	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?
Excl. Nulls & SFTs

Zone 1 (Limavady)

	Total		1 - Limavady		2 - Coleraine		3 - Ballymoney		4 - The Glens		5 - Ballymena		6 - Magherafelt		7 - Londonderry	
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 (Ballemena)	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.

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

	Total		1 - Limavady		2 - Coleraine		3 - Ballymoney		4 - The Glens		5 - Ballymena		6 - Magherafelt		7 - Londonderry	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		49		7		3		11		1		9		1		17
Sample:		30		6		3		7		3		6		1		4

Column %ges.

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

Q02A Which retailer do you purchase your main food internet / home delivery shopping from?
Those who shop online at Q01

	Total		Limavady		Coleraine		Ballymoney		The Glens		Ballymena		Magherafelt		Londonderry	
Asda	15.9%	8	40.8%	3	0.0%	0	32.3%	4	77.3%	1	6.4%	1	0.0%	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%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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%	4
Tesco	50.4%	25	59.2%	4	33.3%	1	17.0%	2	22.7%	0	55.2%	5	0.0%	0	74.5%	13
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%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		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

	Total		Limavady		Coleraine		Ballymoney		The Glens		Ballymena		Magherafelt		Londonderry	
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%	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%	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%	11
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%	24
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%	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%	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%	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%	6
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%	3
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%	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%	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%	2
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%	12
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%	11
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%	15
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%	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%	92
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%	2
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%	2
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%	4
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%	3
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%	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%	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%	14
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%	2
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%	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%	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%	2
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%	6
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good 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%	2
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%	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%	15
Weighted base:		701		72		124		85		30		82		81		227
Sample:		700		100		100		100		100		101		99		100

Column %ges.

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

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

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

Column %ges.

	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

	Total		Limavady		Coleraine		Ballymoney		The Glens		Ballymena		Magherafelt		Londonderry	
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
Mean:	*1.07*		*1.02*		*1.08*		*0.97*		*1.38*		*0.97*		*1.07*		*1.12*	
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

	Total		Limavady		Coleraine		Ballymoney		The Glens		Ballymena		Magherafelt		Londonderry	
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

	Total		Limavady		Coleraine		Ballymoney		The Glens		Ballymena		Magherafelt		Londonderry	
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 minues	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
Mean:	*12.56*		*12.21*		*10.64*		*13.30*		*17.51*		*12.62*		*15.19*		*11.87*	
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?

	Total		Limavady		Coleraine		Ballymoney		The Glens		Ballymena		Magherafelt		Londonderry	
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	

	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?
Not those who shop online at Q01

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

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

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

Column %ges.

	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?
Those who do top-up shopping at Q12 AND Excl. Nulls & SFTs

Store	Total %	n	L'vady %	n	Col. %	n	B'money %	n	Glens %	n	B'mena %	n	Magh. %	n	Lon. %	n
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 1DE	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 (Ballemena)	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, Foyleside 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.

	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, Foyleside 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	

Column %ges.

	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

	Total %	N	Limavady %	N	Coleraine %	N	Ballymoney %	N	Glens %	N	Ballymena %	N	Magherafelt %	N	Londonderry %	N
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	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)	2.0%	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

	Total %	N	Limavady %	N	Coleraine %	N	Ballymoney %	N	Glens %	N	Ballymena %	N	Magherafelt %	N	Londonderry %	N
£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	

Column %ges.

	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?
Excl. Nulls & SFTs

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

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

Column %ges.

	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?																
Excl. Nulls & SFTs																
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

Column %ges.

Q19 Where did you last buy small household goods such as home furnishings, jewellery, glass and china items?
Excl. Nulls & SFTs

	Total		1 - Limavady		2 - Coleraine		3 - Ballymoney		4 - The Glens		5 - Ballymena		6 - Magherafelt		7 - Londonderry	
Limavady	1.6%	7	15.3%	7	0.0%	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%	4
Kilrea	0.2%	1	0.0%	0	1.4%	1	0.0%	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%	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%	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%	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%	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%	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%	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%	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%	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%	16
Londonderry	29.9%	119	24.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	80.5%	107
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%	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%	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%	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%	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%	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%	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%	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%	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%	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%	2
Abroad	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	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	

Column %ges.

	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?
Excl. Nulls & SFTs

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

Column %ges.

	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)?
Excl. Nulls & SFTs

Zone 1 (Limavady)

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

Column %ges.

	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?
Excl. Nulls & SFTs

Zone 1 (Limavady)

	Total		1 - Limavady		2 - Coleraine		3 - Ballymoney		4 - The Glens		5 - Ballymena		6 - Magherafelt		7 - Londonderry	
Dungiven	0.4%	2	3.6%	2	0.0%	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%	14
Coleraine	7.6%	38	1.5%	1	27.6%	25	14.7%	9	9.2%	2	0.0%	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%	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%	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%	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%	3
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%	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%	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%	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%	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%	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%	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%	78
Londonderry	11.3%	56	14.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	31.2%	48
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%	5
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%	0
Belfast	1.3%	7	0.8%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	0	0.0%	0	3.4%	5
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%	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%	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%	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%	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%	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%	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%	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%	0
Weighted base:		496		54		91		64		23		65		46		152
Sample:		523		76		74		78		76		83		63		73

Column %ges.

	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?
Excl. Nulls & SFTs

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

Column %ges.

	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?
Excl. Nulls & SFTs

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 (Ballemena)	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

Column %ges.

	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

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

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

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

Column %ges.

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

Q27C Why don't you visit Limavady? [MR]
Those who do not visit Limavady at Q25

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

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

Column %ges.

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

Q27E Why don't you visit Ballymoney? [MR]
Those who do not visit Ballymoney at Q25

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

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

Column %ges.

	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

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

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

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

Column %ges.

	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

	Total		Limavady		Coleraine		Ballymoney		The Glens		Ballymena		Magherafelt		Londonderry	
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]

	Total		Limavady		Coleraine		Ballymoney		The Glens		Ballymena		Magherafelt		Londonderry	
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

	Total		Limavady		Coleraine		Ballymoney		The Glens		Ballymena		Magherafelt		Londonderry	
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

Column %ges.

	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

	Total		1 - Limavady		2 - Coleraine		3 - Ballymoney		4 - The Glens		5 - Ballymena		6 - Magherafelt		7 - Londonderry	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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)

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

	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

Q35 How often do you visit (FACILITY MENTIONED AT Q34) to go to the cinema?
Those who go to the cinema at Q31

	Total		1 - Limavady		2 - Coleraine		3 - Ballymoney		4 - The Glens		5 - Ballymena		6 - Magherafelt		7 - Londonderry	
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	2.3%	7	4.1%	2	3.9%	2	0.0%	0	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%	0	11.8%	12
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%	11	19.2%	20
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%	8	23.0%	24
At least every 3 months	14.5%	47	5.6%	2	9.0%	5	5.6%	2	0.0%	0	13.3%	5	18.7%	6	24.3%	26
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%	5	10.3%	11
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%	0	6.4%	7
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	0.0%	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	1.7%	2
Mean:		9.81		12.94		10.74		7.75		7.76		9.42		7.25		9.84	
Weighted base:		322		40		59		34		11		40		31		106	
Sample:		266		47		46		30		29		41		24		49	

Q36 Which centre / facility did you last visit to go to a restaurant?
Those who go to restaurants at Q31 AND Excl. Nulls & SFTs

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

Column %ges.

	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

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

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

	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

	Total		1 - Limavady		2 - Coleraine		3 - Ballymoney		4 - The Glens		5 - Ballymena		6 - Magherafelt		7 - Londonderry	
Daily	0.4%	1	0.0%	0	2.7%	1	0.0%	0	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	10.3%	9
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	5.8%	5
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	12.5%	11
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	20.0%	18
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	17.9%	16
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	12.2%	11
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	14.2%	13
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	1.7%	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)	7.4%	18	1.9%	0	11.4%	4	12.9%	2	15.2%	2	6.5%	2	6.9%	2	5.5%	5
Mean:		23.07		16.65		26.54		30.80		28.30		17.96		26.51		22.49
Weighted base:		242		26		36		18		15		34		24		89
Sample:		205		30		26		18		41		26		25		39

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

	Total		1 - Limavady		2 - Coleraine		3 - Ballymoney		4 - The Glens		5 - Ballymena		6 - Magherafelt		7 - Londonderry	
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	0.0%	0
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	100.0%	43
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	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	0.0%	0
Weighted base:		132		26		24		12		3		12		12		43
Sample:		93		24		16		12		6		9		8		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

Q41 How often do you visit (FACILITY MENTIONED AT Q40) to go ten-pin bowling?
Those who go ten pin bowling at Q31

	Total		1 - Limavady		2 - Coleraine		3 - Ballymoney		4 - The Glens		5 - Ballymena		6 - Magherafelt		7 - Londonderry	
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	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
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	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	18.8%	8
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	0.0%	0
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	10.1%	4
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	50.5%	22
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	16.4%	7
Have only visited once	0.4%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.5%	6	1.6%	0	12.6%	3	0.0%	0	0.0%	0	17.9%	2	0.0%	0	0.0%	0
Mean:		5.25		5.98		5.99		4.54		6.25		2.37		2.29		6.05
Weighted base:		137		26		26		12		5		14		12		43
Sample:		97		24		17		12		7		11		8		18

Column %ges.

	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?
Those who go swimming at Q31 AND Excl. Nulls & SFTs

Zone 1 (Limavady)

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

	Total		1 - Limavady		2 - Coleraine		3 - Ballymoney		4 - The Glens		5 - Ballymena		6 - Magherafelt		7 - Londonderry	
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	0.0%	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

Column %ges.

	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)?
Those who go to theatres / concert halls / museum / art galleries at Q31 AND Excl. Nulls & SFTs

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

	Total		1 - Limavady		2 - Coleraine		3 - Ballymoney		4 - The Glens		5 - Ballymena		6 - Magherafelt		7 - Londonderry	
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	2.0%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	0	5.0%	1	0.0%	0	3.3%	3
(Don't know / varies)	12.9%	32	11.4%	3	8.6%	3	5.2%	1	8.0%	1	17.5%	5	0.0%	0	18.2%	19
Mean:		*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

	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?
Those who do outdoor activities at Q31 AND Excl. Nulls & SFTs

Zone 1 (Limavady)

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

	Total		1 - Limavady		2 - Coleraine		3 - Ballymoney		4 - The Glens		5 - Ballymena		6 - Magherafelt		7 - Londonderry	
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	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)	5.6%	8	2.4%	0	2.9%	1	24.4%	3	3.0%	0	0.0%	0	11.4%	2	5.6%	2
Mean:	*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

	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?
Those who participate in a leisure activity at Q31

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

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

Column %ges.

	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

Column % ges.

	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	0.0%	0	32.6%	27	0.0%	0	0.0%	0
BT42 4	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	10	0.0%	0	0.0%	0
BT43 5	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	11	0.0%	0	0.0%	0
BT43 6	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	9	0.0%	0	0.0%	0
BT43 7	3.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.3%	25	0.0%	0	0.0%	0
BT44 0	1.6%	11	0.0%	0	0.0%	0	0.0%	0	36.9%	11	0.0%	0	0.0%	0	0.0%	0
BT44 8	1.4%	10	0.0%	0	0.0%	0	11.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT44 9	2.0%	14	0.0%	0	0.0%	0	16.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT45 5	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	11	0.0%	0
BT45 7	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	11	0.0%	0
BT45 8	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	10	0.0%	0
BT46 5	5.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.1%	36	0.0%	0
BT47 2	4.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	33
BT47 3	4.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	31
BT47 4	4.3%	30	41.6%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT47 5	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	12
BT47 6	4.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	31
BT48 0	2.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	20
BT48 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
BT48 7	2.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	14
BT48 8	6.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	43
BT48 9	3.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	26
BT49 0	4.5%	32	43.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT49 9	1.5%	10	14.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT51 3	3.4%	24	0.0%	0	19.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT51 4	3.7%	26	0.0%	0	20.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT51 5	1.9%	13	0.0%	0	10.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT52 1	2.3%	16	0.0%	0	13.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT52 2	2.2%	15	0.0%	0	12.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT53 6	1.0%	7	0.0%	0	0.0%	0	8.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT53 7	4.3%	30	0.0%	0	0.0%	0	35.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT53 8	3.3%	23	0.0%	0	0.0%	0	27.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT54 6	2.7%	19	0.0%	0	0.0%	0	0.0%	0	63.1%	19	0.0%	0	0.0%	0	0.0%	0
BT55 7	1.7%	12	0.0%	0	9.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT56 8	0.9%	6	0.0%	0	5.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT57 8	1.5%	11	0.0%	0	8.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BT79 8	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	14	0.0%	0
BT82 0	2.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	15
Weighted base:		701		72		124		85		30		82		81		227
Sample:		701		100		100		100		100		101		100		100

Column %ges.