

NORTH LINCOLNSHIRE RETAIL & LEISURE STUDY 2019

APPENDICES

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APPENDIX 1:

POPULATION & EXPENDITURE DATA

APPENDIX 1: NORTH LINCOLNSHIRE STUDY AREA POPULATION & EXPENDITURE

Table 1: Population Forecasts

Population by zone [1]	2017	2019	2024	2029	2036
Zone 1	22,757	22,757	22,757	22,757	22,757
Zone 2 [2]	44,475	44,975	46,025	46,575	47,025
Zone 3	18,560	18,590	18,653	18,686	18,713
Zone 4	23,078	23,258	23,636	23,834	23,996
Zone 5 [3]	22,957	23,137	23,515	23,713	23,875
Zone 6 [3]	24,495	24,545	24,650	24,705	24,750
Zone 7	23,178	23,238	23,364	23,430	23,484
Total [4]	179,500	180,500	182,600	183,700	184,600

[1] Population growth by zone based on North Lincolnshire Council distribution of housing development 2017-2036:

- Zones 1 & 2: 50%
- Zone 3: 3%
- Zone 4: 18%
- Zone 5: 18%
- Zone 6: 5%
- Zone 7: 6%

[2] Assumes that all population growth in the Scunthorpe and Bottesford urban area is in Zone 2 and that Zone 3 excludes Lincolnshire Lakes which is included within the Scunthorpe and Bottesford urban area

[3] No population growth assumed in those parts of Zones 5 and 6 lying outside North Lincolnshire

[4] Population growth from ONS 2016-based population projections for North Lincolnshire:

- 2017-2019: 1,000
- 2019-2024: 2,100
- 2024-2029: 1,100
- 2029-2036: 900

Table 2: Expenditure Forecasts (Convenience Goods)

2017 Prices

Convenience Goods Expenditure per head including SFT [1]	2017	2019	2024	2029	2036
Zone 1	£1,831				
Zone 2	£1,935				
Zone 3	£2,237				
Zone 4	£2,185				
Zone 5	£2,276				
Zone 6	£2,300				
Zone 7	£2,315				
Convenience Goods Expenditure per head excluding SFT [2]					
Zone 1	£1,778	£1,781	£1,790	£1,790	£1,790
Zone 2	£1,879	£1,883	£1,892	£1,892	£1,892
Zone 3	£2,172	£2,176	£2,187	£2,187	£2,187
Zone 4	£2,122	£2,126	£2,137	£2,137	£2,137
Zone 5	£2,210	£2,214	£2,226	£2,226	£2,226
Zone 6	£2,233	£2,238	£2,249	£2,249	£2,249
Zone 7	£2,248	£2,252	£2,264	£2,264	£2,264

[1] Source: Experian Retail Planner reports by zone 2017 expenditure per head including special forms of trading

[2] Expenditure forecasts based on Experian Retail Planner Briefing Note 16, December 2018 - Appendix 3

2017 expenditure figures exclude special forms of trading adjusted for SFT sales via stores (Appendix 3, Figure 5) = 2.9% for convenience goods

2019-2036 expenditure forecasts excluding special forms of trading adjusted for SFT sales via stores (Appendix 3, Figure 6) - annual averages

- 2017-2019: 0.1%
- 2019-2024: 0.1%
- 2024-2029: 0.0%
- 2029-2036: 0.0%

Table 3: Expenditure Forecasts (Comparison Goods)

(2017 prices)

Comparison Goods Expenditure per head including SFT [1]	2017	2019	2024	2029	2036
Zone 1	£2,592				
Zone 2	£2,759				
Zone 3	£3,349				
Zone 4	£3,456				
Zone 5	£3,614				
Zone 6	£3,704				
Zone 7	£3,696				
Comparison Goods Expenditure per head excluding SFT [2]					
Zone 1	£2,190	£2,288	£2,551	£2,971	£3,679
Zone 2	£2,331	£2,435	£2,715	£3,163	£3,916
Zone 3	£2,830	£2,956	£3,296	£3,839	£4,754
Zone 4	£2,920	£3,050	£3,401	£3,962	£4,906
Zone 5	£3,054	£3,190	£3,556	£4,143	£5,130
Zone 6	£3,130	£3,269	£3,645	£4,246	£5,258
Zone 7	£3,123	£3,262	£3,637	£4,237	£5,246

[1] Source: Experian Retail Planner reports by zone

2017 expenditure per head including special forms of trading

[2] Expenditure forecasts based on Experian Retail Planner Briefing Note 16, December 2018 - Appendix 3

2017 expenditure figures exclude special forms of trading

adjusted for SFT sales via stores (Appendix 3, Figure 5) = 15.5% for comparison goods

2019-2036 expenditure forecasts excluding special forms of trading

adjusted for SFT sales via stores (Appendix 3, Figure 6) - annual averages

2017-2019	2.2%
2019-2024	2.2%
2024-2029	3.1%
2029-2036	3.1%

Table 4: Total Expenditure Forecasts (Convenience Goods)

Population by zone [1]	2017	2019	2024	2029	2036
Zone 1	22,757	22,757	22,757	22,757	22,757
Zone 2	44,475	44,975	46,025	46,575	47,025
Zone 3	18,560	18,590	18,653	18,686	18,713
Zone 4	23,078	23,258	23,636	23,834	23,996
Zone 5	22,957	23,137	23,515	23,713	23,875
Zone 6	24,495	24,545	24,650	24,705	24,750
Zone 7	23,178	23,238	23,364	23,430	23,484
Total	179,500	180,500	182,600	183,700	184,600
Convenience Goods Expenditure per head excluding SFT [2]	2017	2019	2024	2029	2036
Zone 1	£1,778	£1,781	£1,790	£1,790	£1,790
Zone 2	£1,879	£1,883	£1,892	£1,892	£1,892
Zone 3	£2,172	£2,176	£2,187	£2,187	£2,187
Zone 4	£2,122	£2,126	£2,137	£2,137	£2,137
Zone 5	£2,210	£2,214	£2,226	£2,226	£2,226
Zone 6	£2,233	£2,238	£2,249	£2,249	£2,249
Zone 7	£2,248	£2,252	£2,264	£2,264	£2,264
Total Convenience Goods Expenditure excluding SFT (£ million)	2017	2019	2024	2029	2036
Zone 1	40.46	40.54	40.74	40.74	40.74
Zone 2	83.56	84.67	87.08	88.12	88.97
Zone 3	40.31	40.46	40.80	40.87	40.93
Zone 4	48.96	49.44	50.50	50.92	51.27
Zone 5	50.73	51.23	52.33	52.77	53.13
Zone 6	54.70	54.93	55.44	55.56	55.66
Zone 7	52.10	52.34	52.89	53.04	53.16
Study Area Total	370.84	373.62	379.78	382.03	383.88

[1] See Table 1

[2] See Table 2

Table 5: Total Expenditure Forecasts (Comparison Goods)

Population by Zone [1]	2017	2019	2024	2029	2036
Zone 1	22,757	22,757	22,757	22,757	22,757
Zone 2	44,475	44,975	46,025	46,575	47,025
Zone 3	18,560	18,590	18,653	18,686	18,713
Zone 4	23,078	23,258	23,636	23,834	23,996
Zone 5	22,957	23,137	23,515	23,713	23,875
Zone 6	24,495	24,545	24,650	24,705	24,750
Zone 7	23,178	23,238	23,364	23,430	23,484
Total	179,500	180,500	182,600	183,700	184,600
Comparison Goods Expenditure per head excluding SFT [2]	2017	2019	2024	2029	2036
Zone 1	£2,190	£2,288	£2,551	£2,971	£3,679
Zone 2	£2,331	£2,435	£2,715	£3,163	£3,916
Zone 3	£2,830	£2,956	£3,296	£3,839	£4,754
Zone 4	£2,920	£3,050	£3,401	£3,962	£4,906
Zone 5	£3,054	£3,190	£3,556	£4,143	£5,130
Zone 6	£3,130	£3,269	£3,645	£4,246	£5,258
Zone 7	£3,123	£3,262	£3,637	£4,237	£5,246
Total Comparison Goods Expenditure excluding SFT (£ million)	2017	2019	2024	2029	2036
Zone 1	49.84	52.06	58.04	67.62	83.73
Zone 2	103.69	109.52	124.96	147.30	184.16
Zone 3	52.52	54.95	61.47	71.74	88.96
Zone 4	67.40	70.94	80.38	94.42	117.71
Zone 5	70.11	73.80	83.63	98.24	122.48
Zone 6	76.67	80.24	89.85	104.90	130.13
Zone 7	72.39	75.80	84.98	99.27	123.20
Study Area Total	492.61	517.31	583.30	683.48	850.36

[1] see Table 1

[2] see Table 3

APPENDIX 2:

HOUSEHOLD SURVEY

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?																
Aldi, Glebe Road, Scunthorpe	9.2%	92	25.8%	31	9.2%	23	18.2%	19	1.8%	2	0.4%	1	0.0%	0	11.8%	15
Aldi, High Street, Ashby, Scunthorpe	5.8%	58	0.5%	1	14.6%	36	0.9%	1	0.5%	1	0.9%	1	11.4%	16	2.2%	3
Aldi, Washdyke Lane, Immingham	2.1%	21	0.0%	0	0.0%	0	0.0%	0	15.6%	21	0.0%	0	0.0%	0	0.0%	0
Asda, Burringham Road, Scunthorpe	13.8%	138	8.1%	10	28.0%	69	3.7%	4	0.0%	0	2.5%	3	31.4%	43	6.8%	9
Asda, Carlton Street, Scunthorpe	1.1%	11	3.6%	4	0.9%	2	0.4%	0	0.0%	0	0.4%	1	1.3%	2	1.2%	2
Co-op, High Street, Broughton, Brigg	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Co-op, High Street, Haxey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-op, High Street, Kirton-in-Lindsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Co-op, High Street, Messingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Co-op, High Street, Ulceby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Howe Lane, Goxhill, Barrow-upon-Humber	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Johnson's Lane, Crowle, Scunthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-op, Market Lane, Barton-upon-Humber	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Winterton, Scunthorpe	0.6%	6	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mowbray Street, Epworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Farmfoods, Glebe Road, Scunthorpe	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Iceland, Skippingdale Retail Park, Holyroad Drive, Scunthorpe	0.4%	4	1.0%	1	0.2%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Southgate, Scunthorpe	0.5%	5	1.1%	1	1.1%	3	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Iceland, The Broadway, Ashby High Street, Scunthorpe	1.1%	11	0.0%	0	4.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Atherton Way, Brigg	3.5%	35	0.0%	0	0.3%	1	1.0%	1	0.9%	1	24.7%	31	0.5%	1	0.0%	0
Lidl, Beaumont Street, Gainsborough	0.5%	5	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.5%	1
Lidl, Doncaster Road, Scunthorpe	1.1%	11	5.3%	6	0.9%	2	0.9%	1	0.0%	0	0.4%	1	0.0%	0	0.4%	1
Lidl, Ferriby Road, Barton-upon-Humber	4.0%	40	0.0%	0	0.0%	0	16.8%	18	16.7%	22	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Scunthorpe Retail Park, Doncaster Road, Scunthorpe	0.5%	5	0.5%	1	0.2%	1	0.4%	0	0.0%	0	1.6%	2	0.0%	0	0.8%	1
Morrisons, Heapham Road South, Gainsborough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.6%	5
Morrisons, Lakeside Parkway, Scunthorpe	12.4%	124	8.5%	10	19.3%	48	4.0%	4	1.9%	3	21.4%	27	21.0%	29	2.9%	4
Sainsbury's Superstore, Doncaster Road, Scunthorpe	5.5%	55	24.2%	29	3.6%	9	7.6%	8	0.4%	1	2.0%	3	0.9%	1	3.8%	5
Tesco Express, Ashby High Street, Scunthorpe	0.7%	7	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	12.4%	124	17.9%	22	5.8%	14	20.2%	21	2.3%	3	1.5%	2	19.2%	26	27.1%	35
Tesco Superstore, Barnard Avenue, Brigg	5.3%	53	0.0%	0	0.0%	0	8.3%	9	0.4%	1	34.0%	43	0.4%	1	0.0%	0
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	4.7%	47	0.0%	0	0.0%	0	4.7%	5	31.7%	42	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Trinity Street, Gainsborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Asda, Gliwice Way, Bawtry Road, Doncaster	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	8
Asda, Corporation Road, Alexandra Road, Grimsby,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
DN31 1UF																
Home Bargains, Ashby High Street, Scunthorpe, DN16 2SN	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Holyrood Drive, Skippingdale Retail Park, Scunthorpe, DN15 8NN	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Trinity Street, Gainsborough, DN21 2HA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1
Heron Foods, Broadway, Scunthorpe, DN16 2SN	0.2%	2	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Heron Foods, Chapel Lane, Barton-upon-Humber	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Corporation Road, Grimsby	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.4%	1	0.0%	0	0.0%	0
Waitrose, Beverley Road, Hull, HU10 6EB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Lea Road, Gainsborough, DN21 1AF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1
Asda, Hessle Road, Hull, HU3 4PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Fultons Foods, Jubilee Way, Scunthorpe, DN15 6RB	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Scunthorpe Town Centre, DN15 6NE	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Local shops, Ashby Village Centre, DN16 2SN	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burton upon Stather Village Centre, DN15 9DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Scunthorpe Town Centre, DN15 6NE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
One Stop, Station Road, Epworth, DN9 1JU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Other	2.8%	28	0.5%	1	0.2%	1	0.0%	0	5.5%	7	1.6%	2	0.0%	0	14.0%	18
Internet	6.8%	68	1.7%	2	9.1%	23	5.6%	6	10.1%	13	6.5%	8	4.2%	6	7.9%	10
(Don't know / can't remember)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.4%	1	0.0%	0
Weighted base:	1000			121		248		106		133		126		137		128
Sample:	1000			125		250		125		125		125		125		125

Q01A Which retailer do you purchase your main food internet / home delivery shopping from?

Those who shop online at Q01

Asda	35.6%	24	0.0%	0	45.6%	10	32.8%	2	0.0%	0	64.3%	5	57.1%	3	34.3%	3
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	1.8%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	10.3%	1	0.0%	0
Ocado	11.9%	8	0.0%	0	25.9%	6	0.0%	0	0.0%	0	0.0%	0	20.4%	1	11.1%	1
Sainsbury's	13.7%	9	64.9%	1	0.0%	0	21.6%	1	8.2%	1	17.3%	1	12.1%	1	34.3%	3
Tesco	36.0%	24	35.0%	1	25.7%	6	45.6%	3	86.9%	12	18.5%	2	0.0%	0	20.3%	2
Waitrose	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
(Don't know / varies)	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	68			2		23		6		13		8		6		10
Sample:	60			3		13		10		9		9		5		11

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q02 What do you like most about (LOCATION MENTIONED AT Q01)?																
<i>Not those who shop online at Q01</i>																
Clean store	0.3%	3	0.0%	0	1.2%	3	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	35.5%	330	38.1%	45	29.5%	67	27.5%	28	44.4%	53	38.7%	46	39.1%	51	34.6%	41
Close to work	3.2%	30	0.0%	0	1.5%	3	0.4%	0	3.2%	4	5.2%	6	1.4%	2	11.9%	14
Delivery 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
Easy to get to by car	0.7%	7	0.5%	1	0.2%	1	1.9%	2	0.5%	1	0.4%	0	0.5%	1	1.5%	2
Easy to get to by public transport	0.5%	5	0.5%	1	1.7%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to on foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ethical policy	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / helpful staff	1.1%	10	1.6%	2	1.2%	3	0.0%	0	2.0%	2	0.5%	1	1.0%	1	0.9%	1
Good layout / easy to get around	2.1%	20	1.6%	2	4.2%	9	1.7%	2	1.5%	2	0.8%	1	2.0%	3	1.3%	2
Good special offers	0.9%	8	0.6%	1	0.5%	1	0.0%	0	0.0%	0	4.9%	6	0.0%	0	0.4%	1
Habit / always used it / familiarity	5.6%	52	4.7%	6	7.1%	16	9.3%	9	2.3%	3	1.2%	1	10.9%	14	2.2%	3
Has a 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
Has an in-store café	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Large store	0.7%	6	0.0%	0	0.7%	2	0.9%	1	2.0%	2	0.0%	0	0.5%	1	0.5%	1
Long opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices / value for money	18.2%	170	24.6%	29	24.8%	56	14.7%	15	17.7%	21	14.2%	17	13.1%	17	12.6%	15
Loyalty scheme / reward points	0.7%	6	1.6%	2	0.0%	0	0.4%	0	1.4%	2	0.4%	0	0.0%	0	1.4%	2
Online shopping is convenient	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Only one in the area	0.2%	2	0.5%	1	0.0%	0	0.4%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Parking is free	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking prices are low	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking provision is good	0.4%	4	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.5%	1	0.5%	1	0.5%	1
Pleasant / safe shopping environment	0.3%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.8%	2	0.0%	0	0.5%	1
Preference for retailer	2.4%	22	1.1%	1	0.5%	1	1.4%	1	2.5%	3	2.0%	2	3.3%	4	7.0%	8
Quality of food goods available	6.9%	64	6.8%	8	4.2%	9	10.0%	10	6.6%	8	14.3%	17	5.1%	7	4.5%	5
Quality of non-food goods available	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of food goods available	8.4%	78	7.9%	9	7.0%	16	18.8%	19	3.4%	4	6.0%	7	8.2%	11	10.5%	12
Range of non-food goods available	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.9%	1
Scan-as-you-shop facility	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Self-service checkouts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small / quiet store	0.8%	8	1.6%	2	0.9%	2	2.6%	3	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Staff discount / work there	2.6%	24	2.3%	3	4.6%	10	2.0%	2	3.0%	4	0.0%	0	3.2%	4	1.4%	2
Supporting local business	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	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
Good disabled access	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to other shops / facilities	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.7%	3
(Don't know)	7.1%	66	6.0%	7	7.8%	18	5.0%	5	5.7%	7	8.8%	10	10.7%	14	4.7%	6
Weighted base:		932		119		226		100		119		118		131		118
Sample:		940		122		237		115		116		116		120		119

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q03 How do you normally travel to (LOCATION MENTIONED AT Q01)?																
<i>Not those who shop online at Q01</i>																
Car (driver)	75.9%	707	64.2%	76	61.8%	139	82.6%	83	78.1%	93	82.4%	97	92.6%	122	81.7%	97
Car (passenger in friend's / relative's car)	12.8%	120	17.1%	20	18.4%	41	8.4%	8	10.2%	12	13.0%	15	3.7%	5	14.4%	17
Bus / coach	2.7%	25	1.6%	2	7.1%	16	2.6%	3	1.4%	2	0.8%	1	0.5%	1	0.9%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.3%	3	0.5%	1	0.7%	2	0.4%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Walk	5.7%	53	12.3%	15	7.1%	16	4.7%	5	7.5%	9	3.8%	5	1.8%	2	1.9%	2
Bicycle	0.4%	4	0.6%	1	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moped / motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.7%	7	1.6%	2	1.2%	3	0.4%	0	0.9%	1	0.0%	0	0.5%	1	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
(Don't know / varies)	1.3%	12	2.2%	3	2.2%	5	0.9%	1	1.9%	2	0.0%	0	0.5%	1	1.0%	1
Weighted base:		932		119		226		100		119		118		131		118
Sample:		940		122		237		115		116		116		120		114

Q04 When you visit (LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)?

Not those who shop online at Q01

Yes - non-food shopping	10.2%	95	11.0%	13	10.6%	24	5.5%	5	5.2%	6	14.3%	17	14.7%	19	8.6%	10
Yes - other food shopping	7.8%	73	9.5%	11	5.3%	12	9.8%	10	12.1%	14	6.7%	8	2.0%	3	12.3%	15
Yes - travelling to or from work / education	4.7%	44	2.3%	3	2.2%	5	3.3%	3	14.3%	17	0.9%	1	4.9%	6	7.1%	8
Yes - visiting bars / cafés / restaurants	3.9%	36	1.1%	1	3.2%	7	8.7%	9	4.5%	5	3.8%	4	5.2%	7	2.2%	3
Yes - visiting friends or family	4.4%	41	1.6%	2	6.1%	14	1.8%	2	5.1%	6	1.3%	1	1.0%	1	12.2%	14
Yes - visiting post office / bank / financial institutions	2.7%	25	4.3%	5	0.5%	1	2.6%	3	1.0%	1	10.5%	12	1.4%	2	0.9%	1
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure activity	2.2%	20	1.6%	2	1.8%	4	3.0%	3	5.6%	7	1.8%	2	0.0%	0	2.2%	3
School run	0.3%	3	0.0%	0	1.0%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No)	61.5%	573	68.2%	81	66.9%	151	64.1%	64	49.0%	58	53.5%	63	69.9%	92	53.4%	63
(Don't know)	2.3%	21	0.5%	1	2.3%	5	0.4%	0	3.1%	4	7.3%	9	1.1%	1	1.0%	1
Weighted base:		932		119		226		100		119		118		131		118
Sample:		940		122		237		115		116		116		120		114

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7							
Q05 When you combine your trip with other activities, where do you normally go?																
<i>Those who link their trip at Q04</i>																
Barton-upon-Humber Town Centre	8.8%	30	0.0%	0	0.0%	0	8.7%	3	46.6%	27	0.0%	0	0.0%	0	0.0%	0
Bottesford Town Centre	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Brigg Town Centre	11.7%	39	0.0%	0	2.4%	2	9.1%	3	1.0%	1	67.0%	31	5.0%	2	1.9%	1
Broughton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Doncaster Town Centre	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Epworth Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Gainsborough Town Centre	3.5%	12	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	20.2%	8	6.6%	4
Goole Town Centre	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	6
Grimsby Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	1.2%	1	0.0%	0	0.0%	0
Keadby Village Centre	0.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Messingham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Scawby Village Centre	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scunthorpe Town Centre	32.8%	111	61.9%	23	54.4%	38	33.7%	12	6.7%	4	9.7%	5	32.4%	12	32.3%	17
Ulceby Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Winterton Town Centre	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Doncaster Road, Scunthorpe (B&Q, TK Maxx, Next)	9.0%	30	12.1%	4	7.2%	5	16.1%	6	0.0%	0	0.0%	0	26.8%	10	9.1%	5
Lakeside Retail Park, Lakeside Parkway, Scunthorpe (Currys PC World, Morrisons, ScS, B&M, Argos)	3.4%	12	1.7%	1	10.6%	7	0.0%	0	1.2%	1	1.0%	0	6.3%	2	0.0%	0
North Lincolnshire Shopping Park, Doncaster Road, Scunthorpe (B&M, Debenhams, Marks & Spencer, Boots)	2.1%	7	0.0%	0	1.5%	1	0.0%	0	0.0%	0	6.5%	3	1.6%	1	4.8%	3
Skippingdale Retail Park, Holyrood Drive, Scunthorpe (Dunelm, Matalan, The Range, Home Bargains)	4.1%	14	7.0%	3	0.0%	0	22.4%	8	0.0%	0	0.0%	0	0.0%	0	6.3%	3
Asda, Burringham Road, Scunthorpe	0.5%	2	1.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Asda, Carlton Street, Scunthorpe	0.4%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ferriby Road, Barton-upon-Humber	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Doncaster Road, Scunthorpe	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Barnard Avenue, Brigg	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Ashby Village Centre	4.7%	16	0.0%	0	15.3%	11	3.5%	1	0.0%	0	1.2%	1	3.1%	1	4.2%	2
Hull City Centre	2.1%	7	0.0%	0	0.0%	0	1.4%	1	11.7%	7	0.0%	0	0.0%	0	0.0%	0
Immingham Town Centre, DN40 1JY	4.0%	13	0.0%	0	0.0%	0	0.0%	0	23.6%	13	0.0%	0	0.0%	0	0.0%	0
Iceland, Ashby High Street, Scunthorpe, DN16 2SS	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre, YO24 1AB	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.0%	14	7.3%	3	0.8%	1	0.0%	0	4.1%	2	11.2%	5	0.0%	0	5.1%	3
(Don't know / varies)	1.4%	5	0.0%	0	2.3%	2	2.4%	1	0.0%	0	0.0%	0	1.6%	1	3.0%	2
(Don't buy these goods)	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	6
Weighted base:	338			37		69		36		57		46		38		54
Sample:	342			36		77		46		45		45		38		55

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q06 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?																
Aldi, Glebe Road, Scunthorpe	2.8%	28	4.8%	6	2.4%	6	3.9%	4	0.4%	1	4.1%	5	0.9%	1	4.4%	6
Aldi, High Street, Ashby, Scunthorpe	2.7%	27	0.0%	0	6.0%	15	0.4%	0	0.0%	0	2.0%	3	5.2%	7	1.6%	2
Aldi, Washdyke Lane, Immingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Burringham Road, Scunthorpe	5.3%	53	5.3%	6	11.1%	28	6.3%	7	0.0%	0	0.4%	1	4.2%	6	4.8%	6
Asda, Carlton Street, Scunthorpe	0.7%	7	3.3%	4	0.9%	2	0.4%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Co-op, High Street, Broughton, Brigg	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Co-op, High Street, Haxey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Co-op, High Street, Kirton-in-Lindsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.4%	1	0.0%	0
Co-op, High Street, Scotter, Gainsborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, High Street, Ulceby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Johnson's Lane, Crowle, Scunthorpe	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Co-op, Market Lane, Barton-upon-Humber	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Willoughby Road, The Riddings, Scunthorpe	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Farmfoods, Glebe Road, Scunthorpe	0.2%	2	0.0%	0	0.5%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Skippingdale Retail Park, Holyroad Drive, Scunthorpe	1.0%	10	2.0%	2	2.8%	7	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Iceland, Southgate, Scunthorpe	1.6%	16	1.5%	2	5.4%	13	0.4%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Iceland, The Broadway, Ashby High Street, Scunthorpe	0.4%	4	0.0%	0	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Lidl, Atherton Way, Brigg	3.3%	33	0.0%	0	0.3%	1	2.2%	2	0.9%	1	21.1%	27	1.7%	2	0.0%	0
Lidl, Beaumont Street, Gainsborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.9%	1
Lidl, Doncaster Road, Scunthorpe	4.3%	43	11.9%	14	5.5%	14	1.2%	1	1.8%	2	0.0%	0	5.2%	7	3.3%	4
Lidl, Ferriby Road, Barton-upon-Humber	2.7%	27	0.0%	0	0.0%	0	2.7%	3	18.4%	24	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Marshalls Yard, Beaumont Street, Gainsborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.4%	1
Marks & Spencer, Scunthorpe Retail Park, Doncaster Road, Scunthorpe	1.1%	11	1.6%	2	1.1%	3	1.2%	1	0.0%	0	0.8%	1	0.9%	1	2.1%	3
Morrisons, Heapham Road South, Gainsborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Morrisons, Lakeside Parkway, Scunthorpe	8.0%	80	6.5%	8	9.9%	25	5.0%	5	4.0%	5	6.9%	9	18.8%	26	2.1%	3
Sainsbury's Local, Pelham Road, Immingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Doncaster Road, Scunthorpe	3.2%	32	6.4%	8	1.6%	4	6.1%	7	0.0%	0	2.5%	3	3.6%	5	4.8%	6
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	6.0%	60	8.4%	10	3.6%	9	10.3%	11	0.5%	1	3.8%	5	5.2%	7	13.3%	17
Tesco Superstore, Barnard Avenue, Brigg	2.2%	22	0.0%	0	0.0%	0	2.7%	3	0.0%	0	14.4%	18	0.4%	1	0.0%	0
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	3.0%	30	0.0%	0	0.0%	0	5.7%	6	17.3%	23	0.0%	0	0.0%	0	0.4%	1
Waitrose, Searby Road, Lincoln	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Home Bargains, Holyrood Drive, Skippingdale Retail Park, Scunthorpe	0.2%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Asda, Gliwice Way, Bawtry Road, Doncaster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2

Column %ges.

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Asda, Corporation Road, Alexandra Road, Grimsby, DN31 1UF	0.2%	2	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Ashby High Street, Scunthorpe, DN16 2SN	0.2%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Holyrood Drive, Skippingdale Retail Park, Scunthorpe, DN15 8NN	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Home Bargains, Jubilee Way, The Parrishes, Scunthorpe, DN15 6RB	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Trinity Street, Gainsborough, DN21 2HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Heron Foods, Broadway, Scunthorpe, DN16 2SN	0.3%	3	0.0%	0	0.9%	2	0.4%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Chapel Lane, Barton-upon-Humber	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Corporation Road, Grimsby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Beverley Road, Hull, HU10 6EB	0.7%	7	0.0%	0	0.0%	0	4.4%	5	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Lea Road, Gainsborough, DN21 1AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Asda, Hessle Road, Hull, HU3 4PE	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0
B&M, North Lincolnshire Shopping Park, Doncaster Road, Scunthorpe, DN15 8JH	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High St, Caistor, Market Rasen, LN7 6QF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Local market, Scunthorpe Town Centre, DN15 6NE	0.5%	5	0.5%	1	0.7%	2	0.8%	1	0.0%	0	0.4%	0	0.0%	0	0.8%	1
Local shops, Brigg Town Centre, DN20 8EQ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Local shops, Scunthorpe Town Centre, DN15 6NE	0.2%	2	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.8%	1
Local shops, Winterton Village Centre, DN15 9XS	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.8%	18	0.0%	0	0.0%	0	0.5%	1	3.9%	5	2.5%	3	0.0%	0	7.3%	9
Internet	1.4%	14	0.5%	1	3.3%	8	0.8%	1	0.8%	1	2.5%	3	0.0%	0	0.4%	1
(Don't know / can't remember)	0.8%	8	0.0%	0	0.4%	1	0.8%	1	4.1%	5	0.0%	0	0.0%	0	0.5%	1
(Nowhere else)	41.0%	410	46.7%	57	40.4%	100	40.9%	44	36.5%	48	33.3%	42	45.7%	63	43.6%	56
Weighted base:	1000			121		248		106		133		126		137		128
Sample:	1000			125		250		125		125		125		125		125

Q06A Which internet / home delivery retailer do you also use for your main food shopping?

Those who shop online at Q06

Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	19.2%	3	0.0%	0	28.5%	2	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	4.3%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Tesco	72.9%	10	0.0%	0	71.5%	6	50.0%	0	100.0%	1	100.0%	3	0.0%	0	0.0%	0
Waitrose	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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	14			1		8		1		1		3		0		1
Sample:	11			1		2		2		2		3		0		1

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q07 In addition to your main food shopping, where do you normally do most of your household's small-scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?																
Aldi, Glebe Road, Scunthorpe	2.2%	22	9.4%	11	2.6%	6	2.6%	3	0.5%	1	0.0%	0	0.0%	0	0.9%	1
Aldi, High Street, Ashby, Scunthorpe	2.3%	23	0.6%	1	8.1%	20	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Aldi, Washdyke Lane, Immingham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Burringham Road, Scunthorpe	3.4%	34	2.6%	3	8.7%	22	1.3%	1	0.0%	0	0.0%	0	3.4%	5	2.7%	3
Asda, Carlton Street, Scunthorpe	1.0%	10	5.3%	6	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Broughton, Brigg	2.1%	21	0.0%	0	0.0%	0	0.8%	1	0.8%	1	14.9%	19	0.5%	1	0.0%	0
Co-op, High Street, Haxey	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	17
Co-op, High Street, Kirtton-in-Lindsey	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	8	0.0%	0
Co-op, High Street, Messingham	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	10	0.0%	0
Co-op, High Street, Scotter, Gainsborough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0
Co-op, High Street, Ulceby	0.8%	8	0.0%	0	0.0%	0	0.5%	1	5.9%	8	0.0%	0	0.0%	0	0.0%	0
Co-op, Howe Lane, Goxhill, Barrow-upon-Humber	1.3%	13	0.0%	0	0.0%	0	0.0%	0	9.7%	13	0.0%	0	0.0%	0	0.0%	0
Co-op, Johnson's Lane, Crowle, Scunthorpe	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	19
Co-op, Market Lane, Barton-upon-Humber	1.1%	11	0.0%	0	0.0%	0	0.0%	0	7.8%	10	0.4%	1	0.0%	0	0.0%	0
Co-op, Market Place, Barrow-upon-Humber	1.2%	12	0.0%	0	0.0%	0	0.0%	0	8.8%	12	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Winterton, Scunthorpe	1.8%	18	0.0%	0	0.4%	1	15.0%	16	0.0%	0	0.0%	0	0.5%	1	0.5%	1
Co-op, Mowbray Street, Epworth	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	20
Co-op, Redbourne Road / West Street, Hibaldstow	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	10	0.0%	0	0.0%	0
Co-op, Station Road, Kirtton-in-Lindsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, Willoughby Road, The Riddings, Scunthorpe	0.5%	5	0.0%	0	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Farmfoods, Glebe Road, Scunthorpe	0.2%	2	0.6%	1	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Skippingdale Retail Park, Holyroad Drive, Scunthorpe	0.2%	2	0.6%	1	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Southgate, Scunthorpe	1.0%	10	2.7%	3	0.9%	2	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Broadway, Ashby High Street, Scunthorpe	2.5%	25	0.0%	0	9.4%	23	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Lidl, Atherton Way, Brigg	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.5%	1	9.6%	12	0.0%	0	0.0%	0
Lidl, Doncaster Road, Scunthorpe	1.0%	10	5.8%	7	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ferriby Road, Barton-upon-Humber	1.2%	12	0.0%	0	0.0%	0	3.5%	4	5.9%	8	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Scunthorpe Retail Park, Doncaster Road, Scunthorpe	0.3%	3	0.5%	1	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Morrisons, Heapham Road South, Gainsborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1
Morrisons, Lakeside Parkway, Scunthorpe	2.5%	25	0.0%	0	3.9%	10	1.8%	2	0.5%	1	1.9%	2	7.5%	10	0.0%	0
Sainsbury's Superstore, Doncaster Road, Scunthorpe	3.0%	30	18.0%	22	0.9%	2	5.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar (Euro Garage), Doncaster Road , Scunthorpe	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Atkinson Avenue, Brigg	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Spar, Bowmandale, Barton-upon-Humber	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0

Column %ages.

North Lincolnshire Retail Survey for ELG Planning

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May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Spar, Brumby Street, Scunthorpe	0.3%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Cottage Beck Road, Scunthorpe	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Ashby, Scunthorpe	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Kirtton-in-Lindsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Spar, Quebec Road, Bottesford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Tesco Express, Ashby High Street, Scunthorpe	0.9%	9	0.0%	0	3.1%	8	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1
Tesco Express, King Street, Cross Key, Winterton	0.7%	7	0.0%	0	0.0%	0	6.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	2.4%	24	2.7%	3	0.7%	2	8.1%	9	0.0%	0	0.7%	1	2.8%	4	4.0%	5
Tesco Superstore, Barnard Avenue, Brigg	3.3%	33	0.0%	0	0.4%	1	5.7%	6	0.9%	1	19.2%	24	0.0%	0	0.0%	0
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	2.0%	20	0.0%	0	0.0%	0	2.1%	2	13.4%	18	0.0%	0	0.0%	0	0.0%	0
One Stop, Eton Court, Bottesford, Scunthorpe	0.4%	4	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Home Bargains, Holyrood Drive, Skippingdale Retail Park, Scunthorpe	0.2%	2	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Gliwice Way, Bawtry Road, Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Asda, Corporation Road, Alexandra Road, Grimsby, DN31 1UF	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Home Bargains, Ashby High Street, Scunthorpe, DN16 2SN	1.0%	10	0.0%	0	3.5%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Home Bargains, Holyrood Drive, Skippingdale Retail Park, Scunthorpe, DN15 8NN	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Jubilee Way, The Parrishes, Scunthorpe, DN15 6RB	0.3%	3	0.0%	0	0.9%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
One Stop, Victoria Road, Barnetby, DN38 6HT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Heron Foods, Broadway, Scunthorpe, DN16 2SN	0.7%	7	0.0%	0	0.2%	1	0.0%	0	4.6%	6	0.0%	0	0.0%	0	0.0%	0
One Stop, Lichfield Road, Scunthorpe	0.7%	7	0.0%	0	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Enderby Road, Scunthorpe	0.9%	9	0.5%	1	3.0%	8	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Heron Foods, Chapel Lane, Barton-upon-Humber	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Corporation Road, Grimsby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
B&M, High Street, Scunthorpe, DN15 6HB	0.2%	2	1.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Lakeside Retail Park, Scunthorpe, DN16 3UA	0.6%	6	0.0%	0	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High St, Caistor, Market Rasen, LN7 6QF	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	9	0.0%	0	0.0%	0
Fultons Foods, Jubilee Way, Scunthorpe, DN15 6RB	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Scunthorpe Town Centre, DN15 6NE	0.4%	4	1.6%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Local shops, Ashby Village Centre, DN16 2SN	0.4%	4	0.0%	0	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Barton-upon-Humber Town Centre, DN18 5QA	0.9%	9	0.0%	0	0.0%	0	0.0%	0	6.2%	8	0.0%	0	0.4%	1	0.0%	0
Local shops, Burton upon Stather Village Centre, DN15 9DG	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Crowle Local	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3

Column %ages.

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Centre, DN17 4LL																
Local shops, Epworth Town Centre, DN9 1JL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Local shops, Frodingham Local Centre, DN15 7NH	0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Scunthorpe Town Centre, DN15 6NE	1.0%	10	3.2%	4	1.8%	5	0.0%	0	0.0%	0	0.9%	1	0.4%	1	0.0%	0
Local shops, Winterton Village Centre, DN15 9XS	0.5%	5	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Healey Road, Scunthorpe, DN16 1HT	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Marsden Drive, Scunthorpe, DN15 8NL	0.2%	2	1.0%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Station Road, Epworth, DN9 1JU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Poundstretcher, Lakeside Retail Park, Lakeside Pkwy, Scunthorpe DN16 3UA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Tesco Express, High Street, Crowle, DN17 4LD	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Other	4.3%	43	4.4%	5	2.1%	5	1.6%	2	11.2%	15	1.2%	2	7.3%	10	3.8%	5
Internet	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.4%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	1.2%	12	0.0%	0	1.1%	3	0.5%	1	1.0%	1	0.0%	0	2.8%	4	2.7%	3
(Don't do main food shopping)	32.0%	320	37.6%	46	29.4%	73	32.2%	34	14.8%	20	31.9%	40	49.0%	67	31.6%	41
Weighted base:	1000			121		248		106		133		126		137		128
Sample:	1000			125		250		125		125		125		125		125

Q07AWhich retailer do you purchase your top-up food internet / home delivery shopping from?

Those who shop online at Q07

Asda	81.4%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	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
(Don't know / varies)	18.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Weighted base:	3		0		0		0		2		1		0		0	
Sample:	2		0		0		0		1		1		0		0	

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q08 In addition to (LOCATION MENTIONED AT Q07), is there anywhere else you regularly use for your household's small scale top-up food shopping?																
<i>Those who do top-up shopping at Q07</i>																
Aldi, Glebe Road, Scunthorpe	1.2%	8	4.3%	3	0.0%	0	4.6%	3	0.0%	0	1.1%	1	0.0%	0	0.7%	1
Aldi, High Street, Ashby, Scunthorpe	1.1%	7	0.0%	0	1.6%	3	0.6%	0	0.0%	0	0.0%	0	5.2%	4	0.6%	1
Asda, Burringham Road, Scunthorpe	0.9%	6	1.6%	1	0.7%	1	0.7%	1	0.0%	0	0.6%	0	3.5%	2	0.0%	0
Asda, Carlton Street, Scunthorpe	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, High Street, Broughton, Brigg	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.0%	0
Co-op, High Street, Haxey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Co-op, High Street, Kirton-in-Lindsey	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	1.0%	1	0.0%	0
Co-op, High Street, Scotter, Gainsborough	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Co-op, High Street, Ulceby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Howe Lane, Goxhill, Barrow-upon-Humber	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Johnson's Lane, Crowle, Scunthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, Market Lane, Barton-upon-Humber	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Barrow-upon-Humber	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Winterton, Scunthorpe	0.6%	4	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mowbray Street, Epworth	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Co-op, Redbourne Road / West Street, Hibaldstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Co-op, Station Road, Kirton-in-Lindsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, Willoughby Road, The Riddings, Scunthorpe	0.8%	6	0.0%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Farmfoods, Glebe Road, Scunthorpe	0.4%	3	1.8%	1	0.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Washdyke Lane, Immingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Skippingdale Retail Park, Holyroad Drive, Scunthorpe	1.3%	9	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	3.2%	3
Iceland, Southgate, Scunthorpe	0.4%	3	2.6%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Broadway, Ashby High Street, Scunthorpe	0.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Atherton Way, Brigg	1.0%	7	0.0%	0	0.4%	1	0.6%	0	0.0%	0	6.8%	6	0.0%	0	0.0%	0
Lidl, Doncaster Road, Scunthorpe	1.6%	11	12.4%	9	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ferriby Road, Barton-upon-Humber	1.2%	8	0.0%	0	0.0%	0	1.2%	1	6.4%	7	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Scunthorpe Retail Park, Doncaster Road, Scunthorpe	0.9%	6	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.7%	1
Morrisons, Lakeside Parkway, Scunthorpe	0.6%	4	1.8%	1	0.7%	1	0.6%	0	0.0%	0	0.6%	1	0.9%	1	0.0%	0
Sainsbury's Superstore, Doncaster Road, Scunthorpe	1.5%	10	3.4%	3	4.0%	7	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Spar, Brumby Street, Scunthorpe	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Kirton-in-Lindsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Express, Ashby High Street, Scunthorpe	1.1%	8	0.0%	0	3.6%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Tesco Express, King Street, Cross Key, Winterton	1.2%	8	0.0%	0	0.0%	0	11.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Gallagher Park, Doncaster Road,	1.4%	10	5.9%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.2%	3

Column %ages.

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Scunthorpe																
Tesco Superstore, Barnard Avenue, Brigg	0.9%	6	0.0%	0	0.0%	0	0.7%	1	0.0%	0	6.5%	6	0.0%	0	0.0%	0
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	3.1%	21	0.0%	0	0.0%	0	4.4%	3	15.7%	18	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Trinity Street, Gainsborough	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0
One Stop, Eton Court, Bottesford, Scunthorpe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Home Bargains, Holyrood Drive, Skippingdale Retail Park, Scunthorpe	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Ashby High Street, Scunthorpe, DN16 2SN	0.5%	3	1.0%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Home Bargains, Holyrood Drive, Skippingdale Retail Park, Scunthorpe, DN15 8NN	1.2%	8	0.0%	0	3.9%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Home Bargains, Jubilee Way, The Parrishes, Scunthorpe, DN15 6RB	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Broadway, Scunthorpe, DN16 2SN	0.5%	4	1.0%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
One Stop, Lichfield Road, Scunthorpe	0.4%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Enderby Road, Scunthorpe	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Chapel Lane, Barton-upon-Humber	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Corporation Road, Grimsby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
B&M, High Street, Scunthorpe, DN15 6HB	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, North Lincolnshire Shopping Park, Doncaster Road, Scunthorpe, DN15 8JH	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fultons Foods, Jubilee Way, Scunthorpe, DN15 6RB	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Brigg Town Centre, DN20 8EQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Local market, Scunthorpe Town Centre, DN15 6NE	1.0%	7	0.8%	1	3.3%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashby Village Centre, DN16 2SN	0.4%	3	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Barton-upon-Humber Town Centre, DN18 5QA	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0
Local shops, Brigg Town Centre, DN20 8EQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Local shops, Burton upon Stather Village Centre, DN15 9DG	0.3%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Epworth Town Centre, DN9 1JL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Local shops, Scunthorpe Town Centre, DN15 6NE	0.4%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
One Stop, Healey Road, Scunthorpe, DN16 1HT	0.7%	5	0.0%	0	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Station Road, Epworth, DN9 1JU	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	7
Tesco Express, High Street, Crowle, DN17 4LD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Other	2.3%	15	0.0%	0	1.9%	3	1.7%	1	1.1%	1	0.6%	1	4.1%	3	7.0%	6
(Don't know / can't remember)	1.9%	13	4.6%	3	0.7%	1	3.3%	2	1.5%	2	1.1%	1	1.0%	1	2.6%	2
(Nowhere else)	61.6%	419	53.1%	40	58.7%	103	59.9%	43	61.4%	69	77.5%	67	59.0%	41	63.2%	56
Weighted base:		680		76		175		72		113		86		70		88
Sample:		647		76		157		74		99		81		71		89

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q08AWhich internet / home delivery retailer do you also use for your top-up food shopping?																
<i>Those who shop online at Q08</i>																
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		0		0		0		0		0		0		0		0
Sample:		0		0		0		0		0		0		0		0

Mean score [%]: Less than 10% = 5, 10 - 20% = 15, 21 - 30% = 25.5, 31 - 40% = 35.5, 41 - 50% = 45.5, 51 - 60% = 55.5, 61 - 70% = 65.5, 71 - 80% = 75.5, 81 - 90% = 85.5, More than 90% = 95

Q09 Of all the money you spend on your main and top-up food shopping, what percentage goes to your main food shopping?

Those who do top-up shopping at Q07

Less than 10%	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
10 - 20%	0.6%	4	0.8%	1	0.4%	1	2.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
21 - 30%	2.1%	14	6.1%	5	0.7%	1	1.8%	1	0.5%	1	1.1%	1	0.0%	0	6.4%	6
31 - 40%	0.9%	6	5.2%	4	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	1.3%	1
41 - 50%	5.4%	37	2.5%	2	7.1%	12	8.0%	6	8.9%	10	2.8%	2	1.7%	1	3.6%	3
51 - 60%	6.5%	44	6.9%	5	3.1%	5	2.6%	2	7.6%	9	10.5%	9	5.6%	4	11.3%	10
61 - 70%	14.2%	97	9.7%	7	18.6%	32	7.4%	5	9.2%	10	26.3%	23	15.8%	11	8.3%	7
71 - 80%	28.2%	192	19.3%	15	18.7%	33	40.9%	29	38.3%	43	24.5%	21	36.3%	25	28.8%	25
81 - 90%	19.4%	132	23.1%	17	24.4%	43	15.3%	11	21.2%	24	12.0%	10	24.5%	17	10.3%	9
More than 90%	8.5%	58	8.2%	6	9.2%	16	7.1%	5	3.6%	4	6.6%	6	5.5%	4	19.2%	17
(Don't know)	13.4%	91	17.4%	13	17.5%	31	14.2%	10	7.0%	8	16.2%	14	9.0%	6	10.1%	9
(Refused)	0.6%	4	1.0%	1	0.3%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.6%	1
Mean:		72.46		69.62		74.39		71.77		71.83		71.13		74.60		72.00
Weighted base:		680		76		175		72		113		86		70		88
Sample:		647		76		157		74		99		81		71		89

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q10 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? (NOTE we mean fashion items - NOT sports clothing and footwear)																
Barton-upon-Humber Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.4%	1
Brigg Town Centre	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Broughton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Doncaster Town Centre	3.5%	35	1.0%	1	3.1%	8	5.4%	6	0.0%	0	0.0%	0	0.9%	1	14.6%	19
Epworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Gainsborough Town Centre	0.7%	7	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	3	2.2%	3
Grimsby Town Centre	2.6%	26	0.5%	1	0.0%	0	0.0%	0	8.5%	11	10.5%	13	0.9%	1	0.0%	0
Lincoln City Centre	1.1%	11	0.0%	0	0.3%	1	0.5%	1	0.4%	1	2.1%	3	3.4%	5	1.8%	2
Messingham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Scunthorpe Town Centre	21.1%	211	25.1%	30	31.5%	78	23.6%	25	10.4%	14	19.2%	24	17.3%	24	12.1%	16
Gallagher Retail Park, Doncaster Road, Scunthorpe (B&Q, TK Maxx, Next)	4.3%	43	5.9%	7	4.6%	11	6.9%	7	3.3%	4	3.3%	4	5.2%	7	0.9%	1
Lakeside Retail Park, Lakeside Parkway, Scunthorpe (Currys PC World, Morrisons, ScS, B&M, Argos)	0.6%	6	0.6%	1	0.3%	1	0.5%	1	0.0%	0	1.6%	2	0.4%	1	1.2%	1
North Lincolnshire Shopping Park, Doncaster Road, Scunthorpe (B&M, Debenhams, Marks & Spencer, Boots)	5.2%	52	3.1%	4	4.0%	10	14.1%	15	1.3%	2	5.7%	7	5.8%	8	4.9%	6
Skippingdale Retail Park, Holyrood Drive, Scunthorpe (Dunelm, Matalan, The Range, Home Bargains)	1.7%	17	4.2%	5	1.5%	4	1.4%	1	0.9%	1	0.4%	0	1.9%	3	1.7%	2
Aldi, Glebe Road, Scunthorpe	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Burringham Road, Scunthorpe	1.3%	13	1.5%	2	2.8%	7	0.8%	1	0.0%	0	0.0%	0	1.7%	2	0.8%	1
Asda, Carlton Street, Scunthorpe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Morrisons, Lakeside Parkway, Scunthorpe	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Doncaster Road, Scunthorpe	1.4%	14	3.9%	5	0.9%	2	2.7%	3	0.0%	0	1.6%	2	0.0%	0	1.8%	2
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	0.4%	4	1.5%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Lakeside Village, White Rose Way, Doncaster	0.6%	6	1.0%	1	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.8%	1
St Andrews Quay Retail Park, Hull (B&Q, Currys PC World, Makro)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Ashby Village Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall Shopping Centre, Sheffield (Argos, Boots, Carphone Warehouse)	2.8%	28	1.1%	1	1.5%	4	0.5%	1	1.8%	2	1.5%	2	7.8%	11	5.6%	7
Sheffield City Centre	0.9%	9	1.5%	2	0.4%	1	0.0%	0	2.3%	3	0.0%	0	0.9%	1	1.3%	2
Hull City Centre	5.5%	55	0.5%	1	0.0%	0	6.6%	7	34.8%	46	0.0%	0	0.9%	1	0.0%	0
Immingham Town Centre, DN40 1JY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.5%	5	0.5%	1	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	1.7%	2
Go Outdoors, Dudley Road, Scunthorpe, DN16 1BA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.8%	1
York City Centre, YO24 1AB	0.3%	3	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.4%	1	0.0%	0
Other	4.5%	45	8.8%	11	5.6%	14	1.3%	1	1.4%	2	4.8%	6	1.8%	2	6.5%	8
Internet	34.3%	343	37.5%	45	33.4%	83	27.4%	29	26.3%	35	39.8%	50	39.4%	54	35.9%	46
(Don't know / varies)	2.7%	27	0.5%	1	4.8%	12	2.1%	2	1.7%	2	1.9%	2	3.2%	4	2.2%	3
(Don't buy these goods)	2.6%	26	1.0%	1	1.9%	5	4.2%	4	2.6%	3	3.0%	4	4.4%	6	2.0%	3
Weighted base:	1000			121		248		106		133		126		137		128
Sample:	1000			125		250		125		125		125		125		125

Column %ges.

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q11 How do you normally travel to (LOCATION MENTIONED AT Q10)?																
<i>Not Don't buy and not Internet at Q10</i>																
Car (driver)	68.1%	429	42.6%	32	49.6%	79	79.0%	57	75.6%	71	88.9%	64	82.1%	63	78.0%	62
Car (passenger in friend's / relative's car)	14.6%	92	24.5%	18	18.7%	30	13.9%	10	9.8%	9	6.9%	5	13.3%	10	11.7%	9
Bus / coach	7.7%	49	8.3%	6	14.1%	23	4.1%	3	11.4%	11	0.7%	0	3.9%	3	3.4%	3
Train	1.7%	11	1.7%	1	1.3%	2	0.7%	1	0.0%	0	3.5%	3	0.8%	1	5.0%	4
Taxi	0.3%	2	0.8%	1	0.7%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.1%	32	19.6%	15	8.2%	13	1.2%	1	3.3%	3	0.0%	0	0.0%	0	0.6%	1
Bicycle	0.5%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moped / motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.2%	1	0.8%	1	0.3%	1	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
(Don't know / varies)	1.8%	11	1.7%	1	5.4%	9	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Weighted base:		631		74		160		73		94		72		77		80
Sample:		671		88		167		83		87		76		82		88

Q11ANow thinking about other types of non-food shopping, have you bought any of these goods in the last 10 years? [MR/PR]

Electrical goods including home entertainment, audio visual, photographic, computer items (such as music, DVDs, TVs, cameras, iPad, telephones etc) an	90.2%	902	92.8%	112	87.2%	216	97.2%	103	91.6%	122	88.1%	111	83.2%	114	95.9%	123
Books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc	76.5%	765	68.7%	83	65.6%	163	77.4%	82	81.9%	109	85.5%	108	81.0%	111	84.8%	109
Games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments	71.7%	717	63.1%	76	69.6%	173	74.2%	79	73.6%	98	74.9%	95	70.7%	97	77.8%	100
Furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc.)	74.8%	747	73.1%	89	78.3%	194	77.8%	83	70.4%	94	78.8%	99	69.6%	95	72.9%	94
DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc.)	80.8%	808	78.9%	96	78.3%	194	88.5%	94	82.7%	110	82.2%	104	74.5%	102	84.7%	109
Personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc.), other medical and pharmaceutical produ	88.6%	886	89.8%	109	84.0%	208	95.5%	101	82.1%	109	91.1%	115	91.7%	126	91.5%	118
All other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suit	62.8%	628	52.3%	63	60.5%	150	71.7%	76	64.6%	86	68.4%	86	63.8%	87	61.8%	79
(None of these goods)	1.3%	13	1.1%	1	1.2%	3	0.4%	0	1.3%	2	4.5%	6	0.4%	1	0.4%	1
Weighted base:	1000		121		248		106		133		126		137		128	
Sample:	1000		125		250		125		125		125		125		125	

North Lincolnshire Retail Survey for ELG Planning

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q12 Where do you normally do most of your household's shopping for electrical goods including home entertainment, audio visual, photographic, computer items (such as music, DVDs, TVs, cameras, iPad, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?																
<i>Those who buy electrical goods at Q11A</i>																
Barton-upon-Humber Town Centre	2.7%	25	0.0%	0	0.0%	0	2.9%	3	17.9%	22	0.0%	0	0.0%	0	0.0%	0
Brigg Town Centre	0.3%	3	0.0%	0	0.5%	1	0.4%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Burton-upon-Stather Village Centre	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doncaster Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.3%	4
Gainsborough Town Centre	0.4%	4	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.2%	2
Grimsby Town Centre	1.1%	10	0.0%	0	0.0%	0	0.0%	0	3.3%	4	4.7%	5	0.6%	1	0.0%	0
Scunthorpe Town Centre	9.3%	84	12.8%	14	9.2%	20	5.6%	6	1.5%	2	12.1%	13	15.9%	18	8.5%	10
Gallagher Retail Park, Doncaster Road, Scunthorpe (B&Q, TK Maxx, Next)	0.9%	8	1.7%	2	1.3%	3	1.3%	1	0.0%	0	0.0%	0	1.0%	1	0.5%	1
Lakeside Retail Park, Lakeside Parkway, Scunthorpe (Currys PC World, Morrisons, ScS, B&M, Argos)	35.2%	317	44.3%	50	49.4%	107	44.2%	46	7.9%	10	27.1%	30	38.1%	43	25.9%	32
Skippingdale Retail Park, Holyrood Drive, Scunthorpe (Dunelm, Matalan, The Range, Home Bargains)	0.3%	3	1.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Asda, Burringham Road, Scunthorpe	0.9%	8	0.0%	0	3.3%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Lidl, Beaumont Street, Gainsborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sainsbury's Superstore, Doncaster Road, Scunthorpe	0.7%	6	3.4%	4	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	2.1%	19	2.7%	3	0.8%	2	1.0%	1	0.0%	0	1.0%	1	5.7%	7	4.4%	5
Lakeside Village, White Rose Way, Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
St Andrews Quay Retail Park, Hull (B&Q, Currys PC World, Makro)	1.7%	16	0.0%	0	0.0%	0	1.3%	1	11.6%	14	0.0%	0	0.0%	0	0.0%	0
Ashby Village Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall Shopping Centre, Sheffield (Argos, Boots, Carphone Warehouse)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	7	0.0%	0
Sheffield City Centre	0.2%	2	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	1
Hull City Centre	1.1%	10	0.0%	0	0.2%	1	1.0%	1	7.0%	9	0.0%	0	0.0%	0	0.0%	0
Immingham Town Centre, DN40 1JY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.8%	7	6.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, King Edward Street, Grimsby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Frodingham Local Centre, DN15 7NH	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.6%	33	0.0%	0	2.7%	6	4.6%	5	7.2%	9	4.7%	5	0.5%	1	6.3%	8
Internet	34.6%	312	24.6%	28	28.4%	61	31.5%	33	40.4%	49	47.1%	52	28.2%	32	46.3%	57
(Don't know / varies)	2.1%	19	1.8%	2	2.6%	6	3.2%	3	2.6%	3	1.5%	2	1.6%	2	1.3%	2
Weighted base:		902		112		216		103		122		111		114		123
Sample:		906		112		224		119		110		114		110		117

North Lincolnshire Retail Survey for ELG Planning

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q13 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and arts and crafts materials?																
<i>Those who buy books & arts and crafts materials at Q11A</i>																
Barton-upon-Humber Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	8.4%	9	0.0%	0	0.0%	0	0.0%	0
Brigg Town Centre	1.5%	11	0.0%	0	0.0%	0	1.1%	1	0.5%	1	8.7%	9	0.5%	1	0.0%	0
Doncaster Town Centre	0.9%	7	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Epworth Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Gainsborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Goole Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Grimsby Town Centre	2.5%	19	0.0%	0	0.0%	0	0.0%	0	6.6%	7	10.9%	12	0.0%	0	0.0%	0
Lincoln City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.7%	2	0.5%	1
Scunthorpe Town Centre	19.5%	149	32.6%	27	33.9%	55	12.6%	10	1.1%	1	7.8%	8	28.2%	31	14.1%	15
Gallagher Retail Park, Doncaster Road, Scunthorpe (B&Q, TK Maxx, Next)	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Lakeside Parkway, Scunthorpe (Currys PC World, Morrisons, ScS, B&M, Argos)	0.3%	2	1.5%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Skippingdale Retail Park, Holyrood Drive, Scunthorpe (Dunelm, Matalan, The Range, Home Bargains)	0.4%	3	1.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Burringham Road, Scunthorpe	2.0%	15	4.8%	4	3.4%	5	0.5%	0	0.0%	0	0.0%	0	4.0%	4	0.6%	1
Deepdale Garden Centre, West Wold Farm, Deepdale, Barton-upon-Humber	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lakeside Parkway, Scunthorpe	0.4%	3	0.0%	0	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Superstore, Doncaster Road, Scunthorpe	2.4%	18	11.3%	9	1.4%	2	6.3%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	2.4%	18	3.0%	3	2.1%	3	5.4%	4	0.0%	0	1.8%	2	0.5%	1	5.1%	6
Tesco Superstore, Barnard Avenue, Brigg	2.2%	17	0.0%	0	0.0%	0	5.7%	5	0.0%	0	11.4%	12	0.0%	0	0.0%	0
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	0.7%	5	0.0%	0	0.0%	0	1.0%	1	3.5%	4	0.0%	0	0.0%	0	0.5%	1
Abroad	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Village, White Rose Way, Doncaster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Ashby Village Centre	1.8%	14	0.0%	0	4.9%	8	0.5%	0	0.0%	0	0.0%	0	2.6%	3	2.5%	3
Meadowhall Shopping Centre, Sheffield (Argos, Boots, Carphone Warehouse)	1.8%	13	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0	6.9%	8	0.6%	1
Sheffield City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Hull City Centre	3.8%	29	0.0%	0	0.3%	1	3.8%	3	20.3%	22	1.9%	2	1.3%	1	0.0%	0
Leeds City Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7	0.0%	0
Other	2.6%	20	0.0%	0	3.9%	6	0.5%	0	4.0%	4	1.6%	2	0.5%	1	5.7%	6
Internet	47.2%	361	42.9%	36	43.9%	72	42.9%	35	52.8%	57	51.2%	55	41.0%	46	55.8%	61
(Don't know / varies)	3.5%	26	1.6%	1	2.7%	4	11.5%	9	0.6%	1	3.7%	4	4.6%	5	1.4%	2
Weighted base:		765		83		163		82		109		108		111		109
Sample:		707		83		153		85		93		102		91		100

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q14 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?																
<i>Those who buy pet / hobby / sports / recreational goods at Q11A</i>																
Barton-upon-Humber Town Centre	0.7%	5	0.0%	0	0.0%	0	1.1%	1	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Brigg Town Centre	0.5%	4	0.0%	0	0.0%	0	2.2%	2	0.7%	1	1.6%	2	0.0%	0	0.0%	0
Burton-upon-Stather Village Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doncaster Town Centre	1.4%	10	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	7.3%	7
Gainsborough Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1
Goole Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6
Grimsby Town Centre	3.2%	23	0.0%	0	2.0%	3	0.5%	0	4.2%	4	14.3%	13	1.2%	1	0.5%	1
Lincoln City Centre	1.3%	9	1.6%	1	1.3%	2	0.0%	0	0.0%	0	2.7%	3	0.7%	1	2.3%	2
Scunthorpe Town Centre	18.5%	132	21.7%	17	28.7%	50	20.0%	16	2.7%	3	9.6%	9	27.6%	27	12.1%	12
Gallagher Retail Park, Doncaster Road, Scunthorpe (B&Q, TK Maxx, Next)	2.6%	19	5.9%	4	0.0%	0	2.4%	2	1.8%	2	0.6%	1	9.4%	9	1.2%	1
Lakeside Retail Park, Lakeside Parkway, Scunthorpe (Currys PC World, Morrisons, ScS, B&M, Argos)	10.1%	73	9.5%	7	15.1%	26	22.1%	17	6.2%	6	9.5%	9	5.9%	6	1.0%	1
North Lincolnshire Shopping Park, Doncaster Road, Scunthorpe (B&M, Debenhams, Marks & Spencer, Boots)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Skippingdale Retail Park, Holyrood Drive, Scunthorpe (Dunelm, Matalan, The Range, Home Bargains)	1.0%	7	0.8%	1	1.3%	2	0.0%	0	0.6%	1	0.0%	0	0.6%	1	2.9%	3
Aldi, Glebe Road, Scunthorpe	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Ashby, Scunthorpe	0.4%	3	0.0%	0	1.6%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Washdyke Lane, Immingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Burringham Road, Scunthorpe	0.7%	5	1.0%	1	2.0%	3	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0
Brigg Garden Centre, Bigby High Road, Brigg	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0
Lidl, Atherton Way, Brigg	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lakeside Parkway, Scunthorpe	0.2%	2	0.0%	0	0.0%	0	0.5%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
Sainsbury's Superstore, Doncaster Road, Scunthorpe	2.0%	15	15.8%	12	0.3%	1	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	1.8%	13	4.9%	4	0.9%	2	0.6%	1	0.0%	0	0.5%	0	1.3%	1	5.1%	5
Tesco Superstore, Barnard Avenue, Brigg	0.3%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1
Lakeside Village, White Rose Way, Doncaster	0.2%	2	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ashby Village Centre	1.4%	10	0.0%	0	5.3%	9	0.5%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Meadowhall Shopping Centre, Sheffield (Argos, Boots, Carphone Warehouse)	0.3%	3	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Hull City Centre	2.0%	15	0.0%	0	0.6%	1	1.3%	1	9.5%	9	2.2%	2	1.2%	1	0.0%	0
Immingham Town Centre, DN40 1JY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	1.0%	7	8.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, King Edward Street, Grimsby	0.8%	6	3.6%	3	1.3%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Go Outdoors, Dudley Road, Scunthorpe, DN16 1BA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
York City Centre, YO24 1AB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0
Other	2.0%	15	0.0%	0	3.7%	6	0.6%	1	3.7%	4	0.6%	1	0.7%	1	2.8%	3
Internet	42.7%	306	23.8%	18	33.2%	57	39.3%	31	58.3%	57	53.9%	51	41.2%	40	51.7%	52
(Don't know / varies)	2.4%	17	1.8%	1	2.0%	3	2.4%	2	1.8%	2	3.4%	3	3.1%	3	2.8%	3
Weighted base:		717		76		173		79		98		95		97		100
Sample:		609		74		143		77		82		81		71		81

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q15 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?																
<i>Those who buy furniture & carpets etc. at Q11A</i>																
Barton-upon-Humber Town Centre	4.0%	30	0.0%	0	0.0%	0	5.7%	5	26.6%	25	0.0%	0	0.0%	0	0.0%	0
Brigg Town Centre	7.1%	53	2.8%	2	1.4%	3	3.3%	3	7.2%	7	26.8%	27	8.9%	8	3.5%	3
Doncaster Town Centre	1.7%	13	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.2%	1	12.0%	11
Gainsborough Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	1.4%	1	2.7%	3
Goole Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Grimsby Town Centre	1.6%	12	1.4%	1	0.0%	0	1.6%	1	7.2%	7	1.1%	1	1.4%	1	0.0%	0
Kirton-in-Lindsey Town Centre	0.5%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	0	2.5%	2	0.0%	0
Lincoln City Centre	0.9%	6	2.1%	2	1.5%	3	0.0%	0	0.0%	0	1.0%	1	0.6%	1	0.0%	0
Messingham Village Centre	0.5%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Scunthorpe Town Centre	18.4%	138	19.1%	17	29.8%	58	27.9%	23	2.8%	3	12.0%	12	18.0%	17	8.8%	8
Gallagher Retail Park, Doncaster Road, Scunthorpe (B&Q, TK Maxx, Next)	1.4%	10	2.2%	2	0.3%	1	5.7%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Lakeside Retail Park, Lakeside Parkway, Scunthorpe (Currys PC World, Morrisons, ScS, B&M, Argos)	8.7%	65	8.4%	7	11.9%	23	11.5%	10	5.2%	5	6.1%	6	8.4%	8	6.3%	6
North Lincolnshire Shopping Park, Doncaster Road, Scunthorpe (B&M, Debenhams, Marks & Spencer, Boots)	0.5%	4	1.4%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Skippingdale Retail Park, Holyrood Drive, Scunthorpe (Dunelm, Matalan, The Range, Home Bargains)	8.4%	63	13.6%	12	10.8%	21	11.4%	9	1.8%	2	0.5%	0	7.1%	7	12.6%	12
Aldi, High Street, Ashby, Scunthorpe	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fair Gardens Plant Centre, Cleatham Road, Kirton-in-Lindsey	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	1	0.6%	1
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	0.3%	2	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Abroad	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Village, White Rose Way, Doncaster	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
St Andrews Quay Retail Park, Hull (B&Q, Currys PC World, Makro)	1.7%	12	0.0%	0	0.8%	2	5.8%	5	2.5%	2	1.0%	1	2.7%	3	0.0%	0
Ashby Village Centre	4.4%	33	2.1%	2	12.4%	24	1.6%	1	0.0%	0	0.5%	0	5.0%	5	0.6%	1
Meadowhall Shopping Centre, Sheffield (Argos, Boots, Carphone Warehouse)	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	7	2.6%	2
Sheffield City Centre	0.4%	3	0.0%	0	0.0%	0	0.5%	0	0.7%	1	0.6%	1	0.0%	0	1.6%	2
Hull City Centre	3.4%	25	0.8%	1	0.3%	1	0.5%	0	19.8%	19	4.2%	4	0.7%	1	0.0%	0
IKEA, Holden Ing Way, Birstall (Leeds)	2.8%	21	1.4%	1	3.5%	7	0.0%	0	0.0%	0	1.1%	1	4.2%	4	8.4%	8
B&Q, Peakes Parkway, Robinson Street East, Grimsby, DN32 9AW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
DFS, Scawby Road, Scawby, Broughton, Brigg (Grimsby) DN20 9JH	3.8%	28	13.3%	12	1.3%	3	7.9%	7	2.0%	2	1.7%	2	3.4%	3	0.6%	1
Immingham Town Centre, DN40 1JY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
York City Centre, YO24 1AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other	5.4%	41	2.2%	2	6.8%	13	2.3%	2	3.3%	3	11.5%	11	0.0%	0	9.5%	9
Internet	14.1%	105	20.1%	18	11.0%	21	4.3%	4	13.8%	13	22.0%	22	16.7%	16	12.7%	12
(Don't know / varies)	7.0%	52	6.2%	6	7.7%	15	7.4%	6	2.5%	2	6.5%	6	7.2%	7	10.7%	10
Weighted base:		747		89		194		83		94		99		95		94
Sample:		712		89		176		93		87		96		88		83

Column %ges.

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
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North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q16 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc.)?																
<i>Those who buy DIY / decorating / garden products at Q11A</i>																
Barton-upon-Humber Town Centre	1.8%	14	0.0%	0	0.0%	0	1.4%	1	11.8%	13	0.0%	0	0.0%	0	0.0%	0
Brigg Town Centre	2.8%	23	0.0%	0	0.3%	1	1.0%	1	1.5%	2	18.9%	20	0.0%	0	0.0%	0
Doncaster Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5
Epworth Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Gainsborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1
Grimsby Town Centre	0.4%	3	0.0%	0	0.0%	0	0.5%	1	2.0%	2	0.0%	0	0.6%	1	0.0%	0
Scunthorpe Town Centre	17.0%	137	11.9%	11	17.6%	34	29.2%	27	6.1%	7	18.3%	19	23.9%	24	12.9%	14
Gallagher Retail Park, Doncaster Road, Scunthorpe (B&Q, TK Maxx, Next)	40.8%	330	49.3%	47	54.4%	106	51.8%	49	10.1%	11	21.4%	22	46.7%	48	43.6%	47
Lakeside Retail Park, Lakeside Parkway, Scunthorpe (Currys PC World, Morrisons, ScS, B&M, Argos)	2.6%	21	1.3%	1	3.6%	7	1.4%	1	0.5%	1	4.0%	4	4.9%	5	1.4%	2
North Lincolnshire Shopping Park, Doncaster Road, Scunthorpe (B&M, Debenhams, Marks & Spencer, Boots)	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skippingdale Retail Park, Holyrood Drive, Scunthorpe (Dunelm, Matalan, The Range, Home Bargains)	1.1%	9	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	1	4.6%	5
Al Murad Tiles, Berkeley Square, Scotter Road, Scunthorpe	0.2%	2	0.7%	1	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Glebe Road, Scunthorpe	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Ashby, Scunthorpe	0.1%	1	0.0%	0	0.3%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Rawcliffe Road, Goole	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6
Brian's DIY, Wrawby Street, Brigg	1.3%	11	0.0%	0	0.0%	0	1.1%	1	0.5%	1	8.9%	9	0.0%	0	0.0%	0
Brigg Garden Centre, Bigby High Road, Brigg	1.0%	8	0.7%	1	0.0%	0	0.5%	0	5.2%	6	1.0%	1	0.0%	0	0.6%	1
Deepdale Garden Centre, West Wold Farm, Deepdale, Barton-upon-Humber	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Fair Gardens Plant Centre, Cleatham Road, Kirton-in-Lindsey	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Kingfisher Nurseries, Littlehurst Cottages, Crowle, Scunthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lidl, Doncaster Road, Scunthorpe	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Atherton Way, Brigg	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	1	5.8%	6	0.0%	0	0.0%	0
Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	0.7%	6	0.7%	1	2.1%	4	0.5%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Wickes, Glebe Road, Scunthorpe	3.9%	32	14.1%	13	4.9%	9	4.0%	4	0.0%	0	0.5%	0	1.8%	2	2.6%	3
St Andrews Quay Retail Park, Hull (B&Q, Currys PC World, Makro)	3.5%	28	0.0%	0	0.6%	1	0.0%	0	24.3%	27	0.0%	0	0.7%	1	0.0%	0
Ashby Village Centre	1.3%	10	0.0%	0	4.2%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sheffield City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Hull City Centre	1.1%	9	0.0%	0	0.0%	0	1.1%	1	6.8%	7	0.5%	0	0.0%	0	0.0%	0
B&Q, Peakes Parkway, Robinson Street East,	1.8%	14	0.0%	0	0.0%	0	0.0%	0	7.8%	9	5.5%	6	0.0%	0	0.0%	0

Column %ges.

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Grimsby, DN32 9AW																
Immingham Town Centre, DN40 1JY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Screwfix, Parkway Business Park, Normanby Road, Scunthorpe	1.5%	12	0.0%	0	1.1%	2	2.5%	2	0.0%	0	0.0%	0	0.6%	1	6.3%	7
B&Q, Catesby Business Park, White Rose Way, Doncaster, DN4 8DG	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	9
Other	1.7%	14	0.7%	1	0.8%	2	0.0%	0	5.6%	6	0.0%	0	5.1%	5	0.5%	1
Internet	6.2%	50	3.5%	3	8.1%	16	2.8%	3	7.2%	8	11.0%	11	3.8%	4	4.6%	5
(Don't know / varies)	4.4%	36	11.3%	11	1.4%	3	2.0%	2	8.4%	9	2.8%	3	7.6%	8	0.6%	1
Weighted base:		808		96		194		94		110		104		102		109
Sample:		764		93		175		102		101		102		91		100

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7							
Q17 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc.)?																
<i>Those who buy personal care items at Q11A</i>																
Barrow-upon-Humber Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Barton-upon-Humber Town Centre	3.5%	31	0.0%	0	0.0%	0	0.8%	1	27.5%	30	0.0%	0	0.0%	0	0.0%	0
Bottesford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Brigg Town Centre	4.2%	37	0.0%	0	0.0%	0	3.1%	3	2.2%	2	26.7%	31	0.5%	1	0.0%	0
Crowle Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Doncaster Town Centre	0.9%	8	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	8
Epworth Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	7
Gainsborough Town Centre	1.7%	15	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	6.7%	8	4.3%	5
Goole Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Goxhill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Grimsby Town Centre	1.8%	16	0.0%	0	0.0%	0	0.0%	0	4.4%	5	9.9%	11	0.0%	0	0.0%	0
Haxey Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Kirton-in-Lindsey Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Lincoln City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.1%	1	0.0%	0
Messingham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Scunthorpe Town Centre	25.7%	228	41.9%	46	32.7%	68	24.2%	25	6.0%	7	15.7%	18	31.5%	40	21.6%	25
Winterton Town Centre	0.6%	5	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Doncaster Road, Scunthorpe (B&Q, TK Maxx, Next)	4.2%	37	3.6%	4	7.5%	16	8.3%	8	0.0%	0	1.8%	2	1.5%	2	4.2%	5
Lakeside Retail Park, Lakeside Parkway, Scunthorpe (Currys PC World, Morrisons, ScS, B&M, Argos)	0.9%	8	0.6%	1	0.8%	2	0.0%	0	0.6%	1	1.4%	2	3.0%	4	0.0%	0
North Lincolnshire Shopping Park, Doncaster Road, Scunthorpe (B&M, Debenhams, Marks & Spencer, Boots)	2.9%	26	1.2%	1	3.2%	7	4.9%	5	0.6%	1	0.0%	0	4.4%	6	5.8%	7
Skippingdale Retail Park, Holyrood Drive, Scunthorpe (Dunelm, Matalan, The Range, Home Bargains)	1.7%	15	2.5%	3	1.3%	3	5.4%	5	0.0%	0	0.0%	0	1.4%	2	1.8%	2
Aldi, Glebe Road, Scunthorpe	1.3%	11	4.8%	5	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.9%	1	0.5%	1
Aldi, High Street, Ashby, Scunthorpe	1.4%	13	0.0%	0	3.6%	8	0.4%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0
Aldi, Washdyke Lane, Immingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Burringham Road, Scunthorpe	6.0%	53	5.3%	6	9.6%	20	6.3%	6	0.0%	0	0.4%	0	15.3%	19	1.4%	2
Asda, Carlton Street, Scunthorpe	0.3%	3	0.0%	0	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1
Lidl, Atherton Way, Brigg	0.7%	6	0.0%	0	0.0%	0	0.5%	1	0.5%	1	4.4%	5	0.0%	0	0.0%	0
Lidl, Doncaster Road, Scunthorpe	0.3%	3	0.6%	1	0.3%	1	0.4%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1
Lidl, Ferriby Road, Barton-upon-Humber	0.5%	5	0.0%	0	0.0%	0	1.9%	2	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Heapham Road South, Gainsborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	1.3%	2
Morrisons, Lakeside Parkway, Scunthorpe	4.0%	35	1.8%	2	4.7%	10	1.0%	1	0.6%	1	6.3%	7	9.4%	12	2.3%	3
Sainsbury's Superstore, Doncaster Road, Scunthorpe	1.5%	13	6.0%	7	0.8%	2	2.6%	3	1.0%	1	0.4%	0	0.0%	0	0.4%	1
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	5.0%	44	8.4%	9	1.5%	3	9.1%	9	0.0%	0	3.4%	4	1.5%	2	14.5%	17
Tesco Superstore, Barnard Avenue, Brigg	1.3%	11	0.0%	0	0.0%	0	2.7%	3	0.6%	1	7.0%	8	0.0%	0	0.0%	0
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	2.1%	19	0.0%	0	0.3%	1	1.4%	1	15.2%	17	0.0%	0	0.0%	0	0.0%	0

Column %ges.

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Ashby Village Centre	2.8%	25	0.0%	0	10.7%	22	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Meadowhall Shopping Centre, Sheffield (Argos, Boots, Carphone Warehouse)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hull City Centre	1.1%	10	0.7%	1	0.0%	0	0.5%	1	7.3%	8	0.5%	1	0.0%	0	0.0%	0
Immingham Town Centre, DN40 1JY	0.6%	6	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0	0.0%	0	0.0%	0
York City Centre, YO24 1AB	0.7%	6	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6
Other	1.6%	14	0.7%	1	1.1%	2	0.0%	0	1.8%	2	0.5%	1	0.0%	0	7.2%	8
Internet	13.1%	116	13.8%	15	14.6%	30	14.7%	15	18.4%	20	12.6%	15	11.7%	15	5.9%	7
(Don't know / varies)	4.4%	39	7.5%	8	6.9%	14	1.3%	1	0.6%	1	8.0%	9	0.5%	1	3.7%	4
Weighted base:		886		109		208		101		109		115		126		118
Sample:		861		108		202		115		101		113		107		115

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q18 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses)?																
<i>Those who buy other goods at Q11A</i>																
Barton-upon-Humber Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	6.2%	5	0.0%	0	0.0%	0	0.0%	0
Brigg Town Centre	1.8%	11	0.0%	0	0.0%	0	1.1%	1	0.8%	1	9.1%	8	2.0%	2	0.0%	0
Doncaster Town Centre	1.7%	11	0.0%	0	1.4%	2	1.3%	1	0.0%	0	0.0%	0	0.7%	1	9.1%	7
Gainsborough Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	1.4%	1
Grimsby Town Centre	3.1%	20	0.0%	0	0.0%	0	0.0%	0	9.7%	8	12.7%	11	0.0%	0	0.7%	1
Lincoln City Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.8%	1	2.8%	2
Scunthorpe Town Centre	28.9%	181	47.4%	30	43.1%	65	37.8%	29	2.8%	2	20.2%	17	28.3%	25	16.8%	13
Winterton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Doncaster Road, Scunthorpe (B&Q, TK Maxx, Next)	0.8%	5	0.0%	0	0.4%	1	2.5%	2	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Lakeside Retail Park, Lakeside Parkway, Scunthorpe (Currys PC World, Morrisons, ScS, B&M, Argos)	1.0%	6	0.0%	0	3.0%	5	0.0%	0	0.0%	0	1.2%	1	0.8%	1	0.0%	0
North Lincolnshire Shopping Park, Doncaster Road, Scunthorpe (B&M, Debenhams, Marks & Spencer, Boots)	0.9%	6	1.0%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.5%	1
Skippingdale Retail Park, Holyrood Drive, Scunthorpe (Dunelm, Matalan, The Range, Home Bargains)	1.5%	9	2.1%	1	2.4%	4	0.7%	1	0.0%	0	0.6%	0	3.0%	3	0.8%	1
Asda, Burringham Road, Scunthorpe	1.5%	9	0.0%	0	6.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Doncaster Road, Scunthorpe	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lakeside Parkway, Scunthorpe	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Doncaster Road, Scunthorpe	0.5%	3	4.3%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	0.4%	3	2.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Superstore, Barnard Avenue, Brigg	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	1.8%	12	2.9%	2	0.4%	1	1.8%	1	4.3%	4	0.6%	1	0.8%	1	3.6%	3
Lakeside Village, White Rose Way, Doncaster	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Ashby Village Centre	0.3%	2	0.0%	0	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Meadowhall Shopping Centre, Sheffield (Argos, Boots, Carphone Warehouse)	4.9%	31	1.2%	1	1.6%	2	7.5%	6	0.0%	0	1.2%	1	13.9%	12	10.9%	9
Sheffield City Centre	0.6%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	3.3%	3
Hull City Centre	5.7%	36	1.2%	1	0.0%	0	13.8%	11	23.8%	20	4.8%	4	0.0%	0	0.0%	0
IKEA, Holden Ing Way, Birstall (Leeds)	0.3%	2	1.2%	1	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Leeds City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Victoria Retail Park, King Edward Street, Grimsby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
York City Centre, YO24 IAB	1.6%	10	0.0%	0	0.4%	1	0.0%	0	1.5%	1	1.1%	1	0.0%	0	9.2%	7
Other	5.0%	31	0.0%	0	4.2%	6	0.7%	1	8.7%	7	3.5%	3	3.0%	3	14.2%	11
Internet	25.9%	163	32.7%	21	25.7%	39	18.0%	14	34.9%	30	31.5%	27	21.1%	18	17.7%	14
(Don't know / varies)	8.5%	53	3.1%	2	9.5%	14	10.2%	8	5.9%	5	9.3%	8	13.1%	11	5.9%	5
Weighted base:		628		63		150		76		86		86		87		79
Sample:		571		69		128		83		74		72		73		72

Column %ges.

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q19 Have you ever visited Scunthorpe Town Centre for shopping over the past 12 months?																
Yes	75.4%	754	87.9%	106	86.1%	214	85.4%	91	50.3%	67	70.5%	89	76.6%	105	64.2%	82
No	24.6%	246	12.1%	15	13.9%	35	14.6%	16	49.7%	66	29.5%	37	23.4%	32	35.8%	46
Weighted base:	1000		121		248		106		133		126		137		128	
Sample:	1000		125		250		125		125		125		125		125	

Mean score [Times a year]: Daily = 365, 2-6 times a week = 208, Once a week = 52, Once a fortnight = 26, Once every 3 weeks = 17, Once a month = 12, Once every three months = 4, Once every six months = 2, Once a year = 1, Less often = 0.5

Q20 How often do you shop in Scunthorpe town centre?

Have visited Scunthorpe Town Centre in last 12 months at Q19

Daily	1.2%	9	3.6%	4	1.6%	3	0.6%	1	1.0%	1	0.0%	0	0.7%	1	0.0%	0
2-6 times a week	6.2%	47	17.1%	18	7.0%	15	7.2%	7	0.0%	0	2.3%	2	2.5%	3	2.7%	2
Once a week	16.5%	124	24.6%	26	23.7%	51	20.7%	19	2.8%	2	3.4%	3	10.6%	11	15.2%	12
Once a fortnight	14.3%	108	10.2%	11	18.3%	39	14.0%	13	9.3%	6	8.0%	7	18.9%	20	14.5%	12
Once every 3 weeks	3.6%	27	1.2%	1	3.8%	8	1.0%	1	1.8%	1	15.3%	14	1.1%	1	1.2%	1
Once a month	25.9%	195	20.1%	21	18.3%	39	36.1%	33	35.0%	23	23.0%	21	26.1%	27	37.3%	31
Once every three months	18.9%	143	18.4%	20	17.6%	37	11.2%	10	16.3%	11	17.8%	16	31.9%	34	18.5%	15
Once every six months	6.2%	47	3.6%	4	5.8%	12	2.6%	2	21.7%	14	8.0%	7	2.8%	3	4.4%	4
Once a year	2.4%	18	0.0%	0	0.3%	1	1.5%	1	6.5%	4	8.8%	8	2.4%	2	2.0%	2
Less often	1.9%	14	0.0%	0	0.3%	1	0.9%	1	5.6%	4	6.4%	6	1.1%	1	2.7%	2
(Don't know / varies)	2.9%	22	1.3%	1	3.2%	7	4.4%	4	0.0%	0	7.0%	6	1.8%	2	1.5%	1
<i>Mean:</i>	35.20		68.51		42.56		38.02		13.17		16.16		23.14		23.21	
Weighted base:	754		106		214		91		67		89		105		82	
Sample:	715		108		204		98		59		76		90		80	

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q21 What would make you come into Scunthorpe more often? [MR]																
<i>Have visited Scunthorpe Town Centre in last 12 months at Q19</i>																
Better disabled access	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport links	0.7%	5	0.6%	1	0.0%	0	1.0%	1	0.0%	0	2.3%	2	0.6%	1	1.4%	1
Better range of non-food shops	20.2%	152	31.5%	34	22.0%	47	14.5%	13	9.3%	6	15.1%	13	24.5%	26	16.4%	14
Better security / safety	1.5%	12	2.0%	2	2.1%	4	3.2%	3	0.0%	0	1.1%	1	1.1%	1	0.0%	0
Better services (e.g. bank, library, hairdressers etc.)	0.4%	3	0.0%	0	0.5%	1	0.9%	1	0.8%	1	0.0%	0	0.6%	1	0.0%	0
Improve the market / presence of a market	2.5%	19	0.0%	0	3.3%	7	1.0%	1	0.0%	0	1.3%	1	2.4%	2	8.9%	7
Less betting shops	0.3%	2	0.6%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Less charity shops	1.1%	8	0.7%	1	3.0%	6	0.5%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Less cheap shops	2.0%	15	1.3%	1	3.2%	7	1.1%	1	0.8%	1	0.6%	1	3.1%	3	2.2%	2
Less takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant / empty shops	5.5%	41	5.7%	6	6.6%	14	3.9%	4	3.8%	3	8.3%	7	4.7%	5	3.4%	3
Longer opening hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Make it more attractive / nicer environment	4.0%	30	3.5%	4	3.0%	6	12.6%	11	1.7%	1	1.3%	1	3.7%	4	2.6%	2
More / better places to eat	1.4%	11	1.2%	1	0.3%	1	8.9%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	1
More chain / well known stores	3.9%	30	4.8%	5	4.3%	9	2.9%	3	1.8%	1	5.3%	5	6.5%	7	0.0%	0
More clothing shops	9.9%	74	15.1%	16	9.9%	21	7.4%	7	6.2%	4	2.9%	3	11.2%	12	14.7%	12
More facilities / activities for teenagers / young adults	1.0%	8	0.0%	0	2.7%	6	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
More food stores	2.3%	18	1.8%	2	4.3%	9	5.2%	5	0.0%	0	0.6%	1	0.6%	1	0.7%	1
More independent / specialised stores	12.9%	97	12.6%	13	10.8%	23	12.9%	12	3.0%	2	15.5%	14	25.9%	27	7.6%	6
More leisure facilities (leisure centres, cinema, health and fitness clubs, etc.)	1.5%	11	0.6%	1	0.8%	2	7.3%	7	0.0%	0	0.0%	0	0.0%	0	2.7%	2
More national high-street chain stores	14.8%	112	9.4%	10	22.6%	48	14.4%	13	4.6%	3	9.2%	8	20.4%	21	9.0%	7
More quality shops	18.6%	140	17.6%	19	21.9%	47	18.0%	16	6.4%	4	23.0%	20	25.8%	27	7.9%	7
More road crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for older people	0.5%	4	1.2%	1	1.0%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More shops for young people	1.0%	8	2.3%	2	0.0%	0	5.2%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0
More shops open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / better shopping mall	1.0%	8	2.3%	2	0.5%	1	1.1%	1	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Parking - make it cheaper	0.4%	3	0.0%	0	0.5%	1	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0
Parking - make it free	0.9%	7	1.4%	1	1.0%	2	1.1%	1	1.7%	1	0.0%	0	0.0%	0	1.5%	1
Parking - make more spaces available	1.3%	10	0.7%	1	1.3%	3	1.0%	1	5.3%	4	1.3%	1	0.6%	1	0.0%	0
Pedestrianised shopping areas	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	1.7%	12	1.4%	1	1.0%	2	1.0%	1	1.8%	1	0.6%	1	4.8%	5	1.5%	1
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
Better prices	0.7%	5	3.2%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Better range of shops in general	0.9%	7	0.0%	0	0.0%	0	1.5%	1	3.7%	2	1.3%	1	1.2%	1	0.7%	1
More public facilities (Toilets, bins, benches etc.)	0.6%	5	1.2%	1	1.0%	2	0.5%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
(Nothing)	31.6%	239	32.0%	34	28.7%	61	19.3%	18	44.6%	30	40.7%	36	31.7%	33	32.2%	27
(Don't know)	4.8%	36	1.3%	1	3.2%	7	5.7%	5	21.6%	14	3.5%	3	1.7%	2	4.5%	4
Weighted base:		754		106		214		91		67		89		105		82
Sample:		715		108		204		98		59		76		90		86

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Mean score: Very satisfied = 2, Quite satisfied = 1, Neither satisfied nor dissatisfied = 0, Quite dissatisfied = -1, Very dissatisfied = -2																
Q22 How satisfied are you with the shopping provision in Scunthorpe Town Centre? [PR]																
Have visited Scunthorpe Town Centre in last 12 months at Q19																
Very satisfied	5.9%	44	3.7%	4	4.6%	10	2.4%	2	11.9%	8	2.8%	2	2.9%	3	18.1%	15
Quite satisfied	22.6%	171	14.6%	16	17.2%	37	22.3%	20	54.3%	36	23.3%	21	18.9%	20	25.6%	21
Neither satisfied nor dissatisfied	24.0%	181	27.6%	29	23.2%	49	17.8%	16	12.6%	8	34.5%	31	27.8%	29	21.2%	18
Quite dissatisfied	23.5%	177	21.2%	23	23.4%	50	41.1%	37	12.9%	9	23.2%	21	16.4%	17	25.2%	21
Very dissatisfied	22.7%	171	31.0%	33	29.5%	63	15.5%	14	7.3%	5	15.7%	14	33.3%	35	8.7%	7
(Don't know)	1.3%	10	1.8%	2	2.1%	4	1.0%	1	1.0%	1	0.5%	0	0.6%	1	1.2%	1
Mean:	-0.35		-0.62		-0.57		-0.46		0.51		-0.26		-0.59		0.20	
Weighted base:	754		106		214		91		67		89		105		82	
Sample:	715		108		204		98		59		76		90		80	
Q23 What do you feel are the most important changes / improvements needed in Scunthorpe Town Centre? [MR]																
Have visited Scunthorpe Town Centre in last 12 months at Q19																
Better disabled access	0.4%	3	1.2%	1	0.3%	1	0.5%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport links	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.4%	1
Better range of non-food shops	22.0%	166	41.4%	44	24.5%	52	16.8%	15	5.6%	4	18.6%	17	22.0%	23	12.8%	11
Better security / safety	3.1%	23	3.0%	3	3.2%	7	1.6%	1	2.5%	2	8.1%	7	1.7%	2	1.4%	1
Better services (e.g. bank, library, hairdressers etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Improve the market	1.7%	13	2.3%	2	0.5%	1	0.5%	0	1.0%	1	6.5%	6	1.1%	1	1.5%	1
Less betting shops	1.3%	10	0.7%	1	0.7%	2	0.0%	0	9.2%	6	0.0%	0	0.0%	0	2.0%	2
Less charity shops	1.0%	8	2.4%	3	0.5%	1	0.0%	0	0.0%	0	3.0%	3	0.6%	1	1.2%	1
Less cheap shops	3.1%	24	2.0%	2	1.8%	4	0.0%	0	11.2%	7	3.0%	3	5.6%	6	2.0%	2
Less takeaways	0.4%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Less traffic congestion / improved access	0.2%	2	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Less vacant / empty shops	11.6%	88	11.9%	13	12.4%	26	16.3%	15	16.6%	11	10.9%	10	5.0%	5	9.3%	8
Longer opening hours	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / nicer environment	7.8%	59	8.4%	9	11.8%	25	11.4%	10	2.7%	2	4.0%	4	4.7%	5	4.8%	4
More / better places to eat	2.2%	17	1.2%	1	1.6%	3	6.3%	6	0.0%	0	0.6%	1	0.0%	0	6.8%	6
More chain / well known stores	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothing shops	14.6%	110	32.7%	35	14.4%	31	17.8%	16	1.8%	1	4.7%	4	7.5%	8	18.1%	15
More facilities / activities for teenagers / young adults	2.6%	19	0.6%	1	6.2%	13	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1
More food stores	3.7%	28	13.4%	14	3.9%	8	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialised stores	15.8%	119	14.0%	15	11.6%	25	20.4%	19	10.0%	7	14.0%	12	26.9%	28	16.2%	13
More leisure facilities (leisure centres, cinema, health and fitness clubs, etc.)	3.9%	29	1.2%	1	6.6%	14	2.6%	2	0.0%	0	5.8%	5	0.0%	0	7.6%	6
More national high-street chain stores	14.1%	106	11.3%	12	16.7%	36	12.7%	12	9.7%	6	7.6%	7	15.4%	16	21.4%	18
More quality shops	16.9%	127	17.6%	19	21.0%	45	19.6%	18	5.6%	4	11.6%	10	23.1%	24	9.2%	8
More road crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for older people	0.3%	2	1.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
More shops for young people	0.9%	7	0.7%	1	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / better shopping mall	2.7%	21	4.6%	5	0.8%	2	2.6%	2	2.0%	1	8.2%	7	2.8%	3	0.0%	0
Parking - make it cheaper	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Parking - make it free	0.9%	7	0.7%	1	0.0%	0	1.0%	1	0.8%	1	0.6%	1	0.0%	0	4.9%	4
Parking - make more spaces available	2.1%	16	0.0%	0	4.9%	10	2.8%	3	0.0%	0	0.6%	1	2.3%	2	0.0%	0
Pedestrianised shopping areas	0.9%	7	1.2%	1	0.5%	1	2.1%	2	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Update / refurbish the shopping area	5.6%	42	6.6%	7	6.5%	14	1.5%	1	7.3%	5	1.7%	1	8.3%	9	5.6%	5
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
(Nothing)	16.3%	123	10.0%	11	8.6%	18	12.1%	11	34.9%	23	26.9%	24	20.9%	22	16.6%	14
(Don't know)	5.9%	44	4.9%	5	3.6%	8	11.9%	11	6.6%	4	5.3%	5	5.6%	6	7.1%	6
Weighted base:	754		106		214		91		67		89		105		82	
Sample:	715		108		204		98		59		76		90		80	

Column %ges.

North Lincolnshire Retail Survey for ELG Planning

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q24 Which of the following centres have you visited for shopping within the last 12 months? [MR/PR]																
Barton-upon-Humber	23.7%	237	6.3%	8	11.6%	29	37.2%	39	84.0%	111	18.5%	23	13.8%	19	5.6%	7
Brigg	46.3%	463	24.8%	30	33.5%	83	64.4%	68	62.7%	83	85.9%	108	49.7%	68	16.9%	22
Crowle	7.6%	76	2.7%	3	2.8%	7	2.4%	3	0.0%	0	1.6%	2	2.8%	4	44.3%	57
Epworth	13.1%	131	3.4%	4	7.5%	19	14.3%	15	0.9%	1	3.6%	5	4.6%	6	62.8%	81
Kirton-in-Lindsey	8.1%	81	2.2%	3	13.1%	33	5.4%	6	2.1%	3	8.0%	10	18.3%	25	1.7%	2
Winterton	9.4%	94	2.1%	3	5.1%	13	53.9%	57	5.4%	7	8.7%	11	2.3%	3	0.0%	0
Ashby High Street	45.9%	459	31.0%	38	78.7%	195	29.1%	31	22.1%	29	30.1%	38	66.1%	91	29.2%	37
Frodingham Road	9.6%	96	25.7%	31	14.1%	35	14.2%	15	0.4%	1	5.4%	7	3.1%	4	2.5%	3
(None of these)	15.5%	155	44.0%	53	14.4%	36	7.0%	7	6.8%	9	8.0%	10	15.8%	22	14.0%	18
Weighted base:		1000		121		248		106		133		126		137		128
Sample:		1000		125		250		125		125		125		125		125

Mean score: Very satisfied = 2, Quite satisfied = 1, Neither satisfied nor dissatisfied = 0, Quite dissatisfied = -1, Very dissatisfied = -2

Q25 How satisfied are you with the shopping provision in Barton-upon-Humber? [PR]

Have visited Barton-upon-Humber in last 12 months at Q24

Very satisfied	23.8%	56	59.6%	5	10.2%	3	26.8%	11	27.3%	30	19.4%	5	0.0%	0	47.2%	3
Quite satisfied	36.3%	86	0.0%	0	9.7%	3	52.2%	21	35.8%	40	30.4%	7	70.5%	13	30.0%	2
Neither satisfied nor dissatisfied	18.1%	43	32.3%	2	13.9%	4	10.6%	4	17.8%	20	38.3%	9	9.4%	2	22.8%	2
Quite dissatisfied	12.9%	31	8.1%	1	45.9%	13	1.1%	0	9.7%	11	9.6%	2	16.9%	3	0.0%	0
Very dissatisfied	7.1%	17	0.0%	0	20.2%	6	1.1%	0	8.9%	10	2.4%	1	0.0%	0	0.0%	0
(Don't know)	1.9%	5	0.0%	0	0.0%	0	8.2%	3	0.6%	1	0.0%	0	3.2%	1	0.0%	0
Mean:		0.58		1.11		-0.56		1.12		0.63		0.55		0.55		1.25
Weighted base:		237		8		29		39		111		23		19		7
Sample:		210		7		15		47		99		21		13		8

North Lincolnshire Retail Survey for ELG Planning

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q26 What do you feel are the most important changes / improvements needed in Barton-upon-Humber? [MR]																
<i>Have visited Barton-upon-Humber in last 12 months at Q24</i>																
Better disabled access	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport links	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Better range of non-food shops	5.6%	13	8.1%	1	1.9%	1	4.3%	2	8.3%	9	0.0%	0	3.2%	1	8.5%	1
Better security / safety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better services (e.g. bank, library, hairdressers etc.)	1.5%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	14.3%	1
Improve the market	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	3.1%	7	0.0%	0	0.0%	0	0.0%	0	6.6%	7	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Less takeaways	6.7%	16	0.0%	0	0.0%	0	0.0%	0	14.2%	16	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	1.7%	4	0.0%	0	0.0%	0	1.3%	1	3.2%	4	0.0%	0	0.0%	0	0.0%	0
Less vacant / empty shops	3.3%	8	16.0%	1	0.0%	0	12.0%	5	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	4.3%	10	0.0%	0	0.0%	0	0.0%	0	9.2%	10	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / nicer environment	1.4%	3	0.0%	0	0.0%	0	5.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better places to eat	1.8%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0
More chain / well known stores	4.5%	11	0.0%	0	20.2%	6	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
More clothing shops	2.2%	5	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.0%	0
More facilities / activities for teenagers / young adults	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
More food stores	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More independent / specialised stores	2.9%	7	0.0%	0	5.8%	2	6.7%	3	1.2%	1	4.8%	1	0.0%	0	0.0%	0
More leisure facilities (leisure centres, cinema, health and fitness clubs, etc.)	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national high-street chain stores	6.4%	15	0.0%	0	5.8%	2	0.0%	0	11.0%	12	0.0%	0	6.2%	1	0.0%	0
More quality shops	5.8%	14	0.0%	0	25.7%	7	3.4%	1	3.4%	4	0.0%	0	6.2%	1	0.0%	0
More road crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for older people	0.9%	2	0.0%	0	0.0%	0	2.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More shops for young people	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / better shopping mall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make it cheaper	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make it free	3.3%	8	0.0%	0	0.0%	0	0.0%	0	5.6%	6	2.0%	0	6.2%	1	0.0%	0
Parking - make more spaces available	9.3%	22	8.1%	1	2.2%	1	10.4%	4	13.6%	15	4.4%	1	3.2%	1	0.0%	0
Pedestrianised shopping areas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	2.7%	6	8.1%	1	8.1%	2	1.3%	1	2.6%	3	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
(Nothing)	39.3%	93	59.6%	5	11.5%	3	55.0%	22	21.5%	24	81.9%	19	87.5%	17	55.7%	4
(Don't know)	8.7%	21	0.0%	0	28.3%	8	5.8%	2	5.3%	6	8.9%	2	3.2%	1	21.5%	2
Weighted base:		237		8		29		39		111		23		19		7
Sample:		210		7		15		47		99		21		13		

Mean score: Very satisfied = 2, Quite satisfied = 1, Neither satisfied nor dissatisfied = 0, Quite dissatisfied = -1, Very dissatisfied = -2

Q27 How satisfied are you with the shopping provision in Brigg? [PR]*Have visited Brigg in last 12 months at Q24*

Very satisfied	30.0%	139	12.8%	4	22.4%	19	17.1%	12	39.3%	33	41.3%	45	30.6%	21	30.1%	7
Quite satisfied	41.1%	190	47.2%	14	44.1%	37	37.8%	26	46.7%	39	36.4%	39	37.7%	26	44.1%	10
Neither satisfied nor dissatisfied	21.1%	98	27.6%	8	30.8%	26	26.1%	18	5.7%	5	16.7%	18	29.1%	20	15.5%	3
Quite dissatisfied	6.5%	30	8.3%	2	1.3%	1	17.7%	12	6.0%	5	5.6%	6	2.6%	2	8.0%	2
Very dissatisfied	0.6%	3	4.1%	1	0.6%	1	0.6%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.6%	3	0.0%	0	0.8%	1	0.6%	0	1.6%	1	0.0%	0	0.0%	0	2.4%	1
Mean:	0.94			0.56		0.87		0.53		1.20		1.13		0.96		0.99
Weighted base:	463			30		83		68		83		108		68		22
Sample:	462			36		74		72		76		111		65		28

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q28 What do you feel are the most important changes / improvements needed in Brigg? [MR]																
<i>Have visited Brigg in last 12 months at Q24</i>																
Better disabled access	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Better lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport links	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Better range of non-food shops	4.8%	22	14.4%	4	9.1%	8	2.7%	2	4.4%	4	2.3%	3	2.6%	2	2.4%	1
Better security / safety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better services (e.g. bank, library, hairdressers etc.)	0.7%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	1.7%	1	0.0%	0
Improve the market	1.5%	7	0.0%	0	0.8%	1	0.0%	0	3.7%	3	0.5%	1	2.8%	2	2.8%	1
Less betting shops	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	1.4%	6	4.1%	1	0.0%	0	1.4%	1	0.7%	1	1.8%	2	2.6%	2	0.0%	0
Less cheap shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Less takeaways	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Less traffic congestion / improved access	1.7%	8	2.1%	1	0.8%	1	1.2%	1	0.7%	1	2.7%	3	3.6%	2	0.0%	0
Less vacant / empty shops	4.1%	19	6.2%	2	0.0%	0	8.2%	6	2.1%	2	6.2%	7	2.8%	2	5.2%	1
Longer opening hours	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Make it more attractive / nicer environment	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.4%	1	0.0%	0	2.8%	1
More / better places to eat	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
More chain / well known stores	1.9%	9	0.0%	0	7.0%	6	1.9%	1	1.3%	1	0.5%	1	0.0%	0	0.0%	0
More clothing shops	2.6%	12	2.4%	1	0.6%	1	7.5%	5	1.3%	1	3.1%	3	1.0%	1	2.8%	1
More facilities / activities for teenagers / young adults	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More food stores	1.3%	6	0.0%	0	0.0%	0	6.9%	5	0.7%	1	0.9%	1	0.0%	0	0.0%	0
More independent / specialised stores	4.0%	19	4.1%	1	2.8%	2	2.5%	2	0.0%	0	8.8%	10	4.5%	3	2.8%	1
More leisure facilities (leisure centres, cinema, health and fitness clubs, etc.)	0.6%	3	0.0%	0	0.6%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
More national high-street chain stores	4.5%	21	2.1%	1	6.3%	5	4.1%	3	4.5%	4	4.6%	5	4.7%	3	0.0%	0
More quality shops	4.0%	19	4.1%	1	4.2%	3	2.6%	2	1.6%	1	8.2%	9	2.8%	2	0.0%	0
More road crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for older people	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
More shops for young people	2.0%	9	0.0%	0	0.0%	0	13.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / better shopping mall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make it cheaper	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.8%	3	0.0%	0
Parking - make it free	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	1	5.3%	6	1.0%	1	0.0%	0
Parking - make more spaces available	2.5%	12	2.1%	1	0.6%	1	3.3%	2	0.0%	0	0.5%	1	10.5%	7	2.8%	1
Pedestrianised shopping areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	1.2%	6	0.0%	0	0.8%	1	0.0%	0	0.8%	1	2.9%	3	0.9%	1	2.8%	1
Other (Nothing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.6%	31	8.3%	3	8.2%	7	2.0%	1	11.6%	10	2.3%	3	7.6%	5	12.2%	3
Weighted base:	463			30		83		68		83		108		68		22
Sample:	462			36		74		72		76		111		65		28

Mean score: Very satisfied = 2, Quite satisfied = 1, Neither satisfied nor dissatisfied = 0, Quite dissatisfied = -1, Very dissatisfied = -2

Q29 How satisfied are you with the shopping provision in Crowle? [PR]

Have visited Crowle in last 12 months at Q24

Very satisfied	15.6%	12	0.0%	0	0.0%	0	31.7%	1	0.0%	0	0.0%	0	0.0%	0	19.4%	11
Quite satisfied	48.0%	36	18.8%	1	0.0%	0	16.8%	0	0.0%	0	0.0%	0	0.0%	0	61.9%	35
Neither satisfied nor dissatisfied	18.9%	14	59.1%	2	0.0%	0	31.7%	1	0.0%	0	100.0%	2	68.8%	3	12.1%	7
Quite dissatisfied	11.3%	9	0.0%	0	83.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Very dissatisfied	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.2%	1	0.0%	0
(Don't know)	4.5%	3	22.1%	1	16.6%	1	19.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Mean:	0.68			0.24		-1.00		1.00		0.00		0.00		-0.62		0.98
Weighted base:	76			3		7		3		0		2		4		57
Sample:	62			4		3		4		0		1		2		48

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q30 What do you feel are the most important changes / improvements needed in Crowle? [MR]																
<i>Have visited Crowle in last 12 months at Q24</i>																
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport links	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Better range of non-food shops	11.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	9
Better security / safety	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Better services (e.g. bank, library, hairdressers etc.)	7.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	5
Improve the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less vacant / empty shops	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / nicer environment	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.2%	1	0.9%	1
More / better places to eat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More chain / well known stores	7.7%	6	0.0%	0	83.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothing shops	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
More facilities / activities for teenagers / young adults	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More food stores	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4
More independent / specialised stores	8.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	7
More leisure facilities (leisure centres, cinema, health and fitness clubs, etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national high-street chain stores	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
More quality shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for older people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for young people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / better shopping mall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make it cheaper	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Parking - make it free	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make more spaces available	4.7%	4	22.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Pedestrianised shopping areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.2%	1	0.9%	1
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
(Nothing)	48.5%	37	59.1%	2	16.6%	1	100.0%	3	0.0%	0	0.0%	0	68.8%	3	49.9%	28
(Don't know)	6.4%	5	18.8%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	3.8%	2
Weighted base:		76		3		7		3		0		2		4		57
Sample:		62		4		3		4		0		1		2		48

Mean score: Very satisfied = 2, Quite satisfied = 1, Neither satisfied nor dissatisfied = 0, Quite dissatisfied = -1, Very dissatisfied = -2

Q31 How satisfied are you with the shopping provision in Epworth? [PR]*Have visited Epworth in last 12 months at Q24*

Very satisfied	20.2%	26	0.0%	0	20.2%	4	5.7%	1	54.0%	1	45.0%	2	0.0%	0	23.7%	19
Quite satisfied	46.4%	61	0.0%	0	31.3%	6	48.9%	7	0.0%	0	32.5%	1	80.9%	5	50.6%	41
Neither satisfied nor dissatisfied	13.9%	18	66.7%	3	8.5%	2	5.4%	1	0.0%	0	22.5%	1	9.5%	1	14.2%	11
Quite dissatisfied	10.2%	13	0.0%	0	31.4%	6	34.4%	5	46.0%	1	0.0%	0	0.0%	0	2.0%	2
Very dissatisfied	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	6
(Don't know)	4.6%	6	33.3%	1	8.6%	2	5.7%	1	0.0%	0	0.0%	0	9.5%	1	1.9%	2
Mean:		0.71		0.00		0.44		0.28		0.62		1.23		0.90		0.82
Weighted base:		131		4		19		15		1		5		6		81
Sample:		136		6		15		12		2		5		6		90

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q32 What do you feel are the most important changes / improvements needed in Epworth? [MR]																
<i>Have visited Epworth in last 12 months at Q24</i>																
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport links	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Better range of non-food shops	4.2%	6	0.0%	0	2.9%	1	0.0%	0	46.0%	1	0.0%	0	0.0%	0	5.5%	4
Better security / safety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better services (e.g. bank, library, hairdressers etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Less traffic congestion / improved access	4.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	6
Less vacant / empty shops	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	1	0.0%	0	0.8%	1
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / nicer environment	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
More / better places to eat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More chain / well known stores	4.5%	6	0.0%	0	31.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothing shops	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4
More facilities / activities for teenagers / young adults	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
More food stores	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5
More independent / specialised stores	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	1	4.6%	4
More leisure facilities (leisure centres, cinema, health and fitness clubs, etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national high-street chain stores	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
More quality shops	0.9%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	9.5%	1	0.0%	0
More road crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for older people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for young people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / better shopping mall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make it cheaper	2.2%	3	0.0%	0	12.5%	2	0.0%	0	0.0%	0	12.1%	1	0.0%	0	0.0%	0
Parking - make it free	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	1	0.0%	0	0.0%	0
Parking - make more spaces available	31.2%	41	0.0%	0	12.5%	2	31.0%	5	46.0%	1	12.1%	1	18.8%	1	38.9%	31
Pedestrianised shopping areas	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Update / refurbish the shopping area	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
(Nothing)	47.3%	62	82.0%	3	53.2%	10	63.3%	10	54.0%	1	75.7%	3	71.7%	4	37.5%	30
(Don't know)	3.3%	4	18.0%	1	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Weighted base:		131		4		19		15		1		5		6		81
Sample:		136		6		15		12		2		5		6		90

Mean score: Very satisfied = 2, Quite satisfied = 1, Neither satisfied nor dissatisfied = 0, Quite dissatisfied = -1, Very dissatisfied = -2

Q33 How satisfied are you with the shopping provision in Kirton-in-Lindsey? [PR]

Have visited Kirton-in-Lindsey in last 12 months at Q24

Very satisfied	18.6%	15	0.0%	0	8.2%	3	29.2%	2	20.3%	1	10.3%	1	33.8%	8	28.1%	1
Quite satisfied	33.3%	27	0.0%	0	31.2%	10	32.9%	2	79.8%	2	34.7%	3	34.8%	9	24.0%	1
Neither satisfied nor dissatisfied	31.0%	25	50.0%	1	48.7%	16	22.7%	1	0.0%	0	20.5%	2	18.3%	5	0.0%	0
Quite dissatisfied	5.2%	4	0.0%	0	3.8%	1	0.0%	0	0.0%	0	10.3%	1	5.6%	1	24.0%	1
Very dissatisfied	2.1%	2	23.0%	1	1.6%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
(Don't know)	9.8%	8	27.0%	1	6.5%	2	15.1%	1	0.0%	0	18.7%	2	7.5%	2	24.0%	1
Mean:	0.68			-0.63		0.43		1.08		1.20		0.42		1.05		0.74
Weighted base:	81			3		33		6		3		10		25		2
Sample:	86			4		21		11		3		16		27		4

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q34 What do you feel are the most important changes / improvements needed in Kirton-in-Lindsey? [MR]																
<i>Have visited Kirton-in-Lindsey in last 12 months at Q24</i>																
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport links	0.9%	1	27.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of non-food shops	9.5%	8	0.0%	0	17.9%	6	0.0%	0	0.0%	0	5.6%	1	5.2%	1	0.0%	0
Better security / safety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better services (e.g. bank, library, hairdressers etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Less vacant / empty shops	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	2.4%	1	24.0%	1
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / nicer environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places to eat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More chain / well known stores	7.2%	6	0.0%	0	17.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothing shops	4.5%	4	0.0%	0	9.0%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
More facilities / activities for teenagers / young adults	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More food stores	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0
More independent / specialised stores	6.4%	5	0.0%	0	5.1%	2	7.6%	0	0.0%	0	11.1%	1	8.0%	2	0.0%	0
More leisure facilities (leisure centres, cinema, health and fitness clubs, etc.)	8.1%	7	0.0%	0	17.9%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
More national high-street chain stores	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
More quality shops	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
More road crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for older people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for young people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / better shopping mall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make it cheaper	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make it free	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Parking - make more spaces available	22.7%	18	0.0%	0	28.5%	9	14.3%	1	0.0%	0	5.6%	1	31.0%	8	0.0%	0
Pedestrianised shopping areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	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 (Nothing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	41.1%	33	46.0%	1	21.5%	7	63.0%	4	39.9%	1	77.7%	8	43.6%	11	76.0%	2
	4.9%	4	27.0%	1	0.0%	0	15.1%	1	60.1%	2	0.0%	0	2.8%	1	0.0%	0
Weighted base:		81		3		33		6		3		10		25		2
Sample:		86		4		21		11		3		16		27		4

Mean score: Very satisfied = 2, Quite satisfied = 1, Neither satisfied nor dissatisfied = 0, Quite dissatisfied = -1, Very dissatisfied = -2

Q35 How satisfied are you with the shopping provision in Winterton? [PR]

Have visited Winterton in last 12 months at Q24

Very satisfied	17.7%	17	47.6%	1	0.0%	0	22.6%	13	34.0%	2	0.0%	0	0.0%	0	0.0%
Quite satisfied	32.4%	30	0.0%	0	18.4%	2	33.7%	19	49.1%	4	47.5%	5	0.0%	0	0.0%
Neither satisfied nor dissatisfied	24.7%	23	52.4%	1	12.9%	2	19.4%	11	9.2%	1	47.5%	5	100.0%	3	0.0%
Quite dissatisfied	5.5%	5	0.0%	0	0.0%	0	8.0%	5	7.8%	1	0.0%	0	0.0%	0	0.0%
Very dissatisfied	11.7%	11	0.0%	0	64.5%	8	4.0%	2	0.0%	0	5.1%	1	0.0%	0	0.0%
(Don't know)	8.1%	8	0.0%	0	4.2%	1	12.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:		0.42		0.95		-1.16		0.72		1.09		0.37		0.00	
Weighted base:		94		3		13		57		7		11		3	
Sample:		84		3		6		63		7		3		2	

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q36 What do you feel are the most important changes / improvements needed in Winterton? [MR]															
<i>Have visited Winterton in last 12 months at Q24</i>															
Better disabled access	2.5%	2	0.0%	0	18.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better public transport links	0.5%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Better range of non-food shops	2.8%	3	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Better security / safety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better services (e.g. bank, library, hairdressers etc.)	1.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Improve the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less traffic congestion / improved access	2.0%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Less vacant / empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Make it more attractive / nicer environment	0.5%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better places to eat	3.5%	3	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
More chain / well known stores	6.8%	6	0.0%	0	46.1%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
More clothing shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More facilities / activities for teenagers / young adults	0.9%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
More food stores	0.9%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
More independent / specialised stores	2.4%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
More leisure facilities (leisure centres, cinema, health and fitness clubs, etc.)	7.2%	7	0.0%	0	46.1%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
More national high-street chain stores	1.5%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
More quality shops	1.9%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
More road crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More shops for older people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More shops for young people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More shops open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
New / better shopping mall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Parking - make it cheaper	1.2%	1	0.0%	0	0.0%	0	0.0%	0	15.4%	1	0.0%	0	0.0%	0	0.0%
Parking - make it free	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Parking - make more spaces available	10.0%	9	0.0%	0	0.0%	0	14.5%	8	15.4%	1	0.0%	0	0.0%	0	0.0%
Pedestrianised shopping areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Update / refurbish the shopping area	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%
(Nothing)	64.6%	61	100.0%	3	35.5%	4	62.0%	35	61.4%	4	94.9%	10	100.0%	3	0.0%
(Don't know)	2.3%	2	0.0%	0	0.0%	0	0.9%	1	23.2%	2	0.0%	0	0.0%	0	0.0%
Weighted base:	94	3		13		57		7		11		3		0	
Sample:	84	3		6		63		7		3		2		0	

Mean score: Very satisfied = 2, Quite satisfied = 1, Neither satisfied nor dissatisfied = 0, Quite dissatisfied = -1, Very dissatisfied = -2

Q37 How satisfied are you with the shopping provision in Ashby High Street? [PR]

Have visited Ashby High Street in last 12 months at Q24

Very satisfied	23.4%	108	10.0%	4	25.2%	49	21.8%	7	45.4%	13	16.3%	6	20.3%	18	26.5%	10
Quite satisfied	41.1%	189	43.4%	16	44.0%	86	45.8%	14	18.8%	6	44.0%	17	38.5%	35	40.4%	15
Neither satisfied nor dissatisfied	23.7%	109	43.4%	16	18.2%	36	14.3%	4	23.0%	7	31.5%	12	27.1%	25	24.7%	9
Quite dissatisfied	7.5%	34	3.3%	1	7.9%	15	0.0%	0	12.8%	4	6.7%	3	11.5%	10	2.7%	1
Very dissatisfied	3.3%	15	0.0%	0	4.1%	8	15.3%	5	0.0%	0	0.0%	0	2.6%	2	0.0%	0
(Don't know)	1.0%	5	0.0%	0	0.6%	1	2.8%	1	0.0%	0	1.5%	1	0.0%	0	5.7%	2
Mean:	0.75		0.60		0.79		0.61		0.97		0.71		0.62		0.96	
Weighted base:	459	38		195		31		29		38		91		37		
Sample:	462	42		205		38		19		40		86		32		

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q38 What do you feel are the most important changes / improvements needed in Ashby High Street? [MR]																
<i>Have visited Ashby High Street in last 12 months at Q24</i>																
Better disabled access	0.5%	2	0.0%	0	0.5%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport links	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of non-food shops	5.2%	24	9.9%	4	4.5%	9	1.6%	1	2.2%	1	0.0%	0	11.4%	10	0.0%	0
Better security / safety	1.6%	7	0.0%	0	2.7%	5	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0
Better services (e.g. bank, library, hairdressers etc.)	1.4%	6	0.0%	0	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Improve the market	5.2%	24	11.6%	4	7.4%	14	4.4%	1	0.0%	0	1.3%	0	2.6%	2	2.7%	1
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.7%	1	0.0%	0
Less cheap shops	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	1.2%	5	1.7%	1	1.8%	4	0.0%	0	2.2%	1	0.0%	0	0.7%	1	0.0%	0
Less vacant / empty shops	1.1%	5	1.7%	1	1.8%	4	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Make it more attractive / nicer environment	2.8%	13	3.3%	1	1.7%	3	0.0%	0	0.0%	0	1.5%	1	8.5%	8	0.0%	0
More / better places to eat	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More chain / well known stores	1.5%	7	0.0%	0	3.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothing shops	4.8%	22	8.9%	3	6.5%	13	0.0%	0	8.3%	2	2.5%	1	2.8%	2	0.0%	0
More facilities / activities for teenagers / young adults	1.3%	6	0.0%	0	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More food stores	2.3%	11	0.0%	0	4.1%	8	2.8%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
More independent / specialised stores	1.6%	8	2.0%	1	1.1%	2	3.0%	1	0.0%	0	0.0%	0	4.0%	4	0.0%	0
More leisure facilities (leisure centres, cinema, health and fitness clubs, etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national high-street chain stores	2.0%	9	2.0%	1	2.6%	5	1.6%	1	0.0%	0	1.5%	1	2.6%	2	0.0%	0
More quality shops	6.0%	28	12.5%	5	6.5%	13	0.0%	0	2.2%	1	10.4%	4	6.1%	6	0.0%	0
More road crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for older people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for young people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / better shopping mall	0.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make it cheaper	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	5	0.0%	0	0.0%	0
Parking - make it free	1.7%	8	2.0%	1	1.1%	2	0.0%	0	0.0%	0	13.7%	5	0.0%	0	0.0%	0
Parking - make more spaces available	10.4%	48	7.5%	3	9.6%	19	13.6%	4	16.6%	5	15.3%	6	8.5%	8	8.9%	3
Pedestrianised shopping areas	0.5%	2	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Update / refurbish the shopping area	1.6%	7	0.0%	0	0.3%	1	0.0%	0	10.6%	3	1.5%	1	3.5%	3	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
(Nothing)	56.8%	261	58.5%	22	52.0%	102	71.7%	22	60.1%	18	46.9%	18	54.3%	49	81.6%	31
(Don't know)	2.5%	11	0.0%	0	2.8%	6	2.8%	1	4.5%	1	1.5%	1	0.7%	1	6.7%	3
Weighted base:	459			38		195		31		29		38		91		37
Sample:	462			42		205		38		19		40		86		32

Mean score: Very satisfied = 2, Quite satisfied = 1, Neither satisfied nor dissatisfied = 0, Quite dissatisfied = -1, Very dissatisfied = -2

Q39 How satisfied are you with the shopping provision in Frodingham Road? [PR]

Have visited Frodingham Road in last 12 months at Q24

Very satisfied	17.1%	16	18.7%	6	18.4%	6	24.6%	4	0.0%	0	7.0%	0	0.0%	0	0.0%	0
Quite satisfied	24.2%	23	14.4%	4	21.6%	8	49.5%	7	0.0%	0	21.9%	1	27.6%	1	34.4%	1
Neither satisfied nor dissatisfied	23.4%	22	29.5%	9	25.6%	9	9.6%	1	100.1%	1	16.3%	1	14.0%	1	18.6%	1
Quite dissatisfied	24.2%	23	25.4%	8	29.9%	10	10.1%	2	0.0%	0	16.3%	1	28.0%	1	31.2%	1
Very dissatisfied	6.6%	6	8.0%	2	0.0%	0	3.4%	1	0.0%	0	38.5%	3	16.4%	1	0.0%	0
(Don't know)	4.6%	4	4.0%	1	4.5%	2	2.9%	0	0.0%	0	0.0%	0	14.0%	1	15.8%	1
Mean:	0.22		0.11		0.30		0.84		0.00		-0.57		-0.39		0.04	
Weighted base:	96		31		35		15		1		7		4		3	
Sample:	91		32		22		16		1		9		6		5	

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q40 What do you feel are the most important changes / improvements needed in Frodingham Road? [MR]															
<i>Have visited Frodingham Road in last 12 months at Q24</i>															
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better public transport links	0.6%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better range of non-food shops	7.3%	7	6.0%	2	13.3%	5	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Better security / safety	22.1%	21	18.3%	6	31.4%	11	18.7%	3	0.0%	0	16.3%	1	0.0%	0	18.6%
Better services (e.g. bank, library, hairdressers etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improve the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less takeaways	0.5%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Less traffic congestion / improved access	1.3%	1	2.0%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less vacant / empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Make it more attractive / nicer environment	13.1%	13	16.7%	5	0.0%	0	34.7%	5	100.1%	1	8.2%	1	0.0%	0	31.2%
More / better places to eat	6.1%	6	0.0%	0	16.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More chain / well known stores	6.6%	6	0.0%	0	16.6%	6	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
More clothing shops	10.5%	10	17.5%	5	13.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More facilities / activities for teenagers / young adults	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More food stores	4.8%	5	0.0%	0	13.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More independent / specialised stores	1.7%	2	2.0%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
More leisure facilities (leisure centres, cinema, health and fitness clubs, etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More national high-street chain stores	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%
More quality shops	1.2%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	18.6%
More road crossings	1.3%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More shops for older people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More shops for young people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More shops open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
New / better shopping mall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Parking - make it cheaper	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Parking - make it free	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Parking - make more spaces available	4.0%	4	2.0%	1	1.5%	1	0.0%	0	0.0%	0	30.3%	2	14.0%	1	0.0%
Pedestrianised shopping areas	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.3%	2	0.0%	0	0.0%
Update / refurbish the shopping area	2.8%	3	6.7%	2	0.0%	0	0.0%	0	0.0%	0	8.2%	1	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%
(Nothing)	26.5%	25	19.9%	6	21.2%	7	34.2%	5	0.0%	0	28.9%	2	86.0%	4	31.7%
(Don't know)	10.4%	10	15.1%	5	12.6%	4	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		96		31		35		15		1		7		4	
Sample:		91		32		22		16		1		9		6	

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q41 Do you or your household visit the following leisure attractions? [MR/PR]																
Bingo / casino / bookmaker	6.7%	67	6.8%	8	14.0%	35	11.5%	12	0.4%	1	0.9%	1	2.3%	3	5.7%	7
Cinema	49.2%	492	29.3%	36	44.1%	109	49.4%	52	60.7%	81	57.4%	72	55.0%	75	51.2%	66
Gym / health club / sports facility	21.4%	214	13.2%	16	21.2%	53	24.6%	26	24.8%	33	17.0%	21	20.1%	28	29.0%	37
Theatre / concert / music venue	33.7%	337	36.0%	44	24.4%	60	51.3%	54	43.1%	57	31.3%	39	29.0%	40	33.0%	42
Museum / gallery or place of historical / cultural interest	29.1%	291	27.3%	33	30.0%	74	25.6%	27	40.7%	54	31.6%	40	25.4%	35	21.7%	28
Pub / bar / nightclub	48.0%	480	37.5%	45	38.4%	95	55.3%	59	55.3%	73	46.5%	59	48.2%	66	64.5%	83
Restaurant / café	76.0%	760	75.7%	92	72.1%	179	83.8%	89	75.7%	100	74.8%	94	74.6%	102	80.3%	103
Family entertainment (e.g. tenpin bowling, children's play centre, trampoline park, skating rink)	29.9%	299	18.1%	22	31.2%	77	36.6%	39	43.1%	57	30.7%	39	17.0%	23	32.7%	42
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
(None of these)	11.2%	112	13.1%	16	15.4%	38	8.6%	9	11.2%	15	9.8%	12	7.9%	11	8.6%	11
Weighted base:		1000		121		248		106		133		126		137		128
Sample:		1000		125		250		125		125		125		125		125

Mean score [Times a year]: More than once a week = 130, Once a week = 52, Once a fortnight = 26, Once every 3 weeks = 17, Once a month = 12, Once every three months = 4, Once every six months = 2, Once a year = 1, Less often = 0.5

Q42 How often do you or your household play bingo or visit casinos or bookmakers?*Bingo / casino / bookmaker at Q41*

More than once a week	6.1%	4	16.6%	1	3.1%	1	3.5%	0	0.0%	0	0.0%	0	22.7%	1	7.1%	1
Once a week	28.7%	19	45.4%	4	36.6%	13	0.0%	0	0.0%	0	50.0%	1	38.7%	1	15.4%	1
Once a fortnight	4.1%	3	7.6%	1	1.5%	1	3.5%	0	0.0%	0	50.0%	1	19.3%	1	0.0%	0
Once every 3 weeks	0.8%	1	0.0%	0	0.0%	0	0.0%	0	100.1%	1	0.0%	0	0.0%	0	0.0%	0
Once a month	17.0%	11	7.6%	1	17.5%	6	38.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every three months	29.0%	20	15.1%	1	35.2%	12	3.5%	0	0.0%	0	0.0%	0	0.0%	0	77.5%	6
Once every six months	2.3%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	9.3%	6	0.0%	0	0.0%	0	50.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	2.6%	2	7.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	19.3%	1	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		27.39		48.75		27.07		10.77		17.00		39.00		54.71		20.35
Weighted base:		67		8		35		12		1		1		3		7
Sample:		54		10		24		8		1		2		5		4

Q43 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?*Bingo / casino / bookmaker at Q41*

Buzz Bingo, Brigg Road, Scunthorpe	81.6%	55	61.8%	5	88.7%	31	84.7%	10	0.0%	0	50.0%	1	61.3%	2	84.6%	6
Ashby Village Centre	5.3%	4	15.3%	1	1.5%	1	0.0%	0	0.0%	0	50.0%	1	38.7%	1	0.0%	0
Scunthorpe Town Centre, DN15 6NE	6.7%	4	7.6%	1	5.2%	2	7.7%	1	0.0%	0	0.0%	0	0.0%	0	15.4%	1
Coral, Frodingham Road, Scunthorpe, DN15 7JP	0.9%	1	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.6%	4	7.6%	1	4.6%	2	7.7%	1	100.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		67		8		35		12		1		1		3		7
Sample:		54		10		24		8		1		2		5		4

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Mean score [Times a year]: More than once a week = 130, Once a week = 52, Once a fortnight = 26, Once every 3 weeks = 17, Once a month = 12, Once every three months = 4, Once every six months = 2, Once a year = 1, Less often = 0.5															
Q44 How often do you or your household go to the cinema?															
Cinema at Q41															
More than once a week	0.1%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a week	1.0%	5	3.5%	1	0.5%	1	1.9%	1	0.8%	1	1.3%	1	0.0%	0	0.9%
Once a fortnight	2.8%	14	0.0%	0	3.8%	4	4.6%	2	0.8%	1	4.9%	4	2.4%	2	1.7%
Once every 3 weeks	1.7%	8	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	8.6%	7	0.9%
Once a month	30.2%	148	19.1%	7	33.0%	36	15.9%	8	35.4%	29	45.9%	33	26.4%	20	23.4%
Once every three months	37.6%	185	49.3%	18	32.5%	36	40.3%	21	32.1%	26	33.7%	24	29.7%	22	57.7%
Once every six months	16.5%	81	6.2%	2	16.5%	18	29.7%	16	23.3%	19	8.0%	6	16.9%	13	11.8%
Once a year	3.9%	19	8.7%	3	6.1%	7	1.8%	1	3.7%	3	2.9%	2	3.4%	3	0.9%
Less often	1.3%	6	3.8%	1	1.6%	2	1.6%	1	0.0%	0	0.0%	0	2.5%	2	0.8%
(Don't know / varies)	4.9%	24	7.3%	3	5.3%	6	4.1%	2	3.0%	2	3.4%	2	10.0%	8	1.8%
Mean:		7.61		9.69		7.40		6.61		7.03		9.31		7.58	6.57
Weighted base:		492		36		109		52		81		72		75	66
Sample:		402		41		88		49		57		51		56	60

Q45 Where do you or members of your household normally go to the cinema?*Cinema at Q41*

Odeon, Brayford Wharf North, Lincoln	1.7%	9	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	1	5.3%	4	3.4%	2
Vue Cinemas, Fenton Street, Scunthorpe	78.7%	387	98.2%	35	98.1%	107	86.5%	45	42.3%	34	79.5%	58	92.8%	70	57.4%	38
Cineworld, Xscape, Colorado Way, Castleford, WF10 4TA	1.5%	7	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	9.5%	6
Odeon Luxe, Kingston Park, Kingston Street, Hull, HU1 2TX	7.4%	36	0.0%	0	0.0%	0	3.6%	2	37.5%	30	5.7%	4	0.0%	0	0.0%	0
Parkway Entertainment, Kings Road, Cleethorpes, DN35 0AQ	2.4%	12	0.0%	0	0.0%	0	0.0%	0	4.4%	4	11.6%	8	0.0%	0	0.0%	0
Reel Cinemas, St Stephen's Shopping Centre, Ferensway, Hull, HU2 8LN	0.9%	4	0.0%	0	0.0%	0	7.2%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Vue, Doncaster Leisure Park, Herten Way, Bawtry Road, Doncaster, DN4 7NW	3.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	19
Vue, Princes Quay, Princes Dock Street, Hull, HU1 2PQ	1.8%	9	0.0%	0	0.0%	0	1.9%	1	9.7%	8	0.0%	0	0.0%	0	0.0%	0
Other	0.6%	3	1.8%	1	0.5%	1	0.0%	0	0.8%	1	0.7%	0	0.0%	0	0.8%	1
(Don't know / can't remember)	1.1%	6	0.0%	0	0.9%	1	0.8%	0	3.0%	2	1.3%	1	0.9%	1	0.0%	0
Weighted base:	492		36		109		52		81		72		75		66	
Sample:	402		41		88		49		57		51		56		60	

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Mean score [Times a year]: More than once a week = 130, Once a week = 52, Once a fortnight = 26, Once every 3 weeks = 17, Once a month = 12, Once every three months = 4, Once every six months = 2, Once a year = 1, Less often = 0.5																
Q46 How often do you or your household use a gym / healthclub / sports facility?																
<i>Gym / health club / sports facility at Q41</i>																
More than once a week	60.7%	130	45.4%	7	74.6%	39	60.1%	16	48.7%	16	75.2%	16	58.5%	16	51.6%	19
Once a week	25.8%	55	34.6%	6	11.6%	6	35.1%	9	38.5%	13	7.4%	2	27.8%	8	33.2%	12
Once a fortnight	1.9%	4	12.3%	2	1.9%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.6%	1
Once every 3 weeks	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.6%	1
Once a month	5.1%	11	0.0%	0	6.4%	3	0.0%	0	10.8%	4	5.2%	1	0.0%	0	7.7%	3
Once every three months	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Once every six months	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
(Don't know / varies)	4.8%	10	7.7%	1	4.4%	2	4.8%	1	2.0%	1	0.0%	0	11.6%	3	4.2%	2
Mean:	98.20		86.92		109.19		101.25		86.40		103.59		102.33		89.83	
Weighted base:	214		16		53		26		33		21		28		37	
Sample:	155		17		34		16		26		21		21		20	

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q47 Where do you or members of your household normally go to use a gym / healthclub / sports facility?																
<i>Gym / health club / sports facility at Q41</i>																
Axholme North Leisure Centre, Crowle, Scunthorpe	6.4%	14	0.0%	0	0.0%	0	3.3%	1	0.0%	0	11.8%	3	2.5%	1	25.6%	10
Energie Fitness, Mannaberg Way, Scunthorpe	2.2%	5	12.3%	2	4.4%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Force 10 Gym, Foxhills Industrial Estate, Mercia Way, Scunthorpe	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	2	6.6%	2	0.0%	0
Immingham Swimming Pool, Princess Street, Immingham	3.9%	8	0.0%	0	0.0%	0	0.0%	0	25.3%	8	0.0%	0	0.0%	0	0.0%	0
Infinity Fitness Studio, Falkland Way, Barton-upon-Humber	1.1%	2	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0
Kingsway Fitness Suite, Kingsway, Scunthorpe	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reso24 Health Club, Wentworth Road, Scunthorpe	7.6%	16	0.0%	0	12.3%	6	0.0%	0	0.0%	0	0.0%	0	35.6%	10	0.0%	0
Shape Changers, Ardent Link, Barton-upon-Humber	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Shape Changers, Island Carr Industrial Estate, Island Carr Road, Brigg	1.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	9.6%	2	0.0%	0	0.0%	0
The Pods, Ashby Road, Scunthorpe	30.3%	65	43.1%	7	65.1%	34	38.1%	10	0.0%	0	5.2%	1	23.1%	6	16.8%	6
Warriors Gym, Ferriby Road, Barton-upon-Humber	1.7%	4	0.0%	0	0.0%	0	0.0%	0	11.1%	4	0.0%	0	0.0%	0	0.0%	0
Ancholme Leisure Centre, Scawby Road, Scawby, DN20 9JH	6.0%	13	0.0%	0	0.0%	0	18.1%	5	0.0%	0	34.2%	7	2.5%	1	0.0%	0
Baysgarth Leisure Centre, Baysgarth Park, Brigg Road, Barton-upon-Humber, DN18 5DT	5.3%	11	0.0%	0	0.0%	0	0.0%	0	34.7%	11	0.0%	0	0.0%	0	0.0%	0
Epworth Leisure Centre, Burnham Road, DN9 1BZ	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Forest Pines Hotel, Ermine Street, Broughton, Brigg, DN20 0AQ	6.0%	13	15.4%	2	2.0%	1	3.3%	1	0.0%	0	5.2%	1	4.3%	1	16.8%	6
Scunthorpe Town Centre, DN15 6NE	2.0%	4	4.6%	1	5.4%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
The Baths Hall, Doncaster Road, Scunthorpe, DN15 7RG	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0
Other	14.4%	31	8.5%	1	4.2%	2	25.6%	7	13.4%	4	5.2%	1	11.1%	3	31.8%	12
(Don't know / can't remember)	7.8%	17	16.2%	3	5.4%	3	9.7%	3	4.0%	1	12.2%	3	11.6%	3	4.2%	2
Weighted base:		214		16		53		26		33		21		28		37
Sample:		155		17		34		16		26		21		21		20

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Mean score [Times a year]: More than once a week = 130, Once a week = 52, Once a fortnight = 26, Once every 3 weeks = 17, Once a month = 12, Once every three months = 4, Once every six months = 2, Once a year = 1, Less often = 0.5																
Q48 How often do you or your household visit a theatre / concert / music venue?																
<i>Theatre / concert / music venue at Q41</i>																
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.6%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.4%	1
Once a fortnight	1.1%	4	4.3%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.5%	1	1.2%	1
Once every 3 weeks	0.4%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Once a month	7.8%	26	10.5%	5	14.5%	9	0.9%	1	8.3%	5	3.8%	2	10.9%	4	4.1%	2
Once every three months	28.3%	95	29.2%	13	25.1%	15	24.9%	14	22.1%	13	35.2%	14	27.0%	11	39.3%	17
Once every six months	36.1%	122	20.7%	9	46.0%	28	33.5%	18	46.8%	27	42.7%	17	35.6%	14	21.0%	9
Once a year	16.7%	56	13.6%	6	7.3%	4	32.0%	17	15.3%	9	13.5%	5	9.5%	4	25.3%	11
Less often	4.0%	14	15.7%	7	1.8%	1	0.0%	0	4.3%	2	2.4%	1	4.5%	2	1.2%	1
(Don't know / varies)	5.0%	17	2.9%	1	5.3%	3	7.1%	4	3.3%	2	2.4%	1	9.3%	4	5.1%	2
Mean:	3.83		5.37		3.96		2.70		3.09		2.94		4.98		4.26	
Weighted base:	337		44		60		54		57		39		40		42	
Sample:	345		45		69		50		52		41		41		47	
Q49 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?																
<i>Theatre / concert / music venue at Q41</i>																
Bawtry Phoenix Theatre, Station Road, Bawtry	2.4%	8	0.0%	0	1.0%	1	0.0%	0	11.9%	7	0.0%	0	1.8%	1	0.0%	0
Joseph Wright Hall, Queen Street, Barton-upon-Humber	2.4%	8	0.0%	0	7.7%	5	0.0%	0	5.2%	3	1.4%	1	0.0%	0	0.0%	0
Plowright Theatre, Lancham Street, Scunthorpe	20.1%	68	35.2%	15	28.1%	17	28.0%	15	2.1%	1	15.3%	6	26.0%	10	6.5%	3
Ropery Hall, The Ropewalk, Maltkiln Road, Barton-upon-Humber	2.1%	7	0.0%	0	0.0%	0	0.8%	0	10.5%	6	1.4%	1	0.0%	0	0.0%	0
Trinity Arts Centre, Trinity Street, Gainsborough	1.3%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.4%	1	1.5%	1	5.3%	2
The Baths Hall, Doncaster Road, Scunthorpe, DN15 7RG	26.0%	88	32.7%	14	32.9%	20	28.4%	15	11.6%	7	15.5%	6	31.9%	13	29.9%	13
Ashby Village Centre, DN16 2SN	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	13.6%	46	19.9%	9	9.7%	6	9.6%	5	9.3%	5	26.2%	10	14.4%	6	11.3%	5
Epworth Town Centre, DN9 1ES	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Grimsby Auditorium, Cromwell Road, Grimsby, DN31 2BH	1.2%	4	1.7%	1	0.0%	0	1.7%	1	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Grimsby Town Centre, DN31 1HX	0.5%	2	0.0%	0	0.0%	0	0.9%	1	1.2%	1	1.2%	0	0.0%	0	0.0%	0
Hull City Centre, HU1 3RQ	6.2%	21	1.7%	1	1.7%	1	0.9%	1	14.1%	8	6.4%	3	16.4%	7	3.6%	2
Hull City Hall & New Theatre, King Edward Street, Hull, HU1 3SS	4.4%	15	2.8%	1	1.0%	1	3.1%	2	15.2%	9	5.2%	2	0.0%	0	1.4%	1
Sheffield City Centre, S1 2HH	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	8.7%	4
The Pods, Ashby Road, Scunthorpe, DN16 1AA	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	1.8%	1	0.0%	0
Wilderspin School Museum, Queen Street, Barton-upon, Humber, DN18 5QP	0.7%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Winterton Village Centre, DN15 9XS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
York City Centre, YO1 6EP	2.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	7
Other	9.8%	33	3.1%	1	12.4%	8	16.2%	9	5.4%	3	11.7%	5	3.3%	1	14.6%	6
(Don't know / can't remember)	4.5%	15	1.4%	1	5.5%	3	9.5%	5	5.3%	3	4.2%	2	3.0%	1	0.0%	0
Weighted base:	337		44		60		54		57		39		40		42	
Sample:	345		45		69		50		52		41		41		47	

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

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Mean score [Times a year]: More than once a week = 130, Once a week = 52, Once a fortnight = 26, Once every 3 weeks = 17, Once a month = 12, Once every three months = 4, Once every six months = 2, Once a year = 1, Less often = 0.5																
Q50 How often do you or your household go to a museum, gallery, or other place of historical / cultural interest?																
<i>Museum / gallery or place of historical / cultural interest at Q41</i>																
More than once a week	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Once a week	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Once a fortnight	1.0%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.3%	1	2.0%	1	2.2%	1
Once every 3 weeks	0.4%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Once a month	9.9%	29	5.9%	2	13.5%	10	1.9%	1	4.5%	2	6.4%	3	24.2%	8	10.2%	3
Once every three months	27.8%	81	15.1%	5	31.3%	23	27.9%	8	35.6%	19	45.6%	18	10.2%	4	14.2%	4
Once every six months	34.0%	99	31.3%	10	29.2%	22	17.2%	5	30.2%	16	36.7%	15	51.0%	18	48.3%	13
Once a year	15.2%	44	28.1%	9	9.2%	7	24.6%	7	23.0%	12	2.6%	1	9.2%	3	17.3%	5
Less often	4.2%	12	5.7%	2	5.3%	4	17.4%	5	0.0%	0	0.0%	0	1.7%	1	3.7%	1
(Don't know / varies)	7.1%	21	12.0%	4	10.0%	7	11.0%	3	6.6%	4	3.7%	1	0.0%	0	4.0%	1
Mean:	4.19		2.92		4.67		2.27		3.00		5.97		5.84		3.67	
Weighted base:	291		33		74		27		54		40		35		28	
Sample:	257		32		60		28		43		34		28		32	
Q51 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?																
<i>Museum / gallery or place of historical / cultural interest at Q41</i>																
Baysgarth House Museum, Baysgarth Park, Caistor Road, Barton-upon-Humber	5.0%	15	0.0%	0	0.0%	0	17.4%	5	18.1%	10	0.0%	0	0.0%	0	0.0%	0
Brigg Heritage Centre, The Angel, Market Place, Brigg	0.3%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Normanby Hall, Normanby, Scunthorpe	5.0%	14	10.4%	3	10.9%	8	3.7%	1	0.0%	0	1.4%	1	2.0%	1	2.2%	1
North Lincolnshire Museum, Oswald Road, Scunthorpe	34.0%	99	69.7%	23	50.3%	37	44.7%	12	5.6%	3	24.7%	10	25.0%	9	17.4%	5
Wilderspin National School, Queen Street, Barton-upon-Humber	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
20-21 Visual Arts Centre, Church Square, Scunthorpe, DN15 6TA	2.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	7	2.2%	1
Central London	9.3%	27	0.0%	0	15.4%	11	1.9%	1	2.4%	1	12.7%	5	14.6%	5	13.6%	4
Ferens Art Gallery, Queen Victoria Square, Carr Lane, Hull, HU1 3RA	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.4%	1	0.0%	0	0.0%	0
Hull City Centre, HU1 3RQ	7.1%	21	0.0%	0	0.0%	0	6.9%	2	14.9%	8	7.8%	3	18.7%	7	3.7%	1
Hull Maritime Museum, Queen Victoria Square, Hull, HU1 3DX	4.9%	14	0.0%	0	0.0%	0	0.0%	0	22.7%	12	5.2%	2	0.0%	0	0.0%	0
Jorvik Viking Centgre, Coppergate, York, YO1 9WT	0.6%	2	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Railway Museum, Leeman Road, York, YO26 4XJ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Queens Gardens, Hull, HU1 3DJ	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Streetlife Museum, High Street, Hull, HU1 1PS	1.5%	4	0.0%	0	0.0%	0	1.6%	0	3.3%	2	5.2%	2	0.0%	0	0.0%	0
York Castle Museum, Eye of York, YO1 9RY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
York City Centre, YO1 6EP	5.6%	16	2.2%	1	13.2%	10	1.9%	1	0.0%	0	0.0%	0	4.9%	2	12.4%	3
Other	7.6%	22	1.9%	1	3.1%	2	3.7%	1	7.8%	4	17.0%	7	5.4%	2	19.3%	5
(Don't know / can't remember)	14.4%	42	15.7%	5	7.1%	5	9.8%	3	16.2%	9	22.4%	9	8.8%	3	29.3%	8
Weighted base:	291		33		74		27		54		40		35		28	
Sample:	257		32		60		28		43		34		28		32	

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Mean score [Times a year]: More than once a week = 130, Once a week = 52, Once a fortnight = 26, Once every 3 weeks = 17, Once a month = 12, Once every three months = 4, Once every six months = 2, Once a year = 1, Less often = 0.5																
Q52 How often do you or your household go to pubs / bars / nightclubs?																
<i>Pub / bar / nightclub at Q41</i>																
More than once a week	6.8%	32	8.7%	4	6.4%	6	4.5%	3	7.2%	5	1.8%	1	13.9%	9	5.1%	4
Once a week	26.9%	129	18.3%	8	33.3%	32	36.4%	21	14.9%	11	20.9%	12	26.6%	18	32.5%	27
Once a fortnight	23.2%	111	30.3%	14	11.8%	11	22.6%	13	28.3%	21	24.2%	14	24.1%	16	26.7%	22
Once every 3 weeks	2.3%	11	1.6%	1	1.1%	1	0.0%	0	4.1%	3	9.7%	6	0.9%	1	0.0%	0
Once a month	22.4%	108	17.4%	8	17.6%	17	19.2%	11	33.7%	25	28.1%	16	17.1%	11	23.0%	19
Once every three months	12.8%	62	19.3%	9	19.1%	18	7.1%	4	10.0%	7	13.5%	8	14.6%	10	6.8%	6
Once every six months	2.1%	10	2.7%	1	2.3%	2	8.0%	5	0.9%	1	0.0%	0	1.1%	1	0.6%	1
Once a year	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.4%	16	1.6%	1	8.3%	8	2.2%	1	0.9%	1	1.9%	1	1.7%	1	4.1%	3
Mean:	33.56		32.49		34.77		34.14		29.96		25.51		41.67		34.91	
Weighted base:	480		45		95		59		73		59		66		83	
Sample:	415		45		85		53		60		45		60		67	

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q53 What location (e.g. town centre, street /area, shopping centre, retail / leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?																
<i>Pub / bar / nightclub at Q41</i>																
Barnetby-le-Wold Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Barrow-upon-Humber Village Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0
Barton-upon-Humber Town Centre	7.5%	36	0.0%	0	0.0%	0	2.2%	1	47.4%	35	0.0%	0	0.0%	0	0.0%	0
Bottesford Town Centre	1.0%	5	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0
Brigg Town Centre	15.2%	73	1.4%	1	10.2%	10	23.3%	14	5.1%	4	64.1%	38	11.8%	8	0.0%	0
Broughton Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Burton-upon-Stather Village Centre	0.6%	3	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowle Local Centre	2.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	14
Doncaster Town Centre	1.7%	8	0.0%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0	3.9%	3	5.3%	4
Epworth Town Centre	5.8%	28	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	31.2%	26
Gainsborough Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1
Goole Town Centre	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	7
Grimsby Town Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	1	8.9%	5	0.0%	0	0.0%	0
Gunness Village Centre	1.1%	5	0.0%	0	0.0%	0	8.0%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Haxey Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Keadby Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Kirton-in-Lindsey Town Centre	1.1%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.9%	4	0.0%	0
Lincoln City Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Messingham Village Centre	2.7%	13	2.7%	1	0.6%	1	1.6%	1	0.0%	0	0.0%	0	15.2%	10	0.0%	0
Owston Ferry Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.6%	1
Scawby Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Scunthorpe Town Centre	26.4%	127	55.8%	25	66.9%	64	22.0%	13	8.6%	6	0.8%	0	18.2%	12	7.4%	6
Ulceby Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Winteringham Village Centre	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterton Town Centre	2.1%	10	0.0%	0	0.0%	0	17.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrawby Village Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	5	0.0%	0	0.0%	0
Lakeside Retail Park, Lakeside Parkway, Scunthorpe (Currys PC World, Morrisons, ScS)	1.9%	9	7.4%	3	3.5%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
North Lincolnshire Shopping Park, Doncaster Road, Scunthorpe (B&M, Debenhams, Marks & Spencer)	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby Village Centre, DN16 2SN	2.7%	13	1.4%	1	7.0%	7	2.3%	1	0.0%	0	3.5%	2	3.0%	2	0.0%	0
Cleethorpes Town Centre, DN35 8HP	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Hessle Town Centre, HU13 0AE	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hull City Centre, HU1 3RQ	2.7%	13	0.0%	0	0.0%	0	1.5%	1	7.7%	6	0.0%	0	9.9%	7	0.0%	0
Scotter Village Centre, DN21 3RX	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.0%	0
South Ferriby Village Centre, DN18 6HA	0.6%	3	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	9.3%	45	21.0%	10	4.2%	4	3.8%	2	12.0%	9	5.9%	3	5.0%	3	15.8%	13
(Don't know / can't remember)	5.5%	26	7.3%	3	4.5%	4	2.3%	1	4.2%	3	4.5%	3	6.7%	4	8.7%	7
Weighted base:		480		45		95		59		73		59		66		83
Sample:		415		45		85		53		60		45		60		67

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Mean score [Times a year]: More than once a week = 130, Once a week = 52, Once a fortnight = 26, Once every 3 weeks = 17, month = 12, Once every three months = 4, Once every six months = 2, Once a year = 1, Less often = 0.5																
Q54 How often do you or your household eat out (e.g. visit cafes and restaurants)?																
<i>Restaurant / café at Q41</i>																
More than once a week	6.4%	49	1.4%	1	6.8%	12	9.4%	8	6.6%	7	5.4%	5	5.6%	6	9.3%	10
Once a week	24.8%	188	26.9%	25	25.2%	45	38.5%	34	26.0%	26	15.8%	15	15.0%	15	26.9%	28
Once a fortnight	20.8%	158	16.0%	15	16.7%	30	13.6%	12	21.7%	22	32.8%	31	26.9%	27	20.5%	21
Once every 3 weeks	4.5%	34	2.3%	2	5.5%	10	0.0%	0	10.2%	10	10.5%	10	0.6%	1	1.1%	1
Once a month	26.0%	198	35.7%	33	28.0%	50	21.4%	19	21.9%	22	18.1%	17	22.1%	23	33.2%	34
Once every three months	11.4%	87	14.8%	14	13.6%	24	6.2%	5	7.3%	7	14.4%	14	15.2%	16	7.0%	7
Once every six months	2.5%	19	0.8%	1	0.9%	2	8.3%	7	0.7%	1	0.5%	0	7.5%	8	0.5%	1
Once a year	0.3%	2	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.0%	1
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.3%	25	2.2%	2	3.0%	5	2.6%	2	5.7%	6	2.1%	2	7.1%	7	0.5%	1
Mean:	32.09		25.76		32.05		39.86		34.39		28.89		27.60		36.07	
Weighted base:	760		92		179		89		100		94		102		103	
Sample:	707		86		172		97		90		84		86		92	

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q55 What location (e.g. town centre, street/area, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?																
<i>Restaurant / café at Q41</i>																
Barnetby-le-Wold Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Barrow-upon-Humber Village Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	9.1%	9	0.0%	0	0.0%	0	0.0%	0
Barton-upon-Humber Town Centre	6.1%	46	0.0%	0	0.7%	1	6.3%	6	38.7%	39	0.6%	1	0.0%	0	0.0%	0
Bottesford Town Centre	0.2%	2	0.0%	0	0.3%	1	0.5%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Brigg Town Centre	7.5%	57	0.0%	0	1.6%	3	9.3%	8	6.7%	7	39.4%	37	1.9%	2	0.0%	0
Broughton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Burton-upon-Stather Village Centre	0.4%	3	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	1.2%	1	0.0%	0
Crowle Local Centre	1.7%	13	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0	8.2%	8
Doncaster Town Centre	2.3%	17	1.5%	1	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	14.1%	15
Epworth Town Centre	4.7%	36	0.0%	0	0.4%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	33.5%	35
Gainsborough Town Centre	0.9%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6	0.5%	1
Goole Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6
Grimsby Town Centre	2.4%	18	0.0%	0	0.6%	1	0.0%	0	4.1%	4	13.5%	13	0.0%	0	0.0%	0
Haxey Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Keadby Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Kirton-in-Lindsey Town Centre	0.8%	6	2.1%	2	1.2%	2	0.5%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Lincoln City Centre	1.6%	12	0.0%	0	1.7%	3	0.0%	0	0.0%	0	2.8%	3	5.3%	5	1.1%	1
Messingham Village Centre	2.5%	19	1.3%	1	1.3%	2	0.6%	1	0.0%	0	0.5%	0	14.3%	15	0.0%	0
Scawby Village Centre	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Scunthorpe Town Centre	36.2%	275	60.0%	55	67.7%	121	32.7%	29	5.5%	6	14.1%	13	32.3%	33	17.7%	18
Ulceby Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Winteringham Village Centre	0.3%	2	0.0%	0	0.0%	0	2.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Winterton Town Centre	1.3%	10	1.3%	1	0.0%	0	8.9%	8	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Gallagher Retail Park, Doncaster Road, Scunthorpe (B&Q, B&M, Marks & Spencer)	1.8%	14	10.4%	10	0.0%	0	3.6%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Lakeside Retail Park, Lakeside Parkway, Scunthorpe (Currys PC World, Morrisons, ScS)	1.2%	9	0.7%	1	2.9%	5	0.0%	0	0.0%	0	1.0%	1	2.5%	3	0.0%	0
North Lincolnshire Shopping Park, Doncaster Road, Scunthorpe (B&M, Debenhams, Marks & Spencer)	0.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skippingdale Retail Park, Holyrood Drive, Scunthorpe (Dunelm, Matalan, The Range)	0.4%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Ashby Village Centre, DN16 2SN	2.0%	15	1.3%	1	3.6%	6	0.0%	0	0.0%	0	1.0%	1	5.6%	6	0.5%	1
Cleethorpes Town Centre, DN35 8HP	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.2%	1	0.0%	0
Hessle Town Centre, HU13 0AE	0.3%	2	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Hull City Centre, HU1 3RQ	4.1%	31	0.0%	0	0.0%	0	7.9%	7	15.9%	16	1.1%	1	7.1%	7	0.0%	0
Scotter Village Centre, DN21 3RX	0.4%	3	1.4%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1
South Ferriby Village Centre, DN18 6HA	0.5%	4	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Other	5.6%	43	13.9%	13	4.7%	8	5.7%	5	4.1%	4	1.5%	1	1.8%	2	8.8%	9
(Don't know / can't remember)	11.3%	86	5.1%	5	11.3%	20	9.0%	8	11.7%	12	18.7%	18	15.8%	16	6.9%	7
Weighted base:		760		92		179		89		100		94		102		103
Sample:		707		86		172		97		90		84		86		92

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Mean score [Times a year]: More than once a week = 130, Once a week = 52, Once a fortnight = 26, Once every 3 weeks = 17, Once a month = 12, Once every three months = 4, Once every six months = 2, Once a year = 1, Less often = 0.5																
Q56 How often do you or your household go to family entertainment venues?																
<i>Family entertainment at Q41</i>																
More than once a week	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	11.7%	35	9.0%	2	3.8%	3	18.3%	7	11.9%	7	5.3%	2	22.4%	5	21.2%	9
Once a fortnight	10.3%	31	15.7%	3	2.2%	2	14.3%	6	11.9%	7	30.9%	12	6.0%	1	0.0%	0
Once every 3 weeks	1.0%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0
Once a month	25.5%	76	15.2%	3	46.0%	36	19.6%	8	17.0%	10	30.6%	12	3.0%	1	17.8%	7
Once every three months	16.9%	51	19.1%	4	14.4%	11	23.5%	9	12.8%	7	13.3%	5	28.0%	6	17.2%	7
Once every six months	15.2%	46	25.8%	6	13.8%	11	15.8%	6	18.5%	11	5.1%	2	19.0%	4	14.6%	6
Once a year	12.2%	37	15.1%	3	3.7%	3	7.4%	3	14.0%	8	13.6%	5	8.6%	2	29.2%	12
Less often	0.7%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.2%	19	0.0%	0	12.7%	10	1.1%	0	8.5%	5	1.2%	0	13.0%	3	0.0%	0
Mean:	14.22	12.05		11.30		17.10		14.48		15.43		17.40		14.43		
Weighted base:	299	22		77		39		57		39		23		42		
Sample:	209	22		52		26		36		25		22		26		
Q57 Where do you or members of your household normally go for family entertainment?																
<i>Family entertainment at Q41</i>																
Ashby Ten Pin Bowling Centre, Grange Lane South, Scunthorpe	18.8%	56	10.0%	2	34.8%	27	24.3%	9	5.4%	3	21.6%	8	17.2%	4	5.4%	2
Air Kings Trampoline Park, Foxhills Industrial Estate, Atkinsons Way, Scunthorpe	5.6%	17	0.0%	0	3.8%	3	0.0%	0	6.6%	4	10.7%	4	22.4%	5	1.4%	1
Brigg Skatepark, River Meadow, Scawby, Brigg	2.0%	6	0.0%	0	0.0%	0	0.0%	0	10.7%	6	0.0%	0	0.0%	0	0.0%	0
Grimsby Ice Rink, Grimsby Leisure Centre, Cromwell Road, Grimsby	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Immingham Skate Park, Immingham	0.8%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scunthorpe Bowl, Warren Road, Scunthorpe	33.0%	99	71.4%	16	28.7%	22	41.5%	16	8.5%	5	27.4%	11	30.7%	7	53.1%	22
Tenpin, The Leisure Park, Bawtry Road, Doncaster	6.3%	19	0.0%	0	3.0%	2	4.8%	2	0.0%	0	0.0%	0	0.0%	0	35.0%	15
Central London	0.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheeky Chimps, Scunthorpe	1.5%	5	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	3.9%	2
Cleethorpes Ten Pin Bowl, Kings Road, Cleethorpes	2.6%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	1	18.7%	7	0.0%	0	0.0%	0
Cleethorpes Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	3.0%	1	0.0%	0
Doncaster Lakeside, Bawtry Road, Doncaster	0.8%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
FunForest, Europa Way, Brigg	3.0%	9	0.0%	0	0.0%	0	0.0%	0	11.9%	7	5.3%	2	0.0%	0	0.0%	0
Hollywood Bowl, Hull	3.7%	11	0.0%	0	0.0%	0	0.0%	0	19.4%	11	0.0%	0	0.0%	0	0.0%	0
Hull City Centre	4.0%	12	0.0%	0	3.0%	2	2.6%	1	15.3%	9	0.0%	0	0.0%	0	0.0%	0
Normanby Hall Country Park, Normanby	1.7%	5	0.0%	0	0.0%	0	13.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Playhouse Gainsborough, Corringham Road Industrial Estate, Lusher Way	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	3	0.0%	0
Scunthorpe Town Centre	1.0%	3	3.3%	1	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wacky Warehouse, Doncaster Road, Scunthorpe	0.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.9%	6	0.0%	0	2.1%	2	4.8%	2	1.9%	1	1.2%	0	3.0%	1	0.0%	0
(Don't know / can't remember)	10.1%	30	12.4%	3	14.0%	11	2.4%	1	12.6%	7	15.0%	6	10.0%	2	1.2%	1
Weighted base:	299	22		77		39		57		39		23		42		
Sample:	209	22		52		26		36		25		22		26		

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q60 What improvements could be made to the leisure offer in the North Lincolnshire Council area that would make you visit / partake in leisure activities more often? [MR]																
Clean shopping streets	1.0%	10	2.2%	3	0.0%	0	0.4%	0	4.6%	6	0.4%	1	0.0%	0	0.0%	0
Improve the condition of the roads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Create more open spaces	0.7%	7	0.0%	0	0.0%	0	0.4%	0	4.6%	6	0.4%	0	0.0%	0	0.0%	0
Attract less people / relieve over-crowding	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Improve street furniture / floral displays	0.1%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Improve play areas for children	2.3%	23	1.5%	2	4.4%	11	0.0%	0	6.0%	8	0.4%	1	0.4%	1	0.5%	1
Remove street clutter / advertisements	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increase soft / hard landscaping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianisation of main shopping streets in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve number and attractiveness of meeting places	0.3%	3	0.0%	0	0.0%	0	0.4%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Attract more people / make more lively	0.4%	4	2.2%	3	0.0%	0	0.0%	0	0.4%	1	0.7%	1	0.0%	0	0.0%	0
Improve policing / other security measures	0.7%	7	0.0%	0	1.2%	3	0.4%	0	0.5%	1	0.0%	0	1.9%	3	0.0%	0
Bars / pubs	2.4%	24	1.5%	2	2.6%	6	5.3%	6	1.3%	2	1.9%	2	1.0%	1	3.3%	4
Better shopping facilities	1.6%	16	6.1%	7	2.1%	5	0.5%	1	1.5%	2	0.4%	1	0.0%	0	0.0%	0
Bowling alley	2.3%	23	1.0%	1	0.0%	0	5.4%	6	3.3%	4	2.4%	3	0.0%	0	6.9%	9
Cinema	0.5%	5	0.6%	1	0.0%	0	0.0%	0	1.5%	2	0.9%	1	0.5%	1	0.0%	0
Concert hall / venue	1.6%	16	0.0%	0	0.4%	1	0.8%	1	1.3%	2	0.4%	1	4.8%	7	4.4%	6
Health & fitness (gym)	1.7%	17	1.2%	1	0.3%	1	1.8%	2	2.3%	3	0.4%	1	5.3%	7	1.8%	2
Ice rink	4.2%	42	3.7%	4	7.5%	19	4.9%	5	0.0%	0	0.0%	0	1.7%	2	8.8%	11
Indoor rock climbing	0.5%	5	0.0%	0	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Karting	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Leisure centre	2.3%	23	0.6%	1	2.4%	6	5.7%	6	3.8%	5	1.3%	2	0.0%	0	3.0%	4
More children's facilities / activities	9.1%	91	17.0%	21	12.6%	31	6.9%	7	12.0%	16	1.8%	2	2.0%	3	8.4%	11
More sports facilities (football pitches, tennis courts)	4.3%	43	2.8%	3	4.0%	10	10.6%	11	6.0%	8	1.3%	2	4.4%	6	2.5%	3
Museum / art galleries	1.0%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	2	4.8%	7	0.0%	0
Outdoor play areas / park facilities	3.3%	33	2.6%	3	4.9%	12	3.2%	3	7.4%	10	0.4%	1	2.3%	3	0.5%	1
Paintballing	0.7%	7	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	6
Restaurants / cafés	3.3%	33	6.7%	8	0.2%	1	10.6%	11	0.5%	1	1.9%	2	0.4%	1	7.3%	9
Skate park	1.4%	14	2.6%	3	0.9%	2	0.0%	0	2.3%	3	1.6%	2	0.5%	1	2.2%	3
Swimming pool	7.2%	72	7.9%	10	6.5%	16	14.6%	16	11.5%	15	0.4%	1	3.4%	5	8.4%	11
Theatre	1.0%	10	1.5%	2	0.0%	0	1.2%	1	0.0%	0	0.8%	1	0.0%	0	4.4%	6
Trampolining	0.1%	1	0.0%	0	0.5%	1	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
Better / more parking at venues / facilities	0.3%	3	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Better advertising / more information about what's available	0.6%	6	2.2%	3	0.6%	2	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0
Better disabled access / more for disabled people to do	0.6%	6	1.5%	2	0.8%	2	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Better opening hours	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Better pricing	2.0%	20	1.6%	2	2.1%	5	1.4%	1	2.8%	4	4.2%	5	1.9%	3	0.0%	0
Improved public transport links	1.0%	10	1.6%	2	0.7%	2	0.0%	0	3.0%	4	0.0%	0	0.0%	0	1.7%	2
Library	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
More for older people to do	0.3%	3	0.5%	1	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.8%	1
Water park	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	8
(Nothing in particular)	57.8%	578	56.7%	69	58.1%	144	48.7%	52	42.5%	56	77.9%	98	69.2%	95	49.6%	64
(Don't know)	7.1%	71	1.5%	2	8.0%	20	5.4%	6	11.9%	16	2.5%	3	4.7%	6	13.9%	18
Weighted base:		1000		121		248		106		133		126		137		128
Sample:		1000		125		250		125		125		125		125		125

North Lincolnshire Retail Survey for ELG Planning

Weighted:

May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
GEN Gender of respondent:																
Male	31.6%	316	25.2%	31	27.7%	69	33.6%	36	26.6%	35	35.3%	45	38.6%	53	37.6%	48
Female	68.4%	684	74.8%	91	72.3%	179	66.4%	71	73.4%	97	64.7%	82	61.4%	84	62.4%	80
Weighted base:		1000		121		248		106		133		126		137		128
Sample:		1000		125		250		125		125		125		125		125

AGE Could I ask, how old are you?

18 to 24	6.7%	67	0.0%	0	2.4%	6	4.4%	5	0.0%	0	20.6%	26	14.3%	20	8.8%	11
25 to 34	15.3%	153	11.3%	14	18.8%	47	26.7%	28	13.9%	18	8.2%	10	9.5%	13	17.6%	23
35 to 44	20.2%	202	13.5%	16	19.7%	49	14.2%	15	33.1%	44	21.3%	27	19.0%	26	19.3%	25
45 to 54	18.0%	180	20.0%	24	14.4%	36	17.7%	19	25.3%	34	17.7%	22	15.3%	21	18.9%	24
55 to 64	14.8%	148	22.4%	27	16.5%	41	11.2%	12	9.2%	12	15.6%	20	11.2%	15	15.9%	20
65 +	22.8%	228	31.0%	38	25.0%	62	22.0%	23	16.9%	22	16.6%	21	27.5%	38	18.9%	24
(Refused)	2.2%	22	1.9%	2	3.2%	8	3.8%	4	1.6%	2	0.0%	0	3.3%	5	0.8%	1
Weighted base:		1000		121		248		106		133		126		137		128
Sample:		1000		125		250		125		125		125		125		125

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

None	11.8%	118	19.1%	23	21.6%	54	9.7%	10	13.7%	18	2.4%	3	3.1%	4	4.2%	5
One	35.6%	356	38.2%	46	41.6%	103	29.5%	31	24.9%	33	24.7%	31	49.1%	67	33.8%	43
Two	35.4%	354	28.4%	34	24.9%	62	33.1%	35	49.9%	66	58.5%	74	27.2%	37	35.4%	45
Three or more	15.0%	150	12.3%	15	9.4%	23	22.8%	24	9.4%	12	13.7%	17	18.5%	25	25.4%	33
(Refused)	2.2%	22	1.9%	2	2.4%	6	4.8%	5	2.1%	3	0.7%	1	2.2%	3	1.2%	2
Weighted base:		1000		121		248		106		133		126		137		128
Sample:		1000		125		250		125		125		125		125		125

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

Full time worker	53.3%	533	49.4%	60	44.2%	110	56.1%	60	55.9%	74	66.3%	84	48.9%	67	61.7%	79
Part time worker	8.9%	89	7.1%	9	10.1%	25	3.1%	3	14.5%	19	8.7%	11	7.6%	10	9.2%	12
Run / manage the home	1.3%	13	0.0%	0	3.1%	8	0.8%	1	0.0%	0	2.5%	3	0.9%	1	0.0%	0
Full time education	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Part time education	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retired	27.7%	277	37.1%	45	30.6%	76	29.3%	31	20.8%	28	19.6%	25	32.8%	45	21.3%	27
Unemployed	5.2%	52	3.5%	4	6.8%	17	5.4%	6	3.3%	4	2.1%	3	7.2%	10	6.5%	8
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
(Refused)	3.6%	36	3.0%	4	5.2%	13	5.3%	6	5.4%	7	0.7%	1	2.7%	4	1.2%	2
Weighted base:		1000		121		248		106		133		126		137		128
Sample:		1000		125		250		125		125		125		125		125

QUOTA Zone:

Zone 1	12.1%	121	100.0%	121	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	24.8%	248	0.0%	0	100.0%	248	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	10.6%	106	0.0%	0	0.0%	0	100.0%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	13.3%	133	0.0%	0	0.0%	0	0.0%	0	100.0%	133	0.0%	0	0.0%	0	0.0%	0
Zone 5	12.6%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	126	0.0%	0	0.0%	0
Zone 6	13.7%	137	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	137	0.0%	0
Zone 7	12.8%	128	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	128
Weighted base:		1000		121		248		106		133		126		137		128
Sample:		1000		125		250		125		125		125		125		125

APPENDIX 3:

CONVENIENCE GOODS EXPENDITURE FLOWS

Appendix 3: Convenience Goods Expenditure Flows

Table 1: 2019 Expenditure by Zone (£m in 2017 Prices excluding Special Forms of Trading)

Convenience	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total
% spend on Main Food	72%	70%	74%	72%	72%	71%	75%	72%
All Convenience *	40.54	84.67	40.46	49.44	51.23	54.93	52.34	373.61
Main Food	29.19	59.27	29.94	35.60	36.89	39.00	39.26	269.00
Top-up Food	11.35	25.40	10.52	13.84	14.34	15.93	13.09	104.61

Table 2: Convenience Goods Market Shares (2019)

Table 2A Main Food Market Shares (Adjusted to Exclude Internet, Don't Knows etc.)

[illegible]

Iceland, Skippingdale Retail Park, Holyroad Drive, Scunthorpe	1.1%	0.2%	1.9%	0.0%	0.0%	0.0%	0.0%
Iceland, Southgate, Scunthorpe	1.1%	1.2%	0.0%	0.0%	0.5%	0.0%	0.0%
Iceland, The Broadway, Ashby High Street, Scunthorpe	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Atherton Way, Brigg	0.0%	0.3%	1.0%	1.0%	26.4%	0.5%	0.0%
Lidl, Beaumont Street, Gainsborough	0.0%	0.2%	0.0%	0.0%	0.0%	2.9%	0.5%
Lidl, Doncaster Road, Scunthorpe	5.4%	1.0%	0.9%	0.0%	0.5%	0.0%	0.4%
Lidl, Ferriby Road, Barton-upon-Humber	0.0%	0.0%	17.8%	18.9%	0.0%	0.0%	0.0%
M&S Simply Food, M18 Junction 5, Doncaster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
M&S Simply Food, Marshalls Yard, Beaumont Street, Gainsborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
M&S Simply Food, Wheatley Retail Park, Wheatley Hall, Doncaster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Baxtergate, Doncaster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Scunthorpe Retail Park, Doncaster Road, Scunthorpe	0.5%	0.2%	0.4%	0.0%	1.8%	0.0%	0.9%
Morrisons, Boothferry Road, Goole	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Heapham Road South, Gainsborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	3.9%
Morrisons, Lakeside Parkway, Scunthorpe	8.6%	21.2%	4.3%	2.2%	22.9%	22.0%	3.2%
Sainsbury's Local, Pelham Road, Immingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Doncaster Road, Scunthorpe	24.6%	3.9%	8.0%	0.5%	2.2%	0.9%	4.2%
Spar (Euro Garage), Doncaster Road , Scunthorpe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Atkinson Avenue, Brigg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Bowmandale, Barton-upon-Humber	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Brumby Street, Scunthorpe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Cottage Beck Road, Scunthorpe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, High Street, Ashby, Scunthorpe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, High Street, Kirton-in-Lindsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Quebec Road, Bottesford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Refinery Service Station, Humber Road, South Killingholme	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Ashby High Street, Scunthorpe	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	4.8%
Tesco Express, King Street, Cross Key, Winterton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	18.3%	6.4%	21.4%	2.7%	1.6%	20.1%	29.4%

Table 2B: Top-Up Market Shares (Adjusted to Exclude Internet, Don't Knows etc.)

Store / Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Aldi, Glebe Road, Scunthorpe	15.1%	3.7%	3.9%	0.6%	0.0%	0.0%	1.3%
Aldi, High Street, Ashby, Scunthorpe	1.0%	11.7%	0.0%	0.0%	0.0%	2.7%	0.0%
Aldi, Washdyke Lane, Immingham	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%
Asda, Burringham Road, Scunthorpe	4.2%	12.6%	1.9%	0.0%	0.0%	7.0%	4.1%
Asda, Carlton Street, Scunthorpe	8.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, High Street, Broughton, Brigg	0.0%	0.0%	1.2%	1.0%	22.0%	1.1%	0.0%
Co-op, High Street, Haxey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.7%
Co-op, High Street, Kirton-in-Lindsey	0.0%	0.0%	0.0%	0.0%	0.0%	11.4%	0.0%
Co-op, High Street, Messingham	0.0%	0.0%	0.0%	0.0%	0.0%	15.1%	0.0%
Co-op, High Street, Scotter, Gainsborough	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%
Co-op, High Street, Ulceby	0.0%	0.0%	0.7%	7.1%	0.0%	0.0%	0.0%
Co-op, Howe Lane, Goxhill, Barrow-upon-Humber	0.0%	0.0%	0.0%	11.8%	0.0%	0.0%	0.0%
Co-op, Johnson's Lane, Crowle, Scunthorpe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.0%
Co-op, Market Lane, Barton-upon-Humber	0.0%	0.0%	0.0%	9.4%	0.7%	0.0%	0.0%
Co-op, Market Place, Barrow-upon-Humber	0.0%	0.0%	0.0%	10.7%	0.0%	0.0%	0.0%
Co-op, Market Place, Winterton, Scunthorpe	0.0%	0.6%	22.3%	0.0%	0.0%	1.1%	0.7%
Co-op, Mowbray Street, Epworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.2%
Co-op, Redbourne Road / West Street, Hibaldstow	0.0%	0.0%	0.0%	0.0%	11.5%	0.0%	0.0%
Co-op, Station Road, Kirton-in-Lindsey	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
Co-op, Willoughby Road, The Riddings, Scunthorpe	0.0%	2.2%	0.0%	0.0%	0.0%	1.7%	0.0%
Farmfoods, Crompton Retail Park, Wheatley Hall Road, Doncaster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farmfoods, Glebe Road, Scunthorpe	1.0%	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%
Farmfoods, North Street, Goole	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farmfoods, Washdyke Lane, Immingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Boothferry Road, Goole	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Skippingdale Retail Park, Holyroad Drive, Scunthorpe	1.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Southgate, Scunthorpe	4.3%	1.2%	6.6%	0.0%	0.0%	0.0%	0.0%

Iceland, The Broadway, Ashby High Street, Scunthorpe	0.0%	13.5%	0.0%	0.0%	0.0%	2.9%	0.0%
Lidl, Atherton Way, Brigg	0.0%	0.0%	0.0%	0.6%	14.1%	0.0%	0.0%
Lidl, Beaumont Street, Gainsborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Doncaster Road, Scunthorpe	9.4%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Ferriby Road, Barton-upon-Humber	0.0%	0.0%	5.2%	7.2%	0.0%	0.0%	0.0%
M&S Simply Food, M18 Junction 5, Doncaster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
M&S Simply Food, Marshalls Yard, Beaumont Street, Gainsborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
M&S Simply Food, Wheatley Retail Park, Wheatley Hall, Doncaster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Baxtergate, Doncaster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Scunthorpe Retail Park, Doncaster Road, Scunthorpe	0.8%	0.9%	0.0%	0.0%	0.0%	0.0%	1.4%
Morrisons, Boothferry Road, Goole	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Heaptham Road South, Gainsborough	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	1.2%
Morrisons, Lakeside Parkway, Scunthorpe	0.0%	5.6%	2.6%	0.6%	2.8%	15.5%	0.0%
Sainsbury's Local, Pelham Road, Immingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Doncaster Road, Scunthorpe	28.8%	1.3%	8.0%	0.0%	0.0%	0.0%	0.0%
Spar (Euro Garage), Doncaster Road , Scunthorpe	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Atkinson Avenue, Brigg	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%
Spar, Bowmandale, Barton-upon-Humber	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%
Spar, Brumby Street, Scunthorpe	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Cottage Beck Road, Scunthorpe	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, High Street, Ashby, Scunthorpe	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, High Street, Kirton-in-Lindsey	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Spar, Quebec Road, Bottesford	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Spar, Refinery Service Station, Humber Road, South Killingholme	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Ashby High Street, Scunthorpe	0.0%	4.4%	0.0%	0.0%	0.0%	1.1%	0.7%
Tesco Express, King Street, Cross Key, Winterton	0.0%	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	4.4%	1.0%	12.0%	0.0%	1.1%	5.7%	6.1%
Tesco Superstore, Barnard Avenue, Brigg	0.0%	0.6%	8.4%	1.1%	28.4%	0.0%	0.0%
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	0.0%	0.0%	3.1%	16.2%	0.0%	0.0%	0.0%

Waitrose, Searby Road, Lincoln	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Trinity Street, Gainsborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, Eton Court, Bottesford, Scunthorpe	0.0%	1.3%	0.0%	0.0%	0.0%	1.8%	0.0%
Home Bargains, Holyrood Drive, Skippingdale Retail Park, Scunthorpe	0.0%	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%
Asda, Gliwice Way, Bawtry Road, Doncaster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Asda, Corporation Road, Alexandra Road, Grimsby, DN31 1UF	0.0%	0.4%	0.0%	0.0%	0.7%	0.0%	0.0%
Home Bargains, Ashby High Street, Scunthorpe, DN16 2SN	0.0%	5.0%	0.0%	0.0%	0.0%	2.7%	0.0%
Home Bargains, Holyrood Drive, Skippingdale Retail Park, Scunthorpe, DN15 8NN	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Home Bargains, Jubilee Way, The Parrishes, Scunthorpe, DN15 6RB	0.0%	1.3%	0.6%	0.0%	0.0%	0.0%	0.7%
One Stop, Victoria Road, Barnetby, DN38 6HT	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%
Tesco Superstore, Trinity Street, Gainsborough, DN21 2HA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Heron Foods, Broadway, Scunthorpe, DN16 2SN	0.0%	0.3%	0.0%	5.6%	0.0%	0.0%	0.0%
One Stop, Lichfield Road, Scunthorpe	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, Enderby Road, Scunthorpe	0.8%	4.4%	0.0%	0.0%	0.0%	0.9%	0.0%
Heron Foods, Chapel Lane, Barton-upon-Humber	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Corporation Road, Grimsby	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%
Waitrose, Beverley Road, Hull, HU10 6EB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Lea Road, Gainsborough, DN21 1AF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Hessle Road, Hull, HU3 4PE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, High Street, Scunthorpe, DN15 6HB	1.8%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Lakeside Retail Park, Scunthorpe, DN16 3UA	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, North Lincolnshire Shopping Park, Doncaster Road, Scunthorpe, DN15 8JH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, High St, Caistor, Market Rasen, LN7 6QF	0.0%	0.0%	0.0%	0.0%	10.3%	0.0%	0.0%
Fultons Foods, Jubilee Way, Scunthorpe, DN15 6RB	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Local market, Brigg Town Centre, DN20 8EQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local market, Scunthorpe Town Centre, DN15 6NE	2.6%	0.6%	0.0%	0.0%	0.0%	0.9%	0.0%
Local shops, Ashby Village Centre, DN16 2SN	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%

Table 3: 2019 Convenience Goods Expenditure Flows (£m)

Table 3a: Main Food & Grocery Shopping[illegible]

Iceland, Skippingdale Retail Park, Holyroad Drive, Scunthorpe	0.31	0.14	0.56	0.00	0.00	0.00	0.00	1.01
Iceland, Southgate, Scunthorpe	0.33	0.73	0.00	0.00	0.17	0.00	0.00	1.23
Iceland, The Broadway, Ashby High Street, Scunthorpe	0.00	2.84	0.00	0.00	0.00	0.00	0.00	2.84
Lidl, Atherton Way, Brigg	0.00	0.16	0.30	0.37	9.73	0.21	0.00	10.78
Lidl, Beaumont Street, Gainsborough	0.00	0.14	0.00	0.00	0.00	1.13	0.20	1.47
Lidl, Doncaster Road, Scunthorpe	1.59	0.59	0.28	0.00	0.17	0.00	0.17	2.80
Lidl, Ferriby Road, Barton-upon-Humber	0.00	0.00	5.32	6.74	0.00	0.00	0.00	12.06
M&S Simply Food, M18 Junction 5, Doncaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
M&S Simply Food, Marshalls Yard, Beaumont Street, Gainsborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
M&S Simply Food, Wheatley Retail Park, Wheatley Hall, Doncaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Baxtergate, Doncaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Scunthorpe Retail Park, Doncaster Road, Scunthorpe	0.15	0.14	0.13	0.00	0.65	0.00	0.34	1.41
Morrisons, Boothferry Road, Goole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Heapham Road South, Gainsborough	0.00	0.00	0.00	0.00	0.00	0.21	1.53	1.74
Morrisons, Lakeside Parkway, Scunthorpe	2.52	12.57	1.27	0.77	8.43	8.57	1.25	35.39
Sainsbury's Local, Pelham Road, Immingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, Doncaster Road, Scunthorpe	7.19	2.34	2.40	0.17	0.80	0.35	1.63	14.87
Spar (Euro Garage), Doncaster Road , Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, Atkinson Avenue, Brigg	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, Bowmandale, Barton-upon-Humber	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, Brumby Street, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, Cottage Beck Road, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, High Street, Ashby, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, High Street, Kirton-in-Lindsey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, Quebec Road, Bottesford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, Refinery Service Station, Humber Road, South Killingholme	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Express, Ashby High Street, Scunthorpe	0.00	0.31	0.00	0.00	0.00	0.00	1.87	2.18
Tesco Express, King Street, Cross Key, Winterton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	5.33	3.77	6.41	0.94	0.59	7.84	11.55	36.43

[illegible]

Local market, Scunthorpe Town Centre, DN15 6NE	0.15	0.00	0.00	0.00	0.00	0.18	0.00	0.33
Local shops, Ashby Village Centre, DN16 2SN	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.14
Local shops, Barton-upon-Humber Town Centre, DN18 5QA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local shops, Brigg Town Centre, DN20 8EQ	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local shops, Burton upon Stather Village Centre, DN15 9DG	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.20
Local shops, Crowle Local Centre, DN17 4LL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local shops, Epworth Town Centre, DN9 1JL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local shops, Frodingham Local Centre, DN15 7NH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local shops, Scunthorpe Town Centre, DN15 6NE	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.17
Local shops, Winterton Village Centre, DN15 9XS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
One Stop, Healey Road, Scunthorpe, DN16 1HT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
One Stop, Marsden Drive, Scunthorpe, DN15 8NL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
One Stop, Station Road, Epworth, DN9 1JU	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.17
Poundstretcher, Lakeside Retail Park, Lakeside Pkwy, Scunthorpe DN16 3UA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Express, High Street, Crowle, DN17 4LD	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.15	0.14	0.00	2.23	0.62	0.00	5.97	9.11
Total spending excluding Internet, don't know, etc:	29.19	59.27	29.94	35.60	36.89	39.00	39.26	269.14

Table 3b: Top-Up Food Shopping

Store / Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total
Aldi, Glebe Road, Scunthorpe	1.71	0.94	0.41	0.08	0.00	0.00	0.17	3.32
Aldi, High Street, Ashby, Scunthorpe	0.11	2.98	0.00	0.00	0.00	0.43	0.00	3.52
Aldi, Washdyke Lane, Immingham	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.43
Asda, Burringham Road, Scunthorpe	0.48	3.20	0.20	0.00	0.00	1.11	0.54	5.52
Asda, Carlton Street, Scunthorpe	0.97	0.55	0.00	0.00	0.00	0.00	0.00	1.52
Co-op, High Street, Broughton, Brigg	0.00	0.00	0.13	0.14	3.16	0.17	0.00	3.59
Co-op, High Street, Haxey	0.00	0.00	0.00	0.00	0.00	0.00	2.58	2.58
Co-op, High Street, Kirton-in-Lindsey	0.00	0.00	0.00	0.00	0.00	1.82	0.00	1.82
Co-op, High Street, Messingham	0.00	0.00	0.00	0.00	0.00	2.40	0.00	2.40
Co-op, High Street, Scotter, Gainsborough	0.00	0.00	0.00	0.00	0.00	1.22	0.00	1.22
Co-op, High Street, Ulceby	0.00	0.00	0.07	0.99	0.00	0.00	0.00	1.06
Co-op, Howe Lane, Goxhill, Barrow-upon-Humber	0.00	0.00	0.00	1.63	0.00	0.00	0.00	1.63
Co-op, Johnson's Lane, Crowle, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	2.88	2.88
Co-op, Market Lane, Barton-upon-Humber	0.00	0.00	0.00	1.31	0.09	0.00	0.00	1.40
Co-op, Market Place, Barrow-upon-Humber	0.00	0.00	0.00	1.48	0.00	0.00	0.00	1.48
Co-op, Market Place, Winterton, Scunthorpe	0.00	0.16	2.35	0.00	0.00	0.17	0.09	2.77
Co-op, Mowbray Street, Epworth	0.00	0.00	0.00	0.00	0.00	0.00	3.04	3.04
Co-op, Redbourne Road / West Street, Hibaldstow	0.00	0.00	0.00	0.00	1.64	0.00	0.00	1.64
Co-op, Station Road, Kirton-in-Lindsey	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.34
Co-op, Willoughby Road, The Riddings, Scunthorpe	0.00	0.55	0.00	0.00	0.00	0.27	0.00	0.82
Farmfoods, Crompton Retail Park, Wheatley Hall Road, Doncaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Farmfoods, Glebe Road, Scunthorpe	0.11	0.16	0.07	0.00	0.00	0.00	0.00	0.34
Farmfoods, North Street, Goole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Farmfoods, Washdyke Lane, Immingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, Boothferry Road, Goole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, Skippingdale Retail Park, Holyroad Drive, Scunthorpe	0.11	0.25	0.00	0.00	0.00	0.00	0.00	0.36
Iceland, Southgate, Scunthorpe	0.48	0.32	0.69	0.00	0.00	0.00	0.00	1.49

Iceland, The Broadway, Ashby High Street, Scunthorpe	0.00	3.43	0.00	0.00	0.00	0.46	0.00	3.89
Lidl, Atherton Way, Brigg	0.00	0.00	0.00	0.08	2.03	0.00	0.00	2.11
Lidl, Beaumont Street, Gainsborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Doncaster Road, Scunthorpe	1.06	0.42	0.00	0.00	0.00	0.00	0.00	1.48
Lidl, Ferriby Road, Barton-upon-Humber	0.00	0.00	0.55	1.00	0.00	0.00	0.00	1.55
M&S Simply Food, M18 Junction 5, Doncaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
M&S Simply Food, Marshalls Yard, Beaumont Street, Gainsborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
M&S Simply Food, Wheatley Retail Park, Wheatley Hall, Doncaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Baxtergate, Doncaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Scunthorpe Retail Park, Doncaster Road, Scunthorpe	0.09	0.24	0.00	0.00	0.00	0.00	0.19	0.52
Morrisons, Boothferry Road, Goole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Heapham Road South, Gainsborough	0.00	0.00	0.00	0.08	0.00	0.00	0.16	0.24
Morrisons, Lakeside Parkway, Scunthorpe	0.00	1.43	0.28	0.08	0.41	2.47	0.00	4.67
Sainsbury's Local, Pelham Road, Immingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, Doncaster Road, Scunthorpe	3.27	0.33	0.84	0.00	0.00	0.00	0.00	4.44
Spar (Euro Garage), Doncaster Road , Scunthorpe	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.08
Spar, Atkinson Avenue, Brigg	0.00	0.00	0.00	0.00	0.24	0.00	0.00	0.24
Spar, Bowmandale, Barton-upon-Humber	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.07
Spar, Brumby Street, Scunthorpe	0.00	0.41	0.00	0.00	0.00	0.00	0.00	0.41
Spar, Cottage Beck Road, Scunthorpe	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.09
Spar, High Street, Ashby, Scunthorpe	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.08
Spar, High Street, Kirton-in-Lindsey	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.09
Spar, Quebec Road, Bottesford	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.14
Spar, Refinery Service Station, Humber Road, South Killingholme	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Express, Ashby High Street, Scunthorpe	0.00	1.12	0.00	0.00	0.00	0.17	0.09	1.39
Tesco Express, King Street, Cross Key, Winterton	0.00	0.00	0.97	0.00	0.00	0.00	0.00	0.97
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	0.50	0.25	1.27	0.00	0.16	0.91	0.80	3.89
Tesco Superstore, Barnard Avenue, Brigg	0.00	0.16	0.89	0.15	4.08	0.00	0.00	5.27
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	0.00	0.00	0.33	2.24	0.00	0.00	0.00	2.57

Waitrose, Searby Road, Lincoln	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Trinity Street, Gainsborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
One Stop, Eton Court, Bottesford, Scunthorpe	0.00	0.34	0.00	0.00	0.00	0.29	0.00	0.63
Home Bargains, Holyrood Drive, Skippingdale Retail Park, Scunthorpe	0.00	0.16	0.07	0.00	0.00	0.00	0.00	0.23
Asda, Gliwice Way, Bawtry Road, Doncaster	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.09
Asda, Corporation Road, Alexandra Road, Grimsby, DN31 1UF	0.00	0.09	0.00	0.00	0.09	0.00	0.00	0.19
Home Bargains, Ashby High Street, Scunthorpe, DN16 2SN	0.00	1.26	0.00	0.00	0.00	0.43	0.00	1.69
Home Bargains, Holyrood Drive, Skippingdale Retail Park, Scunthorpe, DN15 8NN	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.06
Home Bargains, Jubilee Way, The Parrishes, Scunthorpe, DN15 6RB	0.00	0.34	0.06	0.00	0.00	0.00	0.09	0.50
One Stop, Victoria Road, Barnetby, DN38 6HT	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.44
Tesco Superstore, Trinity Street, Gainsborough, DN21 2HA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Heron Foods, Broadway, Scunthorpe, DN16 2SN	0.00	0.08	0.00	0.78	0.00	0.00	0.00	0.85
One Stop, Lichfield Road, Scunthorpe	0.00	1.01	0.00	0.00	0.00	0.00	0.00	1.01
One Stop, Enderby Road, Scunthorpe	0.09	1.11	0.00	0.00	0.00	0.14	0.00	1.35
Heron Foods, Chapel Lane, Barton-upon-Humber	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.28
Sainsbury's Superstore, Corporation Road, Grimsby	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.08
Waitrose, Beverley Road, Hull, HU10 6EB	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Lea Road, Gainsborough, DN21 1AF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Hessle Road, Hull, HU3 4PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&M, High Street, Scunthorpe, DN15 6HB	0.20	0.08	0.00	0.00	0.00	0.00	0.00	0.28
B&M, Lakeside Retail Park, Scunthorpe, DN16 3UA	0.00	0.86	0.00	0.00	0.00	0.00	0.00	0.86
B&M, North Lincolnshire Shopping Park, Doncaster Road, Scunthorpe, DN15 8JH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, High St, Caistor, Market Rasen, LN7 6QF	0.00	0.00	0.00	0.00	1.47	0.00	0.00	1.47
Fultons Foods, Jubilee Way, Scunthorpe, DN15 6RB	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.34
Local market, Brigg Town Centre, DN20 8EQ	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local market, Scunthorpe Town Centre, DN15 6NE	0.30	0.16	0.00	0.00	0.00	0.14	0.00	0.60
Local shops, Ashby Village Centre, DN16 2SN	0.00	0.58	0.00	0.00	0.00	0.00	0.00	0.58

Local shops, Barton-upon-Humber Town Centre, DN18 5QA	0.00	0.00	0.00	1.05	0.00	0.14	0.00	1.19
Local shops, Brigg Town Centre, DN20 8EQ	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local shops, Burton upon Stather Village Centre, DN15 9DG	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.20
Local shops, Crowle Local Centre, DN17 4LL	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.51
Local shops, Epworth Town Centre, DN9 1JL	0.00	0.00	0.00	0.00	0.00	0.00	0.48	0.48
Local shops, Frodingham Local Centre, DN15 7NH	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.30
Local shops, Scunthorpe Town Centre, DN15 6NE	0.58	0.67	0.00	0.00	0.19	0.14	0.00	1.58
Local shops, Winterton Village Centre, DN15 9XS	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.76
One Stop, Healey Road, Scunthorpe, DN16 1HT	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.33
One Stop, Marsden Drive, Scunthorpe, DN15 8NL	0.19	0.09	0.06	0.00	0.00	0.00	0.00	0.34
One Stop, Station Road, Epworth, DN9 1JU	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.17
Poundstretcher, Lakeside Retail Park, Lakeside Pkwy, Scunthorpe DN16 3UA	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.14
Tesco Express, High Street, Crowle, DN17 4LD	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.44
Other	0.80	0.76	0.25	1.88	0.25	2.42	0.75	7.11
Total spending excluding Internet, don't know, etc:	11.35	25.40	10.52	13.84	14.34	15.93	13.09	104.47

Table 3C: All Convenience Goods

Store / Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total
Aldi, Glebe Road, Scunthorpe	9.38	6.94	6.18	0.83	0.17	0.00	5.19	28.69
Aldi, High Street, Ashby, Scunthorpe	0.26	12.52	0.28	0.20	0.35	5.11	0.95	19.67
Aldi, Washdyke Lane, Immingham	0.00	0.00	0.00	6.76	0.00	0.00	0.00	6.76
Asda, Burringham Road, Scunthorpe	2.87	21.45	1.37	0.00	0.97	13.95	3.41	44.03
Asda, Carlton Street, Scunthorpe	2.03	1.14	0.13	0.00	0.17	0.51	0.52	4.51
Co-op, High Street, Broughton, Brigg	0.00	0.00	0.13	0.14	3.45	0.17	0.00	3.89
Co-op, High Street, Haxey	0.00	0.00	0.00	0.00	0.00	0.00	2.92	2.92
Co-op, High Street, Kirton-in-Lindsey	0.00	0.00	0.00	0.00	0.00	2.00	0.00	2.00
Co-op, High Street, Messingham	0.00	0.00	0.00	0.00	0.00	2.58	0.00	2.58
Co-op, High Street, Scotter, Gainsborough	0.00	0.00	0.00	0.00	0.00	1.22	0.00	1.22
Co-op, High Street, Ulceby	0.00	0.00	0.07	1.50	0.00	0.00	0.00	1.57
Co-op, Howe Lane, Goxhill, Barrow-upon-Humber	0.00	0.00	0.00	1.80	0.00	0.00	0.00	1.80
Co-op, Johnson's Lane, Crowle, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	3.22	3.22
Co-op, Market Lane, Barton-upon-Humber	0.00	0.00	0.00	2.22	0.09	0.00	0.00	2.31
Co-op, Market Place, Barrow-upon-Humber	0.00	0.00	0.00	1.48	0.00	0.00	0.00	1.48
Co-op, Market Place, Winterton, Scunthorpe	0.00	0.16	4.02	0.00	0.00	0.17	0.09	4.43
Co-op, Mowbray Street, Epworth	0.00	0.00	0.00	0.00	0.00	0.00	3.95	3.95
Co-op, Redbourne Road / West Street, Hibaldstow	0.00	0.00	0.00	0.00	1.64	0.00	0.00	1.64
Co-op, Station Road, Kirton-in-Lindsey	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.34
Co-op, Willoughby Road, The Riddings, Scunthorpe	0.00	0.55	0.00	0.00	0.00	0.27	0.00	0.82
Farmfoods, Crompton Retail Park, Wheatley Hall Road, Doncaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Farmfoods, Glebe Road, Scunthorpe	0.29	0.16	0.07	0.00	0.00	0.18	0.00	0.70
Farmfoods, North Street, Goole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Farmfoods, Washdyke Lane, Immingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, Boothferry Road, Goole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, Skippingdale Retail Park, Holyroad Drive, Scunthorpe	0.42	0.39	0.56	0.00	0.00	0.00	0.00	1.37
Iceland, Southgate, Scunthorpe	0.82	1.04	0.69	0.00	0.17	0.00	0.00	2.73

Iceland, The Broadway, Ashby High Street, Scunthorpe	0.00	6.28	0.00	0.00	0.00	0.46	0.00	6.73
Lidl, Atherton Way, Brigg	0.00	0.16	0.30	0.46	11.76	0.21	0.00	12.89
Lidl, Beaumont Street, Gainsborough	0.00	0.14	0.00	0.00	0.00	1.13	0.20	1.47
Lidl, Doncaster Road, Scunthorpe	2.65	1.01	0.28	0.00	0.17	0.00	0.17	4.28
Lidl, Ferriby Road, Barton-upon-Humber	0.00	0.00	5.87	7.74	0.00	0.00	0.00	13.61
M&S Simply Food, M18 Junction 5, Doncaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
M&S Simply Food, Marshalls Yard, Beaumont Street, Gainsborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
M&S Simply Food, Wheatley Retail Park, Wheatley Hall, Doncaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Baxtergate, Doncaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Scunthorpe Retail Park, Doncaster Road, Scunthorpe	0.25	0.38	0.13	0.00	0.65	0.00	0.53	1.93
Morrisons, Boothferry Road, Goole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Heapham Road South, Gainsborough	0.00	0.00	0.00	0.08	0.00	0.21	1.69	1.98
Morrisons, Lakeside Parkway, Scunthorpe	2.52	14.00	1.55	0.86	8.84	11.05	1.25	40.06
Sainsbury's Local, Pelham Road, Immingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, Doncaster Road, Scunthorpe	10.46	2.66	3.24	0.17	0.80	0.35	1.63	19.32
Spar (Euro Garage), Doncaster Road , Scunthorpe	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.08
Spar, Atkinson Avenue, Brigg	0.00	0.00	0.00	0.00	0.24	0.00	0.00	0.24
Spar, Bowmandale, Barton-upon-Humber	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.07
Spar, Brumby Street, Scunthorpe	0.00	0.41	0.00	0.00	0.00	0.00	0.00	0.41
Spar, Cottage Beck Road, Scunthorpe	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.09
Spar, High Street, Ashby, Scunthorpe	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.08
Spar, High Street, Kirton-in-Lindsey	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.09
Spar, Quebec Road, Bottesford	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.14
Spar, Refinery Service Station, Humber Road, South Killingholme	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Express, Ashby High Street, Scunthorpe	0.00	1.43	0.00	0.00	0.00	0.17	1.96	3.56
Tesco Express, King Street, Cross Key, Winterton	0.00	0.00	0.97	0.00	0.00	0.00	0.00	0.97
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	5.83	4.02	7.68	0.94	0.75	8.75	12.35	40.31
Tesco Superstore, Barnard Avenue, Brigg	0.00	0.16	3.52	0.33	17.49	0.18	0.00	21.67
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	0.00	0.00	1.82	15.06	0.00	0.00	0.00	16.88

Waitrose, Searby Road, Lincoln	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Trinity Street, Gainsborough	0.00	0.00	0.00	0.00	0.00	0.98	0.00	0.98
One Stop, Eton Court, Bottesford, Scunthorpe	0.00	0.34	0.00	0.00	0.00	0.29	0.00	0.63
Home Bargains, Holyrood Drive, Skippingdale Retail Park, Scunthorpe	0.00	0.16	0.07	0.00	0.00	0.00	0.00	0.23
Asda, Gliwice Way, Bawtry Road, Doncaster	0.00	0.00	0.00	0.00	0.00	0.00	2.64	2.64
Asda, Corporation Road, Alexandra Road, Grimsby, DN31 1UF	0.00	0.09	0.00	0.71	0.09	0.00	0.00	0.90
Home Bargains, Ashby High Street, Scunthorpe, DN16 2SN	0.00	1.40	0.00	0.00	0.00	0.43	0.00	1.83
Home Bargains, Holyrood Drive, Skippingdale Retail Park, Scunthorpe, DN15 8NN	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.19
Home Bargains, Jubilee Way, The Parrishes, Scunthorpe, DN15 6RB	0.00	0.34	0.06	0.00	0.00	0.00	0.09	0.50
One Stop, Victoria Road, Barnetby, DN38 6HT	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.44
Tesco Superstore, Trinity Street, Gainsborough, DN21 2HA	0.00	0.00	0.00	0.00	0.00	0.39	0.34	0.73
Heron Foods, Broadway, Scunthorpe, DN16 2SN	0.00	0.22	0.00	0.78	0.00	0.00	0.34	1.33
One Stop, Lichfield Road, Scunthorpe	0.00	1.01	0.00	0.00	0.00	0.00	0.00	1.01
One Stop, Enderby Road, Scunthorpe	0.09	1.11	0.00	0.00	0.00	0.14	0.00	1.35
Heron Foods, Chapel Lane, Barton-upon-Humber	0.00	0.00	0.00	0.61	0.00	0.00	0.00	0.61
Sainsbury's Superstore, Corporation Road, Grimsby	0.00	0.00	0.00	0.79	0.17	0.00	0.00	0.97
Waitrose, Beverley Road, Hull, HU10 6EB	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.20
Aldi, Lea Road, Gainsborough, DN21 1AF	0.00	0.00	0.00	0.00	0.00	0.39	0.37	0.76
Asda, Hessle Road, Hull, HU3 4PE	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.37
B&M, High Street, Scunthorpe, DN15 6HB	0.20	0.08	0.00	0.00	0.00	0.00	0.00	0.28
B&M, Lakeside Retail Park, Scunthorpe, DN16 3UA	0.00	0.86	0.00	0.00	0.00	0.00	0.00	0.86
B&M, North Lincolnshire Shopping Park, Doncaster Road, Scunthorpe, DN15 8JH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, High St, Caistor, Market Rasen, LN7 6QF	0.00	0.00	0.00	0.00	1.47	0.00	0.00	1.47
Fultons Foods, Jubilee Way, Scunthorpe, DN15 6RB	0.00	0.95	0.00	0.00	0.00	0.00	0.00	0.95
Local market, Brigg Town Centre, DN20 8EQ	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local market, Scunthorpe Town Centre, DN15 6NE	0.45	0.16	0.00	0.00	0.00	0.32	0.00	0.93
Local shops, Ashby Village Centre, DN16 2SN	0.00	0.72	0.00	0.00	0.00	0.00	0.00	0.72

Local shops, Barton-upon-Humber Town Centre, DN18 5QA	0.00	0.00	0.00	1.05	0.00	0.14	0.00	1.19
Local shops, Brigg Town Centre, DN20 8EQ	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local shops, Burton upon Stather Village Centre, DN15 9DG	0.00	0.00	0.20	0.20	0.00	0.00	0.00	0.40
Local shops, Crowle Local Centre, DN17 4LL	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.51
Local shops, Epworth Town Centre, DN9 1JL	0.00	0.00	0.00	0.00	0.00	0.00	0.48	0.48
Local shops, Frodingham Local Centre, DN15 7NH	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.30
Local shops, Scunthorpe Town Centre, DN15 6NE	0.58	0.67	0.00	0.00	0.36	0.14	0.00	1.75
Local shops, Winterton Village Centre, DN15 9XS	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.76
One Stop, Healey Road, Scunthorpe, DN16 1HT	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.33
One Stop, Marsden Drive, Scunthorpe, DN15 8NL	0.19	0.09	0.06	0.00	0.00	0.00	0.00	0.34
One Stop, Station Road, Epworth, DN9 1JU	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.35
Poundstretcher, Lakeside Retail Park, Lakeside Pkwy, Scunthorpe DN16 3UA	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.14
Tesco Express, High Street, Crowle, DN17 4LD	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.44
Other	0.95	0.90	0.25	4.11	0.87	2.42	6.72	16.22
Total spending excluding Internet, don't know, etc:	40.54	84.67	40.46	49.44	51.23	54.93	52.34	373.61

Table 4: 2019 Convenience Goods Turnover by Catchment

Catchment Area	2019 Turnover (£m)
Scunthorpe Urban Area	
Scunthorpe Town Centre	13.58
Asda	44.03
Tesco	40.31
Morrisons	40.06
Aldi, Glebe Road	28.69
Sainsburys	19.32
Lidl, Doncaster Road	4.28
Co-op, Messingham	2.58
M&S Food, Scunthorpe Retail Park	1.93
Iceland, Skippingdale	1.37
B&M, Lakeside	0.86
Home Bargains, Skippingdale	0.42
Local shops	4.11
Total	201.54
Barton-upon-Humber	
Tesco	16.88
Lidl	13.61
Co-op, Barton	2.31
Co-op, Goxhill	1.80
Co-op, Ulceby	1.57
Co-op, Barrow	1.48
Local shops	1.26
Heron	0.61
Total	39.52

Brigg	
Tesco	21.67
Lidl	12.89
Co-op, Brigg	3.89
Co-op, Hibaldstow	1.64
Barnetby	0.44
Spar	0.24
Total	40.77
Kirton-in-Lindsey	
Co-op, Kirton	2.34
Co-op, Scotter	1.22
Local shops	0.09
Total	3.65
Crowle	
Co-op	3.22
Local shops	0.51
Tesco Express	0.44
Total	4.17
Epworth	
Co-op, Epworth	3.95
Co-op, Haxey	2.92
Local shops	0.83
Total	7.70
Ashby High Street	
Aldi	19.67
Iceland	6.73
Tesco Express	3.56
Home Bargains	1.83
Heron	1.33

Local shops	0.80
Total	33.92
Frodingham Road	
Local shops	0.33
Winterton	
Co-op	4.43
Tesco Express	0.97
Local shops	0.76
Barton upon Stather	0.40
Total	6.56
Study Area Total	338.16

APPENDIX 4:

COMPARISON GOODS EXPENDITURE FLOWS

Appendix 4: Comparison Goods Expenditure Flows

Table 1: 2017 Expenditure by Zone (£m in 2017 Prices)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total
Clothing and footwear								
Clothing Materials and Garments	12.35	26.46	12.34	15.97	16.18	18.06	16.21	117.57
Shoes and Other Footwear	2.69	5.81	2.45	3.26	3.28	3.58	3.20	24.27
Total	15.04	32.27	14.79	19.23	19.46	21.64	19.41	141.84
Electrical Goods								
Audio-visual, Photographic, etc	4.16	9.85	4.24	5.80	5.70	6.54	6.11	42.40
Major Household Appliances	2.01	4.35	1.87	2.59	2.81	2.84	2.72	19.19
Small Electrical Appliances	0.29	0.59	0.31	0.39	0.42	0.48	0.41	2.89
Recording Media	0.96	1.96	1.14	1.31	1.41	1.80	1.63	10.21
Total	7.42	16.75	7.56	10.09	10.34	11.66	10.87	74.69
Books & Stationary								
Books and Stationary Total	1.64	3.22	1.74	2.27	2.48	2.80	2.48	16.63
Recreational Goods								
Bicycles	0.48	1.00	0.76	0.85	0.91	0.85	1.12	5.97
Games, Toys, Sport, etc	7.82	16.15	8.00	10.34	10.35	10.68	10.77	74.11
Pets and Related Products	1.13	2.49	1.66	1.96	2.12	2.27	2.37	14.00
Total	9.43	19.64	10.42	13.15	13.38	13.80	14.26	94.08
Furniture and Carpets								
Furniture, Carpets, etc	7.43	14.56	8.06	9.86	10.35	11.37	10.93	72.56
Household Textiles	1.31	2.96	1.52	1.95	2.24	2.45	2.35	14.78
Total	8.74	17.52	9.58	11.81	12.59	13.82	13.28	87.34
DIY Goods								
Gardens, Plants, etc	0.73	1.51	1.20	1.40	1.61	1.84	1.67	9.96

Major Tools and Equipment	0.20	0.41	0.26	0.32	0.34	0.38	0.35	2.26
Materials for Maintenance/Repair	0.29	0.57	0.40	0.46	0.50	0.49	0.53	3.24
Small Tools, etc	1.11	2.13	1.25	1.64	1.71	1.84	1.64	11.32
Total	2.33	4.62	3.11	3.82	4.16	4.55	4.19	26.78
Goods for Personal Care								
Appliances for Personal Care	6.56	13.20	6.25	8.10	8.32	9.27	8.46	60.16
Medical and Pharmaceutical	2.53	4.73	3.20	3.90	4.09	4.10	4.36	26.91
Therapeutic Items	1.11	2.09	1.40	1.75	1.86	1.80	1.90	11.91
Total	10.20	20.02	10.85	13.75	14.27	15.17	14.72	98.98
Other Non-Food Goods								
Other Non-durable Household Goods	0.11	0.22	0.12	0.15	0.16	0.17	0.16	1.09
Glassware, Tableware, Utensils	1.29	2.44	1.38	1.73	1.96	2.00	2.16	12.96
Jewellery, Clocks, Watches	1.82	3.96	1.72	2.46	2.80	3.38	2.89	19.03
Other Personal Effects	0.99	2.04	0.90	1.29	1.36	1.74	1.26	9.58
Total	4.21	8.66	4.12	5.63	6.28	7.29	6.47	42.66
All Comparison Goods								
All Comparison Goods Total	59.01	122.70	62.17	79.75	82.96	90.73	85.68	583.00

Fair Gardens Plant Centre, Cleatham Road, Kirton-in-Lindsey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Goosemans Growers, Thorngarth Lane, Barrow-upon-Humber	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jewson, Kings Road, Immingham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jewson, Rowland Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kingfisher Nurseries, Littlehurst Cottages, Crowle, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Atherton Way, Brigg	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Beaumont Street, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Doncaster Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Ferriby Road, Barton-upon-Humber	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Boothferry Road, Goole	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Heapham Road South, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Lakeside Parkway, Scunthorpe	0.00%	0.00%	0.41%	0.00%	0.00%	0.00%	0.00%
Potbelly Nursery, Walkerith Road, Morton, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, Doncaster Road, Scunthorpe	3.88%	0.94%	2.66%	0.00%	1.64%	0.00%	1.75%
Screwfix, Atherton Way, Brigg	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	1.55%	0.47%	0.00%	0.00%	0.00%	0.00%	0.47%
Tesco Superstore, Barnard Avenue, Brigg	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Topps Tiles, Glebe Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tower Nurseries, Gibson Road, Caenby Corner Estate, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Viking Hardware, Midland Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Westshores Nurseries, West Street, Winterton, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Glebe Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Abroad	0.00%	0.00%	0.00%	0.00%	0.00%	0.44%	0.00%
Lakeside Village, White Rose Way, Doncaster	1.03%	1.15%	0.00%	0.00%	0.00%	0.44%	0.81%
St Andrews Quay Retail Park, Hull (B&Q, Currys PC World, Makro)	0.00%	0.00%	0.00%	0.00%	0.44%	0.00%	0.00%
Ashby Village Centre	0.00%	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%

Meadowhall Shopping Centre, Sheffield (Argos, Boots, Carphone Warehouse)	1.12%	1.53%	0.48%	1.75%	1.50%	7.82%	5.62%
Sheffield City Centre	1.53%	0.41%	0.00%	2.34%	0.00%	0.87%	1.27%
Hull City Centre	0.52%	0.00%	6.57%	34.80%	0.00%	0.86%	0.00%
IKEA, Holden Ing Way, Birstall (Leeds)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Peakes Parkway, Robinson Street East, Grimsby, DN32 9AW	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Scawby Road, Scawby, Broughton, Brigg (Grimsby) DN20 9JH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Immingham Town Centre, DN40 1JY	0.00%	0.00%	0.00%	0.42%	0.00%	0.00%	0.00%
Leeds City Centre	0.52%	0.43%	0.48%	0.00%	0.00%	0.44%	1.67%
Screwfix, Parkway Business Park, Normanby Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, King Edward Street, Grimsby	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Catesby Business Park, White Rose Way, Doncaster, DN4 8DG	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Frodingham Local Centre, DN15 7NH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Go Outdoors, Dudley Road, Scunthorpe, DN16 1BA	0.00%	0.00%	0.00%	0.00%	0.38%	0.00%	0.79%
Iceland, Ashby High Street, Scunthorpe, DN16 2SS	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
York City Centre, YO24 1AB	0.00%	0.47%	0.00%	0.99%	0.00%	0.44%	0.00%
Other	8.78%	5.56%	1.28%	1.42%	4.84%	1.81%	6.54%
Internet	37.51%	33.43%	27.36%	26.34%	39.78%	39.44%	35.88%
(Don't know / varies)	0.52%	4.83%	2.13%	1.68%	1.86%	3.19%	2.22%
(Don't buy these goods)	1.03%	1.94%	4.15%	2.61%	2.99%	4.43%	2.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Electrical Goods							
Althorpe Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Barnetby-le-Wold Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Barrow-upon-Humber Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Barton-upon-Humber Town Centre	0.00%	0.00%	2.92%	17.89%	0.00%	0.00%	0.00%
Bottesford Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Brigg Town Centre	0.00%	0.49%	0.42%	0.00%	1.28%	0.00%	0.00%

Broughton Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Burton-upon-Stather Village Centre	0.00%	0.00%	0.42%	0.00%	0.00%	0.00%	0.00%
Crowle Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Doncaster Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.52%	3.32%
Ealand Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Epworth Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Flixborough Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Gainsborough Town Centre	0.56%	0.47%	0.00%	0.00%	0.00%	0.62%	1.25%
Goole Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Goxhill Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Grimsby Town Centre	0.00%	0.00%	0.00%	3.30%	4.67%	0.62%	0.00%
Gunness Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Haxey Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hibaldstow Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Keadby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kirton-in-Lindsey Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lincoln City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Messingham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Owston Ferry Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Scawby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Scunthorpe Town Centre	12.76%	9.19%	5.58%	1.55%	12.11%	15.86%	8.46%
South Killingholme Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ulceby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Winteringham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Winterton Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wrawby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Gallagher Retail Park, Doncaster Road, Scunthorpe (B&Q, TK Maxx, Next)	1.67%	1.31%	1.32%	0.00%	0.00%	0.99%	0.49%

Morrisons, Boothferry Road, Goole	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Heapham Road South, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Lakeside Parkway, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Potbelly Nursery, Walkerith Road, Morton, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, Doncaster Road, Scunthorpe	3.42%	0.49%	1.26%	0.00%	0.00%	0.00%	0.00%
Screwfix, Atherton Way, Brigg	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	2.72%	0.78%	0.98%	0.00%	1.00%	5.72%	4.40%
Tesco Superstore, Barnard Avenue, Brigg	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Topps Tiles, Glebe Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tower Nurseries, Gibson Road, Caenby Corner Estate, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Viking Hardware, Midland Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Westshores Nurseries, West Street, Winterton, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Glebe Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Abroad	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lakeside Village, White Rose Way, Doncaster	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%
St Andrews Quay Retail Park, Hull (B&Q, Currys PC World, Makro)	0.00%	0.00%	1.32%	11.64%	0.00%	0.00%	0.00%
Ashby Village Centre	0.00%	0.49%	0.00%	0.00%	0.00%	0.00%	0.00%
Meadowhall Shopping Centre, Sheffield (Argos, Boots, Carphone Warehouse)	0.00%	0.00%	0.00%	0.00%	0.00%	5.72%	0.00%
Sheffield City Centre	0.00%	0.00%	0.42%	0.00%	0.00%	0.52%	0.98%
Hull City Centre	0.00%	0.25%	0.98%	7.03%	0.00%	0.00%	0.00%
IKEA, Holden Ing Way, Birstall (Leeds)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Peakes Parkway, Robinson Street East, Grimsby, DN32 9AW	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Scawby Road, Scawby, Broughton, Brigg (Grimsby) DN20 9JH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Immingham Town Centre, DN40 1JY	0.00%	0.00%	0.00%	0.54%	0.00%	0.00%	0.00%
Leeds City Centre	6.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Asda, Burringham Road, Scunthorpe	4.77%	3.37%	0.53%	0.00%	0.00%	4.05%	0.56%
Asda, Carlton Street, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Rawcliffe Road, Goole	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Blossoms Garden Centre, Winteringham Road, Winterton, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Brian's DIY, Wrawby Street, Brigg	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Brigg Garden Centre, Bigby High Road, Brigg	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Carlisle DIY, Estcourt Street, Goole	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Deepdale Garden Centre, West Wold Farm, Deepdale, Barton-upon-Humber	0.00%	0.00%	0.00%	2.25%	0.00%	0.00%	0.00%
Fair Gardens Plant Centre, Cleatham Road, Kirton-in-Lindsey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Goosemans Growers, Thorngarth Lane, Barrow-upon-Humber	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jewson, Kings Road, Immingham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jewson, Rowland Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kingfisher Nurseries, Littlehurst Cottages, Crowle, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Atherton Way, Brigg	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Beaumont Street, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Doncaster Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Ferriby Road, Barton-upon-Humber	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Boothferry Road, Goole	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Heapham Road South, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Lakeside Parkway, Scunthorpe	0.00%	0.66%	1.14%	0.00%	0.00%	0.63%	0.00%
Potbelly Nursery, Walkerith Road, Morton, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, Doncaster Road, Scunthorpe	11.34%	1.43%	6.27%	0.00%	0.00%	0.00%	1.42%
Screwfix, Atherton Way, Brigg	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	0.00%	0.33%	0.00%	0.00%	0.00%	0.54%	0.00%
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	3.01%	2.07%	5.37%	0.00%	1.83%	0.54%	5.06%
Tesco Superstore, Barnard Avenue, Brigg	0.00%	0.00%	5.74%	0.00%	11.43%	0.00%	0.00%
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	0.00%	0.00%	1.04%	3.46%	0.00%	0.00%	0.48%

Topps Tiles, Glebe Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tower Nurseries, Gibson Road, Caenby Corner Estate, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Viking Hardware, Midland Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Westshores Nurseries, West Street, Winterton, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Glebe Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Abroad	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%	0.00%
Lakeside Village, White Rose Way, Doncaster	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%
St Andrews Quay Retail Park, Hull (B&Q, Currys PC World, Makro)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ashby Village Centre	0.00%	4.88%	0.53%	0.00%	0.00%	2.63%	2.54%
Meadowhall Shopping Centre, Sheffield (Argos, Boots, Carphone Warehouse)	0.00%	0.00%	6.36%	0.00%	0.00%	6.88%	0.56%
Sheffield City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.07%
Hull City Centre	0.00%	0.33%	3.79%	20.26%	1.92%	1.26%	0.00%
IKEA, Holden Ing Way, Birstall (Leeds)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Peakes Parkway, Robinson Street East, Grimsby, DN32 9AW	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Scawby Road, Scawby, Broughton, Brigg (Grimsby) DN20 9JH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Immingham Town Centre, DN40 1JY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leeds City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	5.87%	0.00%
Screwfix, Parkway Business Park, Normanby Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, King Edward Street, Grimsby	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Catesby Business Park, White Rose Way, Doncaster, DN4 8DG	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Frodingham Local Centre, DN15 7NH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Go Outdoors, Dudley Road, Scunthorpe, DN16 1BA	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Ashby High Street, Scunthorpe, DN16 2SS	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
York City Centre, YO24 1AB	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	3.91%	0.53%	3.98%	1.55%	0.54%	5.74%
Internet	42.88%	43.91%	42.87%	52.75%	51.20%	41.02%	55.76%

Fair Gardens Plant Centre, Cleatham Road, Kirton-in-Lindsey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Goosemans Growers, Thorngarth Lane, Barrow-upon-Humber	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jewson, Kings Road, Immingham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jewson, Rowland Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kingfisher Nurseries, Littlehurst Cottages, Crowle, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Atherton Way, Brigg	0.00%	0.00%	0.64%	0.00%	0.00%	0.00%	0.00%
Lidl, Beaumont Street, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Doncaster Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Ferriby Road, Barton-upon-Humber	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Boothferry Road, Goole	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Heapham Road South, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Lakeside Parkway, Scunthorpe	0.00%	0.00%	0.55%	0.67%	0.00%	0.00%	0.52%
Potbelly Nursery, Walkerith Road, Morton, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, Doncaster Road, Scunthorpe	15.85%	0.31%	1.10%	0.00%	0.00%	1.16%	0.00%
Screwfix, Atherton Way, Brigg	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	0.00%
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	4.91%	0.93%	0.64%	0.00%	0.50%	1.34%	5.10%
Tesco Superstore, Barnard Avenue, Brigg	0.00%	0.00%	2.39%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	0.00%	0.00%	0.00%	0.58%	0.00%	0.00%	0.52%
Topps Tiles, Glebe Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tower Nurseries, Gibson Road, Caenby Corner Estate, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Viking Hardware, Midland Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Westshores Nurseries, West Street, Winterton, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Glebe Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Abroad	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lakeside Village, White Rose Way, Doncaster	0.00%	0.31%	0.00%	0.00%	0.00%	0.00%	1.02%
St Andrews Quay Retail Park, Hull (B&Q, Currys PC World, Makro)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ashby Village Centre	0.00%	5.33%	0.55%	0.00%	0.00%	0.72%	0.00%

Meadowhall Shopping Centre, Sheffield (Argos, Boots, Carphone Warehouse)	0.00%	0.36%	0.00%	0.00%	0.00%	1.94%	0.00%
Sheffield City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hull City Centre	0.00%	0.61%	1.29%	9.52%	2.19%	1.22%	0.00%
IKEA, Holden Ing Way, Birstall (Leeds)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Peakes Parkway, Robinson Street East, Grimsby, DN32 9AW	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Scawby Road, Scawby, Broughton, Brigg (Grimsby) DN20 9JH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Immingham Town Centre, DN40 1JY	0.00%	0.00%	0.00%	1.13%	0.00%	0.00%	0.00%
Leeds City Centre	8.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Screwfix, Parkway Business Park, Normanby Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, King Edward Street, Grimsby	3.56%	1.35%	0.64%	0.00%	0.00%	0.00%	0.00%
B&Q, Catesby Business Park, White Rose Way, Doncaster, DN4 8DG	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Frodingham Local Centre, DN15 7NH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Go Outdoors, Dudley Road, Scunthorpe, DN16 1BA	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.02%
Iceland, Ashby High Street, Scunthorpe, DN16 2SS	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
York City Centre, YO24 1AB	0.00%	0.00%	0.00%	0.67%	0.00%	0.62%	0.00%
Other	0.00%	3.69%	0.64%	3.75%	0.59%	0.72%	2.75%
Internet	23.76%	33.16%	39.27%	58.34%	53.93%	41.16%	51.73%
(Don't know / varies)	1.78%	1.96%	2.38%	1.82%	3.37%	3.07%	2.75%
(Don't buy these goods)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total	100.00%	100.00%	100.01%	100.00%	100.00%	100.00%	100.00%
DIY Goods							
Althorpe Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Barnetby-le-Wold Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Barrow-upon-Humber Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Barton-upon-Humber Town Centre	0.00%	0.00%	1.37%	11.81%	0.00%	0.00%	0.00%
Bottesford Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Brigg Town Centre	0.00%	0.32%	1.00%	1.53%	18.87%	0.00%	0.00%

Broughton Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Burton-upon-Stather Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Crowle Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Doncaster Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.41%
Ealand Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Epworth Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.54%
Flixborough Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Gainsborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.58%	0.56%
Goole Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Goxhill Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Grimsby Town Centre	0.00%	0.00%	0.54%	2.03%	0.00%	0.58%	0.00%
Gunness Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Haxey Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hibaldstow Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Keadby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kirton-in-Lindsey Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lincoln City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Messingham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Owston Ferry Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Scawby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Scunthorpe Town Centre	11.87%	17.58%	29.18%	6.14%	18.31%	23.94%	12.93%
South Killingholme Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ulceby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Winteringham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Winterton Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wrawby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Gallagher Retail Park, Doncaster Road, Scunthorpe (B&Q, TK Maxx, Next)	49.30%	54.38%	51.78%	10.10%	21.42%	46.74%	43.57%

Goxhill Village Centre	0.00%	0.00%	0.00%	0.61%	0.00%	0.00%	0.00%
Grimsby Town Centre	0.00%	0.00%	0.00%	4.38%	9.86%	0.00%	0.00%
Gunness Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Haxey Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.23%
Hibaldstow Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Keadby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kirton-in-Lindsey Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	2.07%	0.00%
Lincoln City Centre	0.00%	0.00%	0.00%	0.00%	0.49%	1.12%	0.00%
Messingham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.48%	0.00%
Owston Ferry Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Scawby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Scunthorpe Town Centre	41.94%	32.72%	24.24%	6.01%	15.69%	31.51%	21.55%
South Killingholme Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ulceby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Winteringham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Winterton Town Centre	0.00%	0.00%	5.08%	0.00%	0.00%	0.00%	0.00%
Wrawby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Gallagher Retail Park, Doncaster Road, Scunthorpe (B&Q, TK Maxx, Next)	3.63%	7.52%	8.27%	0.00%	1.80%	1.50%	4.23%
Lakeside Retail Park, Lakeside Parkway, Scunthorpe (Currys PC World, Morrisons, ScS, B&M, Argos)	0.58%	0.77%	0.00%	0.61%	1.39%	3.00%	0.00%
North Lincolnshire Shopping Park, Doncaster Road, Scunthorpe (B&M, Debenhams, Marks & Spencer, Boots)	1.25%	3.17%	4.86%	0.61%	0.00%	4.39%	5.82%
Skipperingdale Retail Park, Holyrood Drive, Scunthorpe (Dunelm, Matalan, The Range, Home Bargains)	2.50%	1.29%	5.35%	0.00%	0.00%	1.41%	1.84%
Al Murad Tiles, Berkeley Square, Scotter Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Aldi, Glebe Road, Scunthorpe	4.80%	0.00%	4.40%	0.00%	0.00%	0.94%	0.52%
Aldi, High Street, Ashby, Scunthorpe	0.00%	3.61%	0.43%	0.00%	0.00%	3.66%	0.00%
Aldi, Washdyke Lane, Immingham	0.00%	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%

Asda, Burringham Road, Scunthorpe	5.34%	9.59%	6.31%	0.00%	0.41%	15.28%	1.38%
Asda, Carlton Street, Scunthorpe	0.00%	0.26%	0.43%	0.00%	0.00%	0.90%	0.83%
B&Q, Rawcliffe Road, Goole	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Blossoms Garden Centre, Winteringham Road, Winterton, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Brian's DIY, Wrawby Street, Brigg	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Brigg Garden Centre, Bigby High Road, Brigg	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Carlisle DIY, Estcourt Street, Goole	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Deepdale Garden Centre, West Wold Farm, Deepdale, Barton-upon-Humber	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Fair Gardens Plant Centre, Cleatham Road, Kirton-in-Lindsey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Goosemans Growers, Thorngarth Lane, Barrow-upon-Humber	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jewson, Kings Road, Immingham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jewson, Rowland Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kingfisher Nurseries, Littlehurst Cottages, Crowle, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Atherton Way, Brigg	0.00%	0.00%	0.50%	0.52%	4.41%	0.00%	0.00%
Lidl, Beaumont Street, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Doncaster Road, Scunthorpe	0.58%	0.30%	0.43%	0.00%	0.49%	0.00%	0.44%
Lidl, Ferriby Road, Barton-upon-Humber	0.00%	0.00%	1.86%	2.42%	0.00%	0.00%	0.00%
Morrisons, Boothferry Road, Goole	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Heapham Road South, Gainsborough	0.00%	0.00%	0.00%	0.61%	0.00%	0.56%	1.31%
Morrisons, Lakeside Parkway, Scunthorpe	1.81%	4.66%	1.00%	0.61%	6.30%	9.36%	2.26%
Potbelly Nursery, Walkerith Road, Morton, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, Doncaster Road, Scunthorpe	6.01%	0.81%	2.62%	1.02%	0.41%	0.00%	0.44%
Screwfix, Atherton Way, Brigg	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	8.40%	1.53%	9.06%	0.00%	3.44%	1.51%	14.46%
Tesco Superstore, Barnard Avenue, Brigg	0.00%	0.00%	2.71%	0.61%	7.03%	0.00%	0.00%
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	0.00%	0.30%	1.43%	15.15%	0.00%	0.00%	0.00%

Topps Tiles, Glebe Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tower Nurseries, Gibson Road, Caenby Corner Estate, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Viking Hardware, Midland Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Westshores Nurseries, West Street, Winterton, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Glebe Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Abroad	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lakeside Village, White Rose Way, Doncaster	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
St Andrews Quay Retail Park, Hull (B&Q, Currys PC World, Makro)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ashby Village Centre	0.00%	10.69%	0.00%	0.00%	0.00%	2.07%	0.00%
Meadowhall Shopping Centre, Sheffield (Argos, Boots, Carphone Warehouse)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%
Sheffield City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hull City Centre	0.67%	0.00%	0.50%	7.33%	0.49%	0.00%	0.00%
IKEA, Holden Ing Way, Birstall (Leeds)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Peakes Parkway, Robinson Street East, Grimsby, DN32 9AW	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Scawby Road, Scawby, Broughton, Brigg (Grimsby) DN20 9JH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Immingham Town Centre, DN40 1JY	0.00%	0.00%	0.00%	5.09%	0.00%	0.00%	0.00%
Leeds City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Screwfix, Parkway Business Park, Normanby Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, King Edward Street, Grimsby	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Catesby Business Park, White Rose Way, Doncaster, DN4 8DG	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Frodingham Local Centre, DN15 7NH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Go Outdoors, Dudley Road, Scunthorpe, DN16 1BA	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Ashby High Street, Scunthorpe, DN16 2SS	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
York City Centre, YO24 1AB	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	4.80%
Other	0.67%	1.12%	0.00%	1.81%	0.49%	0.00%	7.22%
Internet	13.76%	14.55%	14.74%	18.36%	12.62%	11.71%	5.87%

Fair Gardens Plant Centre, Cleatham Road, Kirton-in-Lindsey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Goosemans Growers, Thorngarth Lane, Barrow-upon-Humber	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jewson, Kings Road, Immingham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jewson, Rowland Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kingfisher Nurseries, Littlehurst Cottages, Crowle, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Atherton Way, Brigg	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Beaumont Street, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Doncaster Road, Scunthorpe	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Ferriby Road, Barton-upon-Humber	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Boothferry Road, Goole	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Heapham Road South, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Lakeside Parkway, Scunthorpe	0.00%	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%
Potbelly Nursery, Walkerith Road, Morton, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, Doncaster Road, Scunthorpe	4.29%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%
Screwfix, Atherton Way, Brigg	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	1.97%	0.00%	1.12%	0.00%	0.00%	0.00%	0.76%
Tesco Superstore, Barnard Avenue, Brigg	0.00%	0.00%	0.00%	0.00%	0.65%	0.00%	0.00%
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%
Topps Tiles, Glebe Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tower Nurseries, Gibson Road, Caenby Corner Estate, Gainsborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Viking Hardware, Midland Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Westshores Nurseries, West Street, Winterton, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Glebe Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Abroad	2.93%	0.36%	1.80%	4.27%	0.65%	0.80%	3.59%
Lakeside Village, White Rose Way, Doncaster	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.28%
St Andrews Quay Retail Park, Hull (B&Q, Currys PC World, Makro)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ashby Village Centre	0.00%	0.36%	1.07%	0.00%	0.00%	0.68%	0.00%

Meadowhall Shopping Centre, Sheffield (Argos, Boots, Carphone Warehouse)	1.16%	1.55%	7.53%	0.00%	1.20%	13.93%	10.92%
Sheffield City Centre	0.00%	0.00%	0.67%	0.00%	0.00%	0.80%	3.33%
Hull City Centre	1.16%	0.00%	13.80%	23.80%	4.80%	0.00%	0.00%
IKEA, Holden Ing Way, Birstall (Leeds)	1.16%	0.00%	0.67%	0.00%	0.65%	0.00%	0.00%
B&Q, Peakes Parkway, Robinson Street East, Grimsby, DN32 9AW	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DFS, Scawby Road, Scawby, Broughton, Brigg (Grimsby) DN20 9JH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Immingham Town Centre, DN40 1JY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leeds City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.80%	0.00%
Screwfix, Parkway Business Park, Normanby Road, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, King Edward Street, Grimsby	0.00%	0.00%	0.00%	0.66%	0.00%	0.00%	0.00%
B&Q, Catesby Business Park, White Rose Way, Doncaster, DN4 8DG	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Frodingham Local Centre, DN15 7NH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Go Outdoors, Dudley Road, Scunthorpe, DN16 1BA	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Ashby High Street, Scunthorpe, DN16 2SS	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
York City Centre, YO24 1AB	0.00%	0.42%	0.00%	1.54%	1.09%	0.00%	9.17%
Other	0.00%	4.24%	0.67%	8.68%	3.49%	2.97%	14.17%
Internet	32.66%	25.73%	17.96%	34.92%	31.52%	21.09%	17.75%
(Don't know / varies)	3.13%	9.46%	10.24%	5.90%	9.27%	13.09%	5.93%
(Don't buy these goods)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total	100.00%	100.00%	100.01%	100.00%	100.00%	100.00%	100.00%

Table 3: Comparison Goods Expenditure Flows

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total
Clothing & Footwear								
Althorpe Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Barnetby-le-Wold Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Barrow-upon-Humber Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Barton-upon-Humber Town Centre	0.00	0.00	0.00	0.53	0.00	0.00	0.08	0.61
Bottesford Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Brigg Town Centre	0.00	0.00	0.12	0.00	0.29	0.00	0.00	0.41
Broughton Town Centre	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.15
Burton-upon-Stather Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Crowle Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Doncaster Town Centre	0.16	1.00	0.80	0.00	0.00	0.20	2.83	4.98
Ealand Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Epworth Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.08
Flixborough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gainsborough Town Centre	0.00	0.14	0.00	0.00	0.00	0.41	0.43	0.98
Goole Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Goxhill Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Grimsby Town Centre	0.08	0.00	0.00	1.64	2.05	0.19	0.00	3.95
Gunness Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Haxey Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hibaldstow Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Keadby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kirton-in-Lindsey Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lincoln City Centre	0.00	0.08	0.07	0.08	0.41	0.73	0.34	1.70
Messingham Village Centre	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.09
Owston Ferry Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Scawby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Scunthorpe Town Centre	3.78	10.16	3.49	1.99	3.73	3.74	2.35	29.24

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Keadby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kirton-in-Lindsey Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lincoln City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Messingham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Owston Ferry Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Scawby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Scunthorpe Town Centre	0.95	1.54	0.42	0.16	1.25	1.85	0.92	7.09
South Killingholme Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ulceby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Winteringham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Winterton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wrawby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gallagher Retail Park, Doncaster Road, Scunthorpe (B&Q, TK Maxx, Next)	0.12	0.22	0.10	0.00	0.00	0.12	0.05	0.61
Lakeside Retail Park, Lakeside Parkway, Scunthorpe (Currys PC World, Morrisons, SCS, B&M, Argos)	3.28	8.28	3.34	0.79	2.81	4.44	2.82	25.77
North Lincolnshire Shopping Park, Doncaster Road, Scunthorpe (B&M, Debenhams, Marks & Spencer, Boots)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Skippingdale Retail Park, Holyrood Drive, Scunthorpe (Dunelm, Matalan, The Range, Home Bargains)	0.08	0.00	0.07	0.00	0.00	0.00	0.05	0.20
Al Murad Tiles, Berkeley Square, Scotter Road, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Glebe Road, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, High Street, Ashby, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Washdyke Lane, Immingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Burringham Road, Scunthorpe	0.00	0.55	0.00	0.00	0.00	0.06	0.00	0.61

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Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	0.20	0.13	0.07	0.00	0.10	0.67	0.48	1.66
Tesco Superstore, Barnard Avenue, Brigg	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Topps Tiles, Glebe Road, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tower Nurseries, Gibson Road, Caenby Corner Estate, Gainsborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Viking Hardware, Midland Road, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Westshores Nurseries, West Street, Winterton, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Glebe Road, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lakeside Village, White Rose Way, Doncaster	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.09
St Andrews Quay Retail Park, Hull (B&Q, Currys PC World, Makro)	0.00	0.00	0.10	1.17	0.00	0.00	0.00	1.27
Ashby Village Centre	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.08
Meadowhall Shopping Centre, Sheffield (Argos, Boots, Carphone Warehouse)	0.00	0.00	0.00	0.00	0.00	0.67	0.00	0.67
Sheffield City Centre	0.00	0.00	0.03	0.00	0.00	0.06	0.11	0.20
Hull City Centre	0.00	0.04	0.07	0.71	0.00	0.00	0.00	0.83
IKEA, Holden Ing Way, Birstall (Leeds)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Peakes Parkway, Robinson Street East, Grimsby, DN32 9AW	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
DFS, Scawby Road, Scawby, Broughton, Brigg (Grimsby) DN20 9JH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Immingham Town Centre, DN40 1JY	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.05

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Lidl, Ferriby Road, Barton-upon-Humber	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Boothferry Road, Goole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Heapham Road South, Gainsborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Lakeside Parkway, Scunthorpe	0.00	0.02	0.02	0.00	0.00	0.02	0.00	0.06
Potbelly Nursery, Walkerith Road, Morton, Gainsborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, Doncaster Road, Scunthorpe	0.19	0.05	0.11	0.00	0.00	0.00	0.04	0.38
Screwfix, Atherton Way, Brigg	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	0.00	0.01	0.00	0.00	0.00	0.02	0.00	0.03
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	0.05	0.07	0.09	0.00	0.05	0.02	0.13	0.40
Tesco Superstore, Barnard Avenue, Brigg	0.00	0.00	0.10	0.00	0.28	0.00	0.00	0.38
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	0.00	0.00	0.02	0.08	0.00	0.00	0.01	0.11
Topps Tiles, Glebe Road, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tower Nurseries, Gibson Road, Caenby Corner Estate, Gainsborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Viking Hardware, Midland Road, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Westshores Nurseries, West Street, Winterton, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Glebe Road, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Abroad	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.01
Lakeside Village, White Rose Way, Doncaster	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03
St Andrews Quay Retail Park, Hull (B&Q, Currys PC World, Makro)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ashby Village Centre	0.00	0.16	0.01	0.00	0.00	0.07	0.06	0.30

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Wickes, Glebe Road, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lakeside Village, White Rose Way, Doncaster	0.00	0.06	0.00	0.00	0.00	0.00	0.15	0.21
St Andrews Quay Retail Park, Hull (B&Q, Currys PC World, Makro)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ashby Village Centre	0.00	1.05	0.06	0.00	0.00	0.10	0.00	1.20
Meadowhall Shopping Centre, Sheffield (Argos, Boots, Carphone Warehouse)	0.00	0.07	0.00	0.00	0.00	0.27	0.00	0.34
Sheffield City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hull City Centre	0.00	0.12	0.13	1.25	0.29	0.17	0.00	1.97
IKEA, Holden Ing Way, Birstall (Leeds)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Peakes Parkway, Robinson Street East, Grimsby, DN32 9AW	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
DFS, Scawby Road, Scawby, Broughton, Brigg (Grimsby) DN20 9JH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Immingham Town Centre, DN40 1JY	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.15
Leeds City Centre	0.84	0.00	0.00	0.00	0.00	0.00	0.00	0.84
Screwfix, Parkway Business Park, Normanby Road, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Victoria Retail Park, King Edward Street, Grimsby	0.34	0.26	0.07	0.00	0.00	0.00	0.00	0.67
B&Q, Catesby Business Park, White Rose Way, Doncaster, DN4 8DG	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Frodingham Local Centre, DN15 7NH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Go Outdoors, Dudley Road, Scunthorpe, DN16 1BA	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.15
Iceland, Ashby High Street, Scunthorpe, DN16 2SS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
York City Centre, YO24 1AB	0.00	0.00	0.00	0.09	0.00	0.09	0.00	0.17
Other	0.00	0.72	0.07	0.49	0.08	0.10	0.39	1.86
Internet	2.24	6.51	4.09	7.67	7.22	5.68	7.38	40.79
(Don't know / varies)	0.17	0.39	0.25	0.24	0.45	0.42	0.39	2.31

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Scunthorpe Town Centre	1.04	3.08	2.80	0.73	2.31	3.31	1.72	14.97
South Killingholme Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ulceby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Winteringham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Winterton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wrawby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gallagher Retail Park, Doncaster Road, Scunthorpe (B&Q, TK Maxx, Next)	4.31	9.53	4.96	1.19	2.70	6.46	5.79	34.93
Lakeside Retail Park, Lakeside Parkway, Scunthorpe (Currys PC World, Morrisons, SCS, B&M, Argos)	0.11	0.63	0.13	0.06	0.50	0.68	0.19	2.30
North Lincolnshire Shopping Park, Doncaster Road, Scunthorpe (B&M, Debenhams, Marks & Spencer, Boots)	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Skippingdale Retail Park, Holyrood Drive, Scunthorpe (Dunelm, Matalan, The Range, Home Bargains)	0.24	0.00	0.00	0.00	0.07	0.08	0.61	1.00
Al Murad Tiles, Berkeley Square, Scotter Road, Scunthorpe	0.06	0.06	0.00	0.07	0.00	0.00	0.00	0.18
Aldi, Glebe Road, Scunthorpe	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Aldi, High Street, Ashby, Scunthorpe	0.00	0.05	0.04	0.00	0.00	0.00	0.00	0.09
Aldi, Washdyke Lane, Immingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Burringham Road, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Carlton Street, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Rawcliffe Road, Goole	0.00	0.00	0.00	0.00	0.00	0.00	0.69	0.69
Blossoms Garden Centre, Winteringham Road, Winterton, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Brian's DIY, Wrawby Street, Brigg	0.00	0.00	0.10	0.06	1.13	0.00	0.00	1.29
Brigg Garden Centre, Bigby High Road, Brigg	0.06	0.00	0.04	0.62	0.13	0.00	0.07	0.92

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B&Q, Catesby Business Park, White Rose Way, Doncaster, DN4 8DG	0.00	0.00	0.00	0.00	0.00	0.00	1.09	1.09
Frodingham Local Centre, DN15 7NH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Go Outdoors, Dudley Road, Scunthorpe, DN16 1BA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, Ashby High Street, Scunthorpe, DN16 2SS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
York City Centre, YO24 1AB	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.06	0.14	0.00	0.67	0.00	0.70	0.06	1.63
Internet	0.30	1.42	0.27	0.85	1.39	0.52	0.61	5.36
(Don't know / varies)	0.98	0.24	0.19	0.99	0.35	1.04	0.07	3.88
(Don't buy these goods)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	8.74	17.52	9.58	11.81	12.59	13.82	13.28	87.34
DIY Goods								
Althorpe Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Barnetby-le-Wold Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Barrow-upon-Humber Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Barton-upon-Humber Town Centre	0.00	0.00	0.04	0.45	0.00	0.00	0.00	0.49
Bottesford Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Brigg Town Centre	0.00	0.01	0.03	0.06	0.79	0.00	0.00	0.89
Broughton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Burton-upon-Statther Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Crowle Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Doncaster Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.18
Ealand Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Epworth Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11
Flixborough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gainsborough Town Centre	0.00	0.00	0.00	0.00	0.00	0.03	0.02	0.05
Goole Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Goxhill Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Grimsby Town Centre	0.00	0.00	0.02	0.08	0.00	0.03	0.00	0.12

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Sainsbury's Superstore, Doncaster Road, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Screwfix, Atherton Way, Brigg	0.00	0.00	0.00	0.02	0.24	0.00	0.00	0.26
Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	0.02	0.10	0.01	0.00	0.00	0.03	0.00	0.15
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	0.02	0.00	0.00	0.00	0.00	0.00	0.02	0.04
Tesco Superstore, Barnard Avenue, Brigg	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Topps Tiles, Glebe Road, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tower Nurseries, Gibson Road, Caenby Corner Estate, Gainsborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Viking Hardware, Midland Road, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Westshores Nurseries, West Street, Winterton, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Glebe Road, Scunthorpe	0.33	0.22	0.12	0.00	0.02	0.08	0.11	0.89
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lakeside Village, White Rose Way, Doncaster	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Andrews Quay Retail Park, Hull (B&Q, Currys PC World, Makro)	0.00	0.03	0.00	0.93	0.00	0.03	0.00	0.99
Ashby Village Centre	0.00	0.20	0.00	0.00	0.00	0.09	0.00	0.29
Meadowhall Shopping Centre, Sheffield (Argos, Boots, Carphone Warehouse)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sheffield City Centre	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.04
Hull City Centre	0.00	0.00	0.03	0.26	0.02	0.00	0.00	0.31
IKEA, Holden Ing Way, Birstall (Leeds)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Peakes Parkway, Robinson Street East, Grimsby, DN32 9AW	0.00	0.00	0.00	0.30	0.23	0.00	0.00	0.52

DFS, Scawby Road, Scawby, Broughton, Brigg (Grimsby) DN20 9JH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Immingham Town Centre, DN40 1JY	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.04
Leeds City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Screwfix, Parkway Business Park, Normanby Road, Scunthorpe	0.00	0.05	0.08	0.00	0.00	0.03	0.26	0.42
Victoria Retail Park, King Edward Street, Grimsby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Catesby Business Park, White Rose Way, Doncaster, DN4 8DG	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.34
Frodingham Local Centre, DN15 7NH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Go Outdoors, Dudley Road, Scunthorpe, DN16 1BA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, Ashby High Street, Scunthorpe, DN16 2SS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
York City Centre, YO24 1AB	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.02	0.04	0.00	0.22	0.00	0.23	0.02	0.52
Internet	0.08	0.38	0.09	0.27	0.46	0.17	0.19	1.64
(Don't know / varies)	0.26	0.06	0.06	0.32	0.12	0.34	0.02	1.19
(Don't buy these goods)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	2.33	4.62	3.11	3.82	4.16	4.55	4.19	26.78
Goods for Personal Care								
Althorpe Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Barnetby-le-Wold Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Barrow-upon-Humber Village Centre	0.00	0.00	0.00	0.31	0.00	0.00	0.00	0.31
Barton-upon-Humber Town Centre	0.00	0.00	0.09	3.78	0.00	0.00	0.00	3.87
Bottesford Town Centre	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.14
Brigg Town Centre	0.00	0.00	0.34	0.31	3.81	0.07	0.00	4.53
Broughton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Burton-upon-Stather Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Crowle Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.28
Doncaster Town Centre	0.00	0.00	0.05	0.00	0.00	0.00	0.97	1.03

Ealand Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Epworth Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.83	0.83
Flixborough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gainsborough Town Centre	0.06	0.00	0.00	0.08	0.00	1.01	0.64	1.79
Goole Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.08
Goxhill Village Centre	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.08
Grimsby Town Centre	0.00	0.00	0.00	0.60	1.41	0.00	0.00	2.01
Gunness Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Haxey Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.48	0.48
Hibaldstow Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Keadby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kirton-in-Lindsey Town Centre	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.31
Lincoln City Centre	0.00	0.00	0.00	0.00	0.07	0.17	0.00	0.24
Messingham Village Centre	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.07
Owston Ferry Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Scawby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Scunthorpe Town Centre	4.28	6.55	2.63	0.83	2.24	4.78	3.17	24.47
South Killingholme Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ulceby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Winteringham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Winterton Town Centre	0.00	0.00	0.55	0.00	0.00	0.00	0.00	0.55
Wrawby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gallagher Retail Park, Doncaster Road, Scunthorpe (B&Q, TK Maxx, Next)	0.37	1.51	0.90	0.00	0.26	0.23	0.62	3.88
Lakeside Retail Park, Lakeside Parkway, Scunthorpe (Currys PC World, Morrisons, ScS, B&M, Argos)	0.06	0.15	0.00	0.08	0.20	0.46	0.00	0.95

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Kirton-in-Lindsey Town Centre	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.31
Lincoln City Centre	0.15	0.35	0.07	0.08	1.04	1.10	0.86	3.65
Messingham Village Centre	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.17
Owston Ferry Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Scawby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Scunthorpe Town Centre	13.85	29.52	11.32	3.75	10.73	18.13	10.15	97.44
South Killingholme Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ulceby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Winteringham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Winterton Town Centre	0.00	0.00	0.57	0.00	0.00	0.00	0.00	0.57
Wrawby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gallagher Retail Park, Doncaster Road, Scunthorpe (B&Q, TK Maxx, Next)	3.10	5.74	3.98	1.26	1.86	5.12	2.86	23.92
Lakeside Retail Park, Lakeside Parkway, Scunthorpe (Currys PC World, Morrisons, SCS, B&M, Argos)	4.38	11.92	5.75	1.72	4.81	6.10	3.25	37.94
North Lincolnshire Shopping Park, Doncaster Road, Scunthorpe (B&M, Debenhams, Marks & Spencer, Boots)	0.67	2.02	2.62	0.34	1.10	2.11	2.07	10.94
Skippingdale Retail Park, Holyrood Drive, Scunthorpe (Dunelm, Matalan, The Range, Home Bargains)	1.22	1.23	0.88	0.25	0.13	0.95	1.31	5.97
Al Murad Tiles, Berkeley Square, Scotter Road, Scunthorpe	0.02	0.01	0.00	0.02	0.00	0.00	0.00	0.05
Aldi, Glebe Road, Scunthorpe	0.58	0.00	0.55	0.00	0.00	0.14	0.08	1.35
Aldi, High Street, Ashby, Scunthorpe	0.00	1.05	0.12	0.00	0.00	0.55	0.00	1.72
Aldi, Washdyke Lane, Immingham	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.23
Asda, Burringham Road, Scunthorpe	0.94	4.40	0.81	0.00	0.14	2.95	0.37	9.62
Asda, Carlton Street, Scunthorpe	0.00	0.05	0.05	0.00	0.32	0.14	0.12	0.67

B&Q, Rawcliffe Road, Goole	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.22
Blossoms Garden Centre, Winteringham Road, Winterton, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Brian's DIY, Wrawby Street, Brigg	0.00	0.00	0.03	0.02	0.37	0.00	0.00	0.43
Brigg Garden Centre, Bigby High Road, Brigg	0.02	0.00	0.01	0.20	0.12	0.09	0.02	0.46
Carlisle DIY, Estcourt Street, Goole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Deepdale Garden Centre, West Wold Farm, Deepdale, Barton-upon-Humber	0.00	0.00	0.00	0.05	0.00	0.00	0.02	0.07
Fair Gardens Plant Centre, Cleatham Road, Kirton-in-Lindsey	0.00	0.01	0.00	0.00	0.00	0.03	0.00	0.04
Goosemans Growers, Thorngarth Lane, Barrow-upon-Humber	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jewson, Kings Road, Immingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jewson, Rowland Road, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingfisher Nurseries, Littlehurst Cottages, Crowle, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.02
Lidl, Atherton Way, Brigg	0.00	0.00	0.12	0.07	0.63	0.00	0.00	0.82
Lidl, Beaumont Street, Gainsborough	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.06
Lidl, Doncaster Road, Scunthorpe	0.12	0.06	0.05	0.00	0.07	0.00	0.06	0.36
Lidl, Ferriby Road, Barton-upon-Humber	0.00	0.00	0.20	0.33	0.00	0.00	0.00	0.53
Morrisons, Boothferry Road, Goole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Heaptham Road South, Gainsborough	0.00	0.00	0.00	0.08	0.00	0.08	0.19	0.36
Morrisons, Lakeside Parkway, Scunthorpe	0.18	0.99	0.25	0.17	0.90	1.44	0.41	4.33
Potbelly Nursery, Walkerith Road, Morton, Gainsborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, Doncaster Road, Scunthorpe	3.31	0.65	1.02	0.14	0.38	0.16	0.44	6.10
Screwfix, Atherton Way, Brigg	0.00	0.00	0.00	0.02	0.24	0.00	0.00	0.26

Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	0.02	0.11	0.01	0.00	0.00	0.13	0.00	0.26
Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	1.90	0.84	1.26	0.00	0.71	1.10	3.62	9.43
Tesco Superstore, Barnard Avenue, Brigg	0.00	0.00	0.64	0.08	1.33	0.00	0.00	2.05
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	0.00	0.06	0.17	2.28	0.00	0.00	0.09	2.60
Topps Tiles, Glebe Road, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tower Nurseries, Gibson Road, Caenby Corner Estate, Gainsborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Viking Hardware, Midland Road, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Westshores Nurseries, West Street, Winterton, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Glebe Road, Scunthorpe	0.33	0.22	0.12	0.00	0.02	0.08	0.11	0.89
Abroad	0.12	0.03	0.08	0.24	0.04	0.15	0.23	0.91
Lakeside Village, White Rose Way, Doncaster	0.16	0.43	0.00	0.00	0.00	0.09	0.51	1.19
St Andrews Quay Retail Park, Hull (B&Q, Currys PC World, Makro)	0.00	0.03	0.10	2.10	0.09	0.03	0.00	2.34
Ashby Village Centre	0.00	3.79	0.11	0.00	0.00	0.63	0.06	4.59
Meadowhall Shopping Centre, Sheffield (Argos, Boots, Carphone Warehouse)	0.22	0.70	0.49	0.34	0.37	3.83	1.96	7.91
Sheffield City Centre	0.23	0.13	0.06	0.45	0.04	0.31	0.62	1.83
Hull City Centre	0.20	0.17	1.90	11.72	0.73	0.39	0.00	15.11
IKEA, Holden Ing Way, Birstall (Leeds)	0.05	0.00	0.03	0.00	0.04	0.00	0.00	0.12
B&Q, Peakes Parkway, Robinson Street East, Grimsby, DN32 9AW	0.00	0.00	0.00	0.30	0.23	0.00	0.00	0.52
DFS, Scawby Road, Scawby, Broughton, Brigg (Grimsby) DN20 9JH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Immingham Town Centre, DN40 1JY	0.00	0.00	0.00	1.02	0.00	0.00	0.00	1.02

Leeds City Centre	1.37	0.14	0.07	0.00	0.00	0.32	0.32	2.22
Screwfix, Parkway Business Park, Normanby Road, Scunthorpe	0.00	0.05	0.08	0.00	0.00	0.03	0.26	0.42
Victoria Retail Park, King Edward Street, Grimsby	0.34	0.26	0.07	0.04	0.05	0.00	0.00	0.76
B&Q, Catesby Business Park, White Rose Way, Doncaster, DN4 8DG	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.34
Frodingham Local Centre, DN15 7NH	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Go Outdoors, Dudley Road, Scunthorpe, DN16 1BA	0.00	0.00	0.00	0.00	0.07	0.00	0.30	0.37
Iceland, Ashby High Street, Scunthorpe, DN16 2SS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
York City Centre, YO24 1AB	0.00	0.24	0.00	0.37	0.07	0.18	1.30	2.15
Other	1.41	3.73	0.64	2.54	1.83	1.01	4.49	15.64
Internet	13.27	28.99	13.69	22.78	25.34	22.14	22.96	149.16
(Don't know / varies)	1.56	4.73	1.63	1.57	2.90	2.79	1.96	17.14
(Don't buy these goods)	0.16	0.63	0.61	0.50	0.58	0.96	0.39	3.83
Total	59.01	122.70	62.17	79.75	82.96	90.73	85.68	583.00
All Comparison Goods (sorted excluding Internet shopping and blanks)								
Scunthorpe Town Centre	13.85	29.52	11.32	3.75	10.73	18.13	10.15	97.44
Lakeside Retail Park, Lakeside Parkway, Scunthorpe (Currys PC World, Morrisons, ScS, B&M, Argos)	4.38	11.92	5.75	1.72	4.81	6.10	3.25	37.94
Gallagher Retail Park, Doncaster Road, Scunthorpe (B&Q, TK Maxx, Next)	3.10	5.74	3.98	1.26	1.86	5.12	2.86	23.92
Hull City Centre	0.20	0.17	1.90	11.72	0.73	0.39	0.00	15.11
Grimsby Town Centre	0.08	0.40	0.07	3.90	6.92	0.45	0.12	11.93
North Lincolnshire Shopping Park, Doncaster Road, Scunthorpe (B&M, Debenhams, Marks & Spencer, Boots)	0.67	2.02	2.62	0.34	1.10	2.11	2.07	10.94
Asda, Burringham Road, Scunthorpe	0.94	4.40	0.81	0.00	0.14	2.95	0.37	9.62

Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	1.90	0.84	1.26	0.00	0.71	1.10	3.62	9.43
Doncaster Town Centre	0.16	1.18	0.91	0.33	0.00	0.32	6.07	8.95
Barton-upon-Humber Town Centre	0.00	0.00	0.47	7.67	0.00	0.00	0.08	8.22
Meadowhall Shopping Centre, Sheffield (Argos, Boots, Carphone Warehouse)	0.22	0.70	0.49	0.34	0.37	3.83	1.96	7.91
Brigg Town Centre	0.00	0.10	0.81	0.51	6.03	0.23	0.00	7.68
Sainsbury's Superstore, Doncaster Road, Scunthorpe	3.31	0.65	1.02	0.14	0.38	0.16	0.44	6.10
Skippingdale Retail Park, Holyrood Drive, Scunthorpe (Dunelm, Matalan, The Range, Home Bargains	1.22	1.23	0.88	0.25	0.13	0.95	1.31	5.97
Ashby Village Centre	0.00	3.79	0.11	0.00	0.00	0.63	0.06	4.59
Morrisons, Lakeside Parkway, Scunthorpe	0.18	0.99	0.25	0.17	0.90	1.44	0.41	4.33
Gainsborough Town Centre	0.10	0.22	0.00	0.08	0.00	1.97	1.41	3.77
Lincoln City Centre	0.15	0.35	0.07	0.08	1.04	1.10	0.86	3.65
Tesco Superstore, Maltkiln Road, Barton-upon-Humber	0.00	0.06	0.17	2.28	0.00	0.00	0.09	2.60
St Andrews Quay Retail Park, Hull (B&Q, Currys PC World, Makro)	0.00	0.03	0.10	2.10	0.09	0.03	0.00	2.34
Leeds City Centre	1.37	0.14	0.07	0.00	0.00	0.32	0.32	2.22
York City Centre, YO24 1AB	0.00	0.24	0.00	0.37	0.07	0.18	1.30	2.15
Tesco Superstore, Barnard Avenue, Brigg	0.00	0.00	0.64	0.08	1.33	0.00	0.00	2.05
Sheffield City Centre	0.23	0.13	0.06	0.45	0.04	0.31	0.62	1.83
Aldi, High Street, Ashby, Scunthorpe	0.00	1.05	0.12	0.00	0.00	0.55	0.00	1.72
Aldi, Glebe Road, Scunthorpe	0.58	0.00	0.55	0.00	0.00	0.14	0.08	1.35
Lakeside Village, White Rose Way, Doncaster	0.16	0.43	0.00	0.00	0.00	0.09	0.51	1.19
Epworth Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	1.09	1.09
Immingham Town Centre, DN40 1JY	0.00	0.00	0.00	1.02	0.00	0.00	0.00	1.02

Goole Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.90	0.90
Wickes, Glebe Road, Scunthorpe	0.33	0.22	0.12	0.00	0.02	0.08	0.11	0.89
Lidl, Atherton Way, Brigg	0.00	0.00	0.12	0.07	0.63	0.00	0.00	0.82
Victoria Retail Park, King Edward Street, Grimsby	0.34	0.26	0.07	0.04	0.05	0.00	0.00	0.76
Asda, Carlton Street, Scunthorpe	0.00	0.05	0.05	0.00	0.32	0.14	0.12	0.67
Winterton Town Centre	0.00	0.00	0.57	0.00	0.00	0.00	0.00	0.57
Lidl, Ferriby Road, Barton-upon-Humber	0.00	0.00	0.20	0.33	0.00	0.00	0.00	0.53
B&Q, Peakes Parkway, Robinson Street East, Grimsby, DN32 9AW	0.00	0.00	0.00	0.30	0.23	0.00	0.00	0.52
Haxey Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.48	0.48
Brigg Garden Centre, Bigby High Road, Brigg	0.02	0.00	0.01	0.20	0.12	0.09	0.02	0.46
Brian's DIY, Wrawby Street, Brigg	0.00	0.00	0.03	0.02	0.37	0.00	0.00	0.43
Screwfix, Parkway Business Park, Normanby Road, Scunthorpe	0.00	0.05	0.08	0.00	0.00	0.03	0.26	0.42
Go Outdoors, Dudley Road, Scunthorpe, DN16 1BA	0.00	0.00	0.00	0.00	0.07	0.00	0.30	0.37
Lidl, Doncaster Road, Scunthorpe	0.12	0.06	0.05	0.00	0.07	0.00	0.06	0.36
Morrisons, Heapham Road South, Gainsborough	0.00	0.00	0.00	0.08	0.00	0.08	0.19	0.36
B&Q, Catesby Business Park, White Rose Way, Doncaster, DN4 8DG	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.34
Barrow-upon-Humber Village Centre	0.00	0.00	0.00	0.31	0.00	0.00	0.00	0.31
Kirton-in-Lindsey Town Centre	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.31
Crowle Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.28
Screwfix, Atherton Way, Brigg	0.00	0.00	0.00	0.02	0.24	0.00	0.00	0.26
Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	0.02	0.11	0.01	0.00	0.00	0.13	0.00	0.26
Aldi, Washdyke Lane, Immingham	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.23
B&Q, Rawcliffe Road, Goole	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.22
Messingham Village Centre	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.17
Broughton Town Centre	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.15

Burton-upon-Stather Village Centre	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.15
Bottesford Town Centre	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.14
IKEA, Holden Ing Way, Birstall (Leeds)	0.05	0.00	0.03	0.00	0.04	0.00	0.00	0.12
Frodingham Local Centre, DN15 7NH	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Goxhill Village Centre	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.08
Deepdale Garden Centre, West Wold Farm, Deepdale, Barton-upon-Humber	0.00	0.00	0.00	0.05	0.00	0.00	0.02	0.07
Lidl, Beaumont Street, Gainsborough	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.06
Al Murad Tiles, Berkeley Square, Scotter Road, Scunthorpe	0.02	0.01	0.00	0.02	0.00	0.00	0.00	0.05
Fair Gardens Plant Centre, Cleatham Road, Kirton- in-Lindsey	0.00	0.01	0.00	0.00	0.00	0.03	0.00	0.04
Kingfisher Nurseries, Littlehurst Cottages, Crowle, Scunthorpe	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.02
Total								308.98

Table 4: Comparison Goods Turnover by Centre & Catchment

	2017	2019*	2019 Market Share
Scunthorpe Urban Area			
Scunthorpe Town Centre	97.44	101.58	
Asda, Burringham Road	9.62	10.03	
Tesco and Gallagher Retail Park	33.35	34.77	
Morrisons and Lakeside Retail Park	42.27	44.06	
Aldi, Glebe Road	1.35	1.41	
Sainsburys	6.10	6.36	
Asda, Carlton Street	0.67	0.70	
Skippingdale Retail Park	5.97	6.22	
North Lincs Shopping Park	10.94	11.40	
Other	2.81	2.93	
Total	210.52	219.45	86.8%
Barton-upon-Humber			
Barton town centre	8.22	8.57	
Tesco	2.60	2.71	
Lidl	0.53	0.55	
Goxhill	0.08	0.08	
Barrow	0.31	0.32	
Other	0.07	0.07	
Total	11.81	12.31	4.9%
Brigg			
Brigg town centre	7.68	8.01	
Tesco	2.05	2.14	
Lidl	0.82	0.85	

Other	1.15	1.20	
Total	11.70	12.20	4.8%
Kirton-in-Lindsey			
Kirton centre	0.35	0.36	0.1%
Crowle			
Crowle centre	0.30	0.31	0.1%
Epworth			
Epworth centre	1.09	1.14	
Haxey	0.48	0.50	
Total	1.57	1.64	0.6%
Ashby High Street			
Ashby centre	4.59	4.78	
Aldi	1.72	1.79	
Total	6.31	6.58	2.6%
Frodingham Road			
Local shops	0.08	0.08	0.0%
Winterton			
Winterton centre	0.57	0.59	
Buton upon Stather	0.15	0.16	
Total	0.72	0.75	0.3%
Study Area			
Study Area Total	242.64	252.94	100.0%

* assuming turnover growth of 2.1% per annum (Retail Planner Briefing Note 16, Figure 4)

APPENDIX 5:

CONVENIENCE GOODS CAPACITY ANALYSIS

Appendix 5: Convenience Goods Capacity Analysis

Table 1: Scunthorpe Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	110,287	110,867	112,085	112,723	113,245
Total Expenditure excluding SFT (£m)	219.03	220.60	224.06	225.29	226.30
Capacity Analysis					
Expenditure in catchment area (£m)	219.03	220.60	224.06	225.29	226.30
Existing Turnover in Scunthorpe urban area (£m) [2]	-	235.79	-	-	-
Retention level [3]	-	106.9%	107%	107%	107%
Future Expenditure Retained (£m)	-	235.8	239.7	241.1	242.1
Minus Turnover of Existing Shops (£m) [4]	-	-	238.2	238.2	238.2
Surplus Capacity (£m)	-	-	1.6	2.9	4.0
Floorspace Capacity					
Sales density (£ per sq.m. gross) [5]	10,768	10,834	10,942	10,942	10,942
Floorspace Capacity (sq.m. gross)	-	-	145	265	364
Minus Commitments (sq.m. gross) [6]	-	-	2,404	2,404	2,404
Residual Floorspace Capacity (sq.m. gross)	-	-	-2,259	-2,139	-2,040

2017 Prices

[1] defined as Study Area Zones 1, 2, 3 and 6

[2] including turnover in the Ashby and Frodingham Road catchments

[3] assuming no increase in retention level for convenience goods

[4] sales density growth based on projections in Experian Retail Planner Briefing Note 16, Figure 4 (annual averages)

2017-2019 0.4%

2019-2024 0.2%

2024-2029 0.0%

2029-2036 0.0%

[5] Experian Retail Planner Briefing Note 16, Figure 4 adjusted to sq. metres and from 2012 to 2017 prices

[6] commitments in convenience goods in Scunthorpe catchment:

Lidl, Dudley Road, Scunthorpe

2,404 sq.m gross

Table 2: Barton-upon-Humber Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	23,078	23,258	23,636	23,834	23,996
Total Expenditure excluding SFT (£m)	48.96	49.44	50.50	50.92	51.27
Capacity Analysis					
Expenditure in catchment area (£m)	48.96	49.44	50.50	50.92	51.27
Existing Turnover in Barton catchment (£m)	-	39.52	-	-	-
Retention level [2]	-	79.9%	80%	80%	80%
Future Expenditure Retained (£m)	-	-	40.4	40.7	41.0
Minus Turnover of Existing Shops (£m) [3]	-	-	39.9	39.9	39.9
Surplus Capacity (£m)	-	-	0.5	0.8	1.1
Floorspace Capacity					
Sales density (£ per sq.m. gross) [4]	10,768	10,834	10,942	10,942	10,942
Floorspace Capacity (sq.m. gross)	-	-	44	75	100
Minus Commitments (sq.m. gross) [5]	-	-	-	-	-
Residual Floorspace Capacity (sq.m. gross)			44	75	100

2017 Prices

[1] defined as Study Area Zone 4

[2] assuming no increase in retention level for convenience goods

[3] sales density growth based on projections in Experian Retail Planner Briefing Note 16, Figure 4 (annual averages)

2017-2019	0.4%
2019-2024	0.2%
2024-2029	0.0%
2029-2036	0.0%

[4] Experian Retail Planner Briefing Note 16, Figure 4 adjusted to sq. metres and from 2012 to 2017 prices

[5] no allowance made for commitments in convenience goods

Table 3: Brigg Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	22,957	23,137	23,515	23,713	23,875
Total Expenditure excluding SFT (£m)	50.73	51.23	52.33	52.77	53.13
Capacity Analysis					
Expenditure in catchment area (£m)	50.73	51.23	52.33	52.77	53.13
Existing Turnover in Brigg catchment (£m)	-	40.77	-	-	-
Retention level [2]	-	79.6%	80%	80%	80%
Future Expenditure Retained (£m)	-	-	41.9	42.2	42.5
Minus Turnover of Existing Shops (£m) [3]	-	-	41.2	41.2	41.2
Surplus Capacity (£m)	-	-	0.7	1.0	1.3
Floorspace Capacity					
Sales density (£ per sq.m. gross) [4]	10,768	10,834	10,942	10,942	10,942
Floorspace Capacity (sq.m. gross)	-	-	63	95	121
Minus Commitments (sq.m. gross) [5]	-	-	385	385	385
Residual Floorspace Capacity (sq.m. gross)	-	-	-322	-290	-264

2017 Prices

[1] defined as Study Area Zone 5

[2] assuming no increase in retention level for convenience goods

[3] sales density growth based on projections in Experian Retail Planner Briefing Note 16, Figure 4 (annual averages)

2017-2019	0.4%
2019-2024	0.2%
2024-2029	0.0%
2029-2036	0.0%

[4] Experian Retail Planner Briefing Note 16, Figure 4 adjusted to sq. metres and from 2012 to 2017 prices

[5] commitments in convenience goods in Brigg catchment:

Foodstore, Scawby (385 sq.m gross)

Table 4: Epworth & Crowle Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	23,178	23,238	23,364	23,430	23,484
Total Expenditure excluding SFT (£m)	52.10	52.34	52.89	53.04	53.16
Capacity Analysis					
Expenditure in catchment area (£m)	52.10	52.34	52.89	53.04	53.16
Existing Turnover in Epworth and Crowle (£m)	-	11.87	-	-	-
Retention level [2]	-	22.7%	23%	23%	23%
Future Expenditure Retained (£m)	-	-	12.2	12.2	12.2
Minus Turnover of Existing Shops (£m) [3]	-	-	12.0	12.0	12.0
Surplus Capacity (£m)	-	-	0.2	0.2	0.2
Floorspace Capacity					
Sales density (£ per sq.m. gross) [4]	10,768	10,834	10,942	10,942	10,942
Floorspace Capacity (sq.m. gross)	-	-	16	19	22
Minus Commitments (sq.m. gross) [5]	-	-	-	-	-
Residual Floorspace Capacity (sq.m. gross)	-	-	16	19	22

2017 Prices

[1] defined as Study Area Zone 7

[2] assuming no increase in retention level for convenience goods

[3] sales density growth based on projections in Experian Retail Planner Briefing Note 16, Figure 4 (annual averages)

2017-2019 0.4%

2019-2024 0.2%

2024-2029 0.0%

2029-2036 0.0%

[4] Experian Retail Planner Briefing Note 16, Figure 4 adjusted to sq. metres and from 2012 to 2017 prices

[5] no allowance made for commitments in convenience goods

Table 5: Kirton Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	24,495	24,545	24,650	24,705	24,750
Total Expenditure excluding SFT (£m)	54.70	54.93	55.44	55.56	55.66
Capacity Analysis					
Expenditure in catchment area (£m)	54.70	54.93	55.44	55.56	55.66
Existing Turnover in Kirton in Lindsey (£m)	-	3.65	-	-	-
Retention level [2]	-	6.7%	7%	7%	7%
Future Expenditure Retained (£m)	-	-	3.9	3.9	3.9
Minus Turnover of Existing Shops (£m) [3]	-	-	3.7	3.7	3.7
Surplus Capacity (£m)	-	-	0.2	0.2	0.2
Floorspace Capacity					
Sales density (£ per sq.m. gross) [4]	10,768	10,834	10,942	10,942	10,942
Floorspace Capacity (sq.m. gross)	-	-	18	19	19
Minus Commitments (sq.m. gross) [5]	-	-	-	-	-
Residual Floorspace Capacity (sq.m. gross)	-	-	18	19	19

2017 Prices

[1] defined as Study Area Zone 6

[2] assuming no increase in retention level for convenience goods

[3] sales density growth based on projections in Experian Retail Planner Briefing Note 16, Figure 4 (annual averages)

2017-2019	0.4%
2019-2024	0.2%
2024-2029	0.0%
2029-2036	0.0%

[4] Experian Retail Planner Briefing Note 16, Figure 4 adjusted to sq. metres and from 2012 to 2017 prices

[5] no allowance made for commitments in convenience goods

Table 6: Winterton Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	18,560	18,590	18,653	18,686	18,713
Total Expenditure excluding SFT (£m)	40.31	40.46	40.80	40.87	40.93
Capacity Analysis					
Expenditure in catchment area (£m)	40.31	40.46	40.80	40.87	40.93
Existing Turnover in Winterton (£m)	-	6.56	-	-	-
Retention level [2]	-	16.3%	16%	16%	16%
Future Expenditure Retained (£m)	-	6.6	6.5	6.5	6.5
Minus Turnover of Existing Shops (£m) [3]	-	-	6.6	6.6	6.6
Surplus Capacity (£m)	-	-	-0.1	-0.1	-0.1
Floorspace Capacity					
Sales density (£ per sq.m. gross) [4]	10,768	10,834	10,942	10,942	10,942
Floorspace Capacity (sq.m. gross)	-	-	-9	-8	-7
Minus Commitments (sq.m. gross) [5]	-	-	-	-	-
Residual Floorspace Capacity (sq.m. gross)	-	-	-9	-8	-7

2017 Prices

[1] defined as Study Area Zone 3

[2] assuming no increase in retention level for convenience goods

[3] sales density growth based on projections in Experian Retail Planner Briefing Note 16, Figure 4 (annual averages)

2017-2019	0.4%
2019-2024	0.2%
2024-2029	0.0%
2029-2036	0.0%

[4] Experian Retail Planner Briefing Note 16, Figure 4 adjusted to sq. metres and from 2012 to 2017 prices

[5] no allowance made for commitments in convenience goods

Table 7: Ashby High Street Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	44,475	44,975	46,025	46,575	47,025
Total Expenditure excluding SFT (£m)	83.56	84.67	87.08	88.12	88.97
Capacity Analysis					
Expenditure in catchment area (£m)	83.56	84.67	87.08	88.12	88.97
Existing Turnover in Ashby catchment (£m)	-	33.92	-	-	-
Retention level [2]	-	40.6%	41%	41%	41%
Future Expenditure Retained (£m)	-	34.4	35.7	36.1	36.5
Minus Turnover of Existing Shops (£m) [3]	-	-	34.3	34.3	34.3
Surplus Capacity (£m)	-	-	1.4	1.9	2.2
Floorspace Capacity					
Sales density (£ per sq.m. gross) [4]	10,768	10,834	10,942	10,942	10,942
Floorspace Capacity (sq.m. gross)	-	-	132	171	203
Minus Commitments (sq.m. gross) [5]	-	-	-	-	-
Residual Floorspace Capacity (sq.m. gross)	-	-	132	171	203

2017 Prices

[1] defined as Study Area Zone 2

[2] assuming no increase in retention level for convenience goods

[3] sales density growth based on projections in Experian Retail Planner Briefing Note 16, Figure 4 (annual averages)

2017-2019	0.4%
2019-2024	0.2%
2024-2029	0.0%
2029-2036	0.0%

[4] Experian Retail Planner Briefing Note 16, Figure 4 adjusted to sq. metres and from 2012 to 2017 prices

[5] no allowance made for commitments in convenience goods

Table 8: Frodingham Road Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	22,757	22,757	22,757	22,757	22,757
Total Expenditure excluding SFT (£m)	40.46	40.54	40.74	40.74	40.74
Capacity Analysis					
Expenditure in catchment area (£m)	40.46	40.54	40.74	40.74	40.74
Existing Turnover in Frodingham Road (£m)	-	0.33	-	-	-
Retention level [2]	-	0.8%	1%	1%	1%
Future Expenditure Retained (£m)	-	0.3	0.4	0.4	0.4
Minus Turnover of Existing Shops (£m) [3]	-	-	0.3	0.3	0.3
Surplus Capacity (£m)	-	-	0.1	0.1	0.1
Floorspace Capacity					
Sales density (£ per sq.m. gross) [4]	10,768	10,834	10,942	10,942	10,942
Floorspace Capacity (sq.m. gross)	-	-	7	7	7
Minus Commitments (sq.m. gross) [5]	-	-	-	-	-
Residual Floorspace Capacity (sq.m. gross)	-	-	7	7	7

2017 Prices

[1] defined as Study Area Zone 1

[2] assuming no increase in retention level for convenience goods

[3] sales density growth based on projections in Experian Retail Planner Briefing Note 16, Figure 4 (annual averages)

2017-2019 0.4%

2019-2024 0.2%

2024-2029 0.0%

2029-2036 0.0%

[4] Experian Retail Planner Briefing Note 16, Figure 4 adjusted to sq. metres and from 2012 to 2017 prices

[5] no allowance made for commitments in convenience goods

APPENDIX 6:

COMPARISON GOODS CAPACITY ANALYSIS

Appendix 6: Comparison Goods Capacity Analysis

Table 1: Scunthorpe Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	156,422	157,242	158,964	159,866	160,604
Total Expenditure excluding SFT (£m)	425.22	446.37	502.93	589.07	732.66
Capacity Analysis					
Expenditure in catchment area (£m)	425.22	446.37	502.93	589.07	732.66
Existing Turnover in Scunthorpe catchment (£m) [2]	-	219.45	-	-	-
Retention level [3]	-	49.2%	50%	50%	50%
Future Expenditure Retained (£m)	-	-	251.5	294.5	366.3
Minus Turnover of Existing Shops (£m) [4]	-	-	248.3	280.9	329.4
Surplus Capacity (£m)	-	-	3.2	13.6	36.9
Floorspace Capacity					
Sales density (£ per sq.m. gross) [5]	5,010	5,223	5,909	6,620	7,588
Floorspace Capacity (sq.m. gross)	-	-	538	2,057	4,869
Minus Commitments (sq.m. gross) [6]	-	-	2,768	2,768	2,768
Residual Floorspace Capacity (sq.m. gross)	-	-	-2,230	-711	2,101

2017 Prices

[1] defined as Study Area Zones 1, 2, 3, 5, 6 and 7

[2] including turnover in the Ashby and Frodingham Road catchments

[3] assuming a small increase in retention level for comparison goods

[4] sales density growth based on projections in Experian Retail Planner Briefing Note 16, Figure 4 (annual averages)

2017-2019	2.1%
2019-2024	2.5%
2024-2029	2.5%
2029-2036	2.3%

[5] Experian Retail Planner Briefing Note 16, Figure 4 adjusted to sq. metres and from 2012 to 2017 prices

[6] commitments in comparison goods in Scunthorpe catchment:

Dudley Road, Scunthorpe:	2,314 sq.m (gross)
Adjacent to Morrisons, Lakeside, Scunthorpe	454 sq.m (gross)

Table 2: Barton-upon-Humber Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	23,078	23,258	23,636	23,834	23,996
Total Expenditure excluding SFT (£m)	67.40	70.94	80.38	94.42	117.71
Capacity Analysis					
Expenditure in catchment area (£m)	67.40	70.94	80.38	94.42	117.71
Existing Turnover in Barton catchment (£m)	-	12.31	-	-	-
Retention level [2]	-	17.4%	17%	17%	17%
Future Expenditure Retained (£m)	-	-	13.7	16.1	20.0
Minus Turnover of Existing Shops (£m) [3]	-	-	13.9	15.8	18.5
Surplus Capacity (£m)	-	-	-0.3	0.3	1.5
Floorspace Capacity					
Sales density (£ per sq.m. gross) [4]	5,010	5,223	5,909	6,620	7,588
Floorspace Capacity (sq.m. gross)	-	-	-45	44	202
Minus Commitments (sq.m. gross) [5]	-	-	-	-	-
Residual Floorspace Capacity (sq.m. gross)	-	-	-45	44	202

2017 Prices

[1] defined as Study Area Zone 4

[2] assuming no increase in retention level for comparison goods

[3] sales density growth based on projections in Experian Retail Planner Briefing Note 16, Figure 4 (annual averages)

2017-2019	2.1%
2019-2024	2.5%
2024-2029	2.5%
2029-2036	2.3%

[4] Experian Retail Planner Briefing Note 16, Figure 4 adjusted to sq. metres and from 2012 to 2017 prices

[5] no allowance made for commitments in comparison goods

Table 3: Brigg Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	22,957	23,137	23,515	23,713	23,875
Total Expenditure excluding SFT (£m)	70.11	73.80	83.63	98.24	122.48
Capacity Analysis					
Expenditure in catchment area (£m)	70.11	73.80	83.63	98.24	122.48
Existing Turnover in Brigg catchment (£m)	-	12.20	-	-	-
Retention level [2]	-	16.5%	17%	17%	17%
Future Expenditure Retained (£m)	-	-	14.2	16.7	20.8
Minus Turnover of Existing Shops (£m) [3]	-	-	13.8	15.6	18.3
Surplus Capacity (£m)	-	-	0.4	1.1	2.5
Floorspace Capacity					
Sales density (£ per sq.m. gross) [4]	5,010	5,223	5,909	6,620	7,588
Floorspace Capacity (sq.m. gross)	-	-	70	164	331
Minus Commitments (sq.m. gross) [5]	-	-	-	-	-
Residual Floorspace Capacity (sq.m. gross)	-	-	70	164	331

2017 Prices

[1] defined as Study Area Zone 5

[2] assuming no increase in retention level for comparison goods

[3] sales density growth based on projections in Experian Retail Planner Briefing Note 16, Figure 4 (annual averages)

2017-2019 2.1%

2019-2024 2.5%

2024-2029 2.5%

2029-2036 2.3%

[4] Experian Retail Planner Briefing Note 16, Figure 4 adjusted to sq. metres and from 2012 to 2017 prices

[5] no allowance made for commitments in comparison goods

Table 4: Epworth & Crowle Catchment

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	23,178	23,238	23,364	23,430	23,484
Total Expenditure excluding SFT (£m)	72.39	75.80	84.98	99.27	123.20
Capacity Analysis					
Expenditure in catchment area (£m)	72.39	75.80	84.98	99.27	123.20
Existing Turnover in Epworth and Crowle (£m)	-	1.88	-	-	-
Retention level [2]	-	2.5%	3%	3%	3%
Future Expenditure Retained (£m)	-	-	2.5	3.0	3.7
Minus Turnover of Existing Shops (£m) [3]	-	-	2.1	2.4	2.8
Surplus Capacity (£m)	-	-	0.4	0.6	0.9
Floorspace Capacity					
Sales density (£ per sq.m. gross) [4]	5,010	5,223	5,909	6,620	7,588
Floorspace Capacity (sq.m. gross)	-	-	71	86	115
Minus Commitments (sq.m. gross) [5]	-	-	-	-	-
Residual Floorspace Capacity (sq.m. gross)	-	-	71	86	115

2017 Prices

[1] defined as Study Area Zone 7

[2] assuming no increase in retention level for comparison goods

[3] sales density growth based on projections in Experian Retail Planner Briefing Note 16, Figure 4 (annual averages)

2017-2019 2.1%

2019-2024 2.5%

2024-2029 2.5%

2029-2036 2.3%

[4] Experian Retail Planner Briefing Note 16, Figure 4 adjusted to sq. metres and from 2012 to 2017 prices

[5] no allowance made for commitments in comparison goods

Table 5: Kirton-in-Lindsey Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	24,495	24,545	24,650	24,705	24,750
Total Expenditure excluding SFT (£m)	76.67	80.24	89.95	104.90	130.13
Capacity Analysis					
Expenditure in catchment area (£m)	76.67	80.24	89.95	104.90	130.13
Existing Turnover in Kirton in Lindsey (£m)	-	0.36	-	-	-
Retention level [2]	-	0.4%	0.5%	0.5%	0.5%
Future Expenditure Retained (£m)	-	0.4	0.4	0.5	0.7
Minus Turnover of Existing Shops (£m) [3]	-	-	0.4	0.5	0.5
Surplus Capacity (£m)	-	-	0.0	0.1	0.1
Floorspace Capacity					
Sales density (£ per sq.m. gross) [4]	5,010	5,223	5,909	6,620	7,588
Floorspace Capacity (sq.m. gross)	-	-	7	10	15
less Commitments (sq.m. gross) [5]	-	-	-	-	-
Residual Floorspace Capacity (sq.m. gross)	-	-	7	10	15

2017 Prices

[1] defined as Study Area Zone 6

[2] assuming no increase in retention level for comparison goods

[3] sales density growth based on projections in Experian Retail Planner Briefing Note 16, Figure 4 (annual averages)

2017-2019 2.1%

2019-2024 2.5%

2024-2029 2.5%

2029-2036 2.3%

[4] Experian Retail Planner Briefing Note 16, Figure 4 adjusted to sq. metres and from 2012 to 2017 prices

[5] no allowance made for commitments in comparison goods

Table 6: Winterton Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	18,560	18,590	18,653	18,686	18,713
Total Expenditure excluding SFT (£m)	52.52	54.95	61.47	71.74	88.96
Capacity Analysis					
Expenditure in catchment area (£m)	52.52	54.95	61.47	71.74	88.96
Existing Turnover in Winterton (£m)	-	0.75	-	-	-
Retention level [2]	-	1.4%	1.5%	1.5%	1.5%
Future Expenditure Retained (£m)	-	0.8	0.9	1.1	1.3
Minus Turnover of Existing Shops (£m) [3]	-	-	0.8	1.0	1.1
Surplus Capacity (£m)	-	-	0.1	0.1	0.2
Floorspace Capacity					
Sales density (£ per sq.m. gross) [4]	5,010	5,223	5,909	6,620	7,588
Floorspace Capacity (sq.m. gross)	-	-	12	18	28
Minus Commitments (sq.m. gross) [5]	-	-	-	-	-
Residual Floorspace Capacity (sq.m. gross)	-	-	12	18	28

2017 Prices

[1] defined as Study Area Zone 3

[2] assuming no increase in retention level for comparison goods

[3] sales density growth based on projections in Experian Retail Planner Briefing Note 16, Figure 4 (annual averages)

2017-2019 2.1%

2019-2024 2.5%

2024-2029 2.5%

2029-2036 2.3%

[4] Experian Retail Planner Briefing Note 16, Figure 4 adjusted to sq. metres and from 2012 to 2017 prices

[5] no allowance made for commitments in comparison goods

Table 7: Ashby High Street Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	44,475	44,975	46,025	46,575	47,025
Total Expenditure excluding SFT (£m)	103.69	109.52	124.96	147.30	184.16
Capacity Analysis					
Expenditure in catchment area (£m)	103.69	109.52	124.96	147.30	184.16
Existing Turnover in Ashby catchment (£m)	-	6.58	-	-	-
Retention level [2]	-	6.0%	6%	6%	6%
Future Expenditure Retained (£m)	-	6.6	7.5	8.8	11.0
Minus Turnover of Existing Shops (£m) [3]	-	-	7.4	8.4	9.9
Surplus Capacity (£m)	-	-	0.1	0.4	1.2
Floorspace Capacity					
Sales density (£ per sq.m. gross) [4]	5,010	5,223	5,909	6,620	7,588
Floorspace Capacity (sq.m. gross)	-	-	9	63	155
Minus Commitments (sq.m. gross) [5]	-	-	454	454	454
Residual Floorspace Capacity (sq.m. gross)	-	-	-445	-391	-299

2017 Prices

[1] defined as Study Area Zone 2

[2] assuming no increase in retention level for comparison goods

[3] sales density growth based on projections in Experian Retail Planner Briefing Note 16, Figure 4 (annual averages)

2017-2019	2.1%
2019-2024	2.5%
2024-2029	2.5%
2029-2036	2.3%

[4] Experian Retail Planner Briefing Note 16, Figure 4 adjusted to sq. metres and from 2012 to 2017 prices

[5] commitments in comparison goods in Ashby catchment

Adjacent to Morrisons, Lakeside, Scunthorpe: 454 sq.m (gross)

Table 8: Frodingham Road Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	22,757	22,757	22,757	22,757	22,757
Total Expenditure excluding SFT (£m)	49.84	52.06	58.04	67.62	83.73
Capacity Analysis					
Expenditure in catchment area (£m)	49.84	52.06	58.04	67.62	83.73
Existing Turnover in Frodingham Road (£m)	-	0.08	-	-	-
Retention level [2]	-	0.2%	0.25%	0.25%	0.25%
Future Expenditure Retained (£m)	-	0.1	0.1	0.2	0.2
Minus Turnover of Existing Shops (£m) [3]	-	-	0.1	0.1	0.1
Surplus Capacity (£m)	-	-	0.1	0.1	0.1
Floorspace Capacity					
Sales density (£ per sq.m. gross) [4]	5,010	5,223	5,909	6,620	7,588
Floorspace Capacity (sq.m. gross)	-	-	9	10	12
Minus Commitments (sq.m. gross) [5]	-	-	-	-	-
Residual Floorspace Capacity (sq.m. gross)	-	-	9	10	12

2017 Prices

[1] defined as Study Area Zone 1

[2] assuming no increase in retention level for comparison goods

[3] sales density growth based on projections in Experian Retail Planner Briefing Note 16, Figure 4 (annual averages)

2017-2019 2.1%

2019-2024 2.5%

2024-2029 2.5%

2029-2036 2.3%

[4] Experian Retail Planner Briefing Note 16, Figure 4 adjusted to sq. metres and from 2012 to 2017 prices

[5] no allowance made for commitments in comparison goods

APPENDIX 7:

FOOD & BEVERAGE EXPENDITURE FORECASTS

Appendix 7: Expenditure Forecasts - Food & Beverage Uses

Table 1: Restaurant & Café Expenditure per Head

	2017	2019	2024	2029	2036
Zone 1	915	935	988	1,043	1,126
Zone 2	935	956	1,009	1,066	1,151
Zone 3	1,138	1,163	1,229	1,298	1,401
Zone 4	1,149	1,174	1,240	1,310	1,414
Zone 5	1,194	1,220	1,289	1,362	1,470
Zone 6	1,235	1,262	1,333	1,408	1,520
Zone 7	1,236	1,263	1,334	1,409	1,522

Table 2: Population Data

Population by Zone [1]	2017	2019	2024	2029	2036
Zone 1	22,757	22,757	22,757	22,757	22,757
Zone 2 [2]	44,475	44,975	46,025	46,575	47,025
Zone 3	18,560	18,590	18,653	18,686	18,713
Zone 4	23,078	23,258	23,636	23,834	23,996
Zone 5 [3]	22,957	23,137	23,515	23,713	23,875
Zone 6 [3]	24,495	24,545	24,650	24,705	24,750
Zone 7	23,178	23,238	23,364	23,430	23,484
Total [4]	179,500	180,500	182,600	183,700	184,600

[1] Population growth by zone based on North Lincolnshire Council distribution of housing development 2017-2036

Zones 1 and 2	50%
Zone 3	3%
Zone 4	18%
Zone 5	18%
Zone 6	5%
Zone 7	6%
Total	100%

[2] assumes that all population growth in the Scunthorpe and Bottesford urban area is in Zone 2 and that Zone 3 excludes Lincolnshire Lakes which is included within the Scunthorpe and Bottesford urban area

[3] no population growth assumed in those parts of Zones 5 and 6 lying outside North Lincolnshire

[4] population growth from ONS 2016-based population projections for North Lincolnshire

2017-2019	1,000
2019-2024	2,100
2024-2029	1,100
2029-2036	900

Table 3: Total Food & Beverage Expenditure

	2017	2019	2024	2029	2036
Zone 1	20.82	21.28	22.48	23.74	25.63
Zone 2	41.58	42.98	46.46	49.66	54.13
Zone 3	21.12	21.62	22.92	24.25	26.22
Zone 4	26.52	27.31	29.32	31.23	33.94
Zone 5	27.41	28.24	30.31	32.29	35.09
Zone 6	30.25	30.98	32.87	34.79	37.63
Zone 7	28.65	29.36	31.18	33.02	35.73
Total	196.35	201.78	215.53	228.97	248.37

APPENDIX 8:

FOOD & BEVERAGE EXPENDITURE FLOWS

Appendix 8 - Food & Beverage Expenditure Flows, 2019 (£m in 2017 Prices)

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total
Zone 1								
Scunthorpe Town Centre	12.34	28.92	6.40	1.86	2.37	8.20	3.75	63.84
Gallagher Retail Park	1.53	0.00	0.45	0.00	0.17	0.00	0.00	2.15
North Lincolnshire Shopping Park	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.47
Skippindale Retail Park	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.56
Zone 2								
Bottesford Town Centre	0.15	0.30	0.00	0.00	0.00	0.74	0.00	1.19
Lakeside Retail Park	0.62	1.25	0.00	0.00	0.17	1.08	0.00	3.12
Ashby Village Centre	0.30	2.02	0.15	0.00	0.54	1.46	0.15	4.62
Zone 3								
Burton-upon-Stather Village Centre	0.00	0.00	0.61	0.16	0.00	0.19	0.00	0.96
Winterton Town Centre	0.15	0.00	2.75	0.00	0.17	0.00	0.00	3.07
Winteringham Village Centre	0.00	0.00	0.45	0.00	0.17	0.00	0.00	0.62
South Ferriby Village Centre	0.00	0.00	0.76	0.00	0.17	0.00	0.00	0.93
Zone 4								
Barton-upon-Humber Town Centre	0.00	0.17	1.06	11.47	0.17	0.00	0.00	12.87
Barrow-upon-Humber Village Centre	0.00	0.00	0.00	2.02	0.00	0.00	0.00	2.02
Ulceby Village Centre	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.63

Zone 5								
Brigg Town Centre	0.15	2.02	3.35	1.72	13.75	1.83	0.00	22.82
Barnetby-le-Wold Village Centre	0.00	0.00	0.00	0.16	0.17	0.00	0.00	0.33
Broughton Town Centre	0.00	0.00	0.00	0.00	0.17	0.19	0.00	0.36
Scawby Village Centre	0.00	0.17	0.00	0.30	0.00	0.19	0.00	0.66
Wrawby Village Centre	0.00	0.00	0.00	0.00	0.90	0.00	0.00	0.90
Zone 6								
Kirton-in-Lindsey	0.49	0.30	0.00	0.00	0.17	0.90	0.00	1.86
Messingham Village Centre	0.30	0.47	0.30	0.00	0.00	4.55	0.00	5.62
Scotter Village Centre	0.15	0.00	0.00	0.00	0.00	0.90	0.15	1.20
Zone 7								
Crowle	0.00	0.00	0.76	0.00	0.00	0.00	3.44	4.20
Epworth	0.00	0.17	0.30	0.00	0.00	0.00	9.51	9.98
Haxey Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.94	0.94
Keadby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.32	0.32
Owston Ferry Village Centre	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.19
Outside Study Area								
Doncaster Town Centre	0.15	0.30	0.30	0.00	0.00	0.56	2.97	4.28
Gainsborough Town Centre	0.15	0.00	0.00	0.00	0.00	1.27	0.32	1.74
Goole Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	2.03	2.03
Grimsby Town Centre	0.00	0.17	0.00	0.00	3.30	0.00	0.00	3.47
Lincoln City Centre	0.00	0.64	0.00	0.00	0.54	0.90	0.15	2.23
Cleethorpes Town Centre	0.00	0.00	0.00	0.30	0.37	0.19	0.00	0.86

Hessle Town Centre	0.00	0.00	0.30	0.16	0.00	0.00	0.00	0.46
Hull City Centre	0.00	0.00	1.21	3.41	0.17	2.54	0.00	7.33
Other / Don't Know								
Other	3.55	1.89	1.06	2.02	0.73	0.90	3.44	13.59
Don't Know	1.23	3.74	1.36	2.32	3.84	3.66	2.17	18.32

APPENDIX 9:

FOOD & BEVERAGE CAPACITY ANALYSIS

Appendix 9 - Capacity Analysis: Food & Beverage Uses

Table 1: Scunthorpe Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	244,095	245,485	248,404	249,933	251,184
Total Expenditure (£m)	271.40	278.96	298.07	316.73	343.62
Capacity Analysis					
Existing Turnover in Scunthorpe Urban Area [2]		74.76			
Retention Level		26.8%	26.8%	26.8%	26.8%
Future Expenditure Retained (£m)			79.88	84.88	92.09
Less Turnover of Existing F&B Venues (£m) [3]			78.57	82.58	88.54
Surplus Capacity (£m)			1.31	2.30	3.55
Floorspace Capacity					
Sales Density (£m / sq.m)	5000	5101	5361	5634	6041
Floorspace Capacity (sq.m gross)			244	409	588

2017 Prices

[1] Defined as Study Area Zones 1, 2, 3, 6 & 7

[2] including turnover in Ashby & Frodingham Road catchments

[3] Sales density growth based on projections in Experian Retail Planner Briefing Note 16

Table 2: Brigg Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	85,992	86,702	88,193	88,974	89,613
Total Expenditure (£m)	90.11	92.84	99.69	106.20	115.44
Capacity Analysis					
Existing Turnover in Zone 5 Destinations (£m)		25.07			
Retention Level		27.0%	27.0%	27.0%	27.0%
Future Expenditure Retained (£m)			26.92	28.67	31.17
Less Turnover of Existing F&B Venues (£m) [2]			26.35	27.69	29.69
Surplus Capacity (£m)			0.57	0.98	1.48
Floorspace Capacity					
Sales Density (£ / sq.m gross)	5000	5101	5361	5634	6041
Floorspace Capacity (sq.m gross)			106	174	245

2017 Prices

[1] Defined as Study Area Zone 2, 3 & 5

[2] Sales density growth based on projections in Experian Retail Planner Briefing Note 16

Table 3: Barton-upon-Humber Catchment

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	23,078	23,258	23,636	23,834	23,996
Total Expenditure (£m)	26.52	27.31	29.32	31.23	33.94
Capacity Analysis					
Existing Turnover in Barton Catchment (£m)		15.52			
Retention Level		56.8%	56.8%	56.8%	56.8%
Future Expenditure Retained (£m)			16.65	17.74	19.28
Less Turnover of Existing F&B Venues (£m) [2]			16.31	17.14	18.38
Surplus Capacity (£m)			0.34	0.59	0.90
Floorspace Capacity					
Sales Density (£ / sq.m)	5000	5101	5361	5634	6041
Floorspace Capacity (sq.m gross)			64	106	149

2017 Prices

[1] Defined as Study Area Zone 4

[2] Sales density growth based on projections in Experian Retail Planner Briefing Note 16

Table 4: Epworth & Crowle Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	23,178	23,238	23,364	23,430	23,484
Total Expenditure (£m)	28.65	29.36	31.18	33.02	35.73
Capacity Analysis					
Existing Turnover in Epworth & Crowle Catchment (£m)		15.63			
Retention Level		53.2%	53.2%	53.2%	53.2%
Future Expenditure Retained (£m)			16.59	17.57	19.01
Less Turnover of Existing F&B Venues (£m) [2]			16.43	17.27	18.51
Surplus Capacity (£m)			0.16	0.30	0.50
Floorspace Capacity					
Sales Density (£ / sq.m gross)	5000	5101	5361	5634	6041
Floorspace Capacity (sq.m gross)			30	53	82

2017 Prices

[1] Defined as Study Area Zone 7

[2] Sales density growth based on projections in Experian Retail Planner Briefing Note 16

Table 5: Kirton-in-Lindsey Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	24,495	24,545	24,650	24,705	24,750
Total Expenditure (£m)	30.25	30.98	32.87	34.79	37.63
Capacity Analysis					
Existing Turnover in Kirton Catchment (£m)		8.68			
Retention Level		28.0%	28.0%	28.0%	28.0%
Future Expenditure Retained (£m)			9.20	9.74	10.54
Less Turnover of Existing F&B Venues (£m) [2]			9.12	9.59	10.28
Surplus Capacity (£m)			0.08	0.15	0.26
Floorspace Capacity					
Sales Density (£ / sq.m gross)	5000	5101	5361	5634	6041
Floorspace Capacity (sq.m gross)			15	27	42

2017 Prices

[1] Defined as Study Area Zone 6

[2] Sales density growth based on projections in Experian Retail Planner Briefing Note 16

Table 6: Winterton Catchment Area

	2017	2019	2024	2029	2036
Population & Expenditure					
Catchment Population	18,560	18,590	18,653	18,686	18,713
Total Expenditure (£m)	21.12	21.62	22.92	24.25	26.22
Capacity Analysis					
Existing Turnover in Winterton Catchment (£m)		5.58			
Retention Level		25.8%	25.8%	25.8%	25.8%
Future Expenditure Retained (£m)			5.91	6.26	6.76
Less Turnover of Existing F&B Venues (£m) [2]			5.86	6.16	6.61
Surplus Capacity (£m)			0.05	0.09	0.16
Floorspace Capacity					
Sales Density (£ / sq.m gross)	5000	5101	5361	5634	6041
Floorspace Capacity (sq.m gross)			9	16	26

2017 Prices

[1] Defined as Study Area Zone 3

[2] Sales density growth based on projections in Experian Retail Planner Briefing Note 16

Table 7: Ashby High Street Catchment Area

	2017	2019	2024	2029	2036
Catchment Population	44,475	44,975	46,025	46,575	47,025
Total Expenditure (£m)	41.58	42.98	46.46	49.66	54.13
Capacity Analysis					
Existing Turnover in Ashby Catchment (£m)		8.93			
Retention Level		20.8%	20.8%	20.8%	20.8%
Future Expenditure Retained (£m)			9.66	10.33	11.26
Less Turnover of Existing F&B Venues (£m) [2]			9.39	9.86	10.58
Surplus Capacity (£m)			0.28	0.47	0.68
Floorspace Capacity					
Sales Density (£ / sq.m gross)	5000	5101	5361	5634	6041
Floorspace Capacity (sq.m gross)			52	83	113

2017 Prices

[1] Defined as Study Area Zone 2

[2] Sales density growth based on projections in Experian Retail Planner Briefing Note 16

APPENDIX 10:

HEALTH CHECK ASSESSMENTS



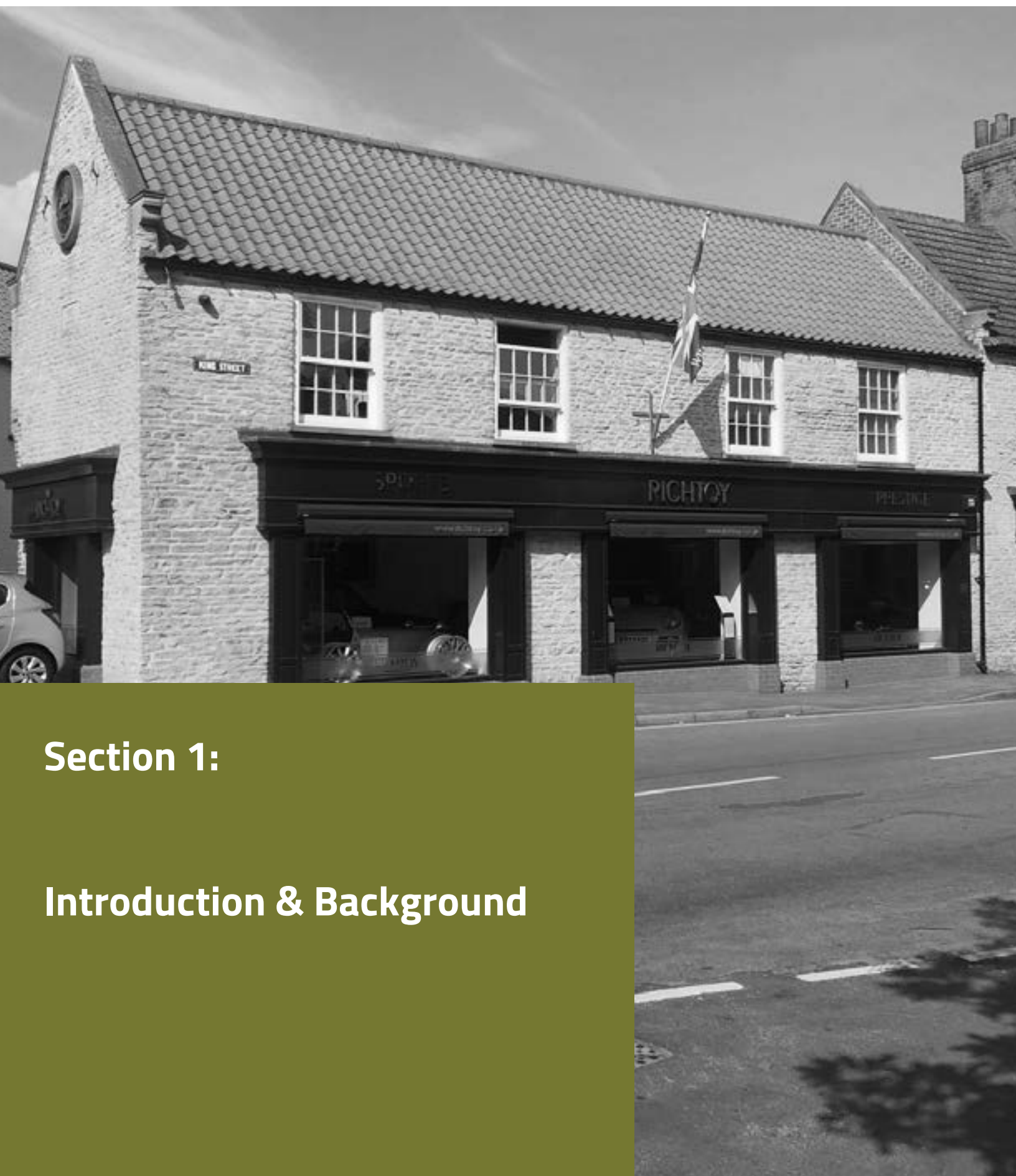
NORTH LINCOLNSHIRE RETAIL & LEISURE STUDY 2019

Health Check Assessments



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Section 1:

Introduction & Background

1. Introduction

1.1 The NPPF encourages LPAs to recognise town centres as the heart of their communities and pursue policies to support their vitality and viability and promote competitive town centres that provide consumer choice and a diverse retail offer, which reflect the individuality of town centres. The vitality and viability of individual centres is assessed through performing health checks and National Planning Practice Guidance (NPPG) confirms that the following indicators, and their changes over time, are relevant in assessing the health of town:

- Diversity of Uses;
- Proportion of Vacant Street Level Property;
- Commercial Yields on Non-Domestic Property;
- Customers' Views and Behaviour;
- Retailer Representation and Intentions to Change Representation;
- Commercial Rents;
- Pedestrian Flows;
- Accessibility;
- Perception of Safety and Occurrence of Crime;
- State of Town Centre Environmental Quality

1.2 ELG Planning have carried out health check assessments of the designated centres across North Lincolnshire, which are contained within the following sections of this report. The assessments of the larger centres within North Lincolnshire are based on the full range of key indicators set out in NPPG,

whilst '*scaled back*' assessments are undertaken for the smaller centres proportionate to their individual role and function.



Section 2:

Scunthorpe Town Centre

2. Scunthorpe Town Centre

Composition of Town Centre

- 2.1 Scunthorpe Town Centre is the largest retail centre in North Lincolnshire accommodating a range of retail, service, community and civic uses. Policy CS14 of the adopted Core Strategy confirms that, in order to fulfill its sub-regional role, Scunthorpe Town Centre will be the main location for all new retail, leisure, cultural and office development. The adopted Development Plan defines the town centre boundaries as follows:



Figure 2.1: Scunthorpe Town Centre Boundaries

- 2.2 The primary shopping frontages of the town centre are located within the pedestrianised areas of High Street and the Foundry and Parishes Shopping Centres. There are a number of civic and community uses located to the east of the town centre around Church Square, including North Lincolnshire Council offices, the Central Library and Engineering UTC North Lincolnshire.
- 2.3 ELG Planning visited the town centre in January 2019 and identified a total of 173 ground floor commercial units within the town centre boundary shown in Figure 2.1.

Diversity of Uses

- 2.4 There are a total of 17 convenience retail units within Scunthorpe Town Centre, including an ASDA Supermarket located to the south eastern edge of the centre on Carlton Street. There are a number of other national operators represented in the town centre, including Iceland, Heron, Fulton Foods, Greggs and Cooplands. Scunthorpe Indoor Market has also recently relocated to the former BHS unit within the Parishes Shopping Centre.
- 2.5 There is a strong representation of comparison outlets within Scunthorpe reflective of its role as a sub-regional centre. There are a number of national multiples represented within the town centre who predominantly occupy units within the Foundry Shopping Centre and along High Street. These include Topshop / Topman, Pandora, Sports Direct, Primark, Boots, New Look, JD Sports and WH Smiths. Oldrid's Department Store also occupies a large unit within the Foundry Shopping Centre.

- 2.6 There are a number of service uses within the town centre, including representation from a number of high street banks and building societies. There are also a number health and beauty related uses within the town centre, as well as café, restaurant and public house uses.
- 2.7 There are a number of civic and community uses within the town centre, which are predominantly focused around Church Square, including North Lincolnshire Council offices, the Central Library and Engineering UTC North Lincolnshire.

Proportion of Vacant Street Level Property

- 2.8 ELG Planning have identified a total of 38 street level vacant properties within the defined town centre boundary. Whilst a number of the identified vacancies are dispersed across the town centre and can be attributed to the natural churn of units within the town centre and wider changes in the national retail market, there is a large concentration of large, modern format retail units within the Parishes



Figure 2.2: Vacant Units

Shopping Centre and on Cole Street, which includes the former TJ Hughes unit. These areas are defined primary shopping frontages and the presence of a significant number of large, modern format vacant units significantly detracts from the vitality and overall perceptions of this part of the town centre.

Commercial Yields on Non-Domestic Property

- 2.9 We have not been provided with data on commercial yields within the town centre as part of this commission.

Retailer Representation & Intentions to Change Representation

- 2.10 There are a number of national multiple retailers represented within Scunthorpe Town Centre, including Iceland, Heron, Fulton Foods, Greggs, Cooplands, Topshop / Topman, Pandora, Sports Direct, Primark, Boots, New Look, JD Sports and WH Smiths. The national retailer provision is largely focused on operators in the discount and value food



Figure 2.3: Oldrid's Department Store

- and non-food sectors, although the town centre does benefit from the presence of Oldrid's department store within the Foundry Shopping Centre.
- 2.11 We have identified limited retailer requirements for representation within Scunthorpe and the requirements that have been identified are not necessarily town centre specific. Moreover, there are a number of well-documented challenges facing high streets across the country in the face of continued competition from out-of-town and online retailers, the failure of established household names and the withdrawal of key national chains. It is noted that the town centre accommodates national brands, including New Look, Select Fashion and retailers operated by the Arcadia Group who are facing considerable trading difficulties at the current time and it is considered that Scunthorpe

Town Centre may be susceptible to the loss of national retailer tenants in the short term. Indeed, Greenwoods has recently closed in the town centre after the company fell into administration.

Pedestrian Flows

- 2.12 We have not commissioned formal pedestrian counts as part of this assessment, however, based on general observations during the course of our visit, the town centre felt relatively busy with the highest levels of footfall concentrated around High Street and the Foundry Shopping Centre. Footfall was lowest around Cole Street and the Parishes Shopping Centre, which is likely to be mainly attributable to the volume of vacant units within this part of the town centre. The relocation of the indoor market to the former BHS unit within the Parishes Shopping Centre may help to boost footfall within this part of the town centre.

Accessibility

- 2.13 The Town Centre is served by a bus station located on Fenton Street towards the southern edge of the town centre, which offers bus and coach services to a range of local, regional and national destinations. Scunthorpe railway station also lies within easy walking distance of the town centre.
- 2.14 There are a number of surface level car parks which are conveniently located around the town centre, as well as a 600-space multi-storey car park on Fenton Street. Scunthorpe Town Centre is therefore considered to be accessible by a range of modes of transport, including sustainable options.

Perception of Safety & Occurrence of Crime

- 2.15 ELG Planning visited the town centre in January 2019 and it generally felt safe, particularly with the core retail area around High Street and the Foundry Shopping Centre.

State of Town Centre Environmental Quality

- 2.16 Scunthorpe Town Centre is considered to offer a relatively pleasant shopping environment with the retail core of High Street and the Foundry and Parishes Shopping Centres entirely pedestrianised. There is a significant level of street furniture and soft landscaping throughout the town centre, as well as a public art installation which have a positive impact on



Figure 2.4: Town Centre Environment

the town centre environment. There are also signs of recent investment around the Church Square area in the form of new developments, which have improved the appearance of this part of the town centre.

Summary

- 2.17 ELG Planning are of the opinion that Scunthorpe Town Centre is currently in moderate health but is exhibiting clear signs of weakness and may be vulnerable to the well-documented challenges facing high streets across the UK.

- 2.18 The town centre does however offer a reasonably pleasant shopping environment and there are signs of recent investment around Church Square, as well as the recent relocation of the indoor market to the Parishes Shopping Centre. The town centre was also relatively busy at the time of our visit, particularly around High Street and the Foundry Shopping Centre, and is also highly accessible by a range of transport modes.
- 2.19 There are a number of national multiple retailers represented within Scunthorpe, although these are mainly focused on the discount and value sectors. The town centre does however benefit from the presence of Oldrid's department store selling a wide range of fashion, homeware, electrical and leisure goods. There are however currently limited retailer requirements for Scunthorpe Town Centre and it accommodates national brands who are facing considerable trading difficulties at the current time and it is considered that Scunthorpe Town Centre could be susceptible to the loss of national brands in the short term. The high vacancy rate is a particular sign of weakness and there is a large concentration of modern format retail units within the Parishes Shopping Centre and on Cole Street.
- 2.20 On this basis, whilst the town centre is performing relatively well against certain key indicators, it is also exhibiting clear signs of weakness and could be vulnerable to the current challenges facing high streets throughout the country.



Section 3:

Barton-upon-Humber

3. Barton-upon-Humber

Diversity of Uses

3.1 Barton-upon-Humber is a market town located towards the north eastern edge of the North Lincolnshire administrative area and is a key shopping and service centre providing retail, leisure and other supporting services.

3.2 The town centre accommodates a total of 111 ground floor retail and commercial units primarily focused around High Street, King Street, George Street and Market Place.

Convenience Goods Representation

3.3 There are a total of 12 convenience units within Barton-upon-Humber town centre, equating to 10.8% of the total number of ground floor units in the town centre. However, the town centre lacks main supermarket representation and the main destinations for main food shopping trips amongst residents in the catchment area are the out-of-centre Tesco superstore and the recently constructed Lidl store on Ferriby Road. The former Lidl unit within the town centre currently stands vacant, although it is noted that a planning application for application for the sub-division of the existing store into two retail units (Class A1) was approved in 2018 (PA/2017/1933) and construction works were on-going at the time of our visit.



Figure 2.1: Town Centre Boundary

- 3.4 The main convenience provision within Barton comprises of the Co-op Food at the Market Place and Heron Foods on Chapel Lane. The town centre also accommodates a number of bakers, butchers, a McColl's and Martins convenience store, as well as a number of independent convenience retailers including newsagents and greengrocers. The proportion of convenience goods retail outlets within the town centre has decreased slightly by 2.2% since the previous health check was conducted in 2005. The largest decrease was seen in the provision of Newsagents/Confectioners and Supermarkets, which can be attributed to the closure of the Lidl store following their relocation to Ferriby Road.

Comparison Goods Representation

- 3.5 The non-food offer of Barton-upon-Humber is relatively limited representing 27% of the total number of units within the town centre. The overwhelming majority of comparison goods outlets within the town centre are operated by independent retailers, with only a small number of non-food national multiple retailers present, such as Boots and Lloyds Pharmacy. The key clothing sector remains under-represented within Barton, particularly the *'men's / boy's clothing'* with no offering and just one *'mixed and general clothing'* retailer. The *'women's / girls and children's clothing'* sub-sector performs slightly better with three retailers in this sub-category. Similarly, there is just one shoe shop within Barton Town Centre. Other sub-sectors are also under-represented, with no *'Sports, Toys, Cycles & Hobbies'* and *'Cars, Motorcycles & Accessories'* retailers within Barton. Whilst the key fashion offer within the town centre is relatively limited, the majority of the other GOAD sub-sectors are represented. In particular, there is a modest representation of *'Chemists, Toiletries & Opticians'* and *'Gifts, China, Glass & Leather Goods'* retailers. However, the dominant comparison sub-sector is *'Charity, Pets & Other Comparison'* accounting for 6.3% of the comparison goods outlets.

- 3.6 The non-food offer is therefore considered to represent a weakness of Barton Town Centre, although this could be partly attributable to the town's close proximity to the sub-regional centre of Hull. Notwithstanding this, it is clear that a broader comparison goods offer could serve to create a more appealing shopping destination and diversify the wider offer of the town centre.

Service Uses

- 3.7 Service uses represent 52.3% of the overall provision of ground floor units within Barton Town Centre, which is significantly above the UK average.
- 3.8 Café, restaurant and public houses account for 10.8% of the total number of units within the town centre. There is also a high proportion of hot food takeaway units within the town centre accounting for 10.8% of all ground floor units, however, these uses are relatively well dispersed across the town centre and do not therefore have an unduly detrimental impact on the overall vitality of the centre. However, the Council may wish to consider whether there is a requirement to adopt appropriate policy mechanisms to control the proportion of such uses within the town centre.
- 3.9 There is also a strong representation of miscellaneous service uses related uses (10.8%) within the town centre, which range from vape cigarette shops, picture framing, taxi office, currency exchange and funeral directors. There are a reasonable range of financial and professional services within the town centre, including accountants, solicitors, travel agents, estate agents and financial advisers. However, it is noted that branches of Barclays and Natwest have closed within the town centre in recent years and the only remaining main high street banks and building societies represented within Barton-upon-Humber are Lloyds Bank and Yorkshire Building Society.

Community / Cultural Uses

- 3.10 There is a fair representation of community and cultural uses within the town centre, including Barton Library and the Wilderspin National School Museum on Queen Street.

Retailer Representation & Intention to Change Representation

- 3.11 The convenience goods offer is a strength of Barton Town Centre and is predominantly provided by independent retailers including butchers, newsagents and greengrocers. There are some national convenience retailers present, including Heron Foods, McColl's and Martins, although Lidl have recently relocated to a new unit on the edge of the town.
- 3.12 The comparison goods offer is more limited and is mainly provided by independent retailers, although there are a small number of non-food national multiple retailers present, including Boots and Lloyds Pharmacy. The quality and range of the comparison goods offer within Barton is considered to be a weakness of the town centre.

Commercial Rents & Commercial Yields on Non-Domestic Property

- 3.13 There is no reliable data available for commercial rents and commercial yields on non-domestic property in Barton Town Centre.

Proportion of Vacant Street Level Property

- 3.14 There are a total of 11 vacant units within Barton Town Centre, which equates to a vacancy rate of 9.9%, which is lower than the national average. The former Lidl unit is a large vacant unit within the town centre, however, it is currently undergoing works to facilitate its subdivision following the grant of planning permission in 2018. The former Coach and Horses pub, which is located opposite the former Lidl store also stands vacant and has some broken windows, which is detrimental to the quality of the built environment and general perceptions of their immediate surroundings.
- 3.15 The vacant units however tend to be relatively well dispersed across the town centre with no real clusters of empty properties. It is not therefore considered that the presence of vacant units has an unduly negative impact on the overall vitality or general perceptions of the wider town centre environment at the current time.

Pedestrian Flows

- 3.16 We have not commissioned formal pedestrian counts as part of this assessment, however, based on general observations during the course of our visit which took place midweek in May 2019, the level of pedestrian footfall within the town centre was relatively high, with the greatest levels of footfall around the eastern section of High Street, King Street and George Street. The Market Place also had good levels of pedestrian activity but appeared less busy than the aforementioned streets. Footfall was lowest in the more peripheral areas such as the western part of High Street near the former Lidl store, Chapel Lane and Priestgate.

Accessibility

- 3.17 Barton Town Centre benefits from relatively good public transport links, with Barton Train Station located approximately 150m walk of the northern town centre boundary. In addition, there are several bus stops located across the town, most notably at the Market Place outside the Co-op, and along High Street. The rail and bus links give access regular services to a range of destinations, including Grimsby, Cleethorpes, Hull and the surrounding residential areas of Barton.
- 3.18 There are no pedestrianised areas within the town centre, however, pedestrian movement around the town centre is relatively unconstrained with the majority of commercial streets being relatively lightly trafficked vehicular routes, with the exception of Market Place. The pedestrian environment is also relatively good with well-maintained pavements and dropped kerbs throughout the majority of the town centre.
- 3.19 There are a number of existing car parks conveniently located within and to the edge of the town centre, the majority of which operate a free all-day parking policy. Furthermore, on street parking across the town is operated on a 2 hours free parking (no return within 2 hours) between Monday-Saturday.

Perception of Safety & Fear of Crime

- 3.20 The town centre generally feels safe and has a pleasant appearance and character of a market town. There were no evident signs of crime or anti-social behavior during the visit.

State of Town Centre Environmental Quality

- 3.21 Barton is a traditional market town with a number of attractive brick-built buildings and traditional terraced streets dominated by late 18th and 19th Century buildings. The majority of the town centre lies within the Barton Upon Humber Town Centre Conservation Area and the buildings have a mixed palette of materials, although the majority are brick built. There are a number of attractive buildings within the town centre reflecting its designation as a Conservation Area, with a number located in the area around the High Street.
- 3.22 However, a small number of vacant sites / neglected buildings are located in the peripheral areas of the centre, which have a detrimental to the quality of the built environment and general perceptions of their immediate surroundings. An example is the Grade II Listed Building 'Odds Fellows Hall' at the Queen Street / High Street Junction, which currently lies vacant and has several broken and boarded up windows, negatively impacting the street scene. There were some further vacant units in the peripheral residential areas within the town centre boundary.

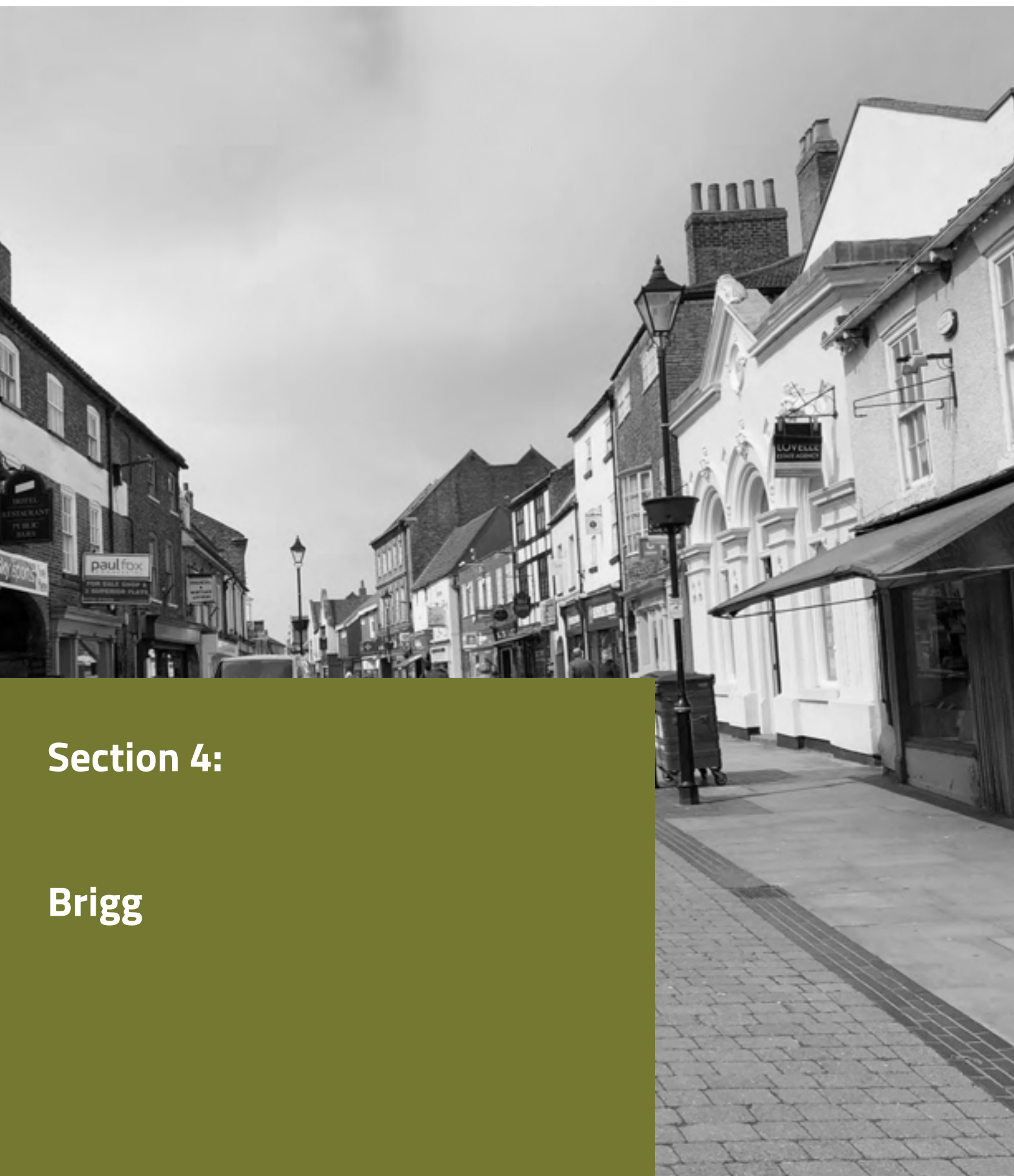
Summary

- 3.23 Barton-upon-Humber is a market town located towards the north eastern edge of the North Lincolnshire administrative area and is a key shopping and service centre providing retail, leisure and other supporting services.
- 3.24 There is currently no main supermarket representation within Barton-upon-Humber town centre with the main foodstores serving the town comprising of the out-of-centre Tesco and Lidl stores. Notwithstanding this, the town centre has a reasonable convenience goods offer including a Co-Op

foodstore and Heron Foods. The town centre also accommodates bakers, butchers, newsagents and greengrocers. The non-food offer of Barton-upon-Humber is however relatively limited representing 27% of the total number of units within the town centre. The overwhelming majority of comparison goods outlets within the town centre are operated by independent retailers, with only a small number of non-food national multiple retailers present, such as Boots and Lloyds Pharmacy. It is therefore considered that the non-food offer represents a weakness of Barton-upon-Humber and a broader comparison goods offer could serve to create a more appealing shopping destination and diversify the wider offer of the town centre.

- 3.25 The majority of the town centre lies within the Barton Upon Humber Town Centre Conservation Area and the buildings have a mixed palette of materials, although the majority are brick built. There are a number of attractive buildings within the town centre reflecting its designation as a Conservation Area, with a number located in the area around the High Street. However, there are also a number of vacant sites / neglected buildings within this part of the town centre that are detrimental to the quality of the built environment and general perceptions of this part of the town centre.
- 3.26 The town centre is accessible by sustainable modes of transport with bus stops offering services to a range of local destinations located throughout the town centre. Barton Train Station also lies approximately 150m to the north of the town centre. There are no pedestrianised areas within the town centre, however, pedestrian movement around the town centre is relatively unconstrained with the majority of commercial streets being relatively lightly trafficked vehicular routes, with the exception of Market Place. The pedestrian environment is also relatively good with well-maintained pavements and dropped kerbs throughout the majority of the town centre. There are also a number of existing car parks conveniently located within and to the edge of the town centre, the majority of which operate a free all-day parking policy. Furthermore, on street parking across the town is operated on a 2 hours free parking (no return within 2 hours) between Monday-Saturday.

- 3.27 Overall, it is therefore considered that Barton-upon-Humber has a moderate level of vitality and viability.



Section 4:

Brigg

4. Brigg

- 4.1 Brigg is a market town located towards the south eastern edge of the North Lincolnshire administrative area and acts as a key shopping and service centre.

Diversity of Uses

- 4.2 Brigg accommodates a total of 131 ground floor retail and commercial units within the defined town centre boundary. The majority of retail units within the town centre are focused around Wrawby Street, Bridge Street and the Market Place, as well as a number of alley ways connecting Wrawby Street to the larger retail park units.

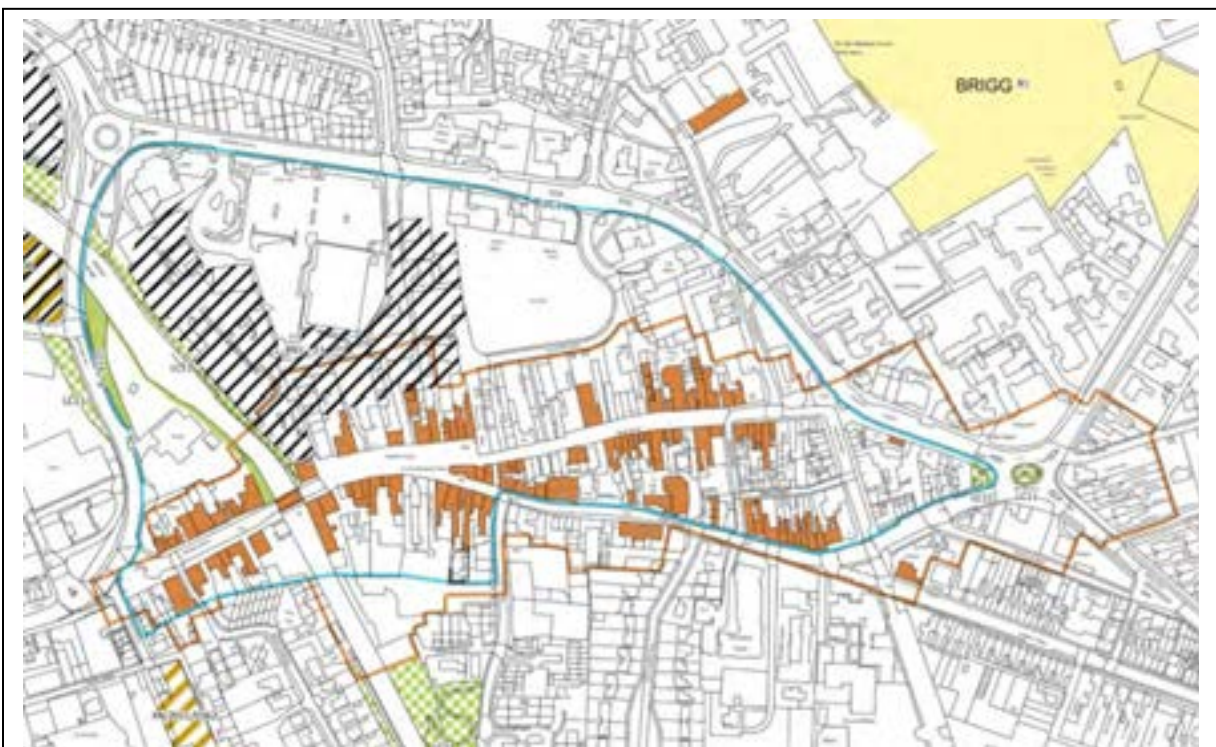


Figure 4.1: Brigg Town Centre Boundary

Convenience Goods Representation

- 4.3 There is a Tesco superstore within the town centre and a Lidl store to the north west of the town centre, which are the main stores used for main food shopping within the catchment area. The town centre survey identified a total of 11 convenience units within Brigg town centre, equating to 8.4% of the total number of ground floor retail and commercial units within the town centre. As well as the Tesco superstore on Barnard Avenue, the town centre also accommodates bakers, butchers, newsagents and general stores.

Comparison Goods Representation

- 4.4 There are a total of 44 non-food outlets within the town centre, equating to 33.6% of the total number of retail and commercial units, although there has been a slight decrease in the proportion of comparison goods units since the previous health check survey was carried out in 2005.
- 4.5 The overwhelming majority of comparison goods units within the town centre are operated by independent retailers, with only a small number of non-food national multiple retailers present, including B&M, Wilko and Boyes. There are currently no *'men's / boys clothing'* outlets within Brigg town centre, although there are five independent stores within the town centre in the *'women's / girls and children clothing'* sub-sector. The other GOAD comparison goods sub-sectors are also represented within Brigg with the exception of *'sports, toys, cycles and hobbies'*, with particularly strong representation within the *'charity, pets and other comparison'* sub-sector (12 units).

Service Uses

- 4.6 There are a total of 65 service use outlets present within Brigg Town Centre, representing 49.6% of the overall provision of ground floor units within Brigg Town Centre and there has been growth in the proportion of service related uses within the town centre since the previous health check was carried out in 2005.
- 4.7 There is a reasonably strong presence of café, restaurant and public house uses within Brigg, which account for 12.2% of the total number of units within the town centre. The second largest representation of service uses are hairdressers, health and beauty outlets, accounting for 9.9% of the total number of units within the town centre, which is a typical growing trend seen across UK retail centres. There is also of relatively high proportion of hot food takeaways within the town centre, accounting for 8.4% of the total number of units across the town centre. However, these uses are generally fairly evenly spread and not clustered in one area and, as such, do not have an unduly negative impact on the overall vitality and viability of the town centre.
- 4.8 There is representation from the main high street banks and building societies within Brigg in the form of branches of Barclays and Lloyds Bank, as well as Nottingham Building Society. However, it is noted that branches of Natwest and HSBC have closed in the town centre recent years.

Retailer Representation & Intention to Change Representation

- 4.9 The majority of retailers within Brigg Town Centre are independents, although there are a small number of national multiples, including the Tesco store to the north western edge of the town centre, which is a key main food shopping destination and acts as an anchor for the wider town centre. There are also a small number of national non-food retailers, including Wilko, B&M and Boyes, however, the

comparison goods offer within the town is dominated by independent retailers and, in view of recent national trends within this sector, it is clear that a strong and vibrant independent sector is going to be key to the long term viability and viability of town centres like Brigg.

Commercial Rents & Commercial Yields on Non-Domestic Property

- 4.10 There is no reliable data available for commercial rents and commercial yields on non-domestic property in Brigg Town Centre.

Proportion of Vacant Street Level Property

- 4.11 There were a total of 11 vacant units in Brigg Town Centre at the time of our visit, representing a

vacancy rate of 8.4%, which is lower than the national average. The vacant units were spread across the town, with some located on Wrawby Street, Bridge Street and the Market Place. One of the vacant units at the very western end of Bridge Street was of very poor visual appearance, featuring a broken window, as shown in Figure 4.2. As one



Figure 4.2: Existing Vacant Unit

of the main gateways and therefore first impressions of the town centre from the west, this does impact to some extent upon the overall visual appearance and experience of the town centre. However, overall, it is not considered that the vacant units have an unduly negative impact on the vitality and viability of the town centre.

Pedestrian Flows

- 4.12 We have not commissioned formal pedestrian counts as part of this assessment, however, based on general observations during the course of our visit which took place midweek in May 2019, the level of pedestrian footfall within the town centre was relatively high. The greatest levels of footfall were seen around Wrawby Street and towards the north western edge of the town centre, which accommodates the Tesco supermarket, Wilko and B&M.
- 4.13 Pedestrian footfall does however remain relatively low around the Market Place, which was also an issue that was highlighted within the 2005 study. We note that there are three vacant units within this part of the town centre, which may be partly attributable to the lack of footfall within this part of the town.

Accessibility

- 4.14 One of the clear benefits of Brigg Town Centre is that the majority of the centre is semi-pedestrianised along Wrawby Street and ease of movement for pedestrians around the town centre is generally good. Accessibility by bus is rated by fair with bus stops located to the edge of the town centre offering services to and from Scunthorpe and the residential areas of Brigg.
- 4.15 There is a good provision of car parks within Brigg, all of which are centrally located to the core of the town centre. The Old Courts Road car park located next to Wilko and Tesco is the largest and most central, offering 254 spaces within two minutes walk of the primary shopping area of Wrawby Street. In addition, this car park offers 2 hours free parking , whilst charging £2 for up to 4 hours or £3 all day parking. However this only applies on weekdays; the car park is free all day Saturday and Sunday,

which is likely to encourage consumers to visit on weekends. The Angel Car Park operates on similar terms. Parking associated with Tesco is also free but is for customers only and limited to 3 hours maximum stay.

Perception of Safety & Fear of Crime

- 4.16 There are a few signs of anti-social behavior within Brigg in the form of graffiti and damage to shopfronts, however, this is relatively limited and the town centre generally feels safe offering a pleasant and welcoming shopping experience.

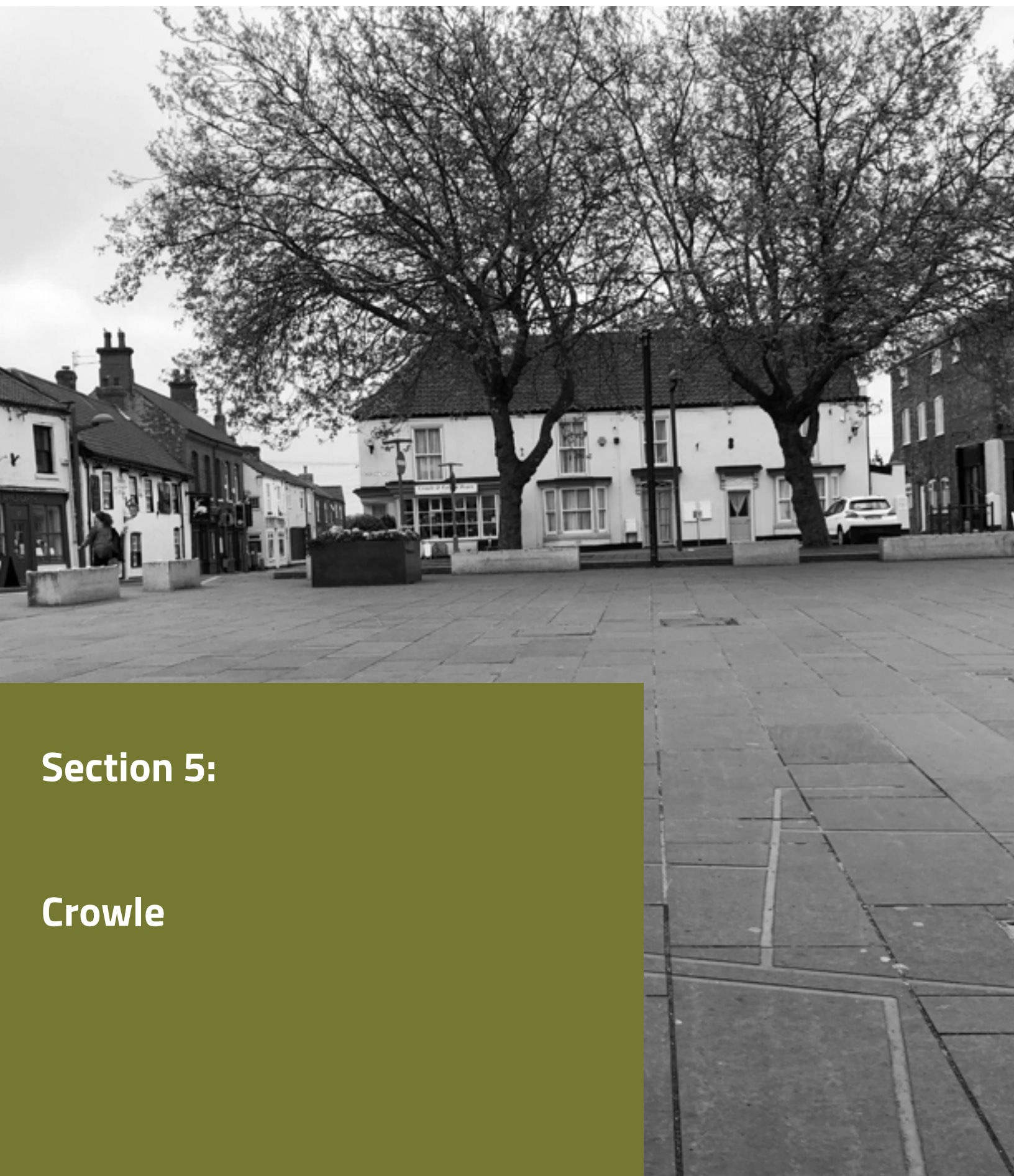
State of Town Centre Environmental Quality

- 4.17 The majority of the town centre is designated as a Conservation Area with a number of attractive brick-built buildings and historic terraced streets. The town centre vernacular is dominated by a mixture of 18th and 19th century buildings, which surround the market place. The alley ways are well utilized and play host to some quaint shops which are well maintained. The semi-pedestrianised areas of Brigg offer a high quality public realm and contribute to creating an attractive town centre. The shopfronts within the town centre are generally well-maintained and achieve an average physical appearance rating of 3.5 within our survey.

Summary

- 4.18 Brigg is a market town located towards the south eastern edge of the North Lincolnshire administrative area and acts as a key shopping and service centre.

- 4.19 The town centre has a good convenience offer including a Tesco store located within the town centre boundary, which is a key food shopping destination for residents within the catchment area and is a key anchor for the wider town centre. The overwhelming majority of comparison goods units within the town centre are operated by independent retailers, with only a small number of non-food national multiple retailers present, including B&M, Wilko and Boyes. Having regard to recent national trends in the non-food sector, it is clear that a strong and vibrant independent sector is going to be key to the long term viability and viability of town centres like Brigg.
- 4.20 There has been growth in the proportion of service uses within the town centre since the previous survey was undertaken in 2005, with a relatively strong representation of cafés, restaurants and public houses and health and beauty related uses. There remains representation in the town centre from the main high street banks and building society, although it is noted that branches of Natwest and HSBC have closed in recent years.
- 4.21 Brigg town centre offers a pleasant and welcoming shopping environment with a vacancy rate below the national average and the majority of the town centre lies within the Conservation Area boundary, which is reflected in the largely attractive built environment. There are a number of centrally located public car parks within the town centre ensuring that accessibility by car is good and accessibility by public transport is rated as fair.
- 4.22 It is therefore considered that Brigg is a vital and viable town centre.



Section 5:

Crowle

5. Crowle

- 5.1 Crowle is a small market town that acts as the service centre for the northern part of the Isle of Axholme towards the western edge of the North Lincolnshire administrative boundary.

Diversity of Uses

- 5.2 Crowle is a relatively small town centre accommodating a total of 27 ground floor retail and commercial units, which are largely focused around the Market Place and A161.

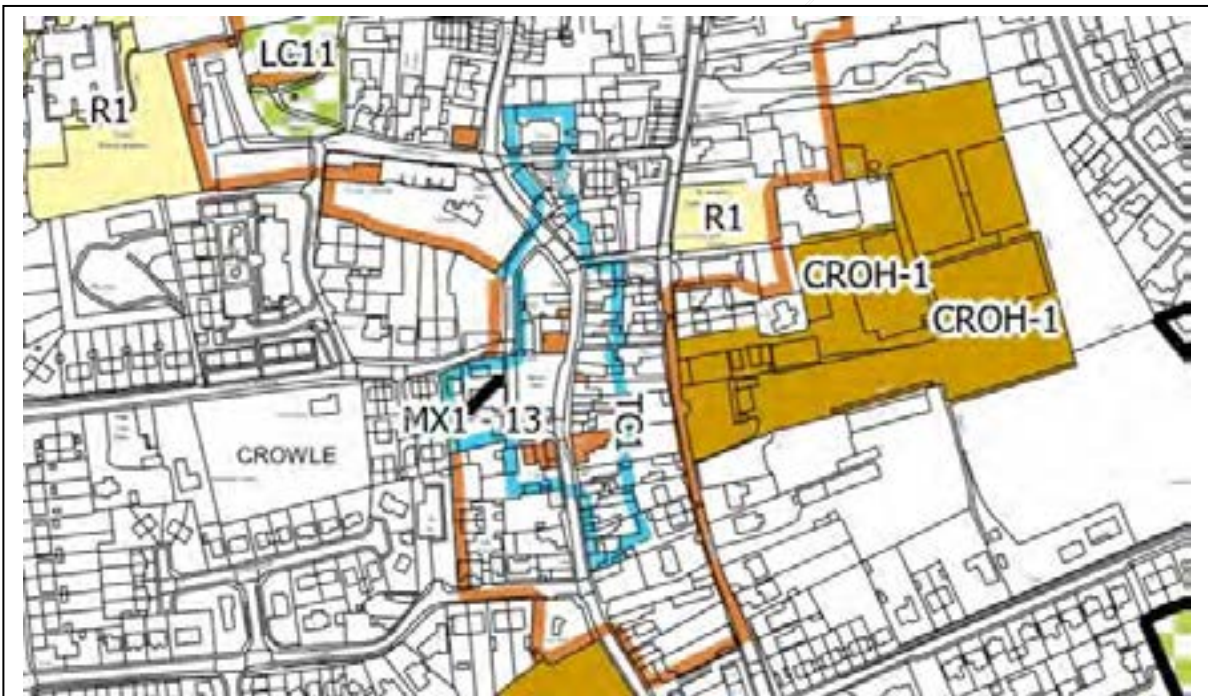


Figure 5.1: Crowle Town Centre Boundary

- 5.3 There are a total of three convenience goods outlets within Crowle, including a butchers and newsagents and a recently opened Co-Op foodstore, which has enhanced the range and quality of the retail offer within Crowle and supported its role as a top-up shopping destination. There are a further three non-food outlets within Crowle and there is also a market in the town centre, which takes place on the second Saturday of every month.
- 5.4 The overwhelming majority of units within the centre are in service use and there has been a significant increase in such uses since the previous health check was carried out in 2005. This includes a number of café, restaurant and public house uses. There is also a relatively high proportion of hot food takeaways within Crowle and an overprovision of such uses can negatively impact on centres for reasons including the creation of dead frontage during the daytime, as well as discouraging shoppers and future retail opportunities. The Council may therefore wish to consider policy mechanisms to ensure an inappropriate level of such uses is not provided within Crowle in order to maintain the vitality and viability of the centre.
- 5.5 Crowle also accommodates a range of community facilities, including Crowle Town Hall, as well as the Crowle Community Hub and Community Hall.

Proportion of Vacant Street Level Property

- 5.6 There are two vacant units within Crowle town centre, which are not considered to have an unduly negative impact on the overall vitality and viability of the centre.

Pedestrian Flows

- 5.7 The observed pedestrian flows within Crowle were relatively low at the time of our visit, with the greatest level of footfall and pedestrian activity focused around the Co-Op Food unit.

Accessibility

- 5.8 Crowle benefits from a large market place area which is fully pedestrianized aiding pedestrian movement, alongside a number of signposts located across the town centre directing people to the main facilities such as the library, market place and public toilet facilities. The A161 does run through the town centre, which acts as a barrier to pedestrian movement to some degree and, as such, ease of pedestrian movement is rated as fair. There are also a number of bus stops within the town centre offering services to destinations including Goole, Ashby and Scunthorpe.
- 5.9 The Potts Lane car park is located just south of the town centre boundary and benefits from free all-day parking. In addition, there is some provision of on-street parking around the town centre, as well as limited parking in the Market Place and outside the Co-Op Food store and car parking provision is therefore rated as fair.

Perception of Safety and Fear of Crime

- 5.10 There were limited signs of anti-social behavior at the time of the visit and Crowle town centre is generally considered to offer a safe shopping environment.

State of Town Centre Environmental Quality

- 5.11 The majority of the town centre lies within the Crowle Conservation Area and there are a number of attractive buildings within the town centre reflecting its designation as a Conservation Area. The Market Place has been subject to public realm improvements in recent years featuring new street furniture, planters and high quality pavement, which have made a positive contribution to the quality of the built environment.
- 5.12 The majority of retail and commercial units within Crowle are reasonably well maintained and achieve an average physical appearance rating of 3.5 within our survey, although there are certain units that would benefit from modernisation and investment, including the vacant units located on the high street.

Summary

- 5.13 Crowle is a small market town acting as the service centre for the northern part of the Isle of Axholme. The retail offer largely caters for top-up shopping requirements and has recently been enhanced following the opening of the Co-Op Food store on Johnson's Lane. The majority of units within the town centre are occupied by service uses, including a range of café, restaurant and public house uses. It is also noted that there are a number of hot food takeaways within Crowle and an overprovision of such uses can negatively impact on centres. The Council may therefore wish to consider policy mechanisms to ensure an inappropriate level of such uses is not provided within Crowle in order to maintain the vitality and viability of the centre.

- 5.14 The town centre lies within the Conservation Area boundary and has benefitted from public realm works around the Market Place in recent years. The town centre is therefore considered to provide a relatively pleasant shopping environment with only a small number of vacant units, although pedestrian movement is hindered to some extent due to the presence of the A161, which runs north-south through the town centre.
- 5.15 Overall, Crowle is considered to be a reasonably healthy small Market Town centre performing an important top-up shopping and service role for residents in the local area.



Section 6:

Epworth

6. Epworth

Diversity of Uses

- 6.1 Epworth is a market town that acts as the main service centre for the Isle of Axholme and accommodates 91 ground floor retail and commercial units primarily focused around High Street, Market Place and Church Street.

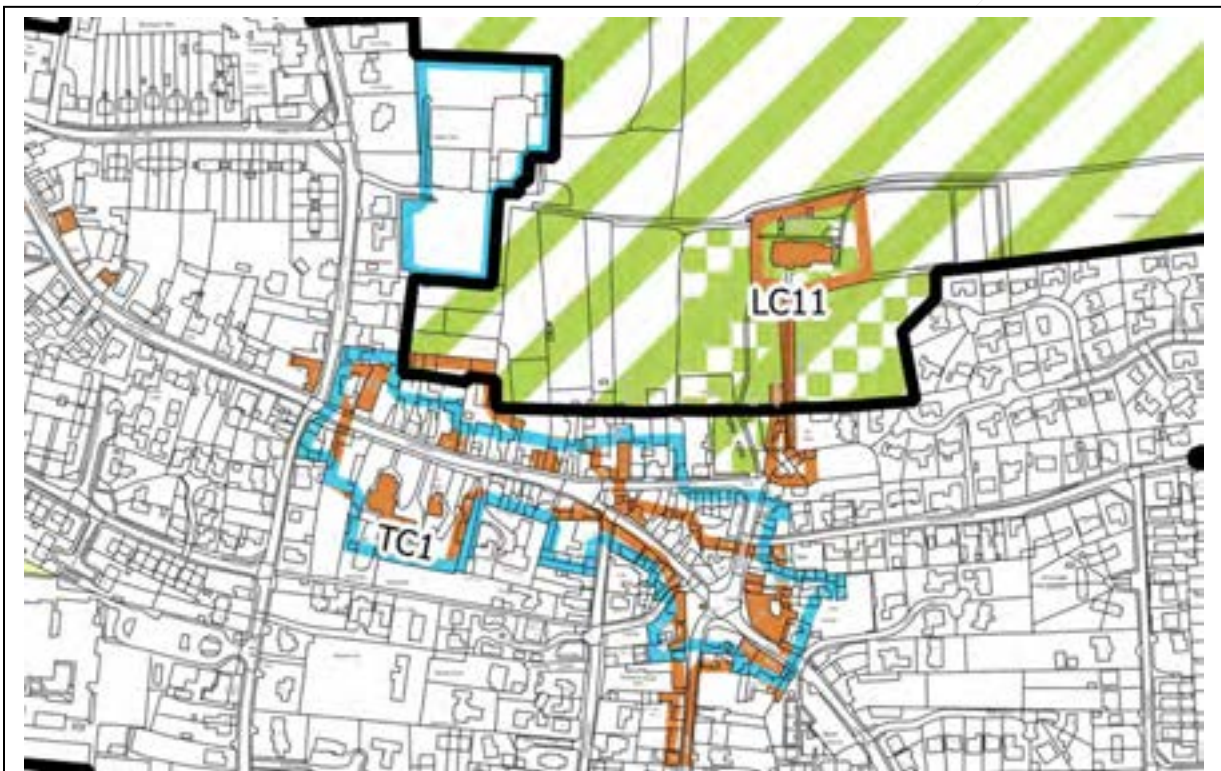


Figure 6.1: Epworth Town Centre Boundary

- 6.2 The convenience goods offer within Epworth is limited and comprises entirely of independent operators, including two bakers, a butchers, greengrocer, newsagent and a general store. Epworth Co-Op previously occupied a unit within the town centre, however, they have now relocated to a unit

to the south of the junction of Albion Hill / Mowbray Street. The centre now therefore lacks representation from any national food retailers.

- 6.3 Epworth is considered to provide a reasonable non-food offer relative to its role and function, with the entirety of the comparison goods outlets operated by independents. Having regard to recent national trends within this sector, it is unlikely that Epworth will be a required location for the majority of non-food national retailers and a strong and vibrant independent sector is going to be key to the long term viability and viability of town centres like Epworth as retail destinations.
- 6.4 The majority of units within Epworth are in service use, including a strong representation of health and beauty related uses, as well as cafés, pubs and restaurants. There is also a branch of HSBC within the town centre, as well as a number of hot food takeaway uses.

Proportion of Vacant Street Level Property

- 6.5 There are a total of 7 vacant units within Epworth, representing a vacancy rate of 7.7%. The presence of vacant units within the town centre does not therefore have an unduly negative impact on the overall vitality and viability of Epworth, although the former Co-Op unit is a relatively large vacant unit in a prominent location and opportunities should be sought for its active re-use.

Pedestrian Flows

- 6.6 The volume of pedestrian movement at the time of our visit was fair, although it was noticeable that there was a relatively limited level of pedestrian footfall around the Market Place.

Accessibility

- 6.7 There is an existing surface level public car park located towards the northern edge of the town centre, although there were limited spaces available at the time of our visit. There is also time restricted on-street parking available within the town centre.
- 6.8 There are also bus stops within the town centre offering limited to services to a range of destinations in the local area. Ease of pedestrian movement for pedestrians is rated as fair, however, ease of movement for the less mobile is poor as there are areas within the town centre where the pavement is extremely narrow.

Perception of Safety & Fear of Crime

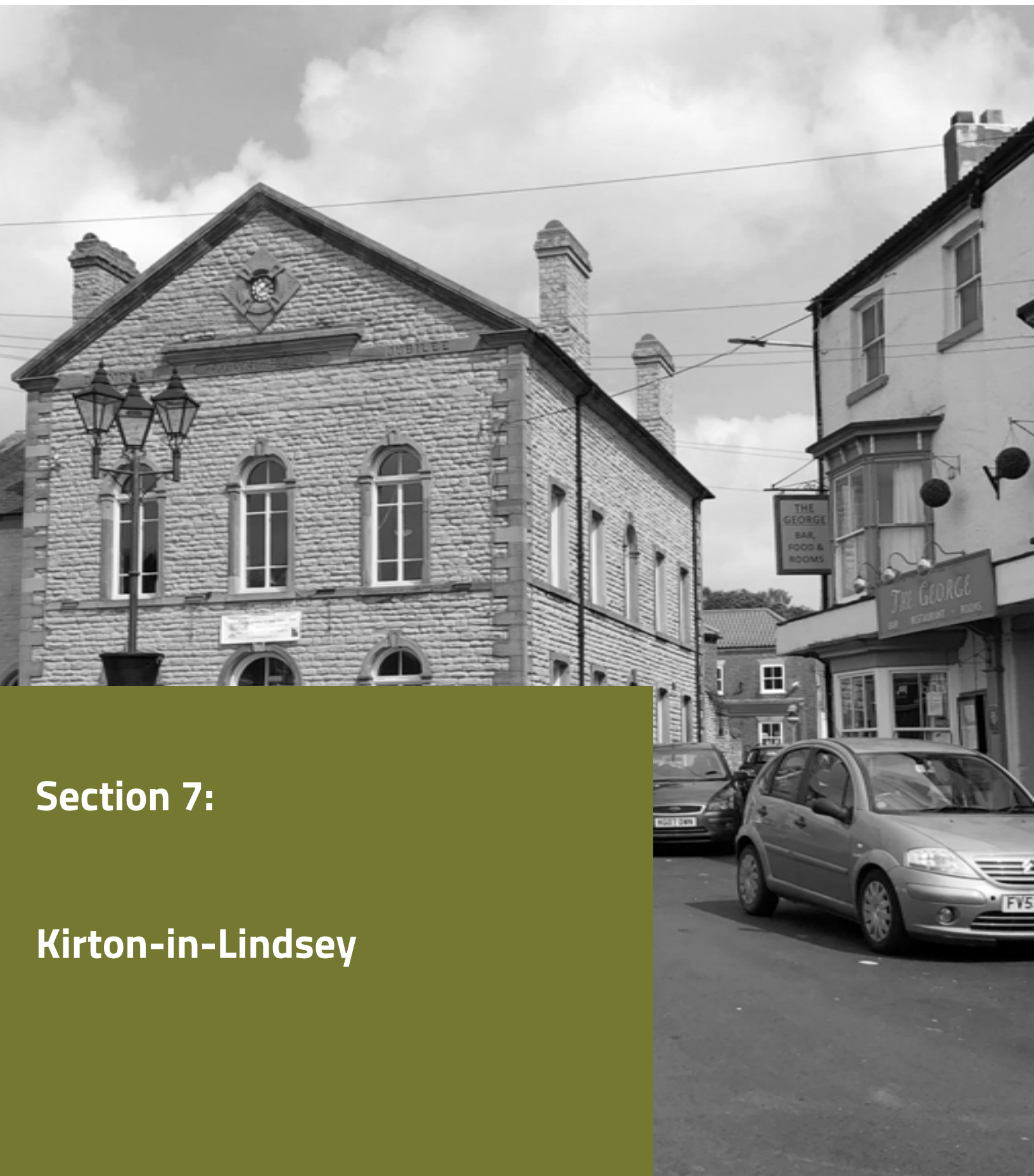
- 6.9 The overall feeling of safety and security in Epworth is good.

Environmental Quality

- 6.10 The majority of the town centre lies within the Epworth Conservation Area, which is predominantly characterized by a mixture of 18th and 19th century two-storey buildings. The Market Place features a small pedestrianised area accommodating seating and soft landscaping, which contributes to the quality of the shopping environment. The existing commercial units within the town centre are also generally well-maintained. Epworth is therefore considered to provide a largely attractive and pleasant shopping environment.

Summary

- 6.11 Epworth is the main service centre for the Isle of Axholme and accommodates a total of 91 retail and commercial units. The convenience goods offer within the town centre is relatively limited and comprises entirely of independent retailers, with no representation from national operators following the relocation of the Co-Op. The town centre does however provide a reasonable non-food offer, with the entirety of the comparison goods outlets operated by independent retailers. Epworth also has a strong service offer, including a strong representation of health and beauty related uses, as well as cafés, pubs and restaurants. There is also a branch of HSBC within the town centre, as well as a number of hot food takeaway uses.
- 6.12 The town centre also offers an attractive shopping environment forming part of the Epworth Conservation Area and the vacancy rate is relatively low, although the former Co-Op unit is a relatively large vacant unit in a prominent location and opportunities should be sought for its active re-use.
- 6.13 Overall, Epworth is considered to be a vital and viable town centre performing an important top-up shopping and service role for residents in the local area.



Section 7:

Kirton-in-Lindsey

7. Kirton-in-Lindsey

Diversity of Uses

- 7.1 Kirton-in-Lindsey is identified as a District Centre within the defined retail hierarchy and accommodates a total of 24 ground floor retail and commercial units, which are largely focused around Market Place and High Street.

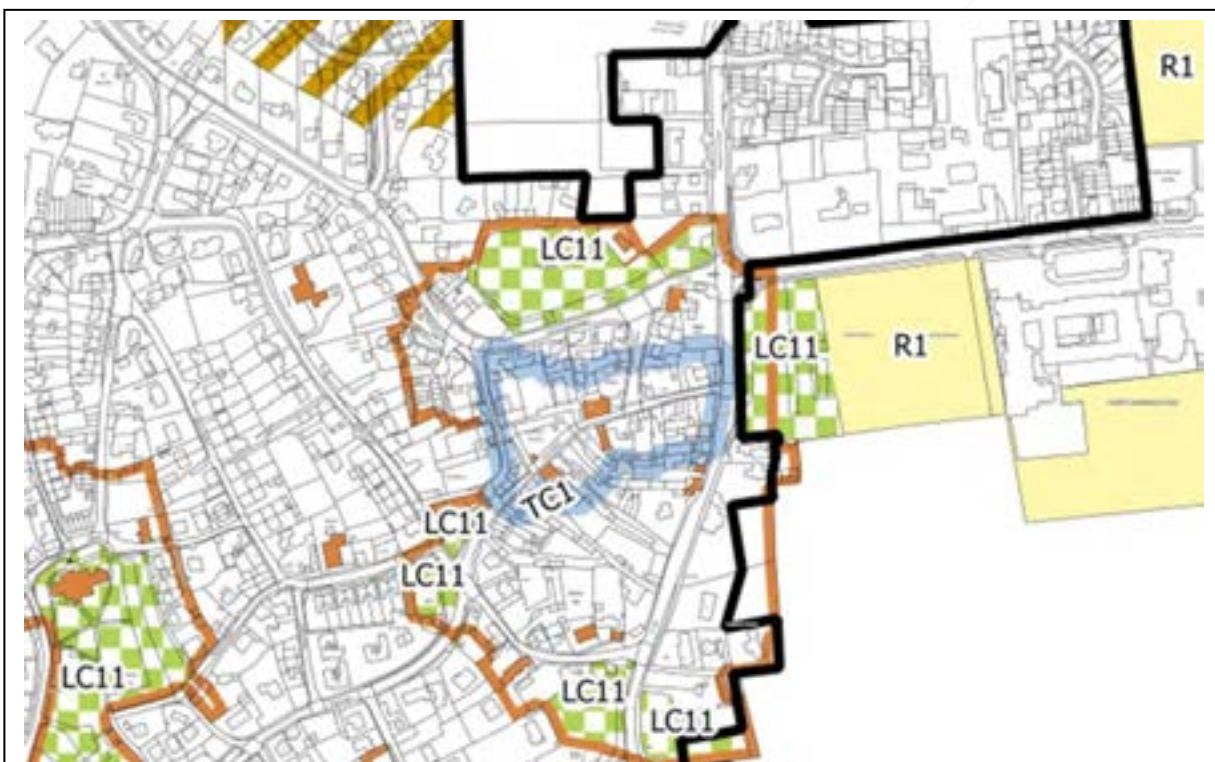


Figure 7.1: Kirton-in-Lindsey District Centre Boundary

- 7.2 Kirton-in-Lindsey has a relatively strong convenience offer, which includes a Co-Op, Spar, Costcutter, two butchers and two newsagents. There is a relatively limited non-food retail offer within the District Centre, including an independent chemist, optician and gift shop.
- 7.3 Service uses represent 45.8% of the overall provision of ground floor units within Kirton-in-Lindsey, with café, restaurant and public houses accounting for 8.3% of the total units within the centre. There is also a strong representation of hairdressers and health and beauty related uses within Kirton-in-Lindsey, which account for 16.7% of the total number of uses within the centre.

Proportion of Vacant Street Level Property

- 7.4 There were just two vacant units within Kirton-in-Lindsey at the time of our visit, which were located at the top end of the High Street opposite the Spar store. The vacancy rate is not therefore considered to have a negative impact on the overall vitality and viability of the District Centre.

Pedestrian Flows

- 7.5 We have not commissioned formal pedestrian counts as part of this assessment, however, based on general observations during the course of our visit, pedestrian footfall within the District Centre was generally quite low, with the greatest levels of footfall seen around the Co-Op and Spar stores.

Accessibility

- 7.6 There are existing bus stops to the edge of the town centre on King Edward Street, which offer services between Brigg and Kirton-in-Lindsey. The town is also served by a train station, which lies approximately 1.2km to the south of the town centre.

- 7.7 Ease of movement for pedestrians around the centre is rated as fair, although there are parts of the town centre where footpaths are relatively narrow meaning movement for the less mobile can be constrained. The main car parking within Kirton-in-Lindsey comprises of the free parking within the Market Place, although there were limited spaces available at the time of our visit. There is also on-street parking available throughout the centre.

Perception of Safety & Fear of Crime

- 7.8 Kirton-in-Lindsey generally felt safe with no evidence of crime or anti-social behaviour at the time of our visit.

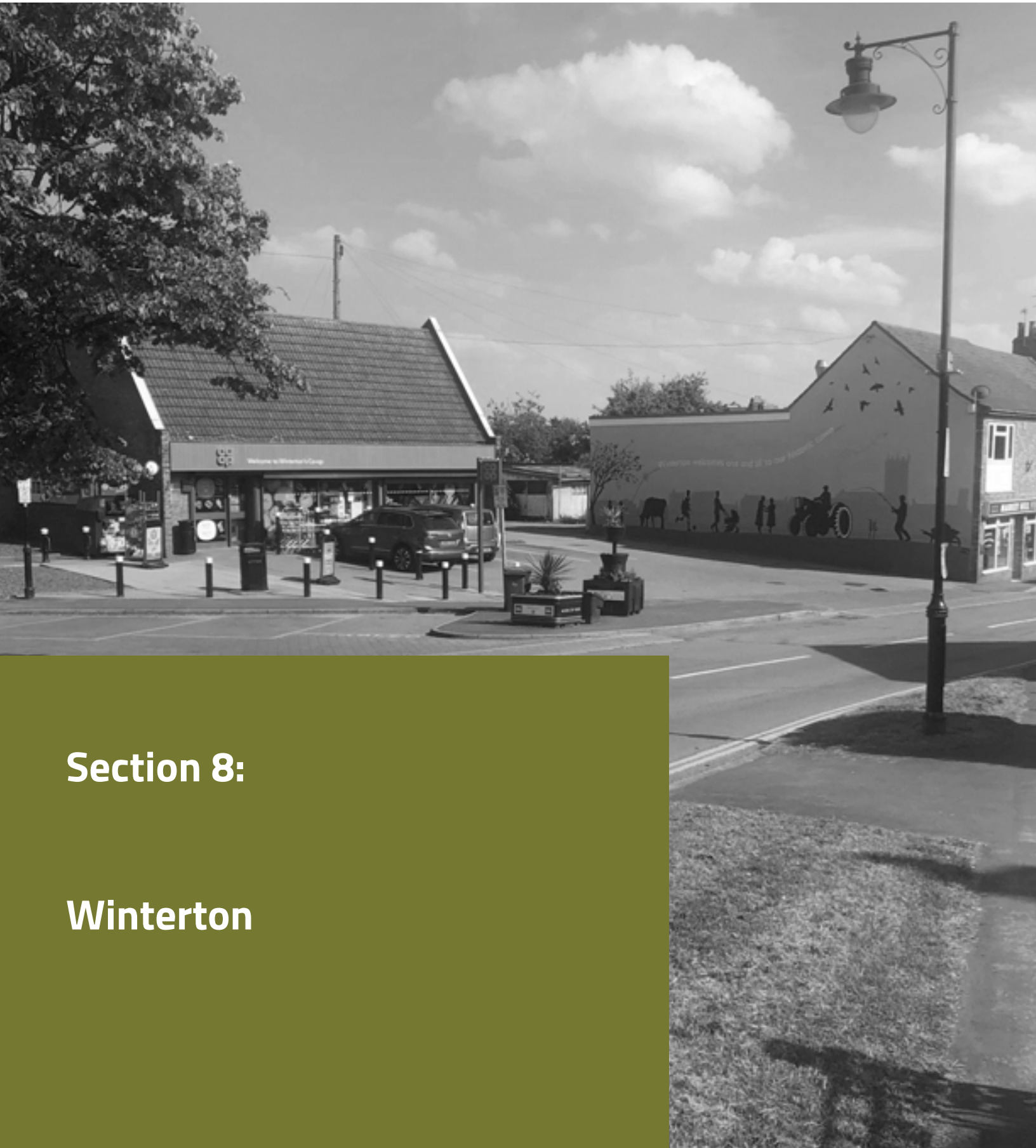
State of Town Centre Environmental Quality

- 7.9 Kirton-in-Lindsey offers a pleasant shopping environment, with a number of attractive buildings within the town centre, including several Grade II listed buildings dispersed across the historic core of the town and within the Market Place. The individual shopfronts within the town centre are generally attractive and well-maintained, although there are a small number of poorly designed shopfronts in evidence which detract from the appearance of the centre.

Summary

- 7.10 Kirton-in-Lindsey is a small District Centre accommodating a total of 24 ground floor retail and commercial units.

- 7.11 The District Centre has a relatively strong convenience offer, including Co-Op, Spar, Costcutter, two butchers and two newsagents which offer top-up shopping facilities for local residents commensurate with the role and function of Kirton-in-Lindsey as a District Centre. There is also a limited range of non-food outlets, including an optician, chemist and gift shop. Service uses represent 45.8% of the overall provision of ground floor units within Kirton-in-Lindsey, with café, restaurant and public houses accounting for 8.3% of the total units within the centre. There is also a strong representation of hairdressers and health and beauty related uses within Kirton-in-Lindsey, which account for 16.7% of the total number of uses within the centre.
- 7.12 There were only two vacant units within the District Centre identified during our visit and Kirton-in-Lindsey offers a safe and pleasant shopping environment, with a number of attractive buildings within the town centre, including several Grade II listed buildings dispersed across the historic core of the town and within the Market Place. Pedestrian footfall within the centre was relatively low at the time of our visit and we have also identified issues in terms of accessibility for the less mobile within certain parts of Kirton-in-Lindsey.
- 7.13 Overall, Kirton-in-Lindsey is considered to be a vital and viable District Centre performing an important top-up shopping and service role for residents in the local area.



Section 8:

Winterton

8. Winterton

Diversity of Uses

- 8.1 Winterton is a District Centre located towards the northern edge of the North Lincolnshire administrative area and accommodates a total of 23 ground floor retail and commercial units focused around Market Street, High Street and King Street.

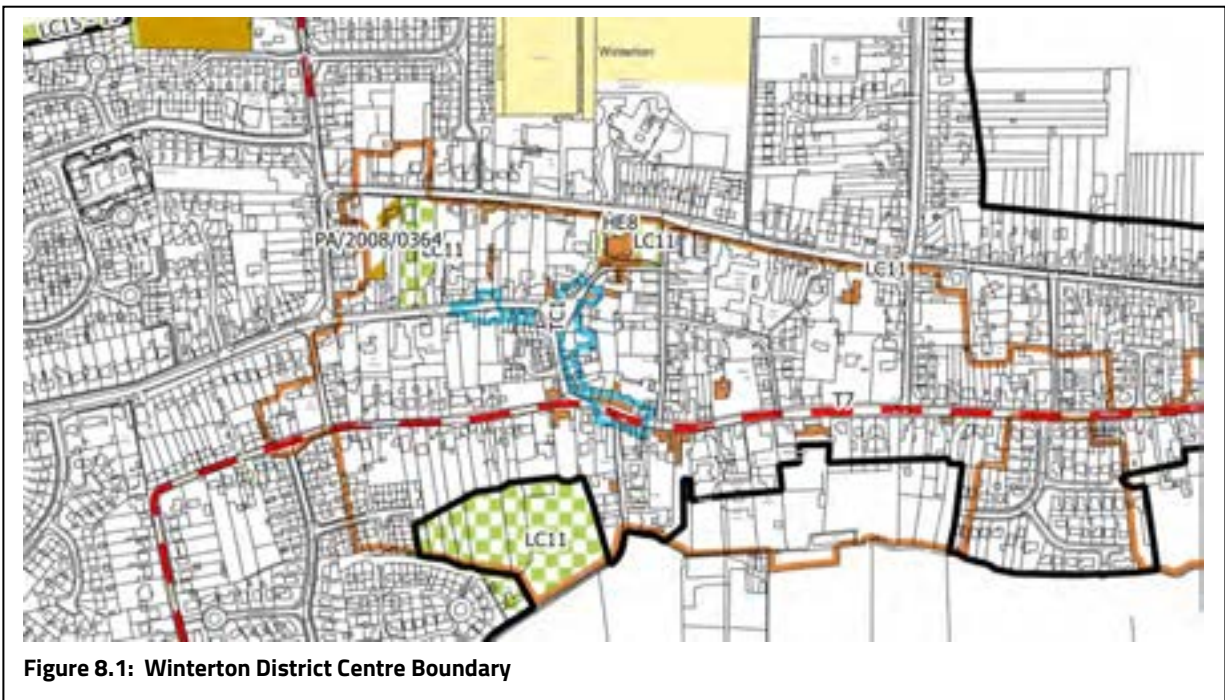


Figure 8.1: Winterton District Centre Boundary

- 8.2 The existing retail offer is focused on top-up shopping commensurate with the role and function of the District Centre and the convenience offer includes a Co-Op, Tesco Express and Premier, as well as an independent bakery and fishmonger. There is a reasonable non-food offer within the District Centre, which account for 36.4% of the total number of ground floor units within Winterton. Services

uses account for 45.5% of the units within the District Centre and include four health and beauty related uses, three restaurants / cafes / pubs and two hot food takeaways.

Proportion of Vacant Street Level Property

- 8.3 There are currently no vacant units within Winterton District Centre.

Pedestrian Flows

- 8.4 We have not commissioned formal pedestrian counts as part of this assessment, however, based on general observations during the course of our visit, there was a reasonable level of pedestrian footfall within the District Centre.

Accessibility

- 8.5 The District Centre performs a largely top-up shopping role serving the day-to-day needs of local residents in the village and the centre is reasonably accessible on foot to the surrounding residential areas. The existing pedestrian infrastructure within the District Centre also ensures that pedestrian movement for all users is relatively unconstrained. There are no pedestrian crossings within the town centre, however, the lightly trafficked nature of the road network ensures that lack of crossing facilities does not unduly impede pedestrian movement within the centre.
- 8.6 There are existing bus stops within the District Centre offering regular services between Scunthorpe and Hull and, as such, accessibility by public transport is rated as good. There is however a lack of public car parks within Winterton.

Perception of Safety & Fear of Crime

- 8.7 Winterton largely has a safe and pleasant character with little evidence of crime or anti-social behavior.

State of Town Centre Environmental Quality

- 8.8 Winterton has a pleasant rural character and the majority of the District Centre lies within the Winterton Conservation Area. The centre therefore accommodates a number of attractive buildings, which make a positive contribution to the shopping environment. A number of the commercial units within the District Centre have well-maintained traditional shopfronts and there are signs of recent investment, including the new shopfront that has been provided to the Co-Op unit. There are however a small number of units that would benefit from investment to enhance their external appearance.

Summary

- 8.9 Winterton is a District Centre located towards the northern edge of the North Lincolnshire that performs a localised role as a shopping and service centre for residents of the village and immediate surrounding area.
- 8.10 The District Centre has a reasonably good top-up convenience offer includes a Co-Op, Tesco Express and Premier, as well as an independent bakery and fishmonger. There is also a reasonable non-food offer within the District Centre, which account for 36.4% of the total number of ground floor units

within Winterton. Services uses account for 45.5% of the units within the District Centre and include four health and beauty related uses, three restaurants / cafes / pubs and two hot food takeaways.

- 8.11 There are currently no vacant units and Winterton offers a safe and pleasant shopping environment, although there are a small number of units within the centre that would benefit from further investment. There is limited car parking available within the District Centre, although it is accessible on foot from the surrounding residential areas and there are also bus stops within the centre offering regular services between Scunthorpe and Hull.
- 8.12 Overall, it is considered Winterton a vital and viable District Centre performing an important top-up shopping and service role for residents of the village and immediate surrounding area.



Section 9:

Ashby High Street

9. Ashby High Street

Diversity of Uses

- 9.1 Ashby High Street is a popular District Centre performing an important role as a local shopping and service centre serving the residential areas to the south of Scunthorpe. Ashby High Street is a linear centre formed primarily by terraced retail and commercial units flanking High Street. There are a number of larger format units within a parade located centrally within the District Centre known as Broadway, which accommodates a number of national multiple retailers.



Figure 9.1: Ashby High Street District Centre Boundary

- 9.2 There are a total of 124 ground floor retail and commercial units within the District Centre including a total of 20 convenience retail units within the District Centre, which includes Iceland, Tesco Express,

Heron Foods, Greggs and Cooplands. There are also a number of independent convenience outlets within Ashby High Street, including greengrocers, butchers and a continental supermarket. There are also 40 comparison goods outlets within Ashby High Street with representation from a number of national multiples, including Home Bargains, Wilko, Card Factory and Boots to supplement the range of independent non-food retailers.

- 9.3 There are a high proportion of service uses within Ashby High Street District Centre, which include a number of health and beauty related uses, cafes, public houses and hot food takeaways.

Proportion of Vacant Street Level Property

- 9.4 ELG Planning identified a total of 7 vacant units within the District Centre at the time of our visit, which equates to a vacancy rate of only 5.6%. The vacant units are spread across the centre and are predominantly relatively small format units and do not therefore have an unduly negative impact on the overall vitality and viability of the District Centre. The former Kwik Save premises located towards the eastern edge of the centre is the only large format vacancy with a gross floor area in excess of 2,000 sq.m.

Pedestrian Flows

- 9.5 We have not commissioned an formal pedestrian counts for the purposes of this assessment, there was a good level of pedestrian footfall within the centre with greatest levels of pedestrian activity within the District Centre focused around the Broadway with lower levels of footfall to the eastern and western edges of the centre.

Accessibility

- 9.6 High Street runs through the middle of the District Centre and is relatively heavily trafficked. There are however a number of pedestrian crossing facilities located along High Street, which, coupled with the general pedestrian environment throughout the centre, ensures that pedestrian movement is relatively unconstrained. There are surface level car parks located to the rear of the High Street, which offer two hours free parking. There are also a small number of car parking spaces available to the front of the Broadway, as well as cycle parking facilities. In addition, there are eastbound and westbound bus stops throughout the District Centre, which offer regular services to a range of local destinations. Ashby District Centre is therefore considered to be highly accessible, including by sustainable modes of travel.

State of Town Centre Environmental Quality

- 9.7 Ashby High Street is considered to offer a relatively pleasant shopping environment predominantly characterised by well-maintained terraced retail and commercial units flanking High Street. There is also evidence of recent investment in physical improvements to the centre in the form of public realm works around Broadway, including new paving, soft landscaping and street furniture.

Summary

- 9.8 Ashby High Street is a popular District Centre performing an important role as a local shopping and service centre serving the residential areas to the south of Scunthorpe.

- 9.9 The District Centre has a strong convenience goods offer, including representation from Iceland, Tesco Express, Heron Foods, Greggs and Cooplands, as well as a number of independent retailers. There are also 40 comparison goods outlets within Ashby High Street with representation from a number of national multiples, including Home Bargains, Wilko, Card Factory and Boots to supplement the range of independent non-food retailers. There is also a high proportion of service uses within Ashby High Street District Centre, which include a number of health and beauty related uses, cafes, public houses and hot food takeaways.
- 9.10 There is a low vacancy rate within Ashby High Street and the centre also offers a pleasant shopping environment with signs of recent investment in the built environment in the form of public realm improvement works around Broadway. Ashby High Street is also highly accessible, including by sustainable modes of transport.
- 9.11 Ashby High Street is therefore a vital and viable District Centre that performs an important local shopping and service role for the local population to the south of Scunthorpe.



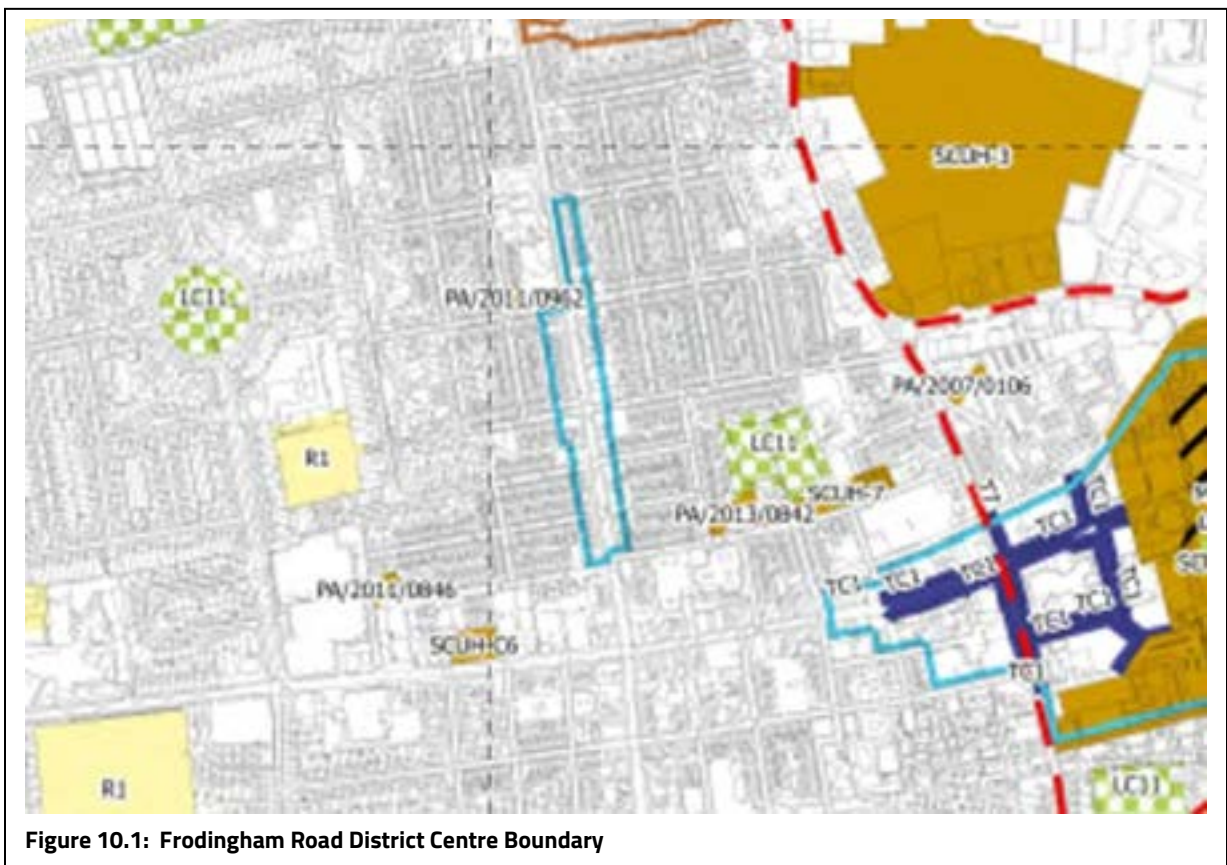
Section 10:

Frodingham Road

10. Frodingham Road

Diversity of Uses

- 10.1 Frodingham Road is a linear District Centre located to the north west of Scunthorpe Town Centre within the main urban area.



- 10.2 The District Centre performs a largely localised, top-up shopping role and accommodates a total of 20 convenience units, equating to 30.8% of the total number of ground floor units within the District Centre. The convenience goods units are entirely occupied by independent retailers and include a large number of continental / international stores representative of the diverse demographic of the

local population, as well as a number of off licences and butchers. Frodingham Road has a limited non-food offer representing just 13.8% of the total number of ground floor units within the centre.

- 10.3 There are a total of 30 service units within the District Centre, representing 44.6% of the overall provision of ground floor units. There are a number of restaurant, café, public house uses within Frodingham Road, which represent 13.8% of the total number of units. There are also a relatively high proportion of hot food takeaway uses within Frodingham Road, which create dead frontages during normal daytime trading hours and have a negative impact on the overall vitality and viability of the District Centre.

Proportion of Vacant Street Level Property

- 10.4 We have identified a total of six vacant ground floor units within Frodingham Road, representing a vacancy rate of 9.2%. A number of the vacant units appear to have stood empty for an extended period and were of a poor visual appearance, including broken shopfronts and a generally dilapidated appearance.

Pedestrian Flows

- 10.5 We have not commissioned formal pedestrian counts as part of this assessment, however, pedestrian footfall within the centre was relatively high at the time of our visit.

Accessibility

- 10.6 Frodingham Road lies within the main Scunthorpe Urban Area and benefits from excellent public transport links with several bus stops located along Frodingham Road providing regular services to a range of local destinations. There is also a public car park located at the southern edge of the District Centre on Allanby Street, which offers two-hours free parking and on-street parking is available on Frodingham Road.
- 10.7 In terms of pedestrian accessibility, there are wide well lit footpaths on either side of Frodingham Road and, whilst the main road running through the centre is heavily trafficked and does to some extent constrain pedestrian movements between units on opposite sides of the road, there is a signalized pedestrian crossing to the southern edge of the centre and zebra crossings to the north, as well as speed bumps to provide further pedestrian crossing options.

Perception of Safety & Fear of Crime

- 10.8 Frodingham Road did not provide a particularly welcoming or safe feeling environment during our site visit with clear evidence of crime and anti-social behavior despite the presence of CCTV coverage.

State of Town Centre Environmental Quality

- 10.9 The District Centre comprises of row of traditional two-storey retail and commercial units flanking Frodingham Road. The environmental quality and physical appearance of the District Centre is relatively poor with a number of tired looking commercial units in need of investment, which incorporate poorly designed shopfronts featuring oversized fascias and low quality materials. The

heavily trafficked main road running through the centre also contributes to the relatively poor shopping environment.

Summary

- 10.10 Frodingham Road is a linear District Centre located to the north west of Scunthorpe Town Centre within the main urban area.
- 10.11 There are a high proportion of convenience goods outlets within Frodingham Road, although there is no national retailer representation and the offer is therefore provided entirely by independent retailers. In particular, there are a large number of continental / international supermarkets along Frodingham Road reflective of the diverse demographic of the local population. There is a limited non-food offer within the District Centre accounting for just 13.8% of the total number of units.
- 10.12 There are a total of 30 service units within the District Centre, representing 44.6% of the overall provision of ground floor units. There are a number of restaurant, café, public house uses within Frodingham Road, which represent 13.8% of the total number of units. There are also a relatively high proportion of hot food takeaway uses within Frodingham Road, which create dead frontages during normal daytime trading hours and have a negative impact on the overall vitality and viability of the District Centre.
- 10.13 There is a vacancy rate of 9.2% within the District Centre, although it is noted that a number of the identified vacant units appear to have stood empty for an extended period and were of a poor visual appearance, including broken shopfronts and a generally dilapidated appearance. The overall environmental quality and physical appearance of the District Centre is also relatively poor with a

number of tired looking commercial units in need of investment, which incorporate poorly designed shopfronts featuring oversized fascias and low quality materials. The heavily trafficked main road running through the centre also contributes to the relatively poor shopping environment. In addition, despite the presence of CCTV throughout the centre, Frodingham Road does not provide a particularly welcoming environment with clear signs of crime and anti-social behavior.

- 10.14 Overall, it is therefore considered that the Frodingham Road District Centre has a relatively low level of vitality and viability.

