

by Zone (Nulls & SFTs Filtered) **Causeway Coast & Glens Council Retail & Leisure Study**
for Nexus Planning

Weighted:

February 2017

| | Total | 1 - Limavady | | 2 - Coleraine | | 3 - Ballymoney | | 4 - The Glens | | 5 - Ballymena | | 6 - Magherafelt | | 7 - Londonderry | | |
|---|-------|-----------------|-------|------------------|-------|-------------------|-------|------------------|-------|------------------|------|--------------------|-------|--------------------|------|----|
| Q01 Which store did you last visit to undertake your main food and grocery shopping? | | | | | | | | | | | | | | | | |
| <i>Excl. Nulls & SFTs</i> | | | | | | | | | | | | | | | | |
| Zone 1 (Limavady) | | | | | | | | | | | | | | | | |
| Lidl, Main Street, Limavady, BT49 0EP | 0.8% | 5 | 8.4% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Supervalu, Garvagh Road, Dungiven, BT47 4LT | 0.8% | 5 | 7.5% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Supervalu, Market Street, Limavady, BT49 0AB | 0.3% | 2 | 2.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Main Street, Limavady, BT49 0ET | 7.2% | 47 | 56.9% | 37 | 4.8% | 6 | 0.0% | 0 | 0.0% | 0 | 0.6% | 0 | 0.0% | 0 | 1.7% | 4 |
| Other, zone 1 (Limavady) | 0.4% | 3 | 4.1% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 2 (Coleraine) | | | | | | | | | | | | | | | | |
| Asda, Ring Road, Coleraine, BT52 1QP | 7.3% | 48 | 3.9% | 3 | 21.8% | 26 | 13.5% | 10 | 9.9% | 3 | 0.6% | 0 | 6.6% | 5 | 0.0% | 0 |
| Iceland, Railway Road, Coleraine, BT52 1PE | 0.2% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Glenmanus Road, Portrush, BT56 8HN | 0.1% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Riverside Retail Park, Coleraine, BT51 3AW | 0.9% | 6 | 0.0% | 0 | 3.4% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 |
| M&S Simply Food, The Diamond, Coleraine, BT52 1DE | 0.1% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Riverside Regional Park, Coleraine, BT51 3QQ | 6.7% | 44 | 1.3% | 1 | 30.9% | 37 | 4.0% | 3 | 5.1% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 |
| Supervalu, Main Street, Garvagh, BT51 5AD | 0.3% | 2 | 0.0% | 0 | 1.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Banfield Road, Coleraine, BT52 1HU | 3.9% | 25 | 1.4% | 1 | 17.6% | 21 | 0.0% | 0 | 1.6% | 0 | 0.0% | 0 | 3.6% | 3 | 0.0% | 0 |
| Tesco, Coleraine Road, Portstewart, BT55 7PL | 1.5% | 9 | 0.0% | 0 | 7.8% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Coleraine | 0.3% | 2 | 0.0% | 0 | 1.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 2 (Coleraine) | 0.6% | 4 | 0.0% | 0 | 3.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 3 (Ballymoney) | | | | | | | | | | | | | | | | |
| Lidl, Meetinghouse Street, Ballymoney, BT53 6JN | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Supervalu, Ballymena Road, Ballymoney, BT53 7AB | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 2.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Castle Street, Ballymoney, BT53 6JU | 7.4% | 48 | 0.0% | 0 | 4.7% | 6 | 56.9% | 42 | 1.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Ballymoney | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 2.9% | 2 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 3 (Ballymoney) | 0.6% | 4 | 0.0% | 0 | 0.0% | 0 | 5.0% | 4 | 0.0% | 0 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 4 (The Glens) | | | | | | | | | | | | | | | | |
| Co-op, The Diamond, Ballycastle | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eurospar, Ramoan Road, Ballycastle | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Ballycastle | 1.3% | 9 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 26.1% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 4 (The Glens) | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 5 (Ballymena) | | | | | | | | | | | | | | | | |
| Eurospar, Coast Road, Cushendall, Ballymena | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Larne Link Road, Ballymena, BT43 7BW | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 6.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, The Fairhill Shopping Centre, Ballymena, BT43 6UG | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Ballymena | 0.9% | 6 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 2.0% | 1 | 1.4% | 1 | 3.6% | 3 | 0.0% | 0 |
| Local shops, Broughshane | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 5 (Ballymena) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Zone 6 (Magherafelt) | | | | | | | | | | | | | | | | |
| Crawfords, Main Street, Maghera | 1.5% | 10 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 11.7% | 9 | 0.0% | 0 |
| Eurospar, Main Street, Maghera | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 3 | 0.0% | 0 |
| Local Shops, Maghera | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.6% | 2 | 0.0% | 0 |
| Local shops, Magherafelt | 1.2% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.2% | 8 | 0.0% | 0 |
| Other, zone 6 (Magherafelt) | 0.7% | 5 | 0.7% | 0 | 0.0% | 0 | 2.6% | 2 | 0.0% | 0 | 0.0% | 0 | 3.1% | 2 | 0.0% | 0 |
| Zone 7 (Londonderry) | | | | | | | | | | | | | | | | |
| Iceland, Buncrana Road, Londonderry, BT48 8AB | 1.7% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.3% | 11 |

Column %ges.

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|---|-------|-----------------|------|------------------|------|-------------------|------|------------------|-------|------------------|-------|--------------------|-------|--------------------|-------|-----|
| Lidl, Buncrana Road, Londonderry, BT48 8AB | 1.0% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 7 |
| M&S Simply Food, Crescent Link Retail Park, Londonderry, BT47 6SA | 0.2% | 1 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Foyleside Shopping Centre, Londonderry BT48 6XY | 0.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 4 |
| Sainsbury's, Strand Road, Londonderry, BT48 7TL | 5.0% | 33 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 15.4% | 32 |
| Supervalu, Blackburn Crescent, Waterside, Londonderry, BT47 6QG | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 2 |
| Supervalu, Greenhaw Road, Londonderry, BT48 7RZ | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 3 |
| Supervalu, Main Street, Eglinton, BT47 3PQ | 1.0% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 7 |
| Supervalu, Strand Road, Londonderry, BT48 7PW | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 2 |
| Tesco, Lisnagelvin Shopping Centre, Londonderry, BT47 6DA | 10.1% | 66 | 7.1% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 29.2% | 61 |
| Tesco, Quayside Centre, Strand Road, Londonderry, BT48 7PX | 2.1% | 13 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.1% | 13 |
| Local shops, Londonderry | 3.8% | 24 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.1% | 23 |
| Other, zone 7 (Londonderry) | 0.1% | 0 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Others: | | | | | | | | | | | | | | | | |
| Asda, Branch Road, Strabane, BT82 8EQ | 5.9% | 39 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 2 | 17.2% | 36 |
| Asda, Redlands Road, Larne, BT40 1AX | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Sweep Road, Cookstown, BT80 8JR | 1.3% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.3% | 8 | 0.0% | 0 |
| Iceland, Meadow Lane Shopping Centre, Magherafelt, BT45 6PR | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 |
| Lidl, Castledawson Road, Magherafelt, BT45 6PA | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |
| Lidl, Circular Road, Larne, BT40 1JS | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Braidwater Retail Park, Ballymena, BT42 3AG | 3.7% | 24 | 0.0% | 0 | 0.0% | 0 | 3.3% | 2 | 3.1% | 1 | 28.8% | 21 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Ballyronan Road, Magherafelt, BT45 6EN | 1.6% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.7% | 10 | 0.0% | 0 |
| Tesco, Larne Road, Ballymena, BT42 3HB | 7.2% | 47 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 18.2% | 5 | 54.3% | 40 | 0.7% | 1 | 0.0% | 0 |
| Local shops, Larne | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Omagh | 0.8% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.3% | 5 | 0.0% | 0 |
| Local shops, Strabane | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, outside area | 3.9% | 25 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 1.7% | 0 | 8.8% | 6 | 15.9% | 13 | 2.5% | 5 |
| Weighted base: | 651 | | | 65 | | 121 | | 74 | | 29 | | 73 | | 80 | | 210 |
| Sample: | 670 | | | 94 | | 97 | | 93 | | 97 | | 95 | | 98 | | 96 |

Q02 For your last main food internet / home delivery shopping order, how did you receive your goods?

Those who shop online at Q01

| | | | | | | | | | | | | | | | | |
|--|-------|----|--------|---|--------|---|-------|----|--------|---|-------|---|--------|---|--------|----|
| Collection at store | 9.6% | 5 | 0.0% | 0 | 0.0% | 0 | 25.4% | 3 | 0.0% | 0 | 22.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| Home delivery | 90.4% | 45 | 100.0% | 7 | 100.0% | 3 | 74.6% | 8 | 100.0% | 1 | 77.8% | 7 | 100.0% | 1 | 100.0% | 17 |
| Delivery to place of work | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Collection at click and collect hub (non-store location) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Collection at other location (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: | 49 | | | 7 | | 3 | | 11 | | 1 | | 9 | | 1 | | 17 |
| Sample: | 30 | | | 6 | | 3 | | 7 | | 3 | | 6 | | 1 | | 4 |

Weighted:

February 2017

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|--|-------|-----------------|-------|------------------|-------|-------------------|-------|------------------|-------|------------------|-------|--------------------|--------|--------------------|-------|
| Q02A Which retailer do you purchase your main food internet / home delivery shopping from? <i>Those who shop online at Q01</i> | | | | | | | | | | | | | | | |
| Asda | 15.9% | 8 | 40.8% | 3 | 0.0% | 0 | 32.3% | 4 | 77.3% | 1 | 6.4% | 1 | 0.0% | 0 | 0.0% |
| Supervalu | 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% |
| Sainsbury's | 33.7% | 17 | 0.0% | 0 | 66.7% | 2 | 50.7% | 6 | 0.0% | 0 | 38.4% | 3 | 100.0% | 1 | 25.5% |
| Tesco | 50.4% | 25 | 59.2% | 4 | 33.3% | 1 | 17.0% | 2 | 22.7% | 0 | 55.2% | 5 | 0.0% | 0 | 74.5% |
| Marks & Spencer | 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% |
| (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% |
| Weighted base: | | 49 | | 7 | | 3 | | 11 | | 1 | | 9 | | 1 | 17 |
| Sample: | | 30 | | 6 | | 3 | | 7 | | 3 | | 6 | | 1 | 4 |

Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?

Not those who said 'Don't know' at Q01

| | | | | | | | | | | | | | | | |
|--|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|----|-------|
| Accessibility by public transport | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Car parking prices | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% |
| Car parking provision | 2.6% | 18 | 3.2% | 2 | 1.3% | 2 | 0.0% | 0 | 3.9% | 1 | 0.0% | 0 | 2.7% | 2 | 4.8% |
| Choice of food goods available | 8.1% | 57 | 7.0% | 5 | 5.3% | 7 | 6.5% | 5 | 7.2% | 2 | 11.2% | 9 | 6.0% | 5 | 10.4% |
| Choice of shops nearby selling non-food goods | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 0 | 0.7% | 1 | 0.0% |
| Choice of shops selling food goods | 0.4% | 3 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 2.9% | 1 | 0.6% | 0 | 0.7% | 1 | 0.0% |
| Cleanliness | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% |
| Delivery service | 2.8% | 20 | 9.0% | 6 | 1.5% | 2 | 4.2% | 4 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 | 2.8% |
| Easy to get to by car | 0.9% | 6 | 1.2% | 1 | 0.0% | 0 | 0.7% | 1 | 0.8% | 0 | 0.0% | 0 | 2.4% | 2 | 1.1% |
| Entertainment / events | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Good internal layout | 0.5% | 4 | 0.0% | 0 | 1.5% | 2 | 0.7% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% |
| Good service / friendly staff | 1.0% | 7 | 0.7% | 0 | 1.4% | 2 | 1.9% | 2 | 2.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.8% |
| Habit / always use it / preference for retailer | 8.1% | 57 | 6.2% | 4 | 11.6% | 14 | 2.6% | 2 | 7.0% | 2 | 12.5% | 10 | 14.1% | 11 | 5.2% |
| Internet shopping is convenient | 3.7% | 26 | 0.7% | 0 | 0.8% | 1 | 4.7% | 4 | 2.8% | 1 | 10.5% | 9 | 0.0% | 0 | 4.9% |
| Lower prices | 10.2% | 72 | 13.5% | 10 | 10.6% | 13 | 7.1% | 6 | 14.3% | 4 | 12.0% | 10 | 16.7% | 14 | 6.6% |
| Loyalty card / points scheme | 0.9% | 6 | 1.4% | 1 | 2.9% | 4 | 0.6% | 0 | 0.0% | 0 | 0.7% | 1 | 0.7% | 1 | 0.0% |
| Near to home | 38.8% | 272 | 32.7% | 24 | 39.5% | 49 | 54.3% | 46 | 37.3% | 11 | 29.0% | 24 | 32.2% | 26 | 40.6% |
| Near to work | 2.1% | 15 | 6.5% | 5 | 4.2% | 5 | 1.5% | 1 | 2.8% | 1 | 0.6% | 0 | 0.7% | 1 | 0.8% |
| Nice shopping environment | 1.0% | 7 | 0.7% | 0 | 3.2% | 4 | 0.7% | 1 | 0.0% | 0 | 0.6% | 0 | 0.0% | 0 | 0.8% |
| Only one in the area / no other choice | 0.9% | 6 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 1.9% |
| Provision of leisure facilities nearby | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% |
| Provision of services nearby, such as banks and other financial services | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% |
| Public information, signposts and public facilities | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 | 0.0% |
| Quality of food goods available | 5.6% | 39 | 5.1% | 4 | 4.5% | 6 | 3.6% | 3 | 4.3% | 1 | 3.8% | 3 | 10.3% | 8 | 6.2% |
| Quality of shops selling food goods | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 0 | 0.0% | 0 | 0.7% |
| Safety (during the day) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Safety (during the evening / night time) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Staff discount / work there | 1.0% | 7 | 1.6% | 1 | 2.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 0 | 0.8% |
| Value for money | 2.8% | 20 | 0.6% | 0 | 5.3% | 7 | 4.9% | 4 | 2.4% | 1 | 0.7% | 1 | 1.4% | 1 | 2.7% |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Good opening hours | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% |
| To support local shops | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 0 | 0.0% | 0 | 0.0% |
| (Don't know / no reason in particular) | 6.8% | 48 | 8.8% | 6 | 3.8% | 5 | 4.7% | 4 | 10.6% | 3 | 11.9% | 10 | 5.5% | 4 | 6.8% |
| Weighted base: | | 701 | | 72 | | 124 | | 85 | | 30 | | 82 | | 81 | 227 |
| Sample: | | 700 | | 100 | | 100 | | 100 | | 100 | | 101 | | 99 | 100 |

Weighted:

February 2017

| | Total | 1 - Limavady | | 2 - Coleraine | | 3 - Ballymoney | | 4 - The Glens | | 5 - Ballymena | | 6 - Magherafelt | | 7 - Londonderry | | |
|--|-------|-----------------|-------|------------------|-------|-------------------|-------|------------------|-------|------------------|-------|--------------------|-------|--------------------|-------|-----|
| Q04 What if anything is the one thing you most dislike about your main food and grocery shopping destination (STORE MENTIONED AT Q01) ? | | | | | | | | | | | | | | | | |
| <i>Not those who said 'Don't know' at Q01</i> | | | | | | | | | | | | | | | | |
| Change layout too often | 0.7% | 5 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.6% | 0 | 0.7% | 1 | 1.5% | 3 |
| Expensive parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Difficult to get to | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Expensive | 3.8% | 26 | 2.9% | 2 | 2.3% | 3 | 10.8% | 9 | 1.5% | 0 | 3.1% | 3 | 4.9% | 4 | 2.4% | 5 |
| Lack of cycle parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Difficult to park / lack of parking | 1.3% | 9 | 3.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 2.6% | 6 |
| Lack of public transport | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Limited range of goods | 4.8% | 33 | 5.7% | 4 | 4.1% | 5 | 6.5% | 6 | 1.5% | 0 | 1.8% | 1 | 6.0% | 5 | 5.2% | 12 |
| No 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 |
| Poor internal layout | 0.4% | 3 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 2 |
| Poor quality | 1.5% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 0 | 3.5% | 3 | 1.3% | 1 | 2.7% | 6 |
| Preference for retailer | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Staff rude / unhelpful | 0.8% | 6 | 0.6% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 0 | 0.6% | 0 | 1.5% | 3 |
| Too busy | 2.0% | 14 | 0.0% | 0 | 0.0% | 0 | 2.4% | 2 | 0.7% | 0 | 0.7% | 1 | 4.1% | 3 | 3.5% | 8 |
| Too far away | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 1.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too small | 1.3% | 9 | 3.7% | 3 | 0.8% | 1 | 0.7% | 1 | 0.8% | 0 | 0.0% | 0 | 3.5% | 3 | 0.8% | 2 |
| 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 |
| Internet issues (Can't choose own produce / substitutions etc.) | 2.0% | 14 | 3.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 0 | 0.0% | 0 | 4.9% | 11 |
| (Nothing) | 78.4% | 549 | 79.9% | 58 | 88.1% | 109 | 73.4% | 62 | 89.6% | 27 | 84.5% | 69 | 74.2% | 60 | 72.4% | 164 |
| (Don't know) | 2.8% | 19 | 0.6% | 0 | 3.3% | 4 | 4.2% | 4 | 1.4% | 0 | 4.7% | 4 | 4.1% | 3 | 1.6% | 4 |
| Weighted base: | | 701 | | 72 | | 124 | | 85 | | 30 | | 82 | | 81 | | 227 |
| Sample: | | 700 | | 100 | | 100 | | 100 | | 100 | | 101 | | 99 | | 100 |

Mean score [£]:

Q05 How much on average does your household normally spend on main food and grocery shopping in a week?

| | | | | | | | | | | | | | | | | |
|-----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|-------|-------|-------|
| £1 - £5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £6 - £10 | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 2 |
| £11 - £15 | 0.1% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £16 - £20 | 2.0% | 14 | 0.7% | 0 | 1.4% | 2 | 0.0% | 0 | 4.9% | 1 | 4.1% | 3 | 4.2% | 3 | 1.6% | 4 |
| £21 - £25 | 1.4% | 9 | 0.0% | 0 | 0.8% | 1 | 2.0% | 2 | 1.5% | 0 | 0.7% | 1 | 5.3% | 4 | 0.7% | 2 |
| £26 - £30 | 1.7% | 12 | 1.9% | 1 | 0.7% | 1 | 1.2% | 1 | 2.4% | 1 | 1.3% | 1 | 4.2% | 3 | 1.6% | 4 |
| £31 - £35 | 1.5% | 10 | 0.6% | 0 | 2.3% | 3 | 0.7% | 1 | 1.5% | 0 | 1.4% | 1 | 1.8% | 1 | 1.6% | 4 |
| £36 - £40 | 2.5% | 17 | 2.0% | 1 | 3.6% | 4 | 2.0% | 2 | 3.5% | 1 | 2.0% | 2 | 2.6% | 2 | 2.2% | 5 |
| £41 - £45 | 2.5% | 17 | 3.0% | 2 | 4.8% | 6 | 1.6% | 1 | 5.1% | 2 | 1.3% | 1 | 1.3% | 1 | 1.9% | 4 |
| £46 - £50 | 9.4% | 66 | 7.8% | 6 | 12.8% | 16 | 4.5% | 4 | 8.0% | 2 | 18.3% | 15 | 5.9% | 5 | 8.3% | 19 |
| £51 - £55 | 0.5% | 3 | 1.2% | 1 | 0.0% | 0 | 2.2% | 2 | 0.7% | 0 | 0.0% | 0 | 0.6% | 0 | 0.0% | 0 |
| £56 - £60 | 6.9% | 48 | 7.4% | 5 | 10.2% | 13 | 5.8% | 5 | 6.8% | 2 | 7.0% | 6 | 8.8% | 7 | 4.6% | 10 |
| £61 - £65 | 2.1% | 15 | 0.7% | 0 | 3.7% | 5 | 2.2% | 2 | 2.6% | 1 | 3.7% | 3 | 0.7% | 1 | 1.5% | 3 |
| £66 - £70 | 7.8% | 55 | 1.2% | 1 | 8.9% | 11 | 5.4% | 5 | 3.1% | 1 | 6.8% | 6 | 8.1% | 7 | 11.1% | 25 |
| £71 - £75 | 2.7% | 19 | 4.2% | 3 | 1.9% | 2 | 6.0% | 5 | 2.4% | 1 | 1.3% | 1 | 4.0% | 3 | 1.5% | 3 |
| £76 - £80 | 6.7% | 47 | 4.0% | 3 | 8.0% | 10 | 9.4% | 8 | 1.9% | 1 | 6.3% | 5 | 7.2% | 6 | 6.3% | 14 |
| £81 - £85 | 0.9% | 7 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 | 0.7% | 1 | 1.5% | 3 |
| £86 - £90 | 3.0% | 21 | 1.4% | 1 | 0.8% | 1 | 15.0% | 13 | 2.8% | 1 | 4.8% | 4 | 0.0% | 0 | 0.7% | 2 |
| £91 - £95 | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 2 |
| £96 - £100 | 15.1% | 106 | 26.1% | 19 | 8.8% | 11 | 16.2% | 14 | 13.0% | 4 | 13.2% | 11 | 7.9% | 6 | 18.3% | 41 |
| £101 - £120 | 6.4% | 45 | 11.2% | 8 | 6.1% | 8 | 6.4% | 5 | 9.9% | 3 | 9.3% | 8 | 3.7% | 3 | 4.6% | 10 |
| £121 - £140 | 7.4% | 52 | 8.5% | 6 | 4.5% | 6 | 3.8% | 3 | 3.0% | 1 | 3.0% | 2 | 7.5% | 6 | 12.0% | 27 |
| £141 - £160 | 6.9% | 48 | 4.6% | 3 | 6.0% | 7 | 5.9% | 5 | 11.2% | 3 | 2.9% | 2 | 9.1% | 7 | 8.4% | 19 |
| £161 - £180 | 2.1% | 15 | 0.0% | 0 | 0.8% | 1 | 0.7% | 1 | 0.0% | 0 | 0.6% | 0 | 4.2% | 3 | 4.1% | 9 |
| £181 - £200 | 0.8% | 6 | 0.0% | 0 | 1.5% | 2 | 0.7% | 1 | 0.8% | 0 | 0.7% | 1 | 0.6% | 0 | 0.8% | 2 |
| £201 - £250 | 0.3% | 2 | 0.6% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 0 | 0.0% | 0 |
| £251+ | 0.5% | 3 | 0.0% | 0 | 0.7% | 1 | 1.6% | 1 | 1.6% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 7.6% | 53 | 10.4% | 7 | 10.4% | 13 | 6.9% | 6 | 11.6% | 3 | 5.8% | 5 | 9.8% | 8 | 4.8% | 11 |
| (Refused) | 0.9% | 6 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.6% | 0 | 3.0% | 2 | 1.3% | 1 | 0.7% | 2 |
| Mean: | | 88.13 | | 90.52 | | 82.08 | | 91.55 | | 87.96 | | 79.83 | | 85.15 | | 93.19 |
| Weighted base: | | 701 | | 72 | | 124 | | 85 | | 30 | | 82 | | 81 | | 227 |
| Sample: | | 701 | | 100 | | 100 | | 100 | | 100 | | 101 | | 100 | | 100 |

Weighted:

February 2017

| Total | 1 - Limavady | 2 - Coleraine | 3 - Ballymoney | 4 - The Glens | 5 - Ballymena | 6 - Magherafelt | 7 - Londonderry |
|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|
|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|

Mean score [Times a week]: Daily = 7, At least two times a week = 2, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.05

Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)?

Not those who said 'Don't know' at Q01

| | | | | | | | | | | | | | | | | |
|---------------------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|
| Daily | 1.1% | 8 | 0.6% | 0 | 0.8% | 1 | 0.0% | 0 | 5.5% | 2 | 0.7% | 1 | 0.6% | 0 | 1.6% | 4 |
| At least two times a week | 9.4% | 66 | 8.6% | 6 | 10.7% | 13 | 5.8% | 5 | 14.5% | 4 | 6.1% | 5 | 9.0% | 7 | 10.9% | 25 |
| At least once a week | 72.5% | 508 | 69.5% | 50 | 75.5% | 94 | 76.3% | 65 | 59.4% | 18 | 68.5% | 56 | 79.6% | 64 | 71.1% | 161 |
| At least once a fortnight | 10.3% | 72 | 10.4% | 7 | 8.6% | 11 | 12.0% | 10 | 9.9% | 3 | 9.6% | 8 | 5.3% | 4 | 12.5% | 28 |
| At least once a month | 4.8% | 34 | 7.6% | 5 | 2.8% | 4 | 4.0% | 3 | 8.4% | 3 | 10.3% | 8 | 4.2% | 3 | 3.1% | 7 |
| At least every two months | 0.1% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less often | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Have only visited once | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 1.6% | 12 | 3.4% | 2 | 0.8% | 1 | 1.3% | 1 | 2.4% | 1 | 4.2% | 3 | 1.3% | 1 | 0.8% | 2 |
| <i>Mean:</i> | | <i>1.07</i> | | <i>1.02</i> | | <i>1.08</i> | | <i>0.97</i> | | <i>1.38</i> | | <i>0.97</i> | | <i>1.07</i> | | <i>1.12</i> |
| Weighted base: | | 701 | | 72 | | 124 | | 85 | | 30 | | 82 | | 81 | | 227 |
| Sample: | | 700 | | 100 | | 100 | | 100 | | 100 | | 101 | | 99 | | 100 |

Q07 How do you normally travel to (STORE MENTIONED AT Q01)?

Not those who said 'Don't know' or 'Delivered' at Q01

| | | | | | | | | | | | | | | | | |
|--|-------|-----|-------|----|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|-----|
| Car / van (as driver) | 82.7% | 539 | 81.1% | 53 | 87.3% | 106 | 83.7% | 62 | 74.2% | 22 | 89.3% | 65 | 78.9% | 63 | 80.7% | 169 |
| Car / van (as passenger) | 11.1% | 72 | 6.9% | 4 | 7.0% | 9 | 14.2% | 10 | 12.8% | 4 | 8.4% | 6 | 15.5% | 12 | 12.5% | 26 |
| Bus (including the busway or guided bus), minibus or coach | 0.8% | 5 | 0.0% | 0 | 2.7% | 3 | 0.0% | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 2 |
| Motorcycle, scooter or moped | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 |
| Walk | 3.0% | 19 | 6.1% | 4 | 2.3% | 3 | 2.1% | 2 | 6.7% | 2 | 2.3% | 2 | 4.9% | 4 | 1.7% | 4 |
| Taxi | 1.5% | 10 | 6.0% | 4 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 5 |
| 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 |
| Metro | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicycle | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mobility scooter / disability vehicle | 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) | 0.8% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.7% | 4 |
| Weighted base: | | 651 | | 65 | | 121 | | 74 | | 29 | | 73 | | 80 | | 210 |
| Sample: | | 670 | | 94 | | 97 | | 93 | | 97 | | 95 | | 98 | | 96 |

Mean score [Minutes]:

Q08 How long did your last journey to (STORE MENTIONED AT Q01) take?

Not those who said 'Don't know' or 'Delivered' at Q01

| | | | | | | | | | | | | | | | | |
|-----------------------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| 1 - 5 minutes | 28.0% | 182 | 30.6% | 20 | 34.3% | 42 | 29.0% | 21 | 35.1% | 10 | 16.6% | 12 | 26.1% | 21 | 26.9% | 56 |
| 6 - 10 minutes | 31.1% | 203 | 31.3% | 20 | 36.6% | 44 | 24.4% | 18 | 9.6% | 3 | 41.1% | 30 | 18.8% | 15 | 34.5% | 72 |
| 11 - 15 minutes | 16.3% | 106 | 10.6% | 7 | 12.2% | 15 | 17.8% | 13 | 2.8% | 1 | 27.0% | 20 | 15.5% | 12 | 18.3% | 38 |
| 16 - 30 minutes | 22.2% | 145 | 26.8% | 17 | 15.0% | 18 | 25.5% | 19 | 40.3% | 12 | 12.0% | 9 | 38.9% | 31 | 18.6% | 39 |
| 31 - 45 minutes | 0.7% | 4 | 0.0% | 0 | 1.9% | 2 | 0.8% | 1 | 3.4% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 |
| 46 - 60 minutes | 0.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.6% | 0 | 0.8% | 0 | 1.8% | 1 | 0.0% | 0 | 0.9% | 2 |
| 61+ minutes | 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) | 0.9% | 6 | 0.7% | 0 | 0.0% | 0 | 1.8% | 1 | 3.6% | 1 | 1.5% | 1 | 0.0% | 0 | 0.9% | 2 |
| (Refused) | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <i>Mean:</i> | | <i>12.56</i> | | <i>12.21</i> | | <i>10.64</i> | | <i>13.30</i> | | <i>17.51</i> | | <i>12.62</i> | | <i>15.19</i> | | <i>11.87</i> |
| Weighted base: | | 651 | | 65 | | 121 | | 74 | | 29 | | 73 | | 80 | | 210 |
| Sample: | | 670 | | 94 | | 97 | | 93 | | 97 | | 95 | | 98 | | 96 |

Q09 When do you do your main food shopping?

| | | | | | | | | | | | | | | | | |
|-----------------------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Weekdays during the day | 40.7% | 285 | 49.2% | 35 | 51.1% | 63 | 41.9% | 36 | 35.1% | 11 | 36.3% | 30 | 49.3% | 40 | 31.2% | 71 |
| Weekdays during the evening | 15.3% | 107 | 16.3% | 12 | 15.6% | 19 | 11.5% | 10 | 8.8% | 3 | 26.3% | 21 | 6.5% | 5 | 16.3% | 37 |
| Saturday | 14.9% | 104 | 16.9% | 12 | 14.2% | 18 | 13.6% | 12 | 20.4% | 6 | 10.5% | 9 | 17.5% | 14 | 14.9% | 34 |
| Sunday | 3.7% | 26 | 2.2% | 2 | 0.8% | 1 | 1.1% | 1 | 0.0% | 0 | 6.5% | 5 | 1.3% | 1 | 7.0% | 16 |
| (Don't know / varies) | 25.4% | 178 | 15.4% | 11 | 18.3% | 23 | 31.9% | 27 | 35.8% | 11 | 20.4% | 17 | 25.4% | 21 | 30.5% | 69 |
| Weighted base: | | 701 | | 72 | | 124 | | 85 | | 30 | | 82 | | 81 | | 227 |
| Sample: | | 701 | | 100 | | 100 | | 100 | | 100 | | 101 | | 100 | | 100 |

Weighted:

February 2017

| | Total | 1 - Limavady | | 2 - Coleraine | | 3 - Ballymoney | | 4 - The Glens | | 5 - Ballymena | | 6 - Magherafelt | | 7 - Londonderry | | |
|--|-------|-----------------|-------|------------------|-------|-------------------|-------|------------------|-------|------------------|-------|--------------------|-------|--------------------|-------|-----|
| Q10 When you go main food shopping is your trip linked with any other activity? | | | | | | | | | | | | | | | | |
| <i>Not those who shop online at Q01</i> | | | | | | | | | | | | | | | | |
| Yes – non-food shopping | 5.0% | 33 | 2.0% | 1 | 3.3% | 4 | 4.1% | 3 | 3.1% | 1 | 5.7% | 4 | 5.5% | 4 | 7.0% | 15 |
| Yes – other food shopping | 3.5% | 23 | 7.3% | 5 | 0.0% | 0 | 2.3% | 2 | 4.6% | 1 | 7.6% | 6 | 3.3% | 3 | 3.3% | 7 |
| Yes – visiting services such as banks and other financial institutions | 2.3% | 15 | 2.1% | 1 | 1.6% | 2 | 2.6% | 2 | 2.5% | 1 | 0.0% | 0 | 2.6% | 2 | 3.2% | 7 |
| Yes – leisure activity | 3.1% | 20 | 4.4% | 3 | 2.1% | 3 | 0.0% | 0 | 4.3% | 1 | 3.9% | 3 | 4.3% | 3 | 3.6% | 7 |
| Yes – travelling to / from work | 4.3% | 28 | 6.8% | 4 | 5.4% | 7 | 1.8% | 1 | 2.0% | 1 | 3.7% | 3 | 4.1% | 3 | 4.4% | 9 |
| Yes – travelling to / from school / college / university | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.8% | 1 | 0.7% | 1 | 0.9% | 2 |
| Yes – getting petrol | 1.2% | 8 | 1.8% | 1 | 1.6% | 2 | 0.8% | 1 | 1.7% | 0 | 0.0% | 0 | 0.7% | 1 | 1.6% | 3 |
| Yes – visiting café / pub / restaurant | 3.1% | 20 | 3.5% | 2 | 3.9% | 5 | 3.8% | 3 | 1.4% | 0 | 0.8% | 1 | 1.4% | 1 | 3.9% | 8 |
| Yes – visiting family / friends | 0.8% | 5 | 0.7% | 0 | 0.8% | 1 | 0.0% | 0 | 3.2% | 1 | 0.8% | 1 | 0.7% | 1 | 0.9% | 2 |
| Yes – visiting health service such as doctor, dentist, hospital | 0.7% | 5 | 0.6% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.4% | 3 | 0.0% | 0 |
| Yes – visiting other service such as laundrette, hairdresser, recycling | 0.8% | 6 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 1.7% | 4 |
| Yes – other activity | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (No activity) | 72.9% | 475 | 68.7% | 45 | 78.6% | 95 | 83.9% | 62 | 76.3% | 22 | 70.6% | 51 | 67.6% | 54 | 69.4% | 146 |
| (Don't know / varies) | 1.6% | 10 | 0.6% | 0 | 1.9% | 2 | 0.0% | 0 | 0.8% | 0 | 6.3% | 5 | 3.5% | 3 | 0.0% | 0 |
| Weighted base: | | 652 | | 65 | | 121 | | 74 | | 29 | | 73 | | 80 | | 210 |
| Sample: | | 671 | | 94 | | 97 | | 93 | | 97 | | 95 | | 99 | | 96 |

Q11 Where do you do this linked trip?

Those who link their trip with other shopping or services at Q10 AND Excl. Nulls & SFTs

| | | | | | | | | | | | | | | | | |
|--|-------|----|-------|----|--------|---|-------|---|-------|----|-------|----|-------|----|-------|----|
| Zone 1 (Limavady) | | | | | | | | | | | | | | | | |
| Dungiven | 0.6% | 0 | 5.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Limavady | 8.1% | 6 | 51.9% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.4% | 2 |
| Coleraine | 14.6% | 10 | 18.6% | 1 | 100.0% | 6 | 37.4% | 2 | 16.3% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Riverside Retail Park, Coleraine, BT51 3AW | 0.6% | 0 | 5.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 3 (Ballymoney) | | | | | | | | | | | | | | | | |
| Ballymoney | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 | 16.9% | 1 | 6.9% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 4 (The Glens) | | | | | | | | | | | | | | | | |
| Ballycastle | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 38.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 5 (Ballymena) | | | | | | | | | | | | | | | | |
| Ballymena | 18.3% | 13 | 0.0% | 0 | 0.0% | 0 | 37.3% | 2 | 38.4% | 1 | 95.2% | 9 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 5 (Ballemena) | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.9% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 6 (Magherafelt) | | | | | | | | | | | | | | | | |
| Maghera | 5.2% | 4 | 0.0% | 0 | 0.0% | 0 | 8.4% | 1 | 0.0% | 0 | 0.0% | 0 | 33.8% | 3 | 0.0% | 0 |
| Magherafelt | 4.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 37.4% | 3 | 0.0% | 0 |
| Londonderry | 37.7% | 26 | 18.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 88.2% | 25 |
| Cookstown | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.2% | 1 | 0.0% | 0 |
| Omagh | 2.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 22.6% | 2 | 0.0% | 0 |
| Strabane | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.4% | 2 |
| Weighted base: | | 70 | | 7 | | 6 | | 7 | | 3 | | 10 | | 9 | | 28 |
| Sample: | | 91 | | 15 | | 6 | | 9 | | 13 | | 17 | | 16 | | 15 |

Q12 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

| | | | | | | | | | | | | | | | | |
|----------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Yes | 72.2% | 506 | 72.6% | 52 | 70.3% | 87 | 75.1% | 64 | 74.3% | 22 | 69.7% | 57 | 69.9% | 57 | 73.4% | 167 |
| No | 27.8% | 195 | 27.4% | 20 | 29.7% | 37 | 24.9% | 21 | 25.7% | 8 | 30.3% | 25 | 30.1% | 25 | 26.6% | 60 |
| Weighted base: | | 701 | | 72 | | 124 | | 85 | | 30 | | 82 | | 81 | | 227 |
| Sample: | | 701 | | 100 | | 100 | | 100 | | 100 | | 101 | | 100 | | 100 |

Weighted:

February 2017

| | Total | 1 - Limavady | | 2 - Coleraine | | 3 - Ballymoney | | 4 - The Glens | | 5 - Ballymena | | 6 - Magherafelt | | 7 - Londonderry | | |
|---|-------|-----------------|-------|------------------|-------|-------------------|-------|------------------|-------|------------------|-------|--------------------|-------|--------------------|------|---|
| Q13 Which centre or store did you last go to undertake this 'top up' shopping? | | | | | | | | | | | | | | | | |
| <i>Those who do top-up shopping at Q12 AND Excl. Nulls & SFTs</i> | | | | | | | | | | | | | | | | |
| Zone 1 (Limavady) | | | | | | | | | | | | | | | | |
| Lidl, Main Street, Limavady, BT49 0EP | 0.4% | 2 | 1.9% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Supervalu, Garvagh Road, Dungiven, BT47 4LT | 1.5% | 7 | 14.3% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Supervalu, Main Street, Ballykelly, BT49 9HS | 0.3% | 2 | 3.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Supervalu, Market Street, Limavady, BT49 0AB | 0.4% | 2 | 3.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Main Street, Limavady, BT49 0ET | 2.6% | 13 | 23.5% | 12 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Limavady | 2.6% | 13 | 22.0% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 2 |
| Other, zone 1 (Limavady) | 1.9% | 10 | 15.9% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 2 |
| Zone 2 (Coleraine) | | | | | | | | | | | | | | | | |
| Asda, Ring Road, Coleraine, BT52 1QP | 1.2% | 6 | 0.0% | 0 | 7.3% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Glenmanus Road, Portrush, BT56 8HN | 0.2% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Riverside Retail Park, Coleraine, BT51 3AW | 0.4% | 2 | 0.0% | 0 | 2.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S Simply Food, The Diamond, Coleraine, BT52 IDE | 0.4% | 2 | 0.0% | 0 | 2.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Riverside Regional Park, Coleraine, BT51 3QQ | 1.4% | 7 | 0.8% | 0 | 6.1% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 2 |
| Supervalu, Main Street, Garvagh, BT51 5AD | 0.4% | 2 | 0.0% | 0 | 2.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Banfield Road, Coleraine, BT52 1HU | 0.5% | 3 | 0.0% | 0 | 2.1% | 2 | 0.9% | 1 | 1.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Coleraine Road, Portstewart, BT55 7PL | 1.4% | 7 | 0.0% | 0 | 8.2% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Coleraine | 4.8% | 24 | 0.0% | 0 | 28.6% | 23 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Portrush | 0.7% | 4 | 0.0% | 0 | 4.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 2 (Coleraine) | 4.4% | 22 | 0.0% | 0 | 24.8% | 20 | 1.8% | 1 | 1.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 3 (Ballymoney) | | | | | | | | | | | | | | | | |
| Lidl, Meetinghouse Street, Ballymoney, BT53 6JN | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Supervalu, Ballymena Road, Ballymoney, BT53 7AB | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Castle Street, Ballymoney, BT53 6JU | 3.2% | 16 | 0.0% | 0 | 5.0% | 4 | 15.6% | 10 | 6.6% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Ballymoney | 4.6% | 23 | 0.0% | 0 | 0.0% | 0 | 34.3% | 22 | 5.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 3 (Ballymoney) | 4.3% | 21 | 0.0% | 0 | 0.0% | 0 | 29.6% | 19 | 0.0% | 0 | 5.1% | 3 | 0.0% | 0 | 0.0% | 0 |
| Zone 4 (The Glens) | | | | | | | | | | | | | | | | |
| Co-op, The Diamond, Ballycastle | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eurospar, Ramoan Road, Ballycastle | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Ballycastle | 2.4% | 12 | 0.0% | 0 | 1.0% | 1 | 1.2% | 1 | 45.3% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 4 (The Glens) | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 13.7% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 5 (Ballymena) | | | | | | | | | | | | | | | | |
| Eurospar, Coast Road, Cushendall, Ballymena | 0.3% | 1 | 0.9% | 0 | 0.0% | 0 | 0.0% | 0 | 4.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Larne Link Road, Ballymena, BT43 7BW | 0.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 3.3% | 2 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, The Fairhill Shopping Centre, Ballymena, BT43 6UG | 0.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 0 | 8.0% | 4 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Ballymena | 5.6% | 28 | 0.0% | 0 | 1.2% | 1 | 8.8% | 6 | 11.4% | 3 | 34.2% | 19 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Broughshane | 1.3% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.5% | 6 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 5 (Ballymena) | 2.3% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 20.5% | 11 | 0.0% | 0 | 0.0% | 0 |
| Zone 6 (Magherafelt) | | | | | | | | | | | | | | | | |
| Crawfords, Main Street, Maghera | 1.6% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 14.2% | 8 | 0.0% | 0 |
| Eurospar, Main Street, Maghera | 0.7% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.9% | 3 | 0.0% | 0 |
| Local Shops, Maghera | 1.7% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 14.7% | 8 | 0.0% | 0 |
| Local shops, Magherafelt | 3.0% | 15 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 1 | 23.9% | 13 | 0.0% | 0 |
| Other, zone 6 (Magherafelt) | 2.5% | 12 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 | 19.8% | 11 | 0.0% | 0 |
| Iceland, Foyle Side Shopping | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 2 |

Column %ges.

by Zone (Nulls & SFTs Filtered) **Causeway Coast & Glens Council Retail & Leisure Study**
for Nexus Planning

Weighted:

February 2017

| | Total | 1 - Limavady | 2 - Coleraine | 3 - Ballymoney | 4 - The Glens | 5 - Ballymena | 6 - Magherafelt | 7 - Londonderry | | | | | | | | |
|---|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|------|----|------|---|------|---|-------|----|
| Centre, Londonderry, BT48 6XY | | | | | | | | | | | | | | | | |
| Lidl, Buncrana Road, Londonderry, BT48 8AB | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 2 |
| M&S Simply Food, Crescent Link Retail Park, Londonderry, BT47 6SA | 0.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 5 |
| Marks & Spencer, Foyle Side Shopping Centre, Londonderry BT48 6XY | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 2 |
| Sainsbury's, Strand Road, Londonderry, BT48 7TL | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 2 |
| Supervalu, Blackburn Crescent, Waterside, Londonderry, BT47 6QG | 0.7% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 3 |
| Supervalu, Duncastle Road, Londonderry, BT47 2QT | 1.5% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.4% | 7 |
| Supervalu, Greenhaw Road, Londonderry, BT48 7RZ | 1.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 5 |
| Supervalu, Main Street, Eglinton, BT47 3PQ | 4.8% | 24 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 14.4% | 24 |
| Supervalu, Northside Village Centre, Shantallow, BT48 8NN | 0.7% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 4 |
| Supervalu, Strand Road, Londonderry, BT48 7PW | 0.7% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 3 |
| Supervalu, Waterloo Place, Londonderry, BT48 6BU | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 2 |
| Tesco, Lisnagelvin Shopping Centre, Londonderry, BT47 6DA | 2.3% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.9% | 11 |
| Tesco, Quayside Centre, Strand Road, Londonderry, BT48 7PX | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 2 |
| Local shops, Londonderry | 13.0% | 65 | 4.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 37.6% | 63 |
| Other, zone 7 (Londonderry) | 2.9% | 14 | 5.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.1% | 12 |
| Others: | | | | | | | | | | | | | | | | |
| Asda, Branch Road, Strabane, BT82 8EQ | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 2 |
| Asda, Sweep Road, Cookstown, BT80 8JR | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Lidl, Castledawson Road, Magherafelt, BT45 6PA | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Sainsbury's, Braidwater Retail Park, Ballymena, BT42 3AG | 0.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 2 | 0.0% | 0 | 0.0% | 0 |
| Supervalu, Main Street, Strabane, BT82 8AX | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 2 |
| Tesco, Ballyronan Road, Magherafelt, BT45 6EN | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 |
| Tesco, Larne Road, Ballymena, BT42 3HB | 1.1% | 6 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 1.1% | 0 | 8.8% | 5 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Cookstown | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.0% | 4 | 0.0% | 0 |
| Local shops, Omagh | 1.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.5% | 5 | 0.0% | 0 |
| Local shops, Strabane | 2.2% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.5% | 11 |
| Other, outside area | 1.0% | 5 | 4.8% | 2 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 2.0% | 1 | 0.0% | 0 |
| Weighted base: | 497 | | 51 | 82 | 63 | 22 | | 55 | | 56 | 167 | | | | | |
| Sample: | 507 | | 76 | 73 | 69 | 71 | | 68 | | 70 | 80 | | | | | |

Weighted:

for Nexus Planning

February 2017

| Total | 1 - Limavady | 2 - Coleraine | 3 - Ballymoney | 4 - The Glens | 5 - Ballymena | 6 - Magherafelt | 7 - Londonderry |
|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|
|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|

Mean score [Times a week]: Daily = 7, At least two times a week = 2, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.05

Q14 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?*Not those who said 'Don't know' at Q13*

| | | | | | | | | | | | | | | | | |
|---|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Daily | 14.6% | 73 | 13.9% | 7 | 9.7% | 8 | 10.8% | 7 | 26.2% | 6 | 20.3% | 11 | 16.4% | 9 | 14.7% | 24 |
| At least two times a week | 53.0% | 264 | 60.1% | 31 | 63.3% | 52 | 55.2% | 35 | 52.7% | 12 | 56.0% | 31 | 38.2% | 22 | 48.7% | 81 |
| At least once a week | 24.3% | 121 | 20.6% | 11 | 19.5% | 16 | 29.3% | 19 | 10.0% | 2 | 20.2% | 11 | 35.1% | 20 | 25.5% | 42 |
| At least once a fortnight | 2.5% | 12 | 3.2% | 2 | 2.8% | 2 | 1.7% | 1 | 2.4% | 1 | 2.4% | 1 | 1.0% | 1 | 2.9% | 5 |
| At least once a month | 2.8% | 14 | 2.2% | 1 | 1.2% | 1 | 3.0% | 2 | 2.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.6% | 9 |
| At least every two months | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less often | 0.9% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 4 |
| Have only visited once (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 |
| | 2.0% | 10 | 0.0% | 0 | 3.5% | 3 | 0.0% | 0 | 5.5% | 1 | 1.0% | 1 | 9.4% | 5 | 0.0% | 0 |
| Mean: | 2.40 | | 2.40 | | 2.24 | | 2.17 | | 3.19 | | 2.79 | | 2.50 | | 2.29 | |
| Weighted base: | 499 | | 52 | | 82 | | 64 | | 22 | | 55 | | 56 | | 167 | |
| Sample: | 509 | | 77 | | 73 | | 70 | | 71 | | 68 | | 70 | | 80 | |

Mean score [£]:**Q15 How much on average does your household normally spend on top up shopping in a week?***Those who do top-up shopping at Q12*

| | | | | | | | | | | | | | | | | |
|-----------------------|-------|----|-------|----|-------|----|-------|----|-------|---|-------|----|-------|----|-------|----|
| £1 - £5 | 11.1% | 56 | 8.3% | 4 | 7.9% | 7 | 8.8% | 6 | 3.3% | 1 | 10.3% | 6 | 6.1% | 3 | 17.7% | 29 |
| £6 - £10 | 19.0% | 96 | 12.5% | 7 | 19.7% | 17 | 10.4% | 7 | 20.3% | 5 | 22.4% | 13 | 17.3% | 10 | 23.3% | 39 |
| £11 - £15 | 11.6% | 59 | 8.3% | 4 | 18.2% | 16 | 21.7% | 14 | 10.2% | 2 | 7.1% | 4 | 5.4% | 3 | 9.2% | 15 |
| £16 - £20 | 14.5% | 74 | 25.8% | 13 | 13.9% | 12 | 9.9% | 6 | 11.2% | 3 | 21.0% | 12 | 14.4% | 8 | 11.4% | 19 |
| £21 - £25 | 6.6% | 34 | 7.7% | 4 | 5.6% | 5 | 13.3% | 8 | 2.0% | 0 | 5.0% | 3 | 5.6% | 3 | 5.9% | 10 |
| £26 - £30 | 9.0% | 46 | 13.0% | 7 | 3.3% | 3 | 17.0% | 11 | 8.6% | 2 | 3.8% | 2 | 6.0% | 3 | 10.6% | 18 |
| £31 - £35 | 2.7% | 14 | 0.0% | 0 | 2.0% | 2 | 6.6% | 4 | 9.1% | 2 | 1.0% | 1 | 0.0% | 0 | 3.1% | 5 |
| £36 - £40 | 4.4% | 22 | 7.1% | 4 | 6.2% | 5 | 0.9% | 1 | 1.1% | 0 | 5.8% | 3 | 2.4% | 1 | 4.7% | 8 |
| £41 - £45 | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.2% | 2 | 0.0% | 0 | 1.1% | 2 |
| £46 - £50 | 2.9% | 15 | 2.2% | 1 | 6.0% | 5 | 0.9% | 1 | 0.9% | 0 | 2.9% | 2 | 6.9% | 4 | 1.1% | 2 |
| £51 - £55 | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 2 |
| £56 - £60 | 2.5% | 13 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 2.2% | 0 | 2.5% | 1 | 10.7% | 6 | 2.2% | 4 |
| £61 - £65 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £66 - £70 | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 |
| £71 - £75 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £76 - £80 | 0.9% | 5 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 2.4% | 1 | 3.4% | 2 | 0.0% | 0 |
| £81 - £85 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £86 - £90 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £91 - £95 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £96 - £100 | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 3.0% | 2 | 0.0% | 0 |
| £101 - £120 | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £121 - £140 | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 | 5.0% | 3 | 0.0% | 0 |
| £141 - £160 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £161 - £180 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £181 - £200 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £201 - £250 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £251+ | 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) | 11.4% | 58 | 15.1% | 8 | 16.1% | 14 | 6.3% | 4 | 22.6% | 5 | 9.2% | 5 | 11.5% | 7 | 8.8% | 15 |
| (Refused) | 0.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 0 | 0.8% | 0 | 2.3% | 1 | 0.0% | 0 |
| Mean: | 22.88 | | 20.81 | | 20.13 | | 24.13 | | 28.56 | | 23.60 | | 37.46 | | 18.74 | |
| Weighted base: | 506 | | 52 | | 87 | | 64 | | 22 | | 57 | | 57 | | 167 | |
| Sample: | 515 | | 77 | | 77 | | 70 | | 71 | | 69 | | 71 | | 80 | |

Weighted:

February 2017

| | Total | | 1 - Limavady | | 2 - Coleraine | | 3 - Ballymoney | | 4 - The Glens | | 5 - Ballymena | | 6 - Magherafelt | | 7 - Londonderry | |
|---|-------|-----|-----------------|----|------------------|-----|-------------------|----|------------------|----|------------------|----|--------------------|----|--------------------|-----|
| Q16 Where did you last buy clothing or footwear goods? | | | | | | | | | | | | | | | | |
| <i>Excl. Nulls & SFTs</i> | | | | | | | | | | | | | | | | |
| Limavady | 3.5% | 20 | 15.2% | 10 | 5.3% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 4 |
| Coleraine | 19.4% | 109 | 11.7% | 8 | 65.6% | 69 | 19.4% | 14 | 20.5% | 6 | 0.8% | 1 | 4.4% | 3 | 6.0% | 9 |
| Portrush | 0.2% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Riverside Retail Park, Coleraine, BT51 3AW | 1.9% | 11 | 0.0% | 0 | 3.4% | 4 | 0.7% | 0 | 8.2% | 2 | 0.0% | 0 | 4.0% | 3 | 1.1% | 2 |
| Zone 3 (Ballymoney) | | | | | | | | | | | | | | | | |
| Ballymoney | 2.0% | 11 | 0.0% | 0 | 0.0% | 0 | 13.8% | 10 | 3.4% | 1 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 4 (The Glens) | | | | | | | | | | | | | | | | |
| Ballycastle | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 5 (Ballymena) | | | | | | | | | | | | | | | | |
| Ballymena | 25.0% | 140 | 2.2% | 1 | 12.3% | 13 | 51.8% | 36 | 48.4% | 13 | 78.9% | 57 | 25.8% | 18 | 0.0% | 0 |
| Zone 6 (Magherafelt) | | | | | | | | | | | | | | | | |
| Maghera | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Magherafelt | 2.4% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 18.1% | 13 | 0.0% | 0 |
| Other, zone 6 (Magherafelt) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Zone 7 (Londonderry) | | | | | | | | | | | | | | | | |
| Crescent Link Retail Park, Londonderry, BT47 6SA | 2.1% | 12 | 7.2% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.6% | 7 |
| Londonderry | 27.8% | 155 | 58.2% | 39 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 2.7% | 2 | 77.8% | 113 |
| Others: | | | | | | | | | | | | | | | | |
| Antrim | 0.3% | 2 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.9% | 0 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belfast | 6.6% | 37 | 4.9% | 3 | 5.0% | 5 | 10.5% | 7 | 8.1% | 2 | 14.1% | 10 | 6.9% | 5 | 2.3% | 3 |
| Braidwater Retail Park, Ballymena, BT42 3AG | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.9% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Cookstown | 2.3% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 17.9% | 13 | 0.0% | 0 |
| Junction One Retail Park, Antrim, BT41 4LL | 1.4% | 8 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 | 1.6% | 0 | 1.9% | 1 | 0.0% | 0 | 1.2% | 2 |
| Larne | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Omagh | 1.3% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.9% | 6 | 1.1% | 2 |
| Showgrounds Retail Park, Sedan Avenue, Omagh, BT79 7AQ | 0.7% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.4% | 4 | 0.0% | 0 |
| Strabane | 1.2% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.7% | 3 | 2.3% | 3 |
| Abroad | 0.3% | 2 | 0.6% | 0 | 0.9% | 1 | 0.0% | 0 | 1.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, outside area | 0.7% | 4 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.8% | 0 | 0.8% | 1 | 0.8% | 1 | 1.1% | 2 |
| Weighted base: | | 560 | | 67 | | 106 | | 70 | | 27 | | 73 | | 72 | | 145 |
| Sample: | | 606 | | 91 | | 87 | | 81 | | 90 | | 90 | | 89 | | 78 |

Q17 When you go shopping for clothing or footwear, do you link this trip with another activity?

Not 'Delivery' / 'Abroad' / 'Don't do' at Q16

| | | | | | | | | | | | | | | | | |
|---|-------|-----|-------|----|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|-----|
| Yes – food shopping | 2.6% | 14 | 1.4% | 1 | 0.9% | 1 | 1.9% | 1 | 3.4% | 1 | 2.5% | 2 | 4.2% | 3 | 3.7% | 5 |
| Yes – non-food shopping | 9.7% | 55 | 12.7% | 9 | 14.0% | 15 | 3.0% | 2 | 15.4% | 4 | 5.9% | 4 | 6.5% | 5 | 11.1% | 16 |
| Yes – visiting services such as banks and other financial institutions | 1.2% | 7 | 0.0% | 0 | 0.9% | 1 | 0.8% | 1 | 0.8% | 0 | 3.8% | 3 | 0.7% | 0 | 1.3% | 2 |
| Yes – leisure activity | 1.4% | 8 | 0.7% | 0 | 3.1% | 3 | 1.9% | 1 | 0.0% | 0 | 2.3% | 2 | 1.5% | 1 | 0.0% | 0 |
| Yes – travelling to / from work | 0.7% | 4 | 1.7% | 1 | 1.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Yes – travelling to/from school / college / university | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 2 |
| Yes – getting petrol | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Yes – visiting café / pub / restaurant | 9.7% | 54 | 17.4% | 12 | 2.4% | 3 | 10.9% | 8 | 8.8% | 2 | 12.4% | 9 | 14.2% | 10 | 7.3% | 11 |
| Yes – visiting family / friends | 2.4% | 14 | 0.0% | 0 | 4.6% | 5 | 0.0% | 0 | 2.7% | 1 | 0.8% | 1 | 5.8% | 4 | 2.3% | 3 |
| Yes – visiting health service such as doctor, dentist, hospital | 0.4% | 2 | 0.0% | 0 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – visiting other service such as laundrette, hairdresser, recycling | 0.5% | 3 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 1.2% | 2 |
| Yes – other activity | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No | 69.1% | 389 | 61.7% | 42 | 69.0% | 73 | 81.5% | 58 | 69.0% | 19 | 65.7% | 48 | 62.3% | 45 | 71.8% | 104 |
| (Don't know / varies) | 1.9% | 11 | 3.7% | 2 | 1.7% | 2 | 0.0% | 0 | 0.0% | 0 | 6.1% | 4 | 2.6% | 2 | 0.0% | 0 |
| Weighted base: | | 563 | | 67 | | 106 | | 71 | | 28 | | 74 | | 72 | | 145 |
| Sample: | | 610 | | 91 | | 87 | | 82 | | 90 | | 92 | | 90 | | 78 |

by Zone (Nulls & SFTs Filtered) **Causeway Coast & Glens Council Retail & Leisure Study**
for Nexus Planning

Weighted:

February 2017

| | Total | 1 - Limavady | | 2 - Coleraine | | 3 - Ballymoney | | 4 - The Glens | | 5 - Ballymena | | 6 - Magherafelt | | 7 - Londonderry | | |
|---|-------|-----------------|-------|------------------|-------|-------------------|-------|------------------|-------|------------------|-------|--------------------|-------|--------------------|-------|----|
| Q18 Where did you last buy books, CDs, DVDs? | | | | | | | | | | | | | | | | |
| <i>Excl. Nulls & SFTs</i> | | | | | | | | | | | | | | | | |
| Limavady | 3.2% | 7 | 22.5% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.6% | 2 |
| Coleraine | 26.3% | 55 | 21.4% | 5 | 88.6% | 33 | 28.9% | 10 | 35.0% | 4 | 0.0% | 0 | 6.3% | 1 | 4.4% | 3 |
| Portrush | 0.4% | 1 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Riverside Retail Park, Coleraine, BT51 3AW | 0.8% | 2 | 0.0% | 0 | 2.2% | 1 | 1.7% | 1 | 1.9% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 3 (Ballymoney) | | | | | | | | | | | | | | | | |
| Ballymoney | 3.2% | 7 | 0.0% | 0 | 0.0% | 0 | 20.5% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 4 (The Glens) | | | | | | | | | | | | | | | | |
| Ballycastle | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 5 (Ballymena) | | | | | | | | | | | | | | | | |
| Ballymena | 20.0% | 42 | 2.2% | 0 | 4.4% | 2 | 40.7% | 13 | 38.9% | 4 | 91.2% | 16 | 31.8% | 6 | 0.0% | 0 |
| Broughshane | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Magherafelt | 0.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.7% | 2 | 0.0% | 0 |
| Other, zone 6 (Magherafelt) | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| Zone 7 (Londonderry) | | | | | | | | | | | | | | | | |
| Crescent Link Retail Park, Londonderry, BT47 6SA | 1.4% | 3 | 2.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.6% | 3 |
| Londonderry | 34.4% | 72 | 51.8% | 11 | 0.0% | 0 | 0.0% | 0 | 1.9% | 0 | 0.0% | 0 | 2.7% | 0 | 84.7% | 60 |
| Others: | | | | | | | | | | | | | | | | |
| Antrim | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 0 | 2.6% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belfast | 3.6% | 8 | 0.0% | 0 | 0.0% | 0 | 4.1% | 1 | 0.0% | 0 | 0.0% | 0 | 16.0% | 3 | 4.8% | 3 |
| Braidwater Retail Park, Ballymena, BT42 3AG | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 4.1% | 1 | 2.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cookstown | 2.1% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 0 | 0.0% | 0 | 23.6% | 4 | 0.0% | 0 |
| Junction One Retail Park, Antrim, BT41 4LL | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Laharna Retail Park, Larne, BT40 1HR | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Larne | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Newtownstewart | 0.5% | 1 | 0.0% | 0 | 2.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Omagh | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| Abroad | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 0 | 0.0% | 0 |
| Weighted base: | | 209 | | 22 | | 37 | | 33 | | 11 | | 18 | | 18 | | 70 |
| Sample: | | 239 | | 34 | | 36 | | 40 | | 43 | | 27 | | 20 | | 39 |

Weighted:

February 2017

| | Total | 1 - Limavady | | 2 - Coleraine | | 3 - Ballymoney | | 4 - The Glens | | 5 - Ballymena | | 6 - Magherafelt | | 7 - Londonderry | |
|---|-------|-----------------|-------|------------------|-------|-------------------|-------|------------------|-------|------------------|-------|--------------------|-------|--------------------|-------|
| Q19 Where did you last buy small household goods such as home furnishings, jewellery, glass and china items? | | | | | | | | | | | | | | | |
| <i>Excl. Nulls & SFTs</i> | | | | | | | | | | | | | | | |
| Limavady | 1.6% | 7 | 15.3% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Coleraine | 11.4% | 45 | 8.7% | 4 | 41.3% | 29 | 10.8% | 4 | 17.9% | 3 | 0.0% | 0 | 3.5% | 1 | 2.7% |
| Kilrea | 0.2% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Portrush | 0.5% | 2 | 0.0% | 0 | 2.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Portstewart | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Riverside Retail Park, Coleraine, BT51 3AW | 14.0% | 56 | 16.3% | 7 | 39.7% | 28 | 28.0% | 11 | 12.5% | 2 | 0.0% | 0 | 14.2% | 6 | 1.2% |
| Zone 3 (Ballymoney) | | | | | | | | | | | | | | | |
| Ballymoney | 2.6% | 10 | 0.0% | 0 | 2.5% | 2 | 20.8% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Zone 4 (The Glens) | | | | | | | | | | | | | | | |
| Ballycastle | 0.9% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 23.1% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Zone 5 (Ballymena) | | | | | | | | | | | | | | | |
| Ballymena | 13.2% | 52 | 3.9% | 2 | 4.8% | 3 | 19.8% | 8 | 31.0% | 5 | 54.9% | 30 | 10.6% | 4 | 0.0% |
| Zone 6 (Magherafelt) | | | | | | | | | | | | | | | |
| Maghera | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.8% | 1 | 0.0% |
| Magherafelt | 2.6% | 10 | 2.7% | 1 | 3.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 17.1% | 7 | 0.0% |
| Zone 7 (Londonderry) | | | | | | | | | | | | | | | |
| Crescent Link Retail Park, Londonderry, BT47 6SA | 6.3% | 25 | 21.1% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.9% |
| Londonderry | 29.9% | 119 | 24.4% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 1 | 80.5% |
| Others: | | | | | | | | | | | | | | | |
| Antrim | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Belfast | 8.6% | 34 | 1.9% | 1 | 4.4% | 3 | 15.9% | 6 | 10.1% | 2 | 19.6% | 11 | 21.8% | 9 | 2.3% |
| Braidwater Retail Park, Ballymena, BT42 3AG | 4.5% | 18 | 5.7% | 2 | 0.0% | 0 | 3.3% | 1 | 1.5% | 0 | 24.6% | 13 | 1.4% | 1 | 0.0% |
| Cookstown | 1.6% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 15.3% | 6 | 0.0% |
| Junction One Retail Park, Antrim, BT41 4LL | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Newtownstewart | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% |
| Omagh | 0.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.3% | 2 | 0.0% |
| Orritor Road Retail Park, Cookstown, BT80 8BH | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% |
| Station Square Retail Park, Cookstown, BT80 8PA | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 0 | 0.0% |
| Strabane | 0.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% |
| Abroad | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Weighted base: | | 397 | | 43 | | 71 | | 41 | | 16 | | 55 | | 39 | 133 |
| Sample: | | 405 | | 59 | | 63 | | 44 | | 52 | | 68 | | 53 | 66 |

Weighted:

February 2017

| | Total | 1 - Limavady | | 2 - Coleraine | | 3 - Ballymoney | | 4 - The Glens | | 5 - Ballymena | | 6 - Magherafelt | | 7 - Londonderry | | |
|---|-------|-----------------|-------|------------------|-------|-------------------|-------|------------------|-------|------------------|-------|--------------------|-------|--------------------|-------|-----|
| Q20 Where did you last buy goods such as toys, games, bicycles and recreational goods? | | | | | | | | | | | | | | | | |
| <i>Excl. Nulls & SFTs</i> | | | | | | | | | | | | | | | | |
| Limavady | 1.0% | 3 | 8.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coleraine | 12.7% | 37 | 6.4% | 2 | 61.0% | 24 | 12.2% | 4 | 18.3% | 2 | 3.6% | 1 | 11.3% | 3 | 0.0% | 0 |
| Riverside Retail Park, Coleraine, BT51 3AW | 4.0% | 12 | 1.4% | 0 | 8.9% | 4 | 17.3% | 6 | 15.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 3 (Ballymoney) | | | | | | | | | | | | | | | | |
| Ballymoney | 1.2% | 3 | 0.0% | 0 | 4.8% | 2 | 4.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 4 (The Glens) | | | | | | | | | | | | | | | | |
| Ballycastle | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 5 (Ballymena) | | | | | | | | | | | | | | | | |
| Ballymena | 24.7% | 73 | 0.0% | 0 | 19.3% | 8 | 53.8% | 17 | 52.4% | 7 | 73.7% | 27 | 43.3% | 13 | 0.0% | 0 |
| Zone 6 (Magherafelt) | | | | | | | | | | | | | | | | |
| Maghera | 1.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.0% | 3 | 0.0% | 0 |
| Magherafelt | 0.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.2% | 2 | 0.0% | 0 |
| Zone 7 (Londonderry) | | | | | | | | | | | | | | | | |
| Crescent Link Retail Park, Londonderry, BT47 6SA | 14.7% | 43 | 35.0% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 29.1% | 31 |
| Londonderry | 25.6% | 75 | 47.5% | 16 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 54.5% | 58 |
| Other, zone 7 (Londonderry) | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 |
| Belfast | 4.5% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 11.8% | 13 |
| Braidwater Retail Park, Ballymena, BT42 3AG | 4.2% | 12 | 0.0% | 0 | 0.0% | 0 | 11.9% | 4 | 8.9% | 1 | 19.9% | 7 | 0.0% | 0 | 0.0% | 0 |
| Cookstown | 1.7% | 5 | 1.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 14.7% | 4 | 0.0% | 0 |
| Newtownstewart | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.5% | 1 | 0.0% | 0 |
| Omagh | 0.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.1% | 2 | 0.0% | 0 |
| Strabane | 1.3% | 4 | 0.0% | 0 | 5.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 2 |
| Abroad | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, outside area | 0.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 2 |
| Weighted base: | | 294 | | 34 | | 39 | | 32 | | 13 | | 37 | | 30 | | 107 |
| Sample: | | 259 | | 41 | | 33 | | 37 | | 33 | | 38 | | 33 | | 44 |

Weighted:

February 2017

| | Total | 1 - Limavady | | 2 - Coleraine | | 3 - Ballymoney | | 4 - The Glens | | 5 - Ballymena | | 6 - Magherafelt | | 7 - Londonderry | | |
|---|-------|-----------------|-------|------------------|-------|-------------------|-------|------------------|-------|------------------|-------|--------------------|-------|--------------------|-------|-----|
| Q21 Where did you last buy chemist goods (including health and beauty products)? | | | | | | | | | | | | | | | | |
| <i>Excl. Nulls & SFTs</i> | | | | | | | | | | | | | | | | |
| Zone 1 (Limavady) | | | | | | | | | | | | | | | | |
| Dungiven | 0.8% | 5 | 7.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Limavady | 8.0% | 51 | 64.4% | 41 | 5.0% | 6 | 0.0% | 0 | 0.9% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 4 |
| Other, zone 1 (Limavady) | 0.7% | 4 | 4.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 2 |
| Zone 2 (Coleraine) | | | | | | | | | | | | | | | | |
| Bushmills | 0.5% | 3 | 0.0% | 0 | 2.3% | 3 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coleraine | 17.4% | 110 | 1.4% | 1 | 74.5% | 86 | 24.2% | 17 | 8.3% | 2 | 0.0% | 0 | 4.8% | 4 | 0.0% | 0 |
| Kilrea | 0.9% | 6 | 0.0% | 0 | 5.0% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portrush | 0.5% | 3 | 0.0% | 0 | 2.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portstewart | 0.8% | 5 | 0.0% | 0 | 4.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Riverside Retail Park, Coleraine, BT51 3AW | 0.2% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 2 (Coleraine) | 0.7% | 5 | 0.0% | 0 | 4.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 3 (Ballymoney) | | | | | | | | | | | | | | | | |
| Ballymoney | 4.2% | 26 | 0.0% | 0 | 0.7% | 1 | 36.0% | 25 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 3 (Ballymoney) | 1.3% | 8 | 0.0% | 0 | 0.0% | 0 | 7.7% | 5 | 0.0% | 0 | 3.6% | 3 | 0.0% | 0 | 0.0% | 0 |
| Zone 4 (The Glens) | | | | | | | | | | | | | | | | |
| Ballycastle | 2.6% | 16 | 0.0% | 0 | 0.0% | 0 | 3.0% | 2 | 53.1% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cushendall | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 5 (Ballymena) | | | | | | | | | | | | | | | | |
| Ballymena | 12.2% | 77 | 0.0% | 0 | 0.7% | 1 | 20.9% | 15 | 27.8% | 7 | 67.7% | 52 | 1.7% | 1 | 0.0% | 0 |
| Broughshane | 1.9% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 0 | 15.0% | 12 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 5 (Ballymena) | 1.4% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.7% | 9 | 0.0% | 0 | 0.0% | 0 |
| Zone 6 (Magherafelt) | | | | | | | | | | | | | | | | |
| Maghera | 2.9% | 18 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 23.4% | 18 | 0.0% | 0 |
| Magherafelt | 4.1% | 26 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 33.2% | 26 | 0.0% | 0 |
| Other, zone 6 (Magherafelt) | 1.5% | 10 | 0.0% | 0 | 0.0% | 0 | 4.0% | 3 | 0.0% | 0 | 0.0% | 0 | 8.6% | 7 | 0.0% | 0 |
| Zone 7 (Londonderry) | | | | | | | | | | | | | | | | |
| Crescent Link Retail Park, Londonderry, BT47 6SA | 3.2% | 20 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.2% | 20 |
| Eglinton | 1.4% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 9 |
| Londonderry | 25.6% | 161 | 19.4% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 74.4% | 148 |
| Other, zone 7 (Londonderry) | 1.6% | 10 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 9 |
| Belfast | 0.8% | 5 | 0.6% | 0 | 0.0% | 0 | 4.0% | 3 | 0.0% | 0 | 0.6% | 0 | 1.3% | 1 | 0.0% | 0 |
| Braidwater Retail Park, Ballymena, BT42 3AG | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Cookstown | 1.6% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.6% | 10 | 0.0% | 0 |
| Larne | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Omagh | 1.1% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.7% | 7 | 0.0% | 0 |
| Strabane | 1.9% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 3 | 4.2% | 8 |
| Weighted base: | | 631 | | 64 | | 115 | | 71 | | 27 | | 77 | | 78 | | 199 |
| Sample: | | 648 | | 94 | | 94 | | 85 | | 91 | | 95 | | 95 | | 94 |

Weighted:

February 2017

| | Total | 1 - Limavady | 2 - Coleraine | 3 - Ballymoney | 4 - The Glens | 5 - Ballymena | 6 - Magherafelt | 7 - Londonderry | | | | | | | |
|--|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|-------|----|-------|----|-------|----|-------|
| Q22 Where did you last buy electrical items, such as televisions, washing machines and computers? | | | | | | | | | | | | | | | |
| <i>Excl. Nulls & SFTs</i> | | | | | | | | | | | | | | | |
| Zone 1 (Limavady) | | | | | | | | | | | | | | | |
| Dungiven | 0.4% | 2 | 3.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Limavady | 7.0% | 35 | 38.9% | 21 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.0% |
| Coleraine | 7.6% | 38 | 1.5% | 1 | 27.6% | 25 | 14.7% | 9 | 9.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Kilrea | 2.4% | 12 | 0.8% | 0 | 8.4% | 8 | 3.0% | 2 | 0.0% | 0 | 0.0% | 0 | 4.0% | 2 | 0.0% |
| Portrush | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 1.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Portstewart | 0.4% | 2 | 0.0% | 0 | 2.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Riverside Retail Park, Coleraine, BT51 3AW | 16.4% | 81 | 11.5% | 6 | 41.2% | 38 | 28.5% | 18 | 17.0% | 4 | 0.7% | 0 | 24.8% | 11 | 2.2% |
| Zone 3 (Ballymoney) | | | | | | | | | | | | | | | |
| Ballymoney | 8.1% | 40 | 1.8% | 1 | 15.9% | 15 | 27.0% | 17 | 9.3% | 2 | 5.2% | 3 | 3.3% | 1 | 0.0% |
| Zone 4 (The Glens) | | | | | | | | | | | | | | | |
| Ballycastle | 1.5% | 7 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 28.8% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Zone 5 (Ballymena) | | | | | | | | | | | | | | | |
| Ballymena | 13.0% | 64 | 0.0% | 0 | 2.7% | 2 | 19.1% | 12 | 23.9% | 6 | 62.2% | 40 | 7.8% | 4 | 0.0% |
| Zone 6 (Magherafelt) | | | | | | | | | | | | | | | |
| Maghera | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.0% | 3 | 0.0% |
| Magherafelt | 2.2% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 24.0% | 11 | 0.0% |
| Other, zone 6 (Magherafelt) | 0.9% | 4 | 0.0% | 0 | 0.0% | 0 | 4.4% | 3 | 0.0% | 0 | 0.0% | 0 | 3.5% | 2 | 0.0% |
| Zone 7 (Londonderry) | | | | | | | | | | | | | | | |
| Crescent Link Retail Park, Londonderry, BT47 6SA | 18.5% | 92 | 26.5% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 51.0% |
| Londonderry | 11.3% | 56 | 14.7% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 31.2% |
| Other, zone 7 (Londonderry) | 1.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% |
| Others: | | | | | | | | | | | | | | | |
| Antrim | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% |
| Belfast | 1.3% | 7 | 0.8% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 3.4% |
| Braidwater Retail Park, Ballymena, BT42 3AG | 4.9% | 24 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 6.8% | 2 | 29.6% | 19 | 6.5% | 3 | 0.0% |
| Cookstown | 0.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.1% | 5 | 0.0% |
| Junction One Retail Park, Antrim, BT41 4LL | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Larne | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Meadowlane Shopping Centre, Moneymore Road, Magherafelt, BT45 6PR | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 0 | 0.0% |
| Omagh | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.6% | 3 | 0.0% |
| Showgrounds Retail Park, Sedan Avenue, Omagh, BT79 7AQ | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 1.2% | 1 | 0.0% |
| Abroad | 0.3% | 2 | 0.0% | 0 | 1.0% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Weighted base: | | 496 | | 54 | | 91 | | 64 | | 23 | | 65 | | 46 | 152 |
| Sample: | | 523 | | 76 | | 74 | | 78 | | 76 | | 83 | | 63 | 73 |

Weighted:

February 2017

| | Total | 1 - Limavady | | 2 - Coleraine | | 3 - Ballymoney | | 4 - The Glens | | 5 - Ballymena | | 6 - Magherafelt | | 7 - Londonderry | | |
|--|-------|-----------------|-------|------------------|-------|-------------------|-------|------------------|-------|------------------|-------|--------------------|-------|--------------------|-------|-----|
| Q23 Where did you last buy DIY or gardening goods? | | | | | | | | | | | | | | | | |
| <i>Excl. Nulls & SFTs</i> | | | | | | | | | | | | | | | | |
| Zone 1 (Limavady) | | | | | | | | | | | | | | | | |
| Dungiven | 0.9% | 5 | 8.4% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Limavady | 2.4% | 12 | 18.5% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 2 |
| Zone 2 (Coleraine) | | | | | | | | | | | | | | | | |
| Bushmills | 0.7% | 3 | 0.0% | 0 | 1.6% | 2 | 2.2% | 1 | 2.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coleraine | 7.2% | 37 | 0.9% | 0 | 27.7% | 28 | 9.2% | 6 | 10.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kilrea | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portrush | 0.4% | 2 | 0.0% | 0 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Riverside Retail Park, Coleraine, BT51 3AW | 26.1% | 132 | 29.0% | 16 | 67.1% | 68 | 50.2% | 31 | 14.4% | 3 | 6.9% | 4 | 20.0% | 8 | 0.9% | 2 |
| Other, zone 2 (Coleraine) | 0.2% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 3 (Ballymoney) | | | | | | | | | | | | | | | | |
| Ballymoney | 2.0% | 10 | 0.0% | 0 | 0.8% | 1 | 14.5% | 9 | 1.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 3 (Ballymoney) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 4 (The Glens) | | | | | | | | | | | | | | | | |
| Ballycastle | 1.9% | 9 | 0.0% | 0 | 0.0% | 0 | 3.1% | 2 | 32.1% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cushendall | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 5 (Ballymena) | | | | | | | | | | | | | | | | |
| Ballymena | 5.2% | 26 | 0.0% | 0 | 0.0% | 0 | 9.5% | 6 | 21.3% | 5 | 29.9% | 16 | 0.0% | 0 | 0.0% | 0 |
| Broughshane | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.8% | 4 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 5 (Ballymena) | 0.7% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.5% | 3 | 0.0% | 0 | 0.0% | 0 |
| Zone 6 (Magherafelt) | | | | | | | | | | | | | | | | |
| Maghera | 1.1% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.8% | 5 | 0.0% | 0 |
| Magherafelt | 3.5% | 18 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 42.5% | 18 | 0.0% | 0 |
| Other, zone 6 (Magherafelt) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 |
| Zone 7 (Londonderry) | | | | | | | | | | | | | | | | |
| Crescent Link Retail Park, Londonderry, BT47 6SA | 20.9% | 105 | 28.5% | 16 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 52.8% | 90 |
| Eglinton | 1.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 5 |
| Londonderry | 15.1% | 76 | 14.7% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.9% | 2 | 39.1% | 66 |
| Other, zone 7 (Londonderry) | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 2 |
| Others: | | | | | | | | | | | | | | | | |
| Antrim | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 3.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Belfast | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.9% | 0 | 0.0% | 0 | 0.0% | 0 |
| Braidwater Retail Park, Ballymena, BT42 3AG | 5.6% | 28 | 0.0% | 0 | 0.0% | 0 | 8.1% | 5 | 3.0% | 1 | 36.7% | 19 | 8.0% | 3 | 0.0% | 0 |
| Cookstown | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.9% | 3 | 0.0% | 0 |
| Great Northern Retail Park, Sperrin Drive, Omagh, BT78 5GZ | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Junction One Retail Park, Antrim, BT41 4LL | 0.7% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 0 | 6.2% | 3 | 0.0% | 0 | 0.0% | 0 |
| Omagh | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Showgrounds Retail Park, Sedan Avenue, Omagh, BT79 7AQ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Strabane | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 2 |
| Strabane Retail Park, Branch Road, Strabane, BT82 8EW | 0.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 1.1% | 2 |
| Other, outside area | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.4% | 1 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | | 506 | | 56 | | 102 | | 61 | | 23 | | 52 | | 41 | | 170 |
| Sample: | | 502 | | 76 | | 79 | | 72 | | 78 | | 64 | | 54 | | 79 |

Weighted:

February 2017

| | Total | 1 - Limavady | 2 - Coleraine | 3 - Ballymoney | 4 - The Glens | 5 - Ballymena | 6 - Magherafelt | 7 - Londonderry | | | | | | | | |
|---|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|-------|----|-------|----|-------|----|-------|-----|
| Q24 Where did you last buy furniture, carpets and floor coverings? | | | | | | | | | | | | | | | | |
| <i>Excl. Nulls & SFTs</i> | | | | | | | | | | | | | | | | |
| Zone 1 (Limavady) | | | | | | | | | | | | | | | | |
| Dungiven | 0.4% | 2 | 3.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Limavady | 2.0% | 9 | 21.4% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coleraine | 12.3% | 57 | 9.6% | 4 | 53.9% | 42 | 8.9% | 5 | 8.5% | 2 | 0.0% | 0 | 2.8% | 1 | 1.1% | 2 |
| Riverside Retail Park, Coleraine, BT51 3AW | 9.0% | 41 | 19.8% | 9 | 22.7% | 18 | 10.9% | 6 | 16.6% | 4 | 0.0% | 0 | 8.1% | 3 | 0.9% | 2 |
| Zone 3 (Ballymoney) | | | | | | | | | | | | | | | | |
| Ballymoney | 6.9% | 32 | 0.0% | 0 | 14.0% | 11 | 33.6% | 19 | 1.1% | 0 | 0.0% | 0 | 3.3% | 1 | 0.0% | 0 |
| Zone 4 (The Glens) | | | | | | | | | | | | | | | | |
| Ballycastle | 2.1% | 10 | 0.0% | 0 | 0.0% | 0 | 6.0% | 3 | 27.8% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 5 (Ballymena) | | | | | | | | | | | | | | | | |
| Ballymena | 14.1% | 65 | 1.1% | 0 | 6.2% | 5 | 21.4% | 12 | 30.0% | 7 | 78.1% | 38 | 5.9% | 2 | 0.0% | 0 |
| Other, zone 5 (Ballymena) | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.8% | 3 | 0.0% | 0 | 0.0% | 0 |
| Zone 6 (Magherafelt) | | | | | | | | | | | | | | | | |
| Maghera | 1.2% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 14.0% | 6 | 0.0% | 0 |
| Magherafelt | 2.8% | 13 | 1.1% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 28.0% | 11 | 0.0% | 0 |
| Zone 7 (Londonderry) | | | | | | | | | | | | | | | | |
| Crescent Link Retail Park, Londonderry, BT47 6SA | 12.3% | 56 | 12.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 30.5% | 51 |
| Londonderry | 20.8% | 95 | 26.6% | 12 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 | 0.0% | 0 | 49.8% | 84 |
| Other, zone 7 (Londonderry) | 3.1% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.6% | 14 |
| Others: | | | | | | | | | | | | | | | | |
| Antrim | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Belfast | 4.6% | 21 | 3.6% | 2 | 1.2% | 1 | 14.9% | 8 | 8.8% | 2 | 3.4% | 2 | 0.0% | 0 | 3.9% | 6 |
| Braidwater Retail Park, Ballymena, BT42 3AG | 1.0% | 4 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 2.9% | 1 | 5.7% | 3 | 0.0% | 0 | 0.0% | 0 |
| Cookstown | 1.9% | 9 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 19.1% | 8 | 0.0% | 0 |
| Junction One Retail Park, Antrim, BT41 4LL | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.8% | 3 | 0.0% | 0 | 0.0% | 0 |
| Larne | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Meadowlane Shopping Centre, Moneymore Road, Magherafelt, BT45 6PR | 0.1% | 0 | 0.9% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newtownstewart | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.1% | 2 | 0.0% | 0 |
| Omagh | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.4% | 3 | 0.0% | 0 |
| Orritor Road Retail Park, Cookstown, BT80 8BH | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.0% | 3 | 0.0% | 0 |
| Showgrounds Retail Park, Sedan Avenue, Omagh, BT79 7AQ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 |
| Strabane | 1.1% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 5 |
| Abroad | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, outside area | 1.1% | 5 | 0.0% | 0 | 0.0% | 0 | 2.4% | 1 | 1.1% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 4 |
| Weighted base: | | 459 | | 44 | | 79 | | 57 | | 22 | | 49 | | 41 | | 168 |
| Sample: | | 454 | | 61 | | 66 | | 62 | | 72 | | 67 | | 51 | | 75 |

Q25 Do you ever visit any of the following centres? [MR/PR]

| | | | | | | | | | | | | | | | | |
|---------------------------------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Coleraine | 66.9% | 469 | 81.6% | 59 | 95.4% | 118 | 78.0% | 66 | 76.2% | 23 | 46.0% | 37 | 48.8% | 40 | 55.3% | 126 |
| Coleraine Riverside Retail Park | 59.5% | 417 | 77.9% | 56 | 95.9% | 119 | 79.5% | 68 | 63.5% | 19 | 32.8% | 27 | 55.1% | 45 | 37.1% | 84 |
| Limavady | 35.9% | 252 | 96.6% | 70 | 25.6% | 32 | 19.7% | 17 | 15.8% | 5 | 4.1% | 3 | 15.4% | 13 | 49.8% | 113 |
| Ballycastle | 21.5% | 151 | 11.0% | 8 | 17.1% | 21 | 37.0% | 31 | 84.3% | 26 | 21.2% | 17 | 11.9% | 10 | 16.6% | 38 |
| Ballymoney | 34.9% | 244 | 11.8% | 9 | 62.0% | 77 | 87.6% | 74 | 51.9% | 16 | 38.5% | 31 | 17.5% | 14 | 10.2% | 23 |
| Portrush | 47.2% | 331 | 39.3% | 28 | 62.7% | 78 | 52.2% | 44 | 37.2% | 11 | 56.6% | 46 | 34.9% | 28 | 41.7% | 95 |
| Portstewart | 50.0% | 350 | 34.1% | 25 | 64.0% | 79 | 53.1% | 45 | 43.2% | 13 | 56.1% | 46 | 39.7% | 32 | 48.5% | 110 |
| (Don't visit any of these centres) | 16.7% | 117 | 2.2% | 2 | 0.0% | 0 | 3.9% | 3 | 6.0% | 2 | 26.9% | 22 | 30.0% | 24 | 28.1% | 64 |
| Weighted base: | | 701 | | 72 | | 124 | | 85 | | 30 | | 82 | | 81 | | 227 |
| Sample: | | 701 | | 100 | | 100 | | 100 | | 100 | | 101 | | 100 | | 100 |

Weighted:

February 2017

| | Total | 1 - Limavady | | 2 - Coleraine | | 3 - Ballymoney | | 4 - The Glens | | 5 - Ballymena | | 6 - Magherafelt | | 7 - Londonderry | |
|--|-------|-----------------|--|------------------|--|-------------------|--|------------------|--|------------------|--|--------------------|--|--------------------|--|
|--|-------|-----------------|--|------------------|--|-------------------|--|------------------|--|------------------|--|--------------------|--|--------------------|--|

Q26 Which of those centres do you visit the most?

Those who visit at least one of the centres at Q25

| | | | | | | | | | | | | | | | | |
|---------------------------------|-------|-----|-------|----|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|-----|
| Coleraine | 30.8% | 180 | 15.9% | 11 | 51.3% | 64 | 24.3% | 20 | 14.1% | 4 | 13.8% | 8 | 31.8% | 18 | 33.7% | 55 |
| Coleraine Riverside Retail Park | 10.4% | 61 | 1.3% | 1 | 22.8% | 28 | 5.4% | 4 | 14.0% | 4 | 5.6% | 3 | 31.4% | 18 | 1.1% | 2 |
| Limavady | 16.1% | 94 | 61.9% | 44 | 4.7% | 6 | 0.6% | 0 | 0.7% | 0 | 0.0% | 0 | 3.8% | 2 | 25.6% | 42 |
| Ballycastle | 5.4% | 32 | 1.7% | 1 | 0.0% | 0 | 8.7% | 7 | 58.9% | 17 | 5.3% | 3 | 0.0% | 0 | 2.1% | 3 |
| Ballymoney | 9.2% | 54 | 0.0% | 0 | 3.9% | 5 | 49.3% | 40 | 1.2% | 0 | 11.1% | 7 | 2.8% | 2 | 0.0% | 0 |
| Portrush | 16.3% | 95 | 11.0% | 8 | 10.5% | 13 | 8.0% | 7 | 3.7% | 1 | 26.4% | 16 | 14.8% | 8 | 26.3% | 43 |
| Portstewart | 11.8% | 69 | 8.2% | 6 | 6.7% | 8 | 3.7% | 3 | 7.3% | 2 | 37.8% | 23 | 15.4% | 9 | 11.3% | 18 |
| Weighted base: | | 584 | | 70 | | 124 | | 82 | | 28 | | 60 | | 57 | | 163 |
| Sample: | | 604 | | 97 | | 100 | | 95 | | 93 | | 73 | | 71 | | 75 |

Q27A Why don't you visit Coleraine? [MR]

Those who do not visit Coleraine at Q25

| | | | | | | | | | | | | | | | | |
|---|-------|-----|-------|----|-------|---|-------|----|-------|----|-------|----|-------|----|-------|-----|
| Lack of choice and range of non-food shops | 5.1% | 12 | 12.5% | 2 | 66.9% | 4 | 0.0% | 0 | 0.0% | 0 | 7.9% | 3 | 2.7% | 1 | 1.8% | 2 |
| Lack of choice and range of food shops | 2.1% | 5 | 3.6% | 0 | 33.3% | 2 | 0.0% | 0 | 0.0% | 0 | 5.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| Choice of leisure facilities (cinema, gym, pubs 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 |
| Choice of services (hairdressers, banks 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 |
| Environmental quality of centre | 0.2% | 0 | 3.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too far away from home | 41.1% | 95 | 38.4% | 5 | 0.0% | 0 | 28.1% | 5 | 39.2% | 3 | 46.3% | 20 | 49.7% | 21 | 40.6% | 41 |
| Too far away from work | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Not accessible by public transport | 1.7% | 4 | 0.0% | 0 | 0.0% | 0 | 15.2% | 3 | 0.0% | 0 | 1.3% | 1 | 1.3% | 1 | 0.0% | 0 |
| Inconveniently located car parking | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 | 3.4% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Expensive car parking | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Traffic congestion | 2.1% | 5 | 12.0% | 2 | 0.0% | 0 | 0.0% | 0 | 6.7% | 0 | 2.3% | 1 | 4.0% | 2 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Nothing, no reason to visit) | 47.6% | 110 | 37.9% | 5 | 33.1% | 2 | 34.4% | 6 | 57.4% | 4 | 41.0% | 18 | 43.6% | 18 | 55.8% | 57 |
| (Don't know) | 2.9% | 7 | 5.1% | 1 | 0.0% | 0 | 19.3% | 4 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 1.8% | 2 |
| Weighted base: | | 232 | | 13 | | 6 | | 19 | | 7 | | 44 | | 42 | | 101 |
| Sample: | | 213 | | 18 | | 6 | | 21 | | 24 | | 54 | | 49 | | 41 |

Q27B Why don't you visit Coleraine Riverside Retail Park? [MR]

Those who do not visit Coleraine Riverside Retail Park at Q25

| | | | | | | | | | | | | | | | | |
|---|-------|-----|-------|----|-------|---|-------|----|-------|----|-------|----|-------|----|-------|-----|
| Lack of choice and range of non-food shops | 3.4% | 10 | 10.0% | 2 | 18.5% | 1 | 0.0% | 0 | 2.2% | 0 | 5.3% | 3 | 1.5% | 1 | 2.4% | 3 |
| Lack of choice and range of food shops | 1.8% | 5 | 10.0% | 2 | 0.0% | 0 | 0.0% | 0 | 2.2% | 0 | 3.3% | 2 | 0.0% | 0 | 1.1% | 2 |
| Choice of leisure facilities (cinema, gym, pubs etc.) | 0.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 2 |
| Choice of services (hairdressers, banks 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 |
| Environmental quality of 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 |
| Too far away from home | 40.1% | 114 | 36.4% | 6 | 18.5% | 1 | 22.8% | 4 | 19.3% | 2 | 34.3% | 19 | 59.6% | 22 | 42.3% | 60 |
| Too far away from work | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Not accessible by public transport | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Inconveniently located car parking | 1.0% | 3 | 0.0% | 0 | 0.0% | 0 | 3.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 1.3% | 2 |
| Expensive car parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Traffic congestion | 2.3% | 6 | 10.0% | 2 | 0.0% | 0 | 16.3% | 3 | 4.4% | 0 | 0.9% | 0 | 3.1% | 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 |
| (Nothing, no reason to visit) | 48.8% | 138 | 36.3% | 6 | 63.0% | 3 | 57.7% | 10 | 74.1% | 8 | 55.5% | 30 | 35.8% | 13 | 47.4% | 68 |
| (Don't know) | 3.9% | 11 | 7.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.2% | 0 | 3.0% | 2 | 0.0% | 0 | 5.6% | 8 |
| Weighted base: | | 284 | | 16 | | 5 | | 17 | | 11 | | 55 | | 37 | | 143 |
| Sample: | | 257 | | 22 | | 5 | | 19 | | 34 | | 68 | | 48 | | 61 |

Weighted:

February 2017

| | Total | 1 - Limavady | 2 - Coleraine | 3 - Ballymoney | 4 - The Glens | 5 - Ballymena | 6 - Magherafelt | 7 - Londonderry | | | | | | | | |
|---|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|-------|----|-------|----|-------|----|-------|-----|
| Q27C Why don't you visit Limavady? [MR] | | | | | | | | | | | | | | | | |
| <i>Those who do not visit Limavady at Q25</i> | | | | | | | | | | | | | | | | |
| Lack of choice and range of non-food shops | 7.1% | 32 | 0.0% | 0 | 5.5% | 5 | 5.0% | 3 | 2.9% | 1 | 4.2% | 3 | 3.5% | 2 | 15.2% | 17 |
| Lack of choice and range of food shops | 5.1% | 23 | 0.0% | 0 | 1.0% | 1 | 4.2% | 3 | 2.9% | 1 | 3.6% | 3 | 2.7% | 2 | 12.0% | 14 |
| Choice of leisure facilities (cinema, gym, pubs etc.) | 1.0% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.9% | 4 |
| Choice of services (hairdressers, banks 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 |
| Environmental quality of centre | 1.1% | 5 | 0.0% | 0 | 2.5% | 2 | 0.0% | 0 | 0.8% | 0 | 0.7% | 1 | 0.0% | 0 | 1.6% | 2 |
| Too far away from home | 49.0% | 220 | 36.3% | 1 | 37.4% | 34 | 63.8% | 44 | 48.7% | 12 | 50.1% | 39 | 51.1% | 35 | 47.9% | 55 |
| Too far away from work | 0.3% | 1 | 0.0% | 0 | 0.9% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Not accessible by public transport | 1.6% | 7 | 0.0% | 0 | 1.8% | 2 | 4.2% | 3 | 1.0% | 0 | 0.7% | 1 | 0.0% | 0 | 1.6% | 2 |
| Inconveniently located car parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Expensive car parking | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Traffic congestion | 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, no reason to visit) | 40.1% | 180 | 36.3% | 1 | 47.2% | 44 | 30.5% | 21 | 46.6% | 12 | 44.1% | 34 | 46.2% | 32 | 32.4% | 37 |
| (Don't know) | 1.9% | 8 | 27.4% | 1 | 5.7% | 5 | 0.7% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 1.4% | 2 |
| Weighted base: | | 449 | | 2 | | 92 | | 68 | | 26 | | 78 | | 69 | | 114 |
| Sample: | | 462 | | 5 | | 74 | | 75 | | 84 | | 95 | | 84 | | 45 |

Q27D Why don't you visit Ballycastle? [MR]

Those who do not visit Ballycastle at Q25

| | | | | | | | | | | | | | | | | |
|---|-------|-----|-------|----|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|-----|
| Lack of choice and range of non-food shops | 7.5% | 41 | 2.6% | 2 | 6.5% | 7 | 31.7% | 17 | 31.3% | 1 | 14.0% | 9 | 2.7% | 2 | 1.8% | 3 |
| Lack of choice and range of food shops | 3.7% | 20 | 1.8% | 1 | 0.0% | 0 | 21.0% | 11 | 26.2% | 1 | 5.5% | 4 | 1.9% | 1 | 0.8% | 2 |
| Choice of leisure facilities (cinema, gym, pubs 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 |
| Choice of services (hairdressers, banks 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 |
| Environmental quality of centre | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 3.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too far away from home | 53.2% | 293 | 62.1% | 40 | 49.1% | 50 | 33.9% | 18 | 25.0% | 1 | 38.2% | 25 | 53.6% | 38 | 63.6% | 120 |
| Too far away from work | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 |
| Not accessible by public transport | 1.6% | 9 | 4.6% | 3 | 1.7% | 2 | 6.3% | 3 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Inconveniently located car parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Expensive car parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Traffic congestion | 0.1% | 0 | 0.6% | 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, no reason to visit) | 35.9% | 197 | 29.1% | 19 | 37.4% | 38 | 26.0% | 14 | 43.6% | 2 | 45.4% | 29 | 43.7% | 31 | 33.8% | 64 |
| (Don't know) | 1.9% | 10 | 1.7% | 1 | 6.2% | 6 | 1.4% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.8% | 2 |
| Weighted base: | | 550 | | 64 | | 103 | | 54 | | 5 | | 64 | | 72 | | 189 |
| Sample: | | 483 | | 86 | | 80 | | 57 | | 11 | | 80 | | 89 | | 80 |

Weighted:

February 2017

| | Total | 1 - Limavady | 2 - Coleraine | 3 - Ballymoney | 4 - The Glens | 5 - Ballymena | 6 - Magherafelt | 7 - Londonderry | | | | | | | | |
|---|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|-------|----|-------|----|-------|----|-------|-----|
| Q27E Why don't you visit Ballymoney? [MR] | | | | | | | | | | | | | | | | |
| <i>Those who do not visit Ballymoney at Q25</i> | | | | | | | | | | | | | | | | |
| Lack of choice and range of non-food shops | 6.4% | 29 | 4.8% | 3 | 10.5% | 5 | 44.9% | 5 | 13.2% | 2 | 15.4% | 8 | 7.6% | 5 | 0.9% | 2 |
| Lack of choice and range of food shops | 3.7% | 17 | 2.6% | 2 | 4.0% | 2 | 39.7% | 4 | 11.5% | 2 | 6.0% | 3 | 6.8% | 5 | 0.0% | 0 |
| Choice of leisure facilities (cinema, gym, pubs etc.) | 0.8% | 4 | 0.0% | 0 | 4.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 |
| Choice of services (hairdressers, banks etc.) | 0.2% | 1 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Environmental quality of 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 |
| Too far away from home | 48.9% | 223 | 54.0% | 34 | 34.5% | 16 | 22.5% | 2 | 34.0% | 5 | 28.5% | 14 | 45.0% | 30 | 59.4% | 121 |
| Too far away from work | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Not accessible by public transport | 1.2% | 6 | 4.6% | 3 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 1.7% | 1 | 0.0% | 0 |
| Inconveniently located car parking | 0.1% | 0 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Expensive car parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Traffic congestion | 0.1% | 0 | 0.6% | 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, no reason to visit) | 40.7% | 186 | 35.0% | 22 | 46.3% | 22 | 20.0% | 2 | 51.6% | 8 | 55.0% | 28 | 46.6% | 31 | 35.9% | 73 |
| (Don't know) | 2.5% | 11 | 1.7% | 1 | 1.7% | 1 | 12.6% | 1 | 2.9% | 0 | 0.0% | 0 | 0.0% | 0 | 3.8% | 8 |
| Weighted base: | | 457 | | 63 | | 47 | | 11 | | 15 | | 50 | | 67 | | 204 |
| Sample: | | 409 | | 85 | | 39 | | 11 | | 43 | | 64 | | 79 | | 88 |

Q27F Why don't you visit Portrush? [MR]

Those who do not visit Portrush at Q25

| | | | | | | | | | | | | | | | | |
|---|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|-----|
| Lack of choice and range of non-food shops | 13.3% | 49 | 4.9% | 2 | 29.3% | 14 | 22.2% | 9 | 11.4% | 2 | 11.4% | 4 | 3.6% | 2 | 12.3% | 16 |
| Lack of choice and range of food shops | 8.3% | 31 | 2.7% | 1 | 10.9% | 5 | 15.6% | 6 | 9.0% | 2 | 5.4% | 2 | 3.6% | 2 | 9.5% | 13 |
| Choice of leisure facilities (cinema, gym, pubs etc.) | 1.2% | 5 | 0.0% | 0 | 10.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Choice of services (hairdressers, banks 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 |
| Environmental quality of centre | 1.0% | 4 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 1.1% | 0 | 1.6% | 1 | 1.0% | 1 | 1.4% | 2 |
| Too far away from home | 41.0% | 152 | 45.8% | 20 | 13.0% | 6 | 40.2% | 16 | 42.4% | 8 | 35.5% | 13 | 57.0% | 30 | 44.3% | 59 |
| Too far away from work | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Not accessible by public transport | 0.6% | 2 | 1.1% | 0 | 2.1% | 1 | 0.0% | 0 | 1.3% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Inconveniently located car parking | 0.5% | 2 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 1.3% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Expensive car parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Traffic congestion | 0.8% | 3 | 3.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 2 |
| 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, no reason to visit) | 39.4% | 146 | 36.4% | 16 | 42.3% | 20 | 30.2% | 12 | 40.0% | 8 | 51.3% | 18 | 37.3% | 20 | 39.7% | 52 |
| (Don't know) | 2.9% | 11 | 9.2% | 4 | 6.4% | 3 | 4.6% | 2 | 2.6% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 2 |
| Weighted base: | | 370 | | 44 | | 46 | | 41 | | 19 | | 35 | | 53 | | 132 |
| Sample: | | 377 | | 61 | | 34 | | 47 | | 64 | | 52 | | 66 | | 53 |

Weighted:

February 2017

| | Total | 1 - Limavady | 2 - Coleraine | 3 - Ballymoney | 4 - The Glens | 5 - Ballymena | 6 - Magherafelt | 7 - Londonderry |
|--|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|
|--|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|

Q27G Why don't you visit Portstewart? [MR]

Those who do not visit Portstewart at Q25

| | | | | | | | | | | | | | | | | |
|---|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|-----|
| Lack of choice and range of non-food shops | 10.7% | 38 | 3.5% | 2 | 31.3% | 14 | 19.3% | 8 | 9.8% | 2 | 8.2% | 3 | 8.8% | 4 | 4.7% | 5 |
| Lack of choice and range of food shops | 6.2% | 22 | 2.5% | 1 | 9.1% | 4 | 14.5% | 6 | 8.6% | 1 | 5.3% | 2 | 7.8% | 4 | 3.1% | 4 |
| Choice of leisure facilities (cinema, gym, pubs etc.) | 0.7% | 2 | 0.0% | 0 | 5.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Choice of services (hairdressers, banks 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 |
| Environmental quality of centre | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 2 |
| Too far away from home | 40.3% | 141 | 40.5% | 19 | 9.1% | 4 | 27.7% | 11 | 45.5% | 8 | 34.9% | 12 | 54.0% | 27 | 51.5% | 60 |
| Too far away from work | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Not accessible by public transport | 1.3% | 5 | 0.0% | 0 | 2.2% | 1 | 7.1% | 3 | 1.4% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Inconveniently located car parking | 1.0% | 3 | 2.5% | 1 | 3.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Expensive car parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Traffic congestion | 0.6% | 2 | 3.3% | 2 | 0.0% | 0 | 1.4% | 1 | 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, no reason to visit) | 43.5% | 153 | 45.2% | 21 | 46.2% | 21 | 42.6% | 17 | 38.1% | 7 | 56.7% | 20 | 34.9% | 17 | 42.5% | 50 |
| (Don't know) | 2.3% | 8 | 7.5% | 4 | 4.0% | 2 | 1.9% | 1 | 2.8% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 2 |
| Weighted base: | | 351 | | 47 | | 45 | | 40 | | 17 | | 36 | | 49 | | 117 |
| Sample: | | 355 | | 60 | | 35 | | 44 | | 62 | | 47 | | 59 | | 48 |

Q28 Which of the following, if any, methods of electronic home shopping do you use? [MR/PR]

| | | | | | | | | | | | | | | | | |
|---|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Yes, Internet | 59.8% | 419 | 62.1% | 45 | 58.3% | 72 | 62.8% | 53 | 56.2% | 17 | 63.3% | 52 | 58.7% | 48 | 58.5% | 133 |
| Portable Internet shopping (through mobile phone) | 22.4% | 157 | 38.2% | 27 | 20.9% | 26 | 14.2% | 12 | 18.0% | 5 | 17.6% | 14 | 24.2% | 20 | 23.1% | 52 |
| TV Shopping | 3.3% | 23 | 4.8% | 3 | 0.8% | 1 | 0.6% | 0 | 1.5% | 0 | 3.3% | 3 | 0.7% | 1 | 6.3% | 14 |
| (No) | 31.7% | 222 | 29.9% | 22 | 28.1% | 35 | 34.4% | 29 | 39.4% | 12 | 30.2% | 25 | 29.6% | 24 | 33.5% | 76 |
| Weighted base: | | 701 | | 72 | | 124 | | 85 | | 30 | | 82 | | 81 | | 227 |
| Sample: | | 701 | | 100 | | 100 | | 100 | | 100 | | 101 | | 100 | | 100 |

Q29 Which goods or services do you currently purchase via electronic (home / mobile) shopping? [MR]

Those who shop via Internet / TV at Q33

| | | | | | | | | | | | | | | | | |
|---|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|-----|
| Food | 17.6% | 84 | 17.6% | 9 | 20.0% | 18 | 31.7% | 18 | 11.9% | 2 | 13.5% | 8 | 8.1% | 5 | 16.8% | 25 |
| Clothes | 56.7% | 271 | 60.5% | 31 | 46.0% | 41 | 55.3% | 31 | 47.1% | 9 | 58.1% | 33 | 54.8% | 31 | 63.5% | 96 |
| Banking / finance | 1.6% | 8 | 4.1% | 2 | 4.1% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 2 |
| Books | 41.6% | 199 | 43.6% | 22 | 42.9% | 38 | 47.2% | 26 | 20.8% | 4 | 18.3% | 10 | 39.8% | 23 | 50.1% | 76 |
| CDs, DVDs, music | 41.4% | 198 | 36.6% | 18 | 44.3% | 39 | 50.7% | 28 | 31.9% | 6 | 32.7% | 19 | 44.3% | 25 | 41.2% | 62 |
| DIY goods | 5.7% | 27 | 4.1% | 2 | 12.0% | 11 | 3.3% | 2 | 2.3% | 0 | 4.0% | 2 | 1.8% | 1 | 5.8% | 9 |
| Furniture / carpets | 3.0% | 14 | 3.1% | 2 | 2.6% | 2 | 9.4% | 5 | 2.5% | 0 | 2.4% | 1 | 0.0% | 0 | 2.2% | 3 |
| Garden items | 0.6% | 3 | 0.8% | 0 | 1.1% | 1 | 0.8% | 0 | 1.3% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Holiday and / or travel tickets | 4.0% | 19 | 7.4% | 4 | 5.2% | 5 | 0.0% | 0 | 2.7% | 0 | 6.8% | 4 | 4.9% | 3 | 2.4% | 4 |
| Jewellery | 1.4% | 7 | 1.8% | 1 | 0.9% | 1 | 2.8% | 2 | 1.1% | 0 | 1.8% | 1 | 1.0% | 1 | 1.2% | 2 |
| Major electrical items | 19.7% | 95 | 23.6% | 12 | 19.0% | 17 | 26.9% | 15 | 21.4% | 4 | 6.0% | 3 | 10.8% | 6 | 24.7% | 37 |
| Small electrical items | 23.3% | 112 | 27.8% | 14 | 24.8% | 22 | 20.7% | 12 | 28.6% | 5 | 15.9% | 9 | 15.8% | 9 | 27.0% | 41 |
| Small household goods | 12.3% | 59 | 29.4% | 15 | 26.9% | 24 | 5.1% | 3 | 2.5% | 0 | 2.5% | 1 | 1.8% | 1 | 9.6% | 15 |
| Sports goods | 5.3% | 25 | 9.0% | 5 | 10.2% | 9 | 0.0% | 0 | 10.8% | 2 | 1.0% | 1 | 4.2% | 2 | 4.5% | 7 |
| Toys | 19.2% | 92 | 34.5% | 17 | 20.7% | 18 | 29.2% | 16 | 3.8% | 1 | 12.1% | 7 | 13.3% | 8 | 16.3% | 25 |
| 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 |
| Car parts / products | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 2 | 0.0% | 0 | 0.0% | 0 |
| Craft / hobby items | 2.4% | 11 | 0.0% | 0 | 2.9% | 3 | 1.0% | 1 | 1.1% | 0 | 2.0% | 1 | 2.6% | 2 | 3.6% | 5 |
| Gifts | 1.0% | 5 | 1.3% | 1 | 1.1% | 1 | 2.4% | 1 | 2.7% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 |
| Health / beauty / cosmetic / toiletry items | 2.4% | 12 | 0.0% | 0 | 1.1% | 1 | 7.9% | 4 | 2.3% | 0 | 6.8% | 4 | 1.0% | 1 | 1.0% | 2 |
| Pet products | 0.8% | 4 | 4.9% | 2 | 0.0% | 0 | 1.0% | 1 | 2.5% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Stationery | 0.6% | 3 | 0.0% | 0 | 1.1% | 1 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| (Don't know / varies) | 4.2% | 20 | 9.1% | 5 | 5.0% | 4 | 0.0% | 0 | 11.5% | 2 | 1.0% | 1 | 11.6% | 7 | 1.2% | 2 |
| Weighted base: | | 479 | | 50 | | 89 | | 56 | | 18 | | 57 | | 57 | | 151 |
| Sample: | | 401 | | 58 | | 65 | | 50 | | 53 | | 58 | | 56 | | 61 |

Weighted:

February 2017

| | Total | 1 - Limavady | | 2 - Coleraine | | 3 - Ballymoney | | 4 - The Glens | | 5 - Ballymena | | 6 - Magherafelt | | 7 - Londonderry | |
|--|-------|-----------------|--|------------------|--|-------------------|--|------------------|--|------------------|--|--------------------|--|--------------------|--|
|--|-------|-----------------|--|------------------|--|-------------------|--|------------------|--|------------------|--|--------------------|--|--------------------|--|

Q30 What, if anything, would change your Internet / electronic shopping preferences in the next 3 - 5 years? [MR/PR]

Those who shop via Internet / TV at Q33

| | | | | | | | | | | | | | | | | |
|--|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|-----|
| Improved broadband | 24.1% | 115 | 36.1% | 18 | 23.7% | 21 | 20.7% | 12 | 33.8% | 6 | 17.0% | 10 | 22.5% | 13 | 23.7% | 36 |
| More / nearer click and collect services | 20.9% | 100 | 25.1% | 13 | 13.0% | 12 | 3.4% | 2 | 23.3% | 4 | 19.9% | 11 | 23.4% | 13 | 29.7% | 45 |
| Increased local collection points | 24.5% | 117 | 28.2% | 14 | 16.3% | 15 | 12.8% | 7 | 21.3% | 4 | 30.0% | 17 | 31.4% | 18 | 28.2% | 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 |
| Quicker / cheaper delivery | 1.4% | 7 | 2.3% | 1 | 2.0% | 2 | 2.4% | 1 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 | 1.2% | 2 |
| Better online security | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Nothing) | 53.9% | 258 | 46.1% | 23 | 61.7% | 55 | 62.7% | 35 | 35.6% | 7 | 56.6% | 32 | 54.4% | 31 | 49.7% | 75 |
| Weighted base: | | 479 | | 50 | | 89 | | 56 | | 18 | | 57 | | 57 | | 151 |
| Sample: | | 401 | | 58 | | 65 | | 50 | | 53 | | 58 | | 56 | | 61 |

Q31 Which of these leisure activities do you participate in? [MR/PR]

| | | | | | | | | | | | | | | | | |
|--|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Indoor sports or health and fitness activity | 18.3% | 128 | 21.4% | 15 | 12.7% | 16 | 11.4% | 10 | 16.6% | 5 | 29.8% | 24 | 27.1% | 22 | 15.9% | 36 |
| Cinema | 45.9% | 322 | 56.1% | 40 | 47.6% | 59 | 39.9% | 34 | 37.7% | 11 | 49.6% | 40 | 37.9% | 31 | 46.5% | 106 |
| Restaurant | 75.9% | 532 | 72.6% | 52 | 73.8% | 91 | 65.8% | 56 | 60.1% | 18 | 77.1% | 63 | 72.0% | 59 | 84.9% | 193 |
| Pub / bars | 32.5% | 228 | 34.2% | 25 | 28.1% | 35 | 20.8% | 18 | 43.2% | 13 | 35.9% | 29 | 29.2% | 24 | 37.1% | 84 |
| Nightclub | 6.6% | 46 | 11.9% | 9 | 4.7% | 6 | 4.2% | 4 | 6.1% | 2 | 13.8% | 11 | 11.1% | 9 | 2.8% | 6 |
| Social club | 6.2% | 43 | 9.4% | 7 | 9.5% | 12 | 8.3% | 7 | 3.1% | 1 | 2.3% | 2 | 5.5% | 5 | 4.5% | 10 |
| Ten pin bowling | 19.6% | 137 | 36.6% | 26 | 21.0% | 26 | 13.9% | 12 | 15.6% | 5 | 16.8% | 14 | 14.1% | 12 | 19.0% | 43 |
| Swimming | 25.4% | 178 | 43.6% | 31 | 23.6% | 29 | 25.3% | 21 | 13.7% | 4 | 38.6% | 31 | 14.4% | 12 | 21.3% | 48 |
| Theatre / concert hall | 30.9% | 216 | 30.2% | 22 | 21.9% | 27 | 23.2% | 20 | 20.7% | 6 | 32.1% | 26 | 20.0% | 16 | 43.7% | 99 |
| Museum / art galleries | 15.3% | 107 | 15.4% | 11 | 18.6% | 23 | 11.6% | 10 | 16.1% | 5 | 13.1% | 11 | 7.0% | 6 | 18.4% | 42 |
| Outdoor activities (such as jogging / running / cycling / 11-a-side football etc.) | 20.8% | 146 | 28.7% | 21 | 26.4% | 33 | 13.6% | 12 | 23.0% | 7 | 30.5% | 25 | 20.5% | 17 | 14.3% | 32 |
| (None mentioned) | 11.9% | 84 | 11.4% | 8 | 11.6% | 14 | 15.5% | 13 | 22.3% | 7 | 12.2% | 10 | 14.1% | 11 | 8.6% | 20 |
| Weighted base: | | 701 | | 72 | | 124 | | 85 | | 30 | | 82 | | 81 | | 227 |
| Sample: | | 701 | | 100 | | 100 | | 100 | | 100 | | 101 | | 100 | | 100 |

Q32 Which centre / facility did you last visit for indoor sports or health and fitness activity?

Those who use indoor sports facilities at Q31 AND Excl. Nulls & SFTs

Zone 1 (Limavady)

| | | | | | | | | | | | | | | | | |
|--|-------|----|-------|----|-------|----|------|---|------|---|------|---|------|---|-------|---|
| Limavady | 11.5% | 15 | 71.1% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.2% | 4 |
| Other, zone 1 (Limavady) | 1.9% | 2 | 16.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coleraine | 8.6% | 11 | 0.0% | 0 | 66.5% | 10 | 0.0% | 0 | 9.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portrush | 0.7% | 1 | 0.0% | 0 | 6.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portstewart | 0.8% | 1 | 0.0% | 0 | 6.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Riverside Retail Park, Coleraine, BT51 3AW | 0.7% | 1 | 0.0% | 0 | 6.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Zone 3 (Ballymoney)

| | | | | | | | | | | | | | | | | |
|------------|------|---|------|---|-------|---|-------|---|------|---|------|---|------|---|------|---|
| Ballymoney | 5.0% | 6 | 0.0% | 0 | 10.3% | 2 | 45.5% | 4 | 4.9% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
|------------|------|---|------|---|-------|---|-------|---|------|---|------|---|------|---|------|---|

Zone 4 (The Glens)

| | | | | | | | | | | | | | | | | |
|---------------------------|------|---|------|---|------|---|------|---|-------|---|------|---|------|---|------|---|
| Ballycastle | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 22.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cushendall | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.9% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 4 (The Glens) | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Zone 5 (Ballymena)

| | | | | | | | | | | | | | | | | |
|-----------|-------|----|------|---|------|---|-------|---|-------|---|-------|----|------|---|------|---|
| Ballymena | 20.2% | 26 | 0.0% | 0 | 5.1% | 1 | 19.6% | 2 | 49.4% | 2 | 89.3% | 20 | 0.0% | 0 | 0.0% | 0 |
|-----------|-------|----|------|---|------|---|-------|---|-------|---|-------|----|------|---|------|---|

Zone 6 (Magherafelt)

| | | | | | | | | | | | | | | | | |
|-----------------------------|------|---|------|---|------|---|------|---|------|---|------|---|-------|---|------|---|
| Gortin | 2.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.8% | 3 | 0.0% | 0 |
| Maghera | 4.9% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 28.3% | 6 | 0.0% | 0 |
| Magherafelt | 6.1% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 34.9% | 8 | 0.0% | 0 |
| Other, zone 6 (Magherafelt) | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.7% | 2 | 0.0% | 0 |

Zone 7 (Londonderry)

| | | | | | | | | | | | | | | | | |
|--|-------|----|-------|---|------|---|-------|---|------|---|-------|---|-------|---|-------|----|
| Crescent Link Retail Park, Londonderry, BT47 6SA | 2.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.6% | 3 |
| Londonderry | 23.2% | 29 | 12.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 76.2% | 27 |
| Other, zone 7 (Londonderry) | 2.2% | 3 | 0.0% | 0 | 0.0% | 0 | 29.1% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belfast | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 5.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cookstown | 2.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.8% | 3 | 0.0% | 0 |
| Larne | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Strabane | 1.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.1% | 2 |
| Other, outside area | 2.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.8% | 2 | 2.5% | 1 | 0.0% | 0 |

| | | | | | | | | | | | | | | | | |
|----------------|--|-----|--|----|--|----|--|----|--|----|--|----|--|----|--|----|
| Weighted base: | | 127 | | 15 | | 16 | | 10 | | 5 | | 23 | | 22 | | 36 |
| Sample: | | 104 | | 17 | | 13 | | 8 | | 13 | | 20 | | 18 | | 15 |

Weighted:

February 2017

| Total | 1 - Limavady | 2 - Coleraine | 3 - Ballymoney | 4 - The Glens | 5 - Ballymena | 6 - Magherafelt | 7 - Londonderry |
|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|
|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|

Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

Q33 How often do you visit (FACILITY MENTIONED AT Q32) for indoor sports or health and fitness activities?

Those who use indoor sports facilities at Q31

| | | | | | | | | | | | | | | | | |
|--|-------|--------|-------|--------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|-------|-------|
| Daily | 9.2% | 12 | 10.3% | 2 | 0.0% | 0 | 0.0% | 0 | 4.9% | 0 | 31.1% | 8 | 2.5% | 1 | 5.1% | 2 |
| At least two times a week | 56.2% | 72 | 59.0% | 9 | 56.9% | 9 | 70.9% | 7 | 46.8% | 2 | 52.6% | 13 | 67.3% | 15 | 47.6% | 17 |
| At least once a week | 31.8% | 41 | 30.8% | 5 | 43.1% | 7 | 29.1% | 3 | 33.7% | 2 | 16.3% | 4 | 24.0% | 5 | 43.0% | 15 |
| At least once a fortnight | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| At least once a month | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| At least every two months | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| At least every 3 months | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 0 | 0.0% | 0 | 6.1% | 1 | 0.0% | 0 |
| At least every 6 months | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 2 |
| Less often than once every 6 months | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Have only visited once (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: | | 108.60 | | 114.82 | | 81.59 | | 88.86 | | 85.43 | | 176.68 | | 92.02 | | 90.57 |
| Weighted base: | | 128 | | 15 | | 16 | | 10 | | 5 | | 24 | | 22 | | 36 |
| Sample: | | 105 | | 17 | | 13 | | 8 | | 13 | | 21 | | 18 | | 15 |

Q34 Which centre / facility did you last visit to go the cinema?

Those who go to the cinema at Q31 AND Excl. Nulls & SFTs

Zone 2 (Coleraine)

| | | | | | | | | | | | | | | | | |
|--|-------|-----|-------|----|-------|----|-------|----|-------|---|------|---|-------|---|------|---|
| Movie House, Jet Centre, Riverside Park, Coleraine, BT51 3AW | 32.0% | 101 | 38.9% | 16 | 88.6% | 52 | 65.2% | 22 | 48.1% | 5 | 0.0% | 0 | 13.3% | 4 | 1.5% | 2 |
|--|-------|-----|-------|----|-------|----|-------|----|-------|---|------|---|-------|---|------|---|

Zone 6 (Magherafelt)

| | | | | | | | | | | | | | | | | |
|--|------|----|------|---|------|---|------|---|------|---|------|---|-------|----|------|---|
| Movie House, St Lurachs Road, Maghera BT46 5JE | 7.8% | 25 | 3.9% | 2 | 9.8% | 6 | 8.4% | 3 | 0.0% | 0 | 0.0% | 0 | 48.2% | 14 | 0.0% | 0 |
|--|------|----|------|---|------|---|------|---|------|---|------|---|-------|----|------|---|

Zone 7 (Londonderry)

| | | | | | | | | | | | | | | | | |
|---|-------|----|-------|----|------|---|------|---|------|---|------|---|------|---|-------|----|
| Brunswick Moviebowl, Brunswick Lane, Pennyburn Industrial Estate, Londonderry, BT48 0LU | 30.4% | 96 | 46.4% | 19 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 75.7% | 77 |
|---|-------|----|-------|----|------|---|------|---|------|---|------|---|------|---|-------|----|

| | | | | | | | | | | | | | | | | |
|--|------|----|-------|---|------|---|------|---|------|---|------|---|------|---|-------|----|
| Omniplex, Quayside Shopping Centre, Strand Road, Londonderry, BT48 7BH | 7.4% | 23 | 10.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 18.5% | 19 |
|--|------|----|-------|---|------|---|------|---|------|---|------|---|------|---|-------|----|

Others:

| | | | | | | | | | | | | | | | | |
|---|-------|----|------|---|------|---|-------|---|-------|---|-------|----|------|---|------|---|
| IMC, Larne Road Link, Ballymena, BT42 3HA | 14.8% | 47 | 0.0% | 0 | 0.0% | 0 | 14.1% | 5 | 38.6% | 4 | 95.2% | 38 | 0.0% | 0 | 0.0% | 0 |
|---|-------|----|------|---|------|---|-------|---|-------|---|-------|----|------|---|------|---|

| | | | | | | | | | | | | | | | | |
|--|------|---|------|---|------|---|------|---|------|---|------|---|------|---|------|---|
| Omniplex, Junction One Retail Park, Antrim, BT41 4LL | 0.9% | 3 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 4.8% | 2 | 0.0% | 0 | 0.0% | 0 |
|--|------|---|------|---|------|---|------|---|------|---|------|---|------|---|------|---|

| | | | | | | | | | | | | | | | | |
|---|------|---|------|---|------|---|------|---|------|---|------|---|------|---|------|---|
| Omniplex, Port of Larne Leisure Park, Larne, BT40 1AX | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 0 | 0.0% | 0 | 1.6% | 0 | 0.0% | 0 |
|---|------|---|------|---|------|---|------|---|------|---|------|---|------|---|------|---|

| | | | | | | | | | | | | | | | | |
|--|------|---|------|---|------|---|------|---|------|---|------|---|-------|---|------|---|
| The Ritz, Burn Road, Cookstown, BT80 8ND | 2.8% | 9 | 0.0% | 0 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 | 0.0% | 0 | 25.5% | 8 | 0.0% | 0 |
|--|------|---|------|---|------|---|------|---|------|---|------|---|-------|---|------|---|

| | | | | | | | | | | | | | | | | |
|---------------------|------|----|------|---|------|---|------|---|-------|---|------|---|-------|---|------|---|
| Other, outside area | 3.8% | 12 | 0.0% | 0 | 0.0% | 0 | 8.4% | 3 | 11.1% | 1 | 0.0% | 0 | 11.4% | 3 | 4.3% | 4 |
|---------------------|------|----|------|---|------|---|------|---|-------|---|------|---|-------|---|------|---|

| | | | | | | | | | | | | | | | | |
|----------------|--|-----|--|----|--|----|--|----|--|----|--|----|--|----|--|-----|
| Weighted base: | | 316 | | 40 | | 59 | | 34 | | 11 | | 39 | | 30 | | 102 |
|----------------|--|-----|--|----|--|----|--|----|--|----|--|----|--|----|--|-----|

| | | | | | | | | | | | | | | | | |
|---------|--|-----|--|----|--|----|--|----|--|----|--|----|--|----|--|----|
| Sample: | | 259 | | 47 | | 46 | | 30 | | 28 | | 39 | | 22 | | 47 |
|---------|--|-----|--|----|--|----|--|----|--|----|--|----|--|----|--|----|

Weighted:

for Nexus Planning

February 2017

Total **1 -** **2 -** **3 -** **4 -** **5 -** **6 -** **7 -**
 Limavady Coleraine Ballymoney The Glens Ballymena Magherafelt Londonderry

Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

Q35 How often do you visit (FACILITY MENTIONED AT Q34) to go to the cinema?

Those who go to the cinema at Q31

| | | | | | | | | | | | | | | |
|-------------------------------------|-------|-------------|-------|--------------|-------|--------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|
| Daily | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| At least two times a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| At least once a week | 2.3% | 7 | 4.1% | 2 | 3.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 3 |
| At least once a fortnight | 10.4% | 34 | 18.0% | 7 | 12.4% | 7 | 5.4% | 2 | 10.9% | 1 | 8.4% | 3 | 0.0% | 11.8% |
| At least once a month | 28.6% | 92 | 41.8% | 17 | 21.7% | 13 | 34.3% | 12 | 21.0% | 2 | 40.5% | 16 | 37.0% | 19.2% |
| At least every two months | 22.7% | 73 | 8.2% | 3 | 30.9% | 18 | 21.7% | 7 | 22.6% | 3 | 21.8% | 9 | 27.1% | 23.0% |
| At least every 3 months | 14.5% | 47 | 5.6% | 2 | 9.0% | 5 | 5.6% | 2 | 4.0% | 0 | 13.3% | 5 | 18.7% | 24.3% |
| At least every 6 months | 13.3% | 43 | 15.9% | 6 | 13.4% | 8 | 26.4% | 9 | 20.8% | 2 | 3.9% | 2 | 15.4% | 10.3% |
| Less often than once every 6 months | 5.5% | 18 | 6.3% | 3 | 5.5% | 3 | 3.3% | 1 | 11.7% | 1 | 6.7% | 3 | 0.0% | 6.4% |
| Have only visited once | 0.5% | 2 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 | 5.2% | 1 | 1.4% | 1 | 0.0% | 0.0% |
| (Don't know / varies) | 2.2% | 7 | 0.0% | 0 | 3.3% | 2 | 1.6% | 1 | 3.9% | 0 | 4.1% | 2 | 1.8% | 1.7% |
| <i>Mean:</i> | | <i>9.81</i> | | <i>12.94</i> | | <i>10.74</i> | | <i>7.75</i> | | <i>7.76</i> | | <i>9.42</i> | | <i>7.25</i> |
| Weighted base: | | 322 | | 40 | | 59 | | 34 | | 11 | | 40 | | 31 |
| Sample: | | 266 | | 47 | | 46 | | 30 | | 29 | | 41 | | 24 |

Q36 Which centre / facility did you last visit to go to a restaurant?

Those who go to restaurants at Q31 AND Excl. Nulls & SFTs

Zone 1 (Limavady)

| | | | | | | | | | | | | | | | | |
|--------------------------|------|----|-------|----|------|---|------|---|------|---|------|---|------|---|------|---|
| Limavady | 4.9% | 26 | 41.0% | 21 | 2.1% | 2 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 |
| Other, zone 1 (Limavady) | 0.5% | 3 | 4.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Zone 2 (Coleraine)

| | | | | | | | | | | | | | | | | |
|--|-------|----|-------|---|-------|----|-------|---|-------|---|-------|---|------|---|------|---|
| Castlerock | 0.2% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coleraine | 10.9% | 57 | 8.4% | 4 | 45.7% | 41 | 11.2% | 6 | 8.8% | 2 | 0.0% | 0 | 3.1% | 2 | 1.0% | 2 |
| Portrush | 11.6% | 60 | 11.6% | 6 | 31.7% | 28 | 16.6% | 9 | 20.7% | 4 | 12.1% | 7 | 6.1% | 3 | 1.0% | 2 |
| Portstewart | 2.0% | 11 | 1.6% | 1 | 6.2% | 6 | 1.8% | 1 | 1.4% | 0 | 0.0% | 0 | 5.2% | 3 | 0.0% | 0 |
| Riverside Retail Park, Coleraine, BT51 3AW | 0.3% | 2 | 0.0% | 0 | 1.1% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 2 (Coleraine) | 0.2% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Zone 3 (Ballymoney)

| | | | | | | | | | | | | | | | | |
|----------------------------|------|----|------|---|------|---|-------|----|------|---|------|---|------|---|------|---|
| Ballymoney | 2.3% | 12 | 0.0% | 0 | 0.0% | 0 | 20.3% | 11 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 3 (Ballymoney) | 0.6% | 3 | 0.0% | 0 | 1.1% | 1 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |

Zone 4 (The Glens)

| | | | | | | | | | | | | | | | | |
|-------------|------|----|------|---|------|---|------|---|-------|---|------|---|------|---|------|---|
| Ballycastle | 2.1% | 11 | 0.0% | 0 | 0.0% | 0 | 4.4% | 2 | 48.8% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cushendall | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Zone 5 (Ballymena)

| | | | | | | | | | | | | | | | | |
|---------------------------|------|----|------|---|------|---|-------|----|------|---|-------|----|------|---|------|---|
| Ballymena | 8.7% | 45 | 0.0% | 0 | 0.0% | 0 | 22.0% | 12 | 9.4% | 2 | 46.1% | 28 | 5.0% | 3 | 0.0% | 0 |
| Other, zone 5 (Ballymena) | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.6% | 2 | 0.0% | 0 | 0.0% | 0 |

Zone 6 (Magherafelt)

| | | | | | | | | | | | | | | | | |
|-----------------------------|------|----|------|---|------|---|------|---|------|---|------|---|-------|----|------|---|
| Gortin | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 2 | 0.0% | 0 |
| Maghera | 1.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 0 | 0.0% | 0 | 9.6% | 5 | 0.0% | 0 |
| Magherafelt | 4.5% | 24 | 0.0% | 0 | 0.0% | 0 | 5.1% | 3 | 0.0% | 0 | 0.0% | 0 | 38.0% | 21 | 0.0% | 0 |
| Other, zone 6 (Magherafelt) | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 2 | 0.0% | 0 |

Zone 7 (Londonderry)

| | | | | | | | | | | | | | | | | |
|--|-------|-----|-------|----|------|---|------|---|------|---|------|---|------|---|-------|-----|
| Crescent Link Retail Park, Londonderry, BT47 6SA | 0.2% | 1 | 2.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londonderry | 34.4% | 178 | 30.4% | 16 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 3.1% | 2 | 85.2% | 160 |
| Other, zone 7 (Londonderry) | 0.9% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 4 |

Others:

| | | | | | | | | | | | | | | | | |
|---------------------|------|-----|------|----|------|----|-------|----|------|----|-------|----|------|----|------|-----|
| Antrim | 1.6% | 8 | 0.0% | 0 | 5.4% | 5 | 0.0% | 0 | 0.0% | 0 | 5.3% | 3 | 0.0% | 0 | 0.0% | 0 |
| Belfast | 6.6% | 34 | 0.0% | 0 | 3.6% | 3 | 10.1% | 6 | 2.8% | 0 | 22.9% | 14 | 2.9% | 2 | 4.9% | 9 |
| Cookstown | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.0% | 4 | 0.0% | 0 |
| Larne | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Omagh | 1.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.9% | 5 | 0.0% | 0 |
| Strabane | 1.2% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 2.8% | 5 |
| Abroad | 1.0% | 5 | 0.0% | 0 | 1.1% | 1 | 3.4% | 2 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.8% | 2 |
| Other, outside area | 1.1% | 6 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 | 5.5% | 3 | 0.0% | 0 | 1.0% | 2 |
| Weighted base: | | 519 | | 52 | | 90 | | 56 | | 18 | | 62 | | 54 | | 187 |
| Sample: | | 482 | | 71 | | 68 | | 62 | | 62 | | 70 | | 67 | | 82 |

Weighted:

February 2017

| Total | 1 - Limavady | 2 - Coleraine | 3 - Ballymoney | 4 - The Glens | 5 - Ballymena | 6 - Magherafelt | 7 - Londonderry |
|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|
|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|

Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

Q37 How often do you visit (FACILITY MENTIONED AT Q36) to visit a restaurant?

Those who go to restaurants at Q31

| | | | | | | | | | | | | | | | | |
|-------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Daily | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.3% | 0 | 0.0% | 0 | 0.9% | 1 | 1.0% | 2 |
| At least two times a week | 3.2% | 17 | 0.9% | 0 | 3.8% | 4 | 0.8% | 0 | 1.1% | 0 | 0.7% | 0 | 1.8% | 1 | 5.8% | 11 |
| At least once a week | 11.0% | 59 | 12.0% | 6 | 16.6% | 15 | 8.9% | 5 | 21.2% | 4 | 15.7% | 10 | 13.7% | 8 | 5.5% | 11 |
| At least once a fortnight | 17.3% | 92 | 26.7% | 14 | 15.3% | 14 | 28.3% | 16 | 10.1% | 2 | 13.5% | 9 | 20.1% | 12 | 13.4% | 26 |
| At least once a month | 32.5% | 173 | 39.5% | 21 | 39.5% | 36 | 36.5% | 20 | 32.9% | 6 | 31.1% | 20 | 31.4% | 18 | 26.7% | 51 |
| At least every two months | 14.9% | 79 | 11.6% | 6 | 7.6% | 7 | 15.1% | 8 | 12.4% | 2 | 15.3% | 10 | 8.2% | 5 | 21.4% | 41 |
| At least every 3 months | 7.8% | 41 | 6.7% | 4 | 8.6% | 8 | 3.8% | 2 | 2.7% | 0 | 3.9% | 2 | 6.6% | 4 | 10.9% | 21 |
| At least every 6 months | 5.5% | 29 | 0.9% | 0 | 6.7% | 6 | 0.0% | 0 | 4.0% | 1 | 5.4% | 3 | 10.8% | 6 | 6.3% | 12 |
| Less often than once every 6 months | 1.2% | 7 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 8.4% | 2 | 1.8% | 1 | 0.0% | 0 | 1.6% | 3 |
| Have only visited once | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 2.4% | 1 | 1.4% | 0 | 0.0% | 0 | 1.8% | 1 | 0.8% | 2 |
| (Don't know / varies) | 5.2% | 28 | 0.0% | 0 | 1.9% | 2 | 3.0% | 2 | 4.3% | 1 | 12.5% | 8 | 4.8% | 3 | 6.7% | 13 |
| <i>Mean:</i> | | 22.18 | | 19.88 | | 22.68 | | 22.69 | | 25.85 | | 19.87 | | 23.49 | | 22.38 |
| Weighted base: | | 532 | | 52 | | 91 | | 56 | | 18 | | 63 | | 59 | | 193 |
| Sample: | | 493 | | 71 | | 70 | | 62 | | 64 | | 72 | | 69 | | 85 |

Q38 Which centre / facility did you last visit to go to bars, pubs, nightclubs & social clubs?

Those who go to pubs / bars / nightclubs / social clubs at Q31 AND Excl. Nulls & SFTs

Zone 1 (Limavady)

| | | | | | | | | | | | | | | | | |
|--------------------------|------|----|-------|----|------|---|------|---|------|---|------|---|------|---|------|---|
| Limavady | 8.2% | 19 | 64.2% | 16 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 |
| Other, zone 1 (Limavady) | 0.8% | 2 | 7.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Zone 2 (Coleraine)

| | | | | | | | | | | | | | | | | |
|---------------------------|------|----|------|---|-------|----|------|---|------|---|------|---|------|---|------|---|
| Castlerock | 0.8% | 2 | 0.0% | 0 | 5.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coleraine | 6.6% | 15 | 0.0% | 0 | 45.2% | 15 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portrush | 8.2% | 19 | 4.7% | 1 | 36.1% | 12 | 5.8% | 1 | 8.6% | 1 | 3.1% | 1 | 2.1% | 0 | 2.2% | 2 |
| Portstewart | 1.0% | 2 | 0.0% | 0 | 4.8% | 2 | 0.0% | 0 | 4.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 2 (Coleraine) | 0.8% | 2 | 0.0% | 0 | 5.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Zone 3 (Ballymoney)

| | | | | | | | | | | | | | | | | |
|----------------------------|------|---|------|---|------|---|-------|---|------|---|------|---|------|---|------|---|
| Ballymoney | 2.7% | 6 | 0.0% | 0 | 0.0% | 0 | 26.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 |
| Other, zone 3 (Ballymoney) | 2.9% | 7 | 0.0% | 0 | 0.0% | 0 | 40.8% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Zone 4 (The Glens)

| | | | | | | | | | | | | | | | | |
|---------------------------|------|---|------|---|------|---|------|---|-------|---|------|---|------|---|------|---|
| Ballycastle | 3.0% | 7 | 0.0% | 0 | 0.0% | 0 | 2.9% | 0 | 45.0% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cushendall | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 4 (The Glens) | 1.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 13.2% | 2 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 |

Zone 5 (Ballymena)

| | | | | | | | | | | | | | | | | |
|---------------------------|-------|----|------|---|------|---|-------|---|-------|---|-------|----|------|---|------|---|
| Ballymena | 11.7% | 27 | 0.0% | 0 | 0.0% | 0 | 24.3% | 4 | 13.7% | 2 | 60.3% | 20 | 4.9% | 1 | 0.0% | 0 |
| Other, zone 5 (Ballymena) | 1.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.3% | 3 | 0.0% | 0 | 0.0% | 0 |

Zone 6 (Magherafelt)

| | | | | | | | | | | | | | | | | |
|-----------------------------|-------|----|-------|---|------|---|------|---|-------|---|-------|---|-------|----|-------|----|
| Gortin | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.9% | 1 | 0.0% | 0 |
| Maghera | 0.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.5% | 2 | 0.0% | 0 |
| Magherafelt | 4.4% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 44.0% | 10 | 0.0% | 0 |
| Londonderry | 29.1% | 67 | 14.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 74.7% | 63 |
| Other, zone 7 (Londonderry) | 1.8% | 4 | 9.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 |
| Belfast | 3.8% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.3% | 1 | 14.4% | 5 | 2.5% | 1 | 2.2% | 2 |
| Cookstown | 2.5% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.6% | 3 | 12.5% | 3 | 0.0% | 0 |
| Omagh | 1.7% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 17.1% | 4 | 0.0% | 0 |
| Strabane | 3.4% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.2% | 8 |
| Other, outside area | 2.4% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 | 2.5% | 1 | 5.2% | 4 |

| | | | | | | | | | | | | | | | | |
|----------------|--|-----|--|----|--|----|--|----|--|----|--|----|--|----|--|----|
| Weighted base: | | 229 | | 25 | | 33 | | 16 | | 14 | | 33 | | 23 | | 84 |
| Sample: | | 192 | | 29 | | 25 | | 17 | | 39 | | 24 | | 22 | | 36 |

Weighted:

February 2017

| Total | 1 - Limavady | 2 - Coleraine | 3 - Ballymoney | 4 - The Glens | 5 - Ballymena | 6 - Magherafelt | 7 - Londonderry |
|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|
|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|

Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

Q39 How often do you visit (FACILITY MENTIONED AT Q38) for bars, pubs, nightclubs & social clubs?

Those who go to pubs / bars / nightclubs / social clubs at Q31

| | | | | | | | | | | | | | | |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Daily | 0.4% | 1 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| At least two times a week | 5.8% | 14 | 4.6% | 1 | 0.0% | 0 | 7.7% | 1 | 11.3% | 2 | 0.0% | 0 | 2.3% | 1 |
| At least once a week | 10.9% | 26 | 3.8% | 1 | 6.8% | 2 | 21.9% | 4 | 12.6% | 2 | 15.5% | 5 | 28.0% | 7 |
| At least once a fortnight | 15.8% | 38 | 16.9% | 4 | 21.2% | 8 | 21.9% | 4 | 5.3% | 1 | 18.0% | 6 | 18.2% | 4 |
| At least once a month | 20.2% | 49 | 23.0% | 6 | 32.4% | 12 | 3.2% | 1 | 28.7% | 4 | 15.3% | 5 | 14.0% | 3 |
| At least every two months | 17.4% | 42 | 32.0% | 8 | 2.7% | 1 | 17.2% | 3 | 7.9% | 1 | 27.5% | 9 | 14.0% | 3 |
| At least every 3 months | 11.0% | 26 | 7.8% | 2 | 13.7% | 5 | 7.7% | 1 | 6.3% | 1 | 11.6% | 4 | 10.2% | 2 |
| At least every 6 months | 9.0% | 22 | 10.0% | 3 | 9.2% | 3 | 0.0% | 0 | 5.6% | 1 | 4.0% | 1 | 4.6% | 1 |
| Less often than once every 6 months | 2.1% | 5 | 0.0% | 0 | 0.0% | 0 | 7.7% | 1 | 7.2% | 1 | 1.6% | 1 | 1.9% | 0 |
| Have only visited once (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 |
| | 7.4% | 18 | 1.9% | 0 | 11.4% | 4 | 12.9% | 2 | 15.2% | 2 | 6.5% | 2 | 6.9% | 2 |
| <i>Mean:</i> | | 23.07 | | 16.65 | | 26.54 | | 30.80 | | 28.30 | | 17.96 | | 26.51 |
| Weighted base: | | 242 | | 26 | | 36 | | 18 | | 15 | | 34 | | 24 |
| Sample: | | 205 | | 30 | | 26 | | 18 | | 41 | | 26 | | 25 |

Q40 Which centre / facility did you last visit to go ten-pin bowling?

Those who go ten pin bowling at Q31 AND Excl. Nulls & SFTs

Zone 2 (Coleraine)

| | | | | | | | | | | | | | | |
|---|-------|----|-------|----|--------|----|-------|---|--------|---|-------|---|-------|----|
| Superstrikes, Jet Centre, Riverside Park, Coleraine, BT51 3AW | 47.7% | 63 | 40.7% | 11 | 100.0% | 24 | 76.0% | 9 | 100.0% | 3 | 48.7% | 6 | 88.3% | 10 |
|---|-------|----|-------|----|--------|----|-------|---|--------|---|-------|---|-------|----|

Zone 7 (Londonderry)

| | | | | | | | | | | | | | | |
|--|-------|----|-------|----|------|---|------|---|------|---|------|---|-------|---|
| Brunswick Moviewbowl, Brunswick Lane, Pennyburn Industrial Estate, Londonderry, BT48 0LU | 45.5% | 60 | 59.3% | 16 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.8% | 1 |
|--|-------|----|-------|----|------|---|------|---|------|---|------|---|-------|---|

Others:

| | | | | | | | | | | | | | | |
|---|------|-----|------|----|------|----|-------|----|------|---|-------|----|------|----|
| Antrim Forum Leisure Centre, Lough Road, Antrim, BT41 4DQ | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.4% | 1 | 0.0% | 0 |
| Other, outside area | 5.7% | 8 | 0.0% | 0 | 0.0% | 0 | 24.0% | 3 | 0.0% | 0 | 39.9% | 5 | 0.0% | 0 |
| Weighted base: | | 132 | | 26 | | 24 | | 12 | | 3 | | 12 | | 12 |
| Sample: | | 93 | | 24 | | 16 | | 12 | | 6 | | 9 | | 8 |

Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

Q41 How often do you visit (FACILITY MENTIONED AT Q40) to go ten-pin bowling?

Those who go ten pin bowling at Q31

| | | | | | | | | | | | | | | |
|--|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| Daily | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| At least two times a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| At least once a week | 1.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| At least once a fortnight | 0.5% | 1 | 1.6% | 0 | 0.0% | 0 | 0.0% | 0 | 5.2% | 0 | 0.0% | 0 | 0.0% | 0 |
| At least once a month | 18.1% | 25 | 20.6% | 5 | 30.7% | 8 | 11.4% | 1 | 31.6% | 1 | 3.4% | 0 | 0.0% | 0 |
| At least every two months | 9.8% | 13 | 24.6% | 6 | 3.1% | 1 | 28.7% | 3 | 0.0% | 0 | 9.8% | 1 | 11.8% | 1 |
| At least every 3 months | 14.7% | 20 | 26.8% | 7 | 17.8% | 5 | 16.2% | 2 | 5.2% | 0 | 4.1% | 1 | 11.8% | 1 |
| At least every 6 months | 34.0% | 47 | 21.5% | 6 | 29.1% | 8 | 35.6% | 4 | 31.6% | 1 | 13.9% | 2 | 35.3% | 4 |
| Less often than once every 6 months | 16.9% | 23 | 1.6% | 0 | 6.8% | 2 | 8.0% | 1 | 26.4% | 1 | 50.9% | 7 | 41.2% | 5 |
| Have only visited once (Don't know / varies) | 0.4% | 0 | 1.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| | 4.5% | 6 | 1.6% | 0 | 12.6% | 3 | 0.0% | 0 | 0.0% | 0 | 17.9% | 2 | 0.0% | 0 |
| <i>Mean:</i> | | 5.25 | | 5.98 | | 5.99 | | 4.54 | | 6.25 | | 2.37 | | 2.29 |
| Weighted base: | | 137 | | 26 | | 26 | | 12 | | 5 | | 14 | | 12 |
| Sample: | | 97 | | 24 | | 17 | | 12 | | 7 | | 11 | | 8 |

Weighted:

February 2017

| | Total | 1 - Limavady | | 2 - Coleraine | | 3 - Ballymoney | | 4 - The Glens | | 5 - Ballymena | | 6 - Magherafelt | | 7 - Londonderry | | |
|---|-------|-----------------|-------|------------------|-------|-------------------|-------|------------------|-------|------------------|-------|--------------------|-------|--------------------|-------|----|
| Q42 Which centre / facility did you last visit to go swimming? | | | | | | | | | | | | | | | | |
| <i>Those who go swimming at Q31 AND Excl. Nulls & SFTs</i> | | | | | | | | | | | | | | | | |
| Zone 1 (Limavady) | | | | | | | | | | | | | | | | |
| Limavady | 20.2% | 35 | 91.2% | 29 | 16.5% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.8% | 2 |
| Coleraine | 16.3% | 28 | 0.0% | 0 | 74.7% | 22 | 22.1% | 5 | 44.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portrush | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Zone 3 (Ballymoney) | | | | | | | | | | | | | | | | |
| Ballymoney | 11.8% | 21 | 0.0% | 0 | 8.7% | 3 | 69.0% | 15 | 11.4% | 0 | 9.9% | 3 | 0.0% | 0 | 0.0% | 0 |
| Zone 4 (The Glens) | | | | | | | | | | | | | | | | |
| Ballycastle | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.3% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 5 (Ballymena) | | | | | | | | | | | | | | | | |
| Ballymena | 14.3% | 25 | 0.0% | 0 | 0.0% | 0 | 8.9% | 2 | 31.6% | 1 | 76.4% | 22 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 5 (Ballemena) | 1.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.9% | 3 | 0.0% | 0 | 0.0% | 0 |
| Magherafelt | 6.4% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 95.2% | 11 | 0.0% | 0 |
| Zone 7 (Londonderry) | | | | | | | | | | | | | | | | |
| Crescent Link Retail Park, Londonderry, BT47 6SA | 0.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 |
| Londonderry | 22.8% | 40 | 5.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 79.1% | 38 |
| Other, zone 7 (Londonderry) | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.7% | 2 |
| Others: | | | | | | | | | | | | | | | | |
| Antrim | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Larne | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.3% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Omagh | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 |
| Strabane | 1.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.0% | 3 |
| Abroad | 0.7% | 1 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, outside area | 0.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 |
| Weighted base: | | 175 | | 31 | | 29 | | 21 | | 4 | | 29 | | 12 | | 48 |
| Sample: | | 129 | | 30 | | 22 | | 15 | | 11 | | 23 | | 10 | | 18 |

Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

Q43 How often do you visit (FACILITY MENTIONED AT Q42) for swimming?

Those who go swimming at Q31

| | | | | | | | | | | | | | | | | |
|-------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Daily | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.8% | 2 |
| At least two times a week | 9.7% | 17 | 18.4% | 6 | 6.0% | 2 | 11.5% | 2 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 13.9% | 7 |
| At least once a week | 41.7% | 74 | 48.4% | 15 | 50.9% | 15 | 53.8% | 12 | 47.0% | 2 | 36.6% | 12 | 4.0% | 0 | 38.3% | 18 |
| At least once a fortnight | 11.6% | 21 | 0.0% | 0 | 13.9% | 4 | 12.6% | 3 | 5.9% | 0 | 18.3% | 6 | 0.0% | 0 | 16.1% | 8 |
| At least once a month | 12.8% | 23 | 4.2% | 1 | 11.2% | 3 | 13.2% | 3 | 10.9% | 0 | 16.8% | 5 | 40.4% | 5 | 10.2% | 5 |
| At least every two months | 6.8% | 12 | 18.4% | 6 | 2.8% | 1 | 0.0% | 0 | 11.0% | 0 | 0.0% | 0 | 11.5% | 1 | 7.6% | 4 |
| At least every 3 months | 8.0% | 14 | 3.7% | 1 | 12.5% | 4 | 6.3% | 1 | 20.3% | 1 | 4.3% | 1 | 34.5% | 4 | 3.7% | 2 |
| At least every 6 months | 2.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.0% | 3 | 0.0% | 0 | 3.2% | 2 |
| Less often than once every 6 months | 3.4% | 6 | 5.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.0% | 3 | 0.0% | 0 | 3.2% | 2 |
| Have only visited once | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 2.5% | 5 | 1.6% | 0 | 2.8% | 1 | 2.6% | 1 | 5.0% | 0 | 6.0% | 2 | 4.8% | 1 | 0.0% | 0 |
| Mean: | | 41.96 | | 46.86 | | 39.39 | | 46.25 | | 30.24 | | 27.94 | | 14.68 | | 54.35 |
| Weighted base: | | 178 | | 31 | | 29 | | 21 | | 4 | | 31 | | 12 | | 48 |
| Sample: | | 131 | | 30 | | 22 | | 15 | | 12 | | 24 | | 10 | | 18 |

Weighted:

February 2017

| | Total | 1 - Limavady | | 2 - Coleraine | | 3 - Ballymoney | | 4 - The Glens | | 5 - Ballymena | | 6 - Magherafelt | | 7 - Londonderry | | |
|---|-------|-----------------|-------|------------------|-------|-------------------|-------|------------------|-------|------------------|-------|--------------------|-------|--------------------|-------|----|
| Q44 Which centre / facility did you last visit for art / culture activities (i.e. theatres / galleries / museums)? <i>Those who go to theatres / concert halls / museum / art galleries at Q31 AND Excl. Nulls & SFTs</i> | | | | | | | | | | | | | | | | |
| Coleraine | 4.7% | 10 | 6.7% | 2 | 18.0% | 6 | 6.1% | 1 | 6.2% | 0 | 1.9% | 0 | 0.0% | 0 | 0.0% | 0 |
| Riverside Retail Park, Coleraine, BT51 3AW | 7.7% | 17 | 0.0% | 0 | 32.1% | 11 | 9.7% | 2 | 9.2% | 1 | 11.2% | 3 | 0.0% | 0 | 0.0% | 0 |
| Zone 3 (Ballymoney) | | | | | | | | | | | | | | | | |
| Ballymoney | 0.6% | 1 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 3.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 4 (The Glens) | | | | | | | | | | | | | | | | |
| Ballycastle | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 5 (Ballymena) | | | | | | | | | | | | | | | | |
| Ballymena | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Magherafelt | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.1% | 1 | 0.0% | 0 |
| Londonderry | 30.6% | 67 | 41.1% | 10 | 0.0% | 0 | 0.0% | 0 | 2.6% | 0 | 2.2% | 1 | 6.1% | 1 | 64.3% | 55 |
| Belfast | 49.7% | 109 | 50.6% | 13 | 41.4% | 14 | 79.6% | 20 | 75.9% | 6 | 80.8% | 20 | 63.0% | 11 | 29.9% | 26 |
| Cookstown | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.8% | 2 | 0.0% | 0 |
| Newtownstewart | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 1 | 0.0% | 0 |
| Omagh | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 1 | 0.0% | 0 |
| Strabane | 1.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.9% | 3 |
| Abroad | 1.1% | 2 | 0.0% | 0 | 5.7% | 2 | 0.0% | 0 | 0.0% | 0 | 1.9% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, outside area | 1.4% | 3 | 1.7% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 | 0.0% | 0 | 3.4% | 1 | 1.8% | 2 |
| Weighted base: | | 219 | | 25 | | 34 | | 25 | | 8 | | 25 | | 17 | | 86 |
| Sample: | | 216 | | 34 | | 34 | | 20 | | 26 | | 31 | | 24 | | 47 |

Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

Q45 How often do you visit (FACILITY MENTIONED AT Q44) for art / culture activities (i.e. theatres / galleries / museums)?

Those who go to theatres / concert halls / museum / art galleries at Q31

| | | | | | | | | | | | | | | | | |
|--|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| Daily | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| At least two times 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 |
| At least 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 |
| At least once a fortnight | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| At least once a month | 5.0% | 12 | 14.4% | 4 | 4.3% | 2 | 2.1% | 1 | 8.5% | 1 | 0.0% | 0 | 3.2% | 1 | 5.1% | 5 |
| At least every two months | 12.8% | 31 | 11.7% | 3 | 10.7% | 4 | 21.7% | 6 | 0.0% | 0 | 5.8% | 2 | 6.0% | 1 | 15.6% | 16 |
| At least every 3 months | 19.4% | 47 | 15.6% | 4 | 13.9% | 5 | 9.6% | 2 | 14.7% | 1 | 14.8% | 4 | 28.9% | 5 | 24.8% | 25 |
| At least every 6 months | 26.5% | 65 | 17.5% | 4 | 38.5% | 15 | 28.4% | 7 | 42.8% | 4 | 40.7% | 11 | 29.5% | 5 | 18.2% | 19 |
| Less often than once every 6 months | 21.4% | 52 | 29.5% | 7 | 24.0% | 9 | 32.9% | 9 | 23.3% | 2 | 16.2% | 4 | 32.5% | 6 | 14.9% | 15 |
| Have only visited once (Don't know / varies) | 2.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 0 | 5.0% | 1 | 0.0% | 0 | 3.3% | 3 |
| | 12.9% | 32 | 11.4% | 3 | 8.6% | 3 | 5.2% | 1 | 8.0% | 1 | 17.5% | 5 | 0.0% | 0 | 18.2% | 19 |
| <i>Mean:</i> | | 3.34 | | 4.17 | | 2.98 | | 3.00 | | 2.96 | | 2.39 | | 2.81 | | 3.77 |
| Weighted base: | | 245 | | 25 | | 38 | | 26 | | 9 | | 27 | | 17 | | 102 |
| Sample: | | 235 | | 35 | | 37 | | 21 | | 29 | | 33 | | 25 | | 55 |

Weighted:

February 2017

| | Total | 1 - Limavady | | 2 - Coleraine | | 3 - Ballymoney | | 4 - The Glens | | 5 - Ballymena | | 6 - Magherafelt | | 7 - Londonderry | | |
|---|-------|-----------------|-------|------------------|-------|-------------------|-------|------------------|-------|------------------|-------|--------------------|-------|--------------------|-------|----|
| Q46 Which centre / facility did you last visit for running / cycling / outdoor activities? | | | | | | | | | | | | | | | | |
| <i>Those who do outdoor activities at Q31 AND Excl. Nulls & SFTs</i> | | | | | | | | | | | | | | | | |
| Zone 1 (Limavady) | | | | | | | | | | | | | | | | |
| Limavady | 13.0% | 18 | 68.5% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.3% | 4 |
| Other, zone 1 (Limavady) | 0.7% | 1 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 2 (Coleraine) | | | | | | | | | | | | | | | | |
| Castlerock | 2.0% | 3 | 0.0% | 0 | 8.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coleraine | 9.7% | 13 | 0.0% | 0 | 43.7% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portrush | 3.2% | 4 | 0.0% | 0 | 12.5% | 4 | 0.0% | 0 | 0.0% | 0 | 2.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Portstewart | 2.5% | 3 | 0.0% | 0 | 5.8% | 2 | 0.0% | 0 | 5.0% | 0 | 0.0% | 0 | 9.5% | 1 | 0.0% | 0 |
| Other, zone 2 (Coleraine) | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 3.9% | 1 | 0.0% | 0 |
| Zone 3 (Ballymoney) | | | | | | | | | | | | | | | | |
| Ballymoney | 5.8% | 8 | 0.0% | 0 | 10.8% | 3 | 39.8% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 3 (Ballymoney) | 1.8% | 2 | 0.0% | 0 | 0.0% | 0 | 21.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 4 (The Glens) | | | | | | | | | | | | | | | | |
| Ballycastle | 3.9% | 5 | 0.0% | 0 | 0.0% | 0 | 24.4% | 3 | 49.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cushendall | 1.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 40.4% | 2 | 2.1% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 4 (The Glens) | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 5 (Ballymena) | | | | | | | | | | | | | | | | |
| Ballymena | 11.1% | 15 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 64.9% | 15 | 0.0% | 0 | 0.0% | 0 |
| Other, zone 5 (Ballymena) | 1.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.5% | 2 | 0.0% | 0 | 0.0% | 0 |
| Maghera | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.9% | 1 | 0.0% | 0 |
| Magherafelt | 1.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 17.4% | 2 | 0.0% | 0 |
| Londonderry | 17.0% | 23 | 19.4% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 59.1% | 19 |
| Other, zone 7 (Londonderry) | 2.2% | 3 | 5.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.6% | 2 |
| Others: | | | | | | | | | | | | | | | | |
| Antrim | 2.8% | 4 | 0.0% | 0 | 10.7% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 |
| Belfast | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cookstown | 3.8% | 5 | 0.0% | 0 | 7.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 20.0% | 3 | 0.0% | 0 |
| Newtownstewart | 2.8% | 4 | 2.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.6% | 3 | 4.0% | 1 | 0.0% | 0 |
| Omagh | 2.1% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 20.0% | 3 | 0.0% | 0 |
| Strabane | 2.9% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 1 | 10.4% | 3 |
| Other, outside area | 6.0% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.5% | 2 | 13.5% | 2 | 13.6% | 4 |
| Weighted base: | | 137 | | 21 | | 30 | | 12 | | 5 | | 22 | | 14 | | 32 |
| Sample: | | 119 | | 21 | | 23 | | 11 | | 15 | | 22 | | 13 | | 14 |

Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

Q47 How often do you visit (FACILITY MENTIONED AT Q46) for running / cycling / outdoor activities?

Those who do outdoor activities at Q31

| | | | | | | | | | | | | | | | | |
|--|-------|--------|-------|-------|-------|-------|-------|-------|-------|--------|-------|--------|-------|-------|-------|--------|
| Daily | 15.5% | 23 | 13.7% | 3 | 15.4% | 5 | 4.8% | 1 | 21.5% | 1 | 21.3% | 5 | 6.7% | 1 | 19.3% | 6 |
| At least two times a week | 34.1% | 50 | 38.4% | 8 | 19.5% | 6 | 39.8% | 5 | 53.5% | 4 | 31.4% | 8 | 38.5% | 6 | 39.9% | 13 |
| At least once a week | 20.9% | 30 | 10.3% | 2 | 33.3% | 11 | 16.5% | 2 | 15.6% | 1 | 30.5% | 8 | 31.9% | 5 | 4.8% | 2 |
| At least once a fortnight | 4.6% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.5% | 0 | 11.4% | 3 | 0.0% | 0 | 11.3% | 4 |
| At least once a month | 7.6% | 11 | 5.7% | 1 | 14.1% | 5 | 0.0% | 0 | 3.0% | 0 | 5.4% | 1 | 11.5% | 2 | 5.6% | 2 |
| At least every two months | 5.5% | 8 | 17.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 13.6% | 4 |
| At least every 3 months | 3.7% | 5 | 0.0% | 0 | 14.8% | 5 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| At least every 6 months | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less often than once every 6 months | 2.1% | 3 | 11.9% | 2 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Have only visited once (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 |
| | 5.6% | 8 | 2.4% | 0 | 2.9% | 1 | 24.4% | 3 | 3.0% | 0 | 0.0% | 0 | 11.4% | 2 | 5.6% | 2 |
| <i>Mean:</i> | | 111.75 | | 99.54 | | 98.85 | | 89.68 | | 147.75 | | 130.02 | | 93.22 | | 125.64 |
| Weighted base: | | 146 | | 21 | | 33 | | 12 | | 7 | | 25 | | 17 | | 32 |
| Sample: | | 129 | | 21 | | 24 | | 11 | | 18 | | 25 | | 16 | | 14 |

Weighted:

February 2017

| | Total | 1 - Limavady | | 2 - Coleraine | | 3 - Ballymoney | | 4 - The Glens | | 5 - Ballymena | | 6 - Magherafelt | | 7 - Londonderry | | |
|--|-------|-----------------|-------|------------------|-------|-------------------|-------|------------------|-------|------------------|-------|--------------------|-------|--------------------|-------|-----|
| Q48 How do you normally travel when visiting leisure destinations? <i>Those who participate in a leisure activity at Q31</i> | | | | | | | | | | | | | | | | |
| Car / van (as driver) | 73.6% | 455 | 74.0% | 47 | 73.8% | 81 | 81.6% | 59 | 76.2% | 18 | 79.9% | 57 | 77.4% | 54 | 66.9% | 139 |
| Car / van (as passenger) | 10.7% | 66 | 7.2% | 5 | 7.8% | 9 | 6.6% | 5 | 8.1% | 2 | 8.9% | 6 | 12.4% | 9 | 15.0% | 31 |
| Bus, minibus or coach | 1.5% | 9 | 5.3% | 3 | 0.7% | 1 | 0.0% | 0 | 1.0% | 0 | 0.0% | 0 | 2.3% | 2 | 1.6% | 3 |
| Motorcycle, scooter or moped | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Walk | 5.2% | 32 | 7.2% | 5 | 7.7% | 8 | 1.6% | 1 | 7.2% | 2 | 1.4% | 1 | 3.1% | 2 | 6.2% | 13 |
| Taxi | 5.2% | 32 | 6.3% | 4 | 4.4% | 5 | 5.0% | 4 | 1.1% | 0 | 1.6% | 1 | 0.8% | 1 | 8.6% | 18 |
| Train | 1.5% | 9 | 0.0% | 0 | 2.9% | 3 | 3.3% | 2 | 3.6% | 1 | 3.6% | 3 | 0.0% | 0 | 0.0% | 0 |
| Metro | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicycle | 0.2% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mobility scooter / disability vehicle | 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) | 2.2% | 14 | 0.0% | 0 | 1.7% | 2 | 1.9% | 1 | 2.9% | 1 | 4.6% | 3 | 4.1% | 3 | 1.7% | 4 |
| Weighted base: | | 618 | | 64 | | 110 | | 72 | | 24 | | 72 | | 70 | | 207 |
| Sample: | | 580 | | 84 | | 86 | | 78 | | 74 | | 84 | | 81 | | 93 |

Q49 Which leisure facilities would you like to see more of in the Causeway Coast & Glens Borough Council area? [MR]

| | | | | | | | | | | | | | | | | |
|--|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Bars / pubs | 0.5% | 4 | 0.0% | 0 | 0.8% | 1 | 3.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Better shopping facilities | 0.9% | 6 | 0.7% | 0 | 0.7% | 1 | 4.5% | 4 | 4.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bowling alley | 2.3% | 16 | 0.0% | 0 | 0.0% | 0 | 2.3% | 2 | 1.6% | 0 | 9.1% | 7 | 5.7% | 5 | 0.7% | 2 |
| Cinema | 3.4% | 24 | 5.2% | 4 | 0.8% | 1 | 9.0% | 8 | 5.0% | 2 | 0.0% | 0 | 3.5% | 3 | 3.1% | 7 |
| Concert hall / venue | 0.8% | 5 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 4 |
| Cycle paths / area | 1.4% | 10 | 1.6% | 1 | 2.6% | 3 | 0.0% | 0 | 2.4% | 1 | 4.0% | 3 | 0.0% | 0 | 0.7% | 2 |
| Dance facilities | 0.1% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Extreme sports | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Health and fitness (gym) | 2.5% | 18 | 7.0% | 5 | 2.1% | 3 | 2.2% | 2 | 3.0% | 1 | 3.5% | 3 | 3.5% | 3 | 0.8% | 2 |
| Hotels | 0.3% | 2 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 4.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ice rink | 2.3% | 16 | 0.0% | 0 | 5.2% | 6 | 4.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 6 |
| Karting | 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 centre | 2.8% | 20 | 3.6% | 3 | 0.7% | 1 | 2.9% | 2 | 11.7% | 4 | 2.2% | 2 | 1.7% | 1 | 3.1% | 7 |
| More children facilities / activities | 3.8% | 27 | 6.1% | 4 | 3.6% | 4 | 10.4% | 9 | 10.0% | 3 | 0.0% | 0 | 0.7% | 1 | 2.4% | 5 |
| More sports facilities (football pitches, tennis courts) | 4.2% | 30 | 0.7% | 0 | 4.8% | 6 | 10.4% | 9 | 6.4% | 2 | 4.1% | 3 | 0.7% | 1 | 3.8% | 9 |
| Museum / art galleries | 0.5% | 4 | 0.7% | 0 | 1.4% | 2 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Skateboarding | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Indoor soft play areas | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Play spaces / park facilities | 1.9% | 13 | 1.4% | 1 | 3.6% | 4 | 0.0% | 0 | 0.8% | 0 | 1.7% | 1 | 0.0% | 0 | 2.6% | 6 |
| Paintballing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Restaurants | 2.2% | 16 | 0.6% | 0 | 2.8% | 4 | 5.6% | 5 | 1.5% | 0 | 5.9% | 5 | 0.0% | 0 | 0.8% | 2 |
| Swimming pool | 5.0% | 35 | 11.1% | 8 | 1.3% | 2 | 1.3% | 1 | 35.2% | 11 | 7.0% | 6 | 5.1% | 4 | 1.6% | 4 |
| Theatre | 1.0% | 7 | 0.7% | 0 | 0.0% | 0 | 0.6% | 0 | 0.8% | 0 | 0.7% | 1 | 0.6% | 0 | 2.2% | 5 |
| Bingo | 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 |
| Better disabled facilities | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 3.3% | 3 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Better public transport | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More walking facilities / routes | 0.6% | 4 | 0.6% | 0 | 0.0% | 0 | 2.8% | 2 | 0.0% | 0 | 0.7% | 1 | 1.4% | 1 | 0.0% | 0 |
| More for older people to do | 0.4% | 3 | 0.6% | 0 | 0.0% | 0 | 0.7% | 1 | 1.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 2 |
| (None) | 63.4% | 445 | 58.6% | 42 | 73.3% | 91 | 45.8% | 39 | 37.8% | 11 | 56.3% | 46 | 69.7% | 57 | 69.8% | 158 |
| (Don't know) | 6.5% | 45 | 11.1% | 8 | 3.4% | 4 | 4.8% | 4 | 3.4% | 1 | 5.2% | 4 | 9.1% | 7 | 7.2% | 16 |
| Weighted base: | | 701 | | 72 | | 124 | | 85 | | 30 | | 82 | | 81 | | 227 |
| Sample: | | 701 | | 100 | | 100 | | 100 | | 100 | | 101 | | 100 | | 100 |

Weighted:

February 2017

| | Total | 1 - Limavady | 2 - Coleraine | 3 - Ballymoney | 4 - The Glens | 5 - Ballymena | 6 - Magherafelt | 7 - Londonderry |
|--|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|
|--|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|

Q50 Which other community facilities and businesses would you like to see in the Causeway Coast & Glens Borough Council area? [MR/PR]

| | | | | | | | | | | | | | | | | |
|--|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Hotels | 16.6% | 116 | 18.6% | 13 | 20.5% | 25 | 11.9% | 10 | 31.2% | 9 | 14.8% | 12 | 17.0% | 14 | 14.0% | 32 |
| Cultural centres | 16.0% | 112 | 27.0% | 19 | 14.2% | 18 | 9.3% | 8 | 20.5% | 6 | 10.1% | 8 | 7.8% | 6 | 20.3% | 46 |
| Religious institutions | 5.2% | 36 | 11.7% | 8 | 2.5% | 3 | 1.3% | 1 | 9.3% | 3 | 6.0% | 5 | 2.6% | 2 | 6.0% | 14 |
| Tourist attractions | 27.2% | 191 | 36.3% | 26 | 16.1% | 20 | 21.9% | 19 | 33.1% | 10 | 24.9% | 20 | 16.6% | 14 | 36.3% | 82 |
| 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 |
| More shopping facilities | 0.4% | 3 | 0.7% | 0 | 0.0% | 0 | 2.3% | 2 | 1.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More for children / younger people to do | 0.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 4 |
| More places to eat | 0.5% | 4 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 3.5% | 3 | 0.0% | 0 | 0.0% | 0 |
| (None) | 54.3% | 381 | 46.3% | 33 | 63.8% | 79 | 60.0% | 51 | 36.7% | 11 | 54.8% | 45 | 65.1% | 53 | 47.9% | 109 |
| (Don't know) | 5.4% | 38 | 5.6% | 4 | 3.4% | 4 | 6.3% | 5 | 4.4% | 1 | 7.8% | 6 | 6.7% | 5 | 4.9% | 11 |
| Weighted base: | | 701 | | 72 | | 124 | | 85 | | 30 | | 82 | | 81 | | 227 |
| Sample: | | 701 | | 100 | | 100 | | 100 | | 100 | | 101 | | 100 | | 100 |

GEN Gender of respondent:

| | | | | | | | | | | | | | | | | |
|----------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Male | 31.3% | 220 | 32.2% | 23 | 31.6% | 39 | 32.4% | 28 | 25.7% | 8 | 19.9% | 16 | 22.5% | 18 | 38.6% | 88 |
| Female | 68.7% | 481 | 67.8% | 49 | 68.4% | 85 | 67.6% | 57 | 74.3% | 23 | 80.1% | 65 | 77.5% | 63 | 61.4% | 139 |
| Weighted base: | | 701 | | 72 | | 124 | | 85 | | 30 | | 82 | | 81 | | 227 |
| Sample: | | 701 | | 100 | | 100 | | 100 | | 100 | | 101 | | 100 | | 100 |

AGE Could I ask how old you are please?

| | | | | | | | | | | | | | | | | |
|----------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| 18 – 24 years | 6.2% | 43 | 3.4% | 2 | 3.9% | 5 | 0.0% | 0 | 4.1% | 1 | 17.3% | 14 | 13.9% | 11 | 4.1% | 9 |
| 25 – 34 years | 15.7% | 110 | 17.1% | 12 | 11.7% | 15 | 26.7% | 23 | 12.3% | 4 | 10.4% | 8 | 13.9% | 11 | 16.3% | 37 |
| 35 – 44 years | 18.6% | 130 | 31.0% | 22 | 22.4% | 28 | 22.3% | 19 | 11.8% | 4 | 19.8% | 16 | 18.3% | 15 | 11.7% | 26 |
| 45 – 54 years | 18.7% | 131 | 16.3% | 12 | 18.6% | 23 | 18.5% | 16 | 18.7% | 6 | 15.8% | 13 | 15.9% | 13 | 21.8% | 49 |
| 55 – 64 years | 16.1% | 113 | 13.7% | 10 | 17.6% | 22 | 8.9% | 8 | 15.1% | 5 | 14.4% | 12 | 13.4% | 11 | 20.4% | 46 |
| 65+ years | 22.6% | 158 | 16.7% | 12 | 23.7% | 29 | 18.2% | 15 | 31.3% | 9 | 22.3% | 18 | 21.8% | 18 | 24.7% | 56 |
| (Refused) | 2.2% | 16 | 1.9% | 1 | 2.1% | 3 | 5.5% | 5 | 6.7% | 2 | 0.0% | 0 | 2.9% | 2 | 1.1% | 3 |
| Weighted base: | | 701 | | 72 | | 124 | | 85 | | 30 | | 82 | | 81 | | 227 |
| Sample: | | 701 | | 100 | | 100 | | 100 | | 100 | | 101 | | 100 | | 100 |

QUOTA Zone:

| | | | | | | | | | | | | | | | | |
|-----------------|-------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| 1 - Limavady | 10.3% | 72 | 100.0% | 72 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 2 - Coleraine | 17.7% | 124 | 0.0% | 0 | 100.0% | 124 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 3 - Ballymoney | 12.1% | 85 | 0.0% | 0 | 0.0% | 0 | 100.0% | 85 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 4 - The Glens | 4.3% | 30 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 30 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 5 - Ballymena | 11.6% | 82 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 82 | 0.0% | 0 | 0.0% | 0 |
| 6 - Magherafelt | 11.6% | 81 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 81 | 0.0% | 0 |
| 7 - Londonderry | 32.4% | 227 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 227 |
| Weighted base: | | 701 | | 72 | | 124 | | 85 | | 30 | | 82 | | 81 | | 227 |
| Sample: | | 701 | | 100 | | 100 | | 100 | | 100 | | 101 | | 100 | | 100 |

Weighted:

February 2017

| | Total | 1 - Limavady | 2 - Coleraine | 3 - Ballymoney | 4 - The Glens | 5 - Ballymena | 6 - Magherafelt | 7 - Londonderry |
|----------------------------|-------|-----------------|------------------|-------------------|------------------|------------------|--------------------|--------------------|
| PC Postcode sector: | | | | | | | | |
| BT42 1 | 3.8% | 27 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT42 4 | 1.4% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT43 5 | 1.6% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT43 6 | 1.2% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT43 7 | 3.5% | 25 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT44 0 | 1.6% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT44 8 | 1.4% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT44 9 | 2.0% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT45 5 | 1.6% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT45 7 | 1.5% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT45 8 | 1.4% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT46 5 | 5.1% | 36 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT47 2 | 4.7% | 33 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT47 3 | 4.4% | 31 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT47 4 | 4.3% | 30 | 41.6% | 30 | 0.0% | 0 | 0.0% | 0 |
| BT47 5 | 1.7% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT47 6 | 4.4% | 31 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT48 0 | 2.9% | 20 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT48 6 | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT48 7 | 2.1% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT48 8 | 6.1% | 43 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT48 9 | 3.7% | 26 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT49 0 | 4.5% | 32 | 43.9% | 32 | 0.0% | 0 | 0.0% | 0 |
| BT49 9 | 1.5% | 10 | 14.4% | 10 | 0.0% | 0 | 0.0% | 0 |
| BT51 3 | 3.4% | 24 | 0.0% | 0 | 19.5% | 24 | 0.0% | 0 |
| BT51 4 | 3.7% | 26 | 0.0% | 0 | 20.9% | 26 | 0.0% | 0 |
| BT51 5 | 1.9% | 13 | 0.0% | 0 | 10.7% | 13 | 0.0% | 0 |
| BT52 1 | 2.3% | 16 | 0.0% | 0 | 13.1% | 16 | 0.0% | 0 |
| BT52 2 | 2.2% | 15 | 0.0% | 0 | 12.2% | 15 | 0.0% | 0 |
| BT53 6 | 1.0% | 7 | 0.0% | 0 | 0.0% | 0 | 8.6% | 7 |
| BT53 7 | 4.3% | 30 | 0.0% | 0 | 0.0% | 0 | 35.8% | 30 |
| BT53 8 | 3.3% | 23 | 0.0% | 0 | 0.0% | 0 | 27.3% | 23 |
| BT54 6 | 2.7% | 19 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT55 7 | 1.7% | 12 | 0.0% | 0 | 9.7% | 12 | 0.0% | 0 |
| BT56 8 | 0.9% | 6 | 0.0% | 0 | 5.1% | 6 | 0.0% | 0 |
| BT57 8 | 1.5% | 11 | 0.0% | 0 | 8.8% | 11 | 0.0% | 0 |
| BT79 8 | 2.0% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BT82 0 | 2.1% | 15 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | 701 | 72 | 124 | 85 | 30 | 82 | 81 | 227 |
| Sample: | 701 | 100 | 100 | 100 | 100 | 101 | 100 | 100 |