11.65
Total			**£376.94**	**£393.99**	**£412.29**

Table 4
Benchmark Convenience Goods Turnovers of Existing Convenience Stores (2005 prices)

	Net Floorspace (sq m)	Net Convenience Floorspace (sq m)	Company Average Sales Density for Convenience Goods (£ per sq m)	Percentage turnover from the Study Area	Benchmark Convenience Goods Turnover 2008 (£m)	Benchmark Convenience Goods Turnover 2011 (£m)	Benchmark Convenience Goods Turnover 2014 (£m)
Wrexham Town Centre							
Marks and Spencer, Hope Street	836	772	£10,754	85%	£7.06	£7.16	£7.27
Iceland, Rhosddu Road	368	340	£5,365	85%	£1.55	£1.57	£1.60
Others	1244	1244	£3,500	90%	£3.92	£3.98	£4.04
Out of Centre, Wrexham (Town)							
Asda, Holt Road	4181	2395	£13,798	90%	£29.74	£30.19	£30.65
Tesco, Crescent Road	5171	3010	£12,389	75%	£27.97	£28.39	£28.82
Sainsburys, Plas Coch	4742	3239	£9,368	80%	£24.27	£24.64	£25.01
Aldi, Plas Coch	754	541	£5,583	90%	£2.72	£2.76	£2.80
Lidl, Salop Road	1764	1279	£4,344	90%	£5.00	£5.08	£5.15
Farmfoods, Kingsmills Road	734	598	£3,000	100%	£1.79	£1.82	£1.85
Spar, Rhosddu Road	90	90	£4,000	100%	£0.36	£0.37	£0.37
Co-Op, Dean Road / Rhosnesni Road	100	95	£5,886	100%	£0.56	£0.57	£0.58
Cefn Mawr							
Others	15	15	£2,500	100%	£0.04	£0.04	£0.04
Cefn Mawr Out of Centre							
Somerfield, Well Street	606	464	£6,908	100%	£3.21	£3.25	£3.30
Tesco, Cefn Mawr *1	2201	1431	£12,389	80%	£14.18	£14.40	£14.61
Chirk District Centre							
Co-op, Holyhead Road	241	229	£5,886	50%	£0.67	£0.68	£0.69
Co-op, Church Street	297	282	£5,886	50%	£0.83	£0.84	£0.86
Others	100	100	£2,500	50%	£0.13	£0.13	£0.13
Coedpoeth District Centre							
Co-op, High Street	201	191	£5,886	100%	£1.12	£1.14	£1.16
Spar	85	85	£4,000	100%	£0.34	£0.35	£0.35
Others	50	50	£2,500	100%	£0.13	£0.13	£0.13

Coedpoeth Out of Centre							
AM and PM Bryteg	85	85	£4,000	100%	£0.34	£0.35	£0.35
Gresford and Rossett							
Spar	90	90	£4,000	80%	£0.29	£0.29	£0.30
Others	50	50	£2,500	80%	£0.10	£0.10	£0.10
Gwersyllt District Centre							
Iceland, Dodds Lane	477	441	£5,365	80%	£1.89	£1.92	£1.95
Lidl, Mold Road	997	723	£4,344	80%	£2.51	£2.55	£2.59
Somerfield, Dodds Lane	1242	950	£6,908	80%	£5.25	£5.33	£5.41
Gwersyllt Out of Centre							
Co-Op, Shones Lane, Llay	90	85	£5,886	80%	£0.40	£0.41	£0.41
Rhos District Centre							
Co-Op, Market Street	250	238	£5,886	100%	£1.40	£1.42	£1.44
Others	150	150	£2,500	100%	£0.38	£0.38	£0.39
Rhos Out of Centre							
Co-op, Wrexham Road	139	132	£5,886	100%	£0.78	£0.79	£0.80
Ruabon District Centre							
Spar	80	80	£4,000	80%	£0.26	£0.26	£0.26
Others	50	50	£2,500	80%	£0.10	£0.10	£0.10
Ruabon Out of Centre							
Somerfield, Ruabon Road	888	679	£6,908	80%	£3.75	£3.81	£3.87
Spar	80	80	£4,000	80%	£0.26	£0.26	£0.26
Borras Park District Centre							
Somerfield	372	285	£6,908	100%	£1.97	£2.00	£2.03
Penbryn District Centre							
Others	100	100	£2,500	100%	£0.25	£0.25	£0.26
Penbryn Out of Centre							
Co-Op, Poplar Road	90	85	£5,886	100%	£0.50	£0.51	£0.52

Holt District Centre							
Others	100	100	£2,500	50%	£0.13	£0.13	£0.13
Llangollen							
Somerfield (Edge Centre)	391	362	£6,908	75%	£1.88	£1.90	£1.93
Spar	120	120	£4,000	75%	£0.36	£0.37	£0.37
Others	300	300	£2,500	75%	£0.56	£0.57	£0.58
Total within catchment area					**£148.93**	**£151.17**	**£153.45**
Beyond catchment area							
Aldi, Oswestry	743	620	£5,583		£3.46	£3.51	£3.57
Asda, Queensferry	6967	3992	£13,798		£55.08	£55.91	£56.75
Tesco, Mold	2552	1723	£12,389		£21.35	£21.67	£21.99
Tesco, Broughton Road, Chester	4650	3139	£12,389		£38.89	£39.48	£40.07
Tesco, Frodsham Square, Chester	3392	2290	£12,389		£28.37	£28.80	£29.23
Tesco, Whitchurch	1586	1071	£12,389		£13.27	£13.47	£13.67
Tesco, Ruthin	No data		£12,389		£0.00	£0.00	£0.00
Sainsburys, Ellesmere Port	3645	2770	£9,368		£25.95	£26.34	£26.74
Sainsburys, Great Broughton, Chester	3503	2662	£9,368		£24.94	£25.31	£25.70
Sainsburys, Oswestry	2728	2073	£9,368		£19.42	£19.71	£20.01
Somerfield, Buckley	922	787	£6,908		£5.44	£5.52	£5.60
Marks and Spencer, Foregate St, Chester	743	743	£10,754		£7.99	£8.11	£8.23
Marks and Spencer, Cheshire Oaks	289	289	£10,754		£3.11	£3.15	£3.20
Marks and Spencer, Oswestry	650	650	£10,754		£6.99	£7.10	£7.20
Morrisons, Chester	2508	2011	£11,008		£22.14	£22.47	£22.81
Honeysuckle, Oswestry	No data				£0.00	£0.00	£0.00

1) Tesco, Cefn Mawr (new store not yet open)

Convenience Goods Expenditure Flows Based on Household Survey - Main Food

Total available expenditure (Assumed 70% of total expenditure)	Zone 1 £41.43 %	£m	Zone 2 £43.05 %	£m	Zone 3 £39.05 %	£m	Zone 4 £22.62 %	£m	TOTAL
ZONE 1									
Wrexham Town Centre									
Marks and Spencer, Hope Street	0.4%	£0.19	0.8%	£0.35	0.9%	£0.35	1.3%	£0.29	£1.18
Iceland, Rhosddu Road	0.0%	£0.00	1.2%	£0.53	0.0%	£0.00	1.7%	£0.39	£0.92
Others	0.4%	£0.19	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	*£0.19*
Out of Centre, Wrexham (Town)									
Sainsburys, Plas Coch	27.5%	£11.40	10.6%	£4.56	18.8%	£7.35	30.0%	£6.78	£30.10
Aldi, Plas Coch	2.2%	£0.93	1.6%	£0.71	4.8%	£1.89	4.6%	£1.04	£4.57
Others, Plas Coch	0.0%	£0.00	0.4%	£0.18	0.0%	£0.00	0.0%	£0.00	*£0.18*
Gwersyllt District Centre									
Iceland, Dodds Lane	0.4%	£0.19	0.0%	£0.00	0.0%	£0.00	0.9%	£0.19	£0.38
Somerfield, Dodds Lane	2.6%	£1.07	0.0%	£0.00	2.1%	£0.84	2.6%	£0.58	£2.48
Lidl, Mold Road	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Others	0.0%	£0.00	0.0%	£0.00	0.5%	£0.18	0.0%	£0.00	£0.18
Gwersyllt Out of Centre									
Co-Op, Shones Lane, Llay	0.9%	£0.37	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.37
Others	0.4%	£0.19	0.4%	£0.18	0.0%	£0.00	0.0%	£0.00	£0.36
Gresford District centre									
Others	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Gresford Out of Centre									
Others	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
ZONE 2									
Out of Centre, Wrexham (Town)									
Asda, Holt Road	30.5%	£12.65	37.1%	£15.99	35.5%	£13.87	30.0%	£6.78	£49.29
Tesco, Crescent Road	22.7%	£9.41	39.6%	£17.05	16.2%	£6.34	19.0%	£4.30	£37.10

Lidl, Salop Road	0.9%	£0.37	2.1%	£0.89	0.9%	£0.35	0.9%	£0.19	£1.80
Farmfoods, Kingsmill Road	0.4%	£0.19	0.8%	£0.35	0.0%	£0.00	0.0%	£0.00	£0.54
Co-Op Dean Rd / Rhosnesni Rd	0.0%	£0.00	0.0%	£0.00	0.5%	£0.18	0.0%	£0.00	£0.18
Others	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Borras Park District Centre									
Somerfield, Borras Park Road	0.0%	£0.00	2.5%	£1.06	1.8%	£0.70	0.0%	£0.00	£1.77
Penbryn District Centre									
Others	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Penbryn Out of Centre									
Co-Op, Poplar Road	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Holt District Centre									
Others	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Others (Overton)	0.0%	£0.00	0.4%	£0.18	0.0%	£0.00	0.0%	£0.00	£0.18
ZONE 3									
Cefn Mawr									
Others	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Cefn Mawr Out of Centre									
Somerfield, Well Street	0.0%	£0.00	0.0%	£0.00	1.4%	£0.53	0.0%	£0.00	£0.53
Others (Trevor)	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Chirk District Centre									
Co-op, Holyhead Road	0.4%	£0.19	0.0%	£0.00	0.5%	£0.18	0.0%	£0.00	£0.36
Co-op, Church Street	0.0%	£0.00	0.0%	£0.00	0.5%	£0.18	0.0%	£0.00	£0.18
Others	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Rhos District Centre									
Co-Op, Market Street	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Others	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Rhos Out of Centre									

Co-op, Wrexham Road	0.0%	£0.00	0.0%	£0.00	0.5%	£0.18	0.4%	£0.10	£0.27
Others (Johnstown)	0.4%	£0.19	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.19
Ruabon District Centre									
Others	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Ruabon Out of Centre									
Somerfield, Ruabon Road	0.0%	£0.00	0.0%	£0.00	3.9%	£1.54	0.0%	£0.00	£1.54
Spar	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
ZONE 4									
Out of Centre, Wrexham (Town)									
Spar, Rhosddu Road	0.9%	£0.37	0.4%	£0.18	0.0%	£0.00	0.0%	£0.00	£0.55
Coedpoeth District Centre									
Co-op, High Street	0.0%	£0.00	0.0%	£0.00	0.5%	£0.18	0.0%	£0.00	£0.18
Others	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Coedpoeth Out of Centre									
AM and PM Bryteg	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Others	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Llangollen Town Centre									
Somerfield	0.4%	£0.19	0.0%	£0.00	2.6%	£1.01	5.0%	£1.13	£2.33
Others	0.1%	£0.05	0.0%	£0.00	0.0%	£0.00	0.4%	£0.10	£0.14
Llangollen Out of Centre									
Others	*0.0%*	£0.00	*0.0%*	£0.00	*0.0%*	£0.00	*0.0%*	£0.00	*£0.00*
Beyond catchment area									
Aldi, Oswestry	0.0%	£0.00	0.0%	£0.00	2.1%	£0.84	0.4%	£0.10	£0.93
Asda, Queensferry	0.4%	£0.19	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.19
Tesco, Mold	1.3%	£0.56	0.0%	£0.00	0.5%	£0.18	0.4%	£0.10	£0.83
Tesco, Broughton Road, Chester	3.9%	£1.62	0.8%	£0.35	0.5%	£0.18	0.4%	£0.10	£2.25
Tesco, Frodsham Square, Chester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.4%	£0.10	£0.10
Tesco, Whitchurch	0.0%	£0.00	0.8%	£0.35	0.0%	£0.00	0.0%	£0.00	£0.35
Tesco, Ruthin	0.4%	£0.19	0.0%	£0.00	0.0%	£0.00	0.9%	£0.19	£0.38

Sainsburys, Ellesmere Port	0.0%	£0.00	0.0%	£0.00	0.5%	£0.18	0.0%	£0.00	£0.18
Sainsburys, Great Broughton, Chester	0.4%	£0.19	0.0%	£0.00	0.0%	£0.00	0.4%	£0.10	£0.28
Sainsburys, Oswestry	0.0%	£0.00	0.0%	£0.00	2.6%	£1.01	0.0%	£0.00	£1.01
Somerfield, Buckley	0.4%	£0.19	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.19
Marks and Spencer, Foregate St, Chester	0.4%	£0.19	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.19
Marks and Spencer, Cheshire Oaks	0.4%	£0.19	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.19
Marks and Spencer, Oswestry	0.0%	£0.00	0.0%	£0.00	0.5%	£0.18	0.0%	£0.00	£0.18
Morrisons, Chester	0.4%	£0.19	0.8%	£0.35	0.0%	£0.00	0.4%	£0.10	£0.64
Others	0.0%	£0.00	0.0%	£0.00	1.8%	£0.70	0.4%	£0.10	£0.80
	100.3%		100.5%		100.1%		100.5%		

Convenience Goods Expenditure Flows Based on Household Survey - Top Up Food

Total available expenditure (Assumed 30% of total expenditure)	Zone 1 £17.76		Zone 2 £18.45		Zone 3 £16.74		Zone 4 £9.69		TOTAL
	%	£m	%	£m	%	£m	%	£m	
ZONE 1									
Wrexham Town Centre									
Marks and Spencer, Hope Street	7.5%	£1.34	7.5%	£1.38	1.5%	£0.26	2.9%	£0.28	£3.25
Iceland, Rhosddu Road	1.0%	£0.18	3.4%	£0.62	0.0%	£0.00	1.4%	£0.13	£0.93
Others	2.8%	£0.50	5.5%	£1.01	1.5%	£0.26	5.6%	£0.55	£2.32
Out of Centre, Wrexham (Town)									
Sainsburys, Plas Coch	14.1%	£2.50	8.2%	£1.52	7.0%	£1.18	13.6%	£1.32	£6.52
Aldi, Plas Coch	3.7%	£0.66	0.6%	£0.12	0.0%	£0.00	1.4%	£0.13	£0.90
Others, Plas Coch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Gwersyllt District Centre									
Iceland, Dodds Lane	1.0%	£0.18	0.0%	£0.00	0.0%	£0.00	5.0%	£0.49	£0.66
Somerfield, Dodds Lane	6.5%	£1.16	0.0%	£0.00	0.8%	£0.14	0.8%	£0.07	£1.37
Lidl, Mold Road	1.0%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.18
Others	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.8%	£0.07	£0.07
Gwersyllt Out of Centre									
Co-Op, Shones Lane, Llay	2.8%	£0.50	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.50
Others (Co op Market Sq, Llay and Bradley)	8.5%	£1.51	0.0%	£0.00	0.8%	£0.14	0.8%	£0.07	£1.72
Gresford District Centre									
Others	8.4%	£1.49	0.0%	£0.00	0.0%	£0.00	0.8%	£0.07	£1.56
Gresford Out of Centre									
Others	3.7%	£0.66	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.66
ZONE 2									
Out of Centre, Wrexham (Town)									
Asda, Holt Road	3.7%	£0.66	8.2%	£1.52	2.3%	£0.39	3.6%	£0.35	£2.92

Tesco, Crescent Road	7.5%	£1.34	21.9%	£4.05	1.5%	£0.26	2.9%	£0.28	£5.92
Lidl, Salop Road	3.7%	£0.66	4.1%	£0.76	0.0%	£0.00	2.1%	£0.21	£1.62
Farmfoods, Kingsmill Road	0.0%	£0.00	2.0%	£0.37	0.0%	£0.00	0.0%	£0.00	£0.37
Co-Op Dean Rd / Rhosnesni Rd	0.0%	£0.00	2.0%	£0.37	0.8%	£0.14	0.0%	£0.00	£0.51
Others	3.7%	£0.66	1.2%	£0.23	0.0%	£0.00	0.0%	£0.00	£0.89
Borras Park District Centre									
Somerfield, Borras Park Road	1.8%	£0.33	13.7%	£2.53	3.1%	£0.52	0.8%	£0.07	£3.45
Penbryn District Centre									
Others	0.0%	£0.00	0.6%	£0.12	1.5%	£0.26	2.9%	£0.28	£0.65
Penbryn Out of Centre									
Co-Op, Poplar Road	0.0%	£0.00	3.4%	£0.62	0.0%	£0.00	0.0%	£0.00	£0.62
Holt District Centre									
Others	0.0%	£0.00	4.7%	£0.87	0.0%	£0.00	0.0%	£0.00	£0.87
Others (Overton, Cross Lanes, Caia)	1.0%	£0.18	6.0%	£1.10	0.8%	£0.14	0.0%	£0.00	£1.42
ZONE 3									
Cefn Mawr									
Others	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Cefn Mawr Out of Centre									
Somerfield, Well Street	1.8%	£0.33	0.0%	£0.00	3.2%	£0.53	0.0%	£0.00	£0.86
Others (Trevor)	0.0%	£0.00	0.0%	£0.00	3.1%	£0.51	0.0%	£0.00	£0.51
Chirk District Centre									
Co-op, Holyhead Road	0.0%	£0.00	0.0%	£0.00	9.5%	£1.59	0.0%	£0.00	£1.59
Co-op, Church Street	1.0%	£0.18	0.0%	£0.00	2.3%	£0.39	0.0%	£0.00	£0.57
Others	0.0%	£0.00	0.0%	£0.00	5.5%	£0.92	0.0%	£0.00	£0.92
Rhos District Centre									
Co-Op, Market Street	0.0%	£0.00	0.0%	£0.00	4.0%	£0.67	0.0%	£0.00	£0.67
Others	1.0%	£0.18	0.6%	£0.12	8.7%	£1.45	1.4%	£0.13	£1.88

Rhos Out of Centre									
Co-op, Wrexham Road	0.0%	£0.00	1.4%	£0.25	4.0%	£0.67	0.0%	£0.00	£0.92
Others (Johnstown & Penycae)	0.0%	£0.00	0.0%	£0.00	4.8%	£0.81	0.0%	£0.00	£0.81
Ruabon District Centre									
Others	0.0%	£0.00	0.0%	£0.00	2.3%	£0.39	1.4%	£0.13	£0.53
Ruabon Out of Centre									
Somerfield, Ruabon Road	1.0%	£0.18	0.0%	£0.00	11.0%	£1.85	0.8%	£0.07	£2.10
Spar	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
ZONE 4									
Out of Centre, Wrexham (Town)									
Spar, Rhosddu Road	5.5%	£0.98	0.6%	£0.12	0.8%	£0.14	1.4%	£0.13	£1.37
Coedpoeth District Centre									
Co-op, High Street	0.0%	£0.00	0.0%	£0.00	0.8%	£0.14	11.5%	£1.12	£1.25
Others	0.0%	£0.00	0.0%	£0.00	0.8%	£0.14	8.6%	£0.84	£0.97
Coedpoeth Out of Centre									
AM and PM Bryteg	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.9%	£0.28	£0.28
Others	1.0%	£0.18	0.0%	£0.00	0.8%	£0.14	8.6%	£0.84	£1.15
Llangollen Town Centre									
Somerfield	1.0%	£0.18	0.0%	£0.00	4.7%	£0.79	10.8%	£1.04	£2.01
Others	0.0%	£0.00	0.0%	£0.00	2.3%	£0.39	2.8%	£0.27	£0.66
Llangollen Out of Centre									
Others	0.0%	£0.00	0.0%	£0.00	0.8%	£0.14	0.0%	£0.00	£0.14
Beyond catchment area									
Aldi, Oswestry	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Asda, Queensferry	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Tesco, Mold	1.0%	£0.18	0.0%	£0.00	0.0%	£0.00	1.4%	£0.13	£0.31
Tesco, Broughton Road, Chester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00

Tesco, Frodsham Square, Chester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Tesco, Whitchurch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Tesco, Ruthin	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.13	£0.13
Sainsburys, Ellesmere Port	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Sainsburys, Great Broughton, Chester	0.0%	£0.00	0.6%	£0.12	0.0%	£0.00	0.0%	£0.00	£0.12
Sainsburys, Oswestry	0.0%	£0.00	0.0%	£0.00	3.2%	£0.53	0.0%	£0.00	£0.53
Somerfield, Buckley	1.0%	£0.18	0.0%	£0.00	2.3%	£0.39	0.0%	£0.00	£0.57
Marks and Spencer, Foregate St, Chester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Marks and Spencer, Cheshire Oaks	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
Marks and Spencer, Oswestry	0.0%	£0.00	0.0%	£0.00	0.8%	£0.14	0.0%	£0.00	£0.14
Morrisons, Chester	1.0%	£0.18	0.0%	£0.00	0.0%	£0.00	0.8%	£0.07	£0.25
Others	2.0%	£0.35	3.9%	£0.71	2.5%	£0.41	0.8%	£0.07	£1.55
	99.9%		100.2%		100.3%		99.5%		

Table 5
Convenience Goods Expenditure Flows based on household survey (combined main and top up food)

	Zone 1	Zone 2	Zone 3	Zone 4	Total Turnover from residents in Zones 1-4 (£m)
Total Available (£m)	59.19	61.50	55.79	32.31	**208.79**
ZONE 1					
Wrexham Town Centre					
Marks and Spencer, Hope Street	1.52	1.73	0.61	0.57	**4.43**
Iceland, Rhosddu Road	0.18	1.15	0.00	0.52	**1.85**
Others	0.69	1.01	0.26	0.55	**2.50**
Out of Centre, Wrexham (Town)					
Sainsburys, Plas Coch	13.90	6.08	8.53	8.11	**36.61**
Aldi, Plas Coch	1.58	0.82	1.89	1.17	**5.47**
Others, Plas Coch	0.00	0.18	0.00	0.00	**0.18**
Gwersyllt District Centre					
Iceland, Dodds Lane	0.36	0.00	0.00	0.68	**1.04**
Somerfield, Dodds Lane	2.23	0.00	0.97	0.65	**3.85**
Lidl, Mold Road	0.18	0.00	0.00	0.00	**0.18**
Others	0.00	0.00	0.18	0.07	**0.25**
Gwersyllt Out of Centre					
Co-Op, Shones Lane, Llay	0.88	0.00	0.00	0.00	**0.88**
Others (Co op Market Sq, Llay and Bradley)	1.70	0.18	0.14	0.07	**2.09**
Gresford District Centre					
Others	1.49	0.00	0.00	0.07	**1.56**
Gresford Out of Centre					
Others	0.66	0.00	0.00	0.00	**0.66**
ZONE 2					
Out of Centre, Wrexham (Town)					
Asda, Holt Road	13.31	17.51	14.26	7.14	**52.21**
Tesco, Crescent Road	10.74	21.10	6.59	4.58	**43.02**
Lidl, Salop Road	1.03	1.64	0.35	0.40	**3.42**
Farmfoods, Kingsmill Road	0.19	0.72	0.00	0.00	**0.91**
Co-Op Dean Rd / Rhosnesni Rd	0.00	0.37	0.31	0.00	**0.68**
Others	0.66	0.23	0.00	0.00	**0.89**
Borras Park District Centre					
Somerfield, Borras Park Road	0.33	3.59	1.22	0.07	**5.22**
Penbryn District Centre					
Others	0.00	0.12	0.26	0.28	**0.65**
Penbryn Out of Centre					
Co-Op, Poplar Road	0.00	0.62	0.00	0.00	**0.62**
Holt District Centre					
Others	0.00	0.87	0.00	0.00	**0.87**
Others (Overton, Cross Lanes, Caia)	0.18	1.28	0.14	0.00	**1.60**
ZONE 3					
Cefn Mawr					
Others	0.00	0.00	0.00	0.00	**0.00**
Cefn Mawr Out of Centre	0.00	0.00	0.00	0.00	**0.00**
Somerfield, Well Street	0.33	0.00	1.06	0.00	**1.39**
Others (Trevor)	0.00	0.00	0.51	0.00	**0.51**
Chirk District Centre					
Co-op, Holyhead Road	0.19	0.00	1.77	0.00	**1.95**
Co-op, Church Street	0.18	0.00	0.57	0.00	**0.75**
Others	0.00	0.00	0.92	0.00	**0.92**
Rhos District Centre					
Co-Op, Market Street	0.00	0.00	0.67	0.00	**0.67**
Others	0.18	0.12	1.45	0.13	**1.88**
Rhos Out of Centre					
Co-op, Wrexham Road	0.00	0.25	0.84	0.10	**1.19**
Others (Johnstown & Penycae)	0.19	0.00	0.81	0.00	**0.99**
Ruabon District Centre					
Others	0.00	0.00	0.39	0.13	**0.53**
Ruabon Out of Centre					
Somerfield, Ruabon Road	0.18	0.00	3.39	0.07	**3.64**

Spar	0 00	0.00	0.00	0 00	**0.00**
ZONE 4					
Out of Centre, Wrexham (Town)					
Spar, Rhosddu Road	1 35	0.29	0 14	0 13	**1.92**
Coedpoeth District Centre					
Co-op, High Street	0 00	0.00	0.31	1 12	**1.43**
Others	0.00	0.00	0 14	0 84	**0.97**
Coedpoeth Out of Centre					
AM and PM Bryteg	0 00	0 00	0 00	0.28	**0.28**
Others	0 18	0 00	0.14	0 84	**1.15**
Llangollen Town Centre					
Somerfield	0.36	0.00	1 80	2 18	**4.34**
Others	0 05	0 00	0.39	0.36	**0.80**
Llangollen Out of Centre					
Others	0 00	0.00	0.14	0 00	**0.14**
	54.95	**59.88**	**51.15**	**31.10**	**197.07**

	Zone 1	Zone 2	Zone 3	Zone 4	Total Turnover from residents in Zones 1-5 (£m)
Stores beyond catchment area					
Aldi, Oswestry	0 00	0.71	1 25	0 17	**2.13**
Asda, Queensferry	0.19	0 00	0.00	0 00	**0.19**
Tesco, Mold	0.73	0 00	0.18	0 10	**1.01**
Tesco, Broughton Road, Chester	1.62	0.35	0.18	0.10	**2.25**
Tesco, Frodsham Square, Chester	0 00	0.00	0.00	0 10	**0.10**
Tesco, Whitchurch	0.00	0.35	0 00	0 00	**0.35**
Tesco, Ruthin	0.19	0 00	0 00	0 19	**0.38**
Sainsburys, Ellesmere Port	0 00	0 00	0 18	0 00	**0.18**
Sainsburys, Great Broughton, Chester	0 19	0.00	0 00	0.10	**0.28**
Sainsburys, Oswestry	0 00	0 00	1 01	0.00	**1.01**
Somerfield, Buckley	0 36	0.00	0.00	0.00	**0.36**
Marks and Spencer, Foregate St, Chester	0 19	0 00	0 00	0 00	**0.19**
Marks and Spencer, Cheshire Oaks	0 19	0 00	0 00	0 00	**0.19**
Marks and Spencer, Oswestry	0 00	0 00	0 18	0 00	**0.18**
Morrisons, Chester	0.36	0.35	0 00	0 10	**0.81**
Others	0.35	0 00	0 70	0 10	**1.15**
Total Leaking from Zones 1-4	**4.36**	**1.78**	**3.67**	**0.94**	**10.75**

Table 6
Assessment of Convenience Goods Retail Need

		2008	2014
1	Total Available in Zones 1-4 (£m)	£208.79	£213.94
2	Retention Rate	94.4%	94.4%
3	Total Available to facilities in Zones 1-4	197.07	201.96
4	Benchmark Turnover of existing facilities in Zones 1-4	148.93	153.45
5	Capacity (3 minus 4) (£m)	£48.14	£48.50
6	Floorspace based on £10,750 per sq m	4,478	4,512

Table 7
Estimated Retail Turnover of proposed development

	Gross Area (sq m)	Net Sales Area (sq m)	Sales Density (£ per sq m)	Total Turnover (£m)	Turnover derived from Zone 1-4
Morrisons					
Total area		3,340			
Net A1 retail convenience goods sales area (sq m)		2,505	10,629	26.63	21.30
Net A1 retail comparison goods sales area (sq m)		835	6,786	5.67	4.53

Notes

1. Sales Density Figure is from Verdict 2008

2. Assumes that Morrisons will draw 80% of its trade from Zone 1-4

	Turnover at 2008 (£m)	Pre-impact turnover at 2011 (£m)	% Total Trade Diversion	Total Trade Diversion (£m)	Residual Turnover at 2011 with Morrisons (£m)	Impact (%)	Benchmark Turnover at 2011	
Penbryn District Centre								**Penbryn District Centre**
Others	0.65	0.66	0.02%	0.004	0.65	0.6%	0.25	*Others*
Penbryn Out of Centre								**Penbryn Out of Centre**
Co-Op, Poplar Road	0.62	0.63	0.02%	0.004	0.62	0.6%	0.51	Co-Op, Poplar Road
Holt District Centre								**Holt District Centre**
Others	0.87	0.89	0.02%	0.004	0.87	0.5%	0.13	*Others*
Others (Overton, Cross Lanes, Caia)	1.60	1.62	0.02%	0.004	1.59	0.3%	No data	*Others (Overton, Cross Lanes, Caia)*
ZONE 3								**ZONE 3**
Cefn Mawr								**Cefn Mawr**
Others	0.04	0.04	0.00%	0.000	0.04	0.0%	0.04	*Others*
Cefn Mawr Edge / Out of Centre								**Cefn Mawr Out of Centre**
Somerfield, Well Street	1.39	1.41	0.02%	0.004	1.38	0.3%	3.25	Somerfield, Well Street
Tesco, Link Road *(store yet to open, estimated turnover)*	14.18	14.39	1.88%	0.50	13.68	3.5%	14.4	Tesco, Link Road *(store yet to open, estimated turnover)*
Others (Trevor)	0.51	0.52	0.02%	0.004	0.51	0.8%	No data	Others (Trevor)
Chirk District Centre								**Chirk District Centre**
Co-op, Holyhead Road	1.95	1.98	0.02%	0.004	1.95	0.2%	0.68	Co-op, Holyhead Road
Co-op, Church Street	0.75	0.76	0.02%	0.004	0.74	0.5%	0.84	Co-op, Church Street
Others	0.92	0.94	0.02%	0.004	0.92	0.4%	0.13	*Others*
Rhos District Centre								**Rhos District Centre**
Co-Op, Market Street	0.67	0.68	0.02%	0.004	0.66	0.6%	1.42	Co-Op, Market Street
Others	1.88	1.91	0.02%	0.004	1.87	0.2%	0.38	*Others*
Rhos Out of Centre								**Rhos Out of Centre**
Co-op, Wrexham Road	1.19	1.21	0.02%	0.004	1.19	0.3%	0.79	Co-op, Wrexham Road
Others (Johnstown & Penycae)	0.99	1.01	0.02%	0.004	0.99	0.4%	No data	Others (Johnstown & Penycae)
Ruabon District Centre								**Ruabon District Centre**
Spar & Others	0.53	0.53	0.02%	0.004	0.52	0.8%	0.36	Others
Ruabon Out of Centre								**Ruabon Out of Centre**
Somerfield, Ruabon Road	3.64	3.69	0.02%	0.004	3.63	0.1%	3.81	Somerfield, Ruabon Road
Spar	No data	No data	0.02%	0.004	No data	No data	0.26	Spar
ZONE 4								**ZONE 4**
Out of Centre, Wrexham (Town)								**Out of Centre, Wrexham (Town)**
Spar, Rhosddu Road	1.92	1.95	0.02%	0.004	1.91	0.2%	0.37	Spar, Rhosddu Road
Coedpoeth District Centre								**Coedpoeth District Centre**
Co-op, High Street	1.43	1.45	0.02%	0.004	1.43	0.3%	1.14	Co-op, High Street
Spar & Others	0.97	0.99	0.02%	0.004	0.97	0.4%	0.48	*Others*
Coedpoeth Out of Centre								**Coedpoeth Out of Centre**
AM and PM Bryteg	0.28	0.28	0.02%	0.004	0.27	1.4%	0.35	AM and PM Bryteg
Others	1.15	1.17	0.02%	0.004	1.15	0.3%	No data	Others
Llangollen Town Centre								**Llangollen Town Centre**
Somerfield	4.34	4.40	0.02%	0.004	4.33	0.1%	1.9	Somerfield
Spar	0.80	0.81	0.02%	0.004	0.80	0.5%	0.94	Spar

	Turnover at 2008 (£m)	Pre-impact turnover at 2011 (£m)	% Total Trade Diversion	Total Trade Diversion (£m)	Residual Turnover at 2011 with Morrisons (£m)	Impact (%)	Benchmark Turnover at 2011	
Llangollen Out of Centre								**Llangollen Out of Centre**
Others	0.14	0.14	0.02%	0.004	0.13	2.9%	No data	*Others*
Stores beyond catchment area								**Stores beyond catchment area**
Aldi, Oswestry	2.13	2.16	1.13%	0.30	1.83	14.1%	No data	Aldi, Oswestry
Asda, Queensferry	0.19	0.19	0.38%	0.10	0.09	53.9%	No data	Asda, Queensferry
Tesco, Mold	1.01	1.02	0.94%	0.25	0.76	24.9%	No data	Tesco, Mold
Tesco, Broughton Road, Chester	2.25	2.28	0.75%	0.20	2.05	8.9%	No data	Tesco, Broughton Road, Chester
Tesco, Frodsham Square, Chester	0.10	0.10	0.19%	0.05	0.05	51.8%	No data	Tesco, Frodsham Square, Chester
Tesco, Whitchurch	0.35	0.36	0.38%	0.10	0.25	28.2%	No data	Tesco, Whitchurch
Tesco, Ruthin	0.38	0.38	0.38%	0.10	0.28	26.4%	No data	Tesco, Ruthin
Sainsburys, Ellesmere Port	0.18	0.18	0.19%	0.05	0.13	28.4%	No data	Sainsburys, Ellesmere Port
Sainsburys, Great Broughton, Chester	0.28	0.29	0.19%	0.05	0.23	17.7%	No data	Sainsburys, Great Broughton, Chester
Sainsburys, Oswestry	1.01	1.03	1.13%	0.30	0.71	29.6%	No data	Sainsburys, Oswestry
Somerfield, Buckley	0.36	0.37	0.30%	0.08	0.28	22.1%	No data	Somerfield, Buckley
Marks and Spencer, Foregate St, Chester	0.19	0.19	0.17%	0.05	0.14	25.0%	No data	Marks and Spencer, Foregate St, Chester
Marks and Spencer, Cheshire Oaks	0.19	0.19	0.17%	0.05	0.14	25.0%	No data	Marks and Spencer, Cheshire Oaks
Marks and Spencer, Oswestry	0.18	0.18	0.19%	0.05	0.13	28.4%	No data	Marks and Spencer, Oswestry
Morrisons, Chester	0.81	0.83	0.45%	0.12	0.69	14.8%	No data	Morrisons, Chester
Others	1.15	1.17	0.45%	0.12	1.03	10.4%	No data	Others
Totals	222.04	225.38	100%	26.63	195.41		151.19	
Percentages								**Percentages**

Morrisons Convenience Goods Turnover (£m)	**26.63**

Total Clawback from stores beyond the catchment area (£m)	**1.96**

APPENDIX RA5

HEALTHCHECK ASSESSMENTS

ASSESSMENT OF THE VITALITY AND VIABILITY OF:

- **WREXHAM TOWN CENTRE**
- **DISTRICT CENTRES WITHIN WREXHAM; AND**
- **LLANGOLLEN TOWN CENTRE**

Introduction

A.01 This section assesses the vitality and viability of the following defined shopping centres which all lie within relatively close proximity to the application site:

- Wrexham Town Centre
- The following District Centres which lie within Wrexham County Borough Council area: Borras Park, Cefn Mawr, Chirk, Coedpoeth, Gresford, Gwersyllt, Holt, Penbryn, Rhos and Ruabon; and
- Llangollen Town Centre.

A.02 A full assessment of Wrexham town centre's vitality and viability is provided below, using the indicators set out in Chapter 4 of PPS6. Following this assessment commentary is also provided on the health of the other centres listed above, based on site visits to the centres.

Wrexham Town Centre

A.03 Wrexham is defined as a Town Centre in the Adopted Unitary Development Plan (February 2005). This section assesses the vitality and viability of Wrexham Town Centre using the indicators set out in Chapter 4 of PPS6. The purpose of this assessment is therefore to identify the strengths and weaknesses of Wrexham town centre. The assessment draws on information from the following sources:

- Experian GOAD Report dated 12 October 2007;
- Site visit undertaken by Peacock & Smith on 21 October 2009;
- Collier CRE's 'In town centre retail rents' (2007); and
- Property Market Report (July 2008) published by the Valuation Office Agency (VOA).

Amount, Type and Location of Retail Floorspace

A.04 The centre is vibrant with a variety of retail opportunities serving the local community and the wider hinterland. The core of the centre is located around Hope Street, which is the area identified in the UDP as the Principle Shopping Area. The Eagles Meadow Centre is located to the south east of the Shopping Core and opened in October 2008. An analysis of the October 2007 Experian GOAD land use plan identified the following types of unit within the Town Centre:

Composition of Wrexham Town Centre, October 2007

Sector	**No. of units**	**% of Units**	**National average (%)**
Comparison	156	34.90%	35.43%
Convenience	37	8.28%	8.43%
Retail Services	67	14.99%	12.64%
Leisure Services	79	17.67%	21.24%
Financial & Business Services	60	13.42%	11.57%
Vacant	48	10.74%	10.35%
Miscellaneous	0	0.00%	0.17%
Total	**447**	**100%**	**100%**

A.05 The number of convenience retailers is slightly below the national average. However, a Tesco Extra superstore is located just beyond the town centre and the new Eagles Meadow development contains an M&S, with associated food hall.

A.06 The proportion of both retail service and financial and business service units is significantly higher than the national average. Most high street banks and building societies are represented, along with a significant number of estate agents and other services, such as accountants and solicitors.

A.07 In terms of comparison shopping, the proportion of units is marginally lower than the national average. However, since the GOAD survey was undertaken Eagles Meadow has opened and started trading. This is anchored by a large Debenhams department store and includes a range of comparison units, including M&S, Next, River Island, Topshop, Wallis, Pastimes and H&M.

A.08 The table below summarises the range of comparison goods in the town centre at October 2007.

Comparison Goods Retailers in Wrexham Town Centre, October 2007

Goods Type	Number of	% of Total	National
Antique Shops	0	0.00	0.41
Art & Art Dealers	2	0.45	0.74
Booksellers	3	0.67	0.65
Carpets & Flooring	2	0.45	0.55
Catalogue Showrooms	1	0.22	0.17
Charity Shops	11	2.46	2.11
Chemist & Drugstores	2	0.45	1.08
Childrens & Infants Wear	5	1.12	0.66
Clothing General	9	2.01	2.01
Crafts, Gifts, China & Glass	1	0.22	1.31
Cycles & Accessories	1	0.22	0.22
Department & Variety Stores	4	0.89	0.62
DIY & Home Improvement	1	0.22	0.78
Electrical & Other Durable Goods	7	1.57	1.53
Florists	4	0.89	0.81
Footwear	8	1.79	1.54
Furniture Fitted	2	0.45	0.42
Furniture General	7	1.57	1.11
Gardens & Equipment	0	0.00	0.06
Greeting Cards	4	0.89	1.10

Hardware & Household Goods	8	1.79	1.28
Jewellery, Watches & Silver	10	2.24	1.97
Ladies & Mens Wear & Acc.	3	0.67	0.77
Ladies Wear & Accessories	19	4.25	4.26
Leather & Travel Goods	0	0.00	0.25
Mens Wear & Accessories	6	1.34	1.04
Music & Musical Instruments	1	0.22	0.22
Music & Video Recordings	2	0.45	0.33
Newsagents & Stationers	1	0.22	0.58
Office Supplies	0	0.00	0.08
Other Comparison Goods	4	0.89	0.82
Photographic & Optical	2	0.45	0.21
Secondhand Goods, Books etc.	0	0.00	0.23
Sports, Camping, Leisure Goods	3	0.67	0.89
Telephones & Accessories	9	2.01	1.30
Textiles & Soft Furnishings	2	0.45	0.87
Toiletries, Cosmetics & Beauty Products	5	1.12	0.93
Toys, Games & Hobbies	5	1.12	0.94
Vehicle & Motorcycle	0	0.00	0.31

Sales			
Vehicle Accessories	2	0.45	0.26
Totals	**156**	**34.90**	**35.43**

A.09 The table shows that, in comparison to the national average, Wrexham town centre is 'under-represented' in a number of comparison goods sectors, particularly in the following:

- Chemists and drugstores;
- Greeting cards;
- Sports, camping and leisure goods; and
- Textiles and soft furnishings.

A.10 The town centre is 'over-represented' in the following comparison sectors:

- Charity shops;
- Department and variety stores;
- Jewellery, watches and silver; and
- Telephones and accessories.

Shopping Rents

A.11 Collier CRE's "In Town Centre Retail Rents" report (2007) shows that Zone A rents in Wrexham town centre at May 2007 were £105 per sq ft. This compares to £300 per sq ft in Cardiff, £160 per sq ft in Swansea, £85 per sq ft in Llandudno and £60 per sq ft in Rhyl.

Vacancies

A.12 The latest Experian GOAD Town Centre Report for Wrexham indicates that in October 2007 there were 48 vacant outlets. This represents 10.74% of all units within Wrexham town centre and is slightly above the national average (10.35%). However, in terms of the proportion of vacant floorspace the report finds that 7.03% of floorspace is vacant, which compares favourably to the national average of 8.38%.

Commercial Yields

A.13 The level of yield broadly represents the market's evaluation of risk and return. It assesses the ratio of rental income to capital value. The higher the yield, the less the capital return, which can therefore mean a less attractive centre for business.

A.14 Wrexham is identified in the Property Market Report for July 2008 (VOA) as having a yield at 1 July 2008 of 6.5%, which has risen marginally from 6.25% in January 2008. Whilst this indicates that the Town Centre has fallen slightly in its attraction to retailers and investors, the opening of Eagles Meadow is likely to significantly improve the attraction of the town to investors.

A.15 In comparison with other towns in North Wales, Wrexham performs well. Rhyl has a yield of 7.5% and both Newtown and Welshpool have yields of 8.5%.

Pedestrian Flows

A.16 There was no available information detailing pedestrian flows in Wrexham town centre at the time of preparing this assessment. However, a high level of activity was noted in the town centre during the centre survey of 21 October 2009.

Accessibility

A.17 The centre is well connected by road, bus and rail networks, with linkage by 'A' road to the motorway network approximately 13 miles to the north of the town. Regular bus services link the town centre to the rest of Wrexham and also to the towns of Chester, Oswestry, Llangollen, Flint and Mold. The railway station is located to the north west of the town centre and provides a direct link to Birmingham, Cardiff and Holyhead.

A.18 The town centre is well provided for in terms of car parking, with various opportunities for on-street and off-street car parking within and surrounding the town centre. Eagles Meadow, for example, has parking for 970 vehicles.

A.19 The town centre is vibrant owing to the close proximity of residential areas that surround it and therefore provides a substantial walk-in catchment area for the town's retail uses.

Customer Views and Behaviour

A.20 There was no available information detailing customer views and behaviour in Wrexham town centre at the time of preparing this assessment.

Perception of Safety and Occurrence of Crime

A.21 The town centre felt safe and well used during a daytime visit.

Environmental Quality

A.22 The main core of the town centre shopping area is pedestrianised. This provides for a pleasant and safe shopping experience.

A.23 There was little evidence of graffiti or litter in the town centre and the overall quality of the environment was good.

Summary

A.24 In summary, Wrexham town centre appears to be a vital and viable shopping centre.

Borras Park District Centre

A.25 Borras Park is a designated District Centre in the Wrexham UDP. The centre consists of a small parade of shops on Borras Park Road. The centre is anchored by a Somerfield supermarket and contains a number of smaller units, including a newsagent, off licence and hot food takeaway. Free off-street parking is provided directly in front of the retail units.

A.26 The centre has a lack of vacant units and the centre was reasonably busy with shoppers when the site visit was undertaken. In summary, the centre is vibrant and viable and felt safe and well used.

Cefn Mawr District Centre

A.27 Cefn Mawr District Centre is linear and runs along Crane Street and Well Street. It is a village centre and has a range of retail and other town centre uses, including post office,

bank, hairdressers, butchers and pharmacy. A number of free car parks are located within walking distance of the shops.

A.28 The centre does suffer from a high vacancy rate and in excess of 10 units were identified as vacant when the site visit was undertaken. We are, however, aware of plans to regenerate Cefn Mawr, which will include the introduction of a Tesco supermarket to the town.

Chirk District Centre

A.29 Chirk District Centre is an attractive village centre. The centre is linear in nature and is located on Church Street. The centre is anchored by a Co-op convenience store which has a small amount of off-street parking for customers. There is a range of other shops and facilities in the centre, including a butchers, pharmacy, bakers, bank, estate agents and hairdressers.

A.30 The centre has no vacant units and appeared well used, with a good range of essential retail facilities and services.

Coedpoeth District Centre

A.31 Coedpoeth District Centre is a long linear centre, which is located on Y Stryt Fawr. The centre has a good variety of retail units, including both Co-op and Spar convenience stores. Other facilities include a number of pubs, hot food takeaways and hairdressers, along with a bakers, pharmacy and hairdressers. A free public car park is provided immediately behind the main shopping street.

A.32 The centre has no vacant units, but during the site visit appeared quiet. Despite this, given the range of retail units, it would appear that the centre is vibrant and viable.

Gresford District Centre

A.33 Gresford District Centre consists of a neighbourhood parade of shops, located on Chester Road. The centre consists of a Spar convenience shop and a number of other retail units, including a pharmacy, a number of hairdressers, a florist, travel agents, pub and post office. A limited amount of off-street parking is provided in front of the retail units.

A.34 During the site visit one vacant unit was noted. The centre seemed safe and well used.

Gwersyllt District Centre

A.35 Gwersyllt District Centre consists of a purpose built shopping centre on Dodds Lane. This shopping centre includes both Somerfield and Iceland supermarkets and smaller independent stores, including a post office, dentist, hot food takeaway and shoe shop. The shopping centre has a significant amount of dedicated free parking.

A.36 The remainder of the designated centre consists of a Lidl supermarket, which is located across the railway line on Hope Street. This store also has a dedicated customer car park.

A.37 The district centre has two vacant units and the centre was busy with shoppers when the site visit was undertaken.

Holt District Centre

A.38 Holt District Centre is a village centre located at the junction of Frog Lane and The Cross. The centre is attractive and is anchored by a Londis convenience store. Other retail units include a post office, public house, beauticians, delicatessen and gift shop.

A.39 There are no vacant units and the centre appeared to be busy and well used. There is no dedicated off-street parking.

Penbryn District Centre

A.40 Penbryn District Centre lies immediately to the south of Wrexham Town Centre, approximately half a kilometre from the Primary Shopping Area. The centre consists of a mix of peripheral retail uses and residential dwellings, and is located on Pen Y Bryn.

A.41 The centre includes two convenience stores; a Halal foodstore and an international foodstore. Other retail units include a bookmakers, pub, audio equipment shop, gas showroom and home furnishings shop.

A.42 The centre contains two vacant units. Whilst the centre was not particularly busy with shoppers when the site visit was undertaken, the centre performs an important secondary retail role to the Town Centre.

Rhos District Centre

A.43 Rhos District Centre is a large village centre that lies on Market Street. The centre is well provided for in terms of convenience retail provision and includes a Co-op convenience store, butchers, bakers and Spar convenience store. Other units include a dentist, funeral parlour, post office, a number of high street banks, a newsagent and pharmacy.

A.44 The centre contains one vacant unit and in this respect appears to be a vital and viable centre.

Ruabon District Centre

A.45 Ruabon District Centre lies at the intersection of Bridge Street, Park Street and High Street. It is a small centre with a limited retail offer. There is no mini-market/supermarket, however there is an off licence, newsagents, pharmacy and bakers.

A.46 The centre has free off-street car parking. There are two vacant units.

Llangollen Town Centre

A.47 Llangollen Town Centre is designated in the Adopted Denbighshire Unitary Development Plan (1996). The Town Centre extends from the River Dee, up Castle Street to Berwyn Street. It includes the area around Parade Street, East Street, Greenfield, part of Market Street, Bridge Street and Oak Street.

A.48 The town centre is very busy and vibrant and is popular with tourists. This is reflected in the range and choice of shops, which include numerous gift shops, confectionary shops, cafes and restaurants, jewellery shops and antique shops.

A.49 The centre contains no multiple retailers, but is well provided for by a range of retail and town centre facilities. There is significant convenience provision, including a Spar store, bakers, butchers, greengrocers and delicatessens. There are a number of high street banks, a library, newsagents, opticians and hairdressers.

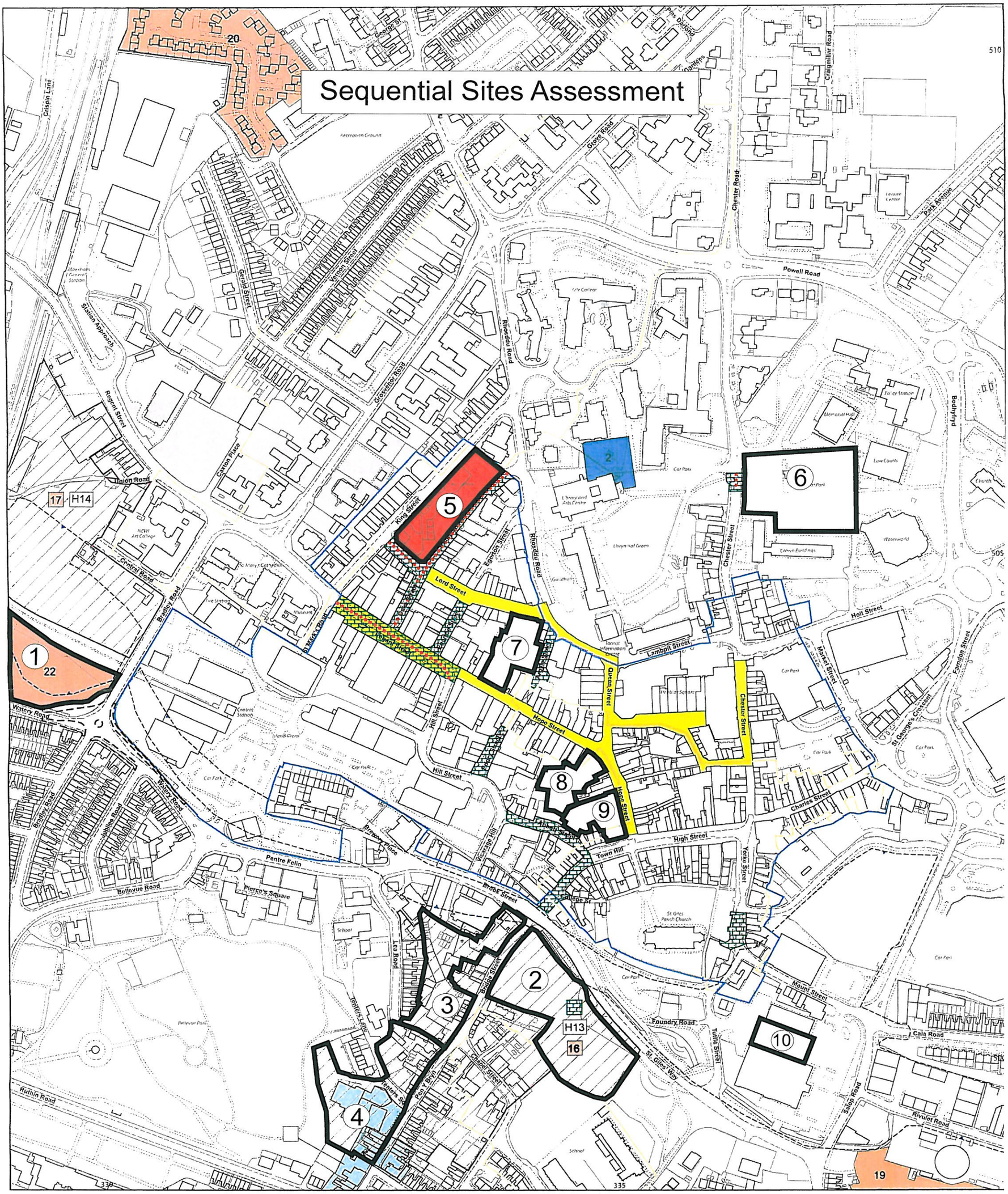
A.50 When the site visit was undertaken there were only 4 vacant units identified, which is a small proportion of total units that lie within the defined Town Centre. Off-street (pay and display) public car parking is provided on Market Street and the car park was well used.

A.51 In summary, Llangollen Town Centre provides a wide range of essential day-to-day retail services, along with those facilities directed specifically at tourists. The centre is very well used and as such is extremely vibrant and viable.

APPENDIX RA6

SEQUENTIAL ANALYSIS

Sequential Sites Assessment



2. Wrexham Town Centre / *Canol Tref Wrecsam*

Inset Plan Notation / *Nodiadau Map Mewnosodiad*

- Principal Shopping Street / *Prif Stryt Siopa* - S1
- Shopping Area / *Ardal Siopa* - S2,S3
- District Shopping Centre / *Canolfan Siopa Cylch* - S5
- Commercial Offices / *Swyddfeydd Masnachol* - E7
- Conservation Area / *Ardal Cadwraeth* - EC7, EC8
- Environmental Enhancement / *Gwelliant Amgylcheddol* - EC10
- Development and Flood Risk / *Datblygiad a Perygl Llif* - EC12
- Community and Leisure Facilities / *Cyfleusterau Cymunedol ac Adoliant* - CLF2
- Housing / *Tai* - H1
- Mixed Use and Regeneration Areas / *Ardaloedd Defnydd Cymysg ac Adfywio* - H13, H14
- Bus Station Redevelopment / *Ailddatblygiad Gorsaf Bws* - T2
- Road Improvement / *Gwella Ffyrdd* - T4.
- Traffic Management / *Rheoli Traffig* - T7

Key:

Site 1 - Cobden Mill
Site 2 - St Giles Way/Bridge St
Site 3 - Brook St/Bridge St
Site 4 - Pen Y Bryn/Tenters Sq
Site 5 - Wrexham Bus Station
Site 6 - Public Park, Chester St
Site 7 - Former Woolworths, Hope St/Lord St
Site 8 - Former M&S, Hope St
Site 9 - Former Dorothy Perkins/Burton, Hope St
Site 10 - Former MFI, Mount St

Scale / *Graddfa* 1:1250