

Q1. Which supermarket do you visit most often for your household's main food shopping?

	Zone															
	Base: All respondents		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	246	100.0%	110	100.0%	67	100.0%	79	100.0%	141	100.0%	68	100.0%	105	100.0%
Morrisons, Skegness	230	23.0%	136	55.2%	56	50.4%	7	10.4%	8	10.4%	0	.0%	12	17.6%	0	.0%
Tesco, Skegness	174	17.4%	77	31.2%	30	27.2%	2	3.2%	16	20.0%	2	1.6%	16	23.2%	1	.8%
Tesco, Horncastle	78	7.8%	0	.0%	0	.0%	2	2.4%	3	4.0%	66	47.2%	3	4.0%	3	2.4%
Co-op, Mablethorpe	70	7.0%	2	.8%	2	1.6%	0	.0%	0	.0%	0	.0%	4	6.4%	0	.0%
Asda, Boston	52	5.2%	0	.0%	4	3.2%	34	50.4%	9	11.2%	4	3.2%	1	1.6%	0	.0%
Somerfield, Horncastle	41	4.1%	0	.0%	0	.0%	1	1.6%	1	1.6%	38	27.2%	0	.0%	1	.8%
Somerfield, Louth	36	3.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	7.2%	31	29.6%
Don't do main food shopping	31	3.1%	8	3.2%	0	.0%	0	.0%	3	4.0%	9	6.4%	3	4.8%	2	1.6%
Somerfield, Spilsby	24	2.4%	0	.0%	2	1.6%	1	.8%	21	27.2%	0	.0%	1	.8%	0	.0%
Tesco, Cleethorpes	23	2.3%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	19	18.4%
Internet	22	2.2%	2	.8%	1	.8%	1	.8%	3	3.2%	3	2.4%	3	4.0%	6	5.6%
Tesco, Boston	20	2.0%	0	.0%	0	.0%	15	21.6%	3	4.0%	2	1.6%	1	.8%	0	.0%
Co-op, Louth	18	1.8%	0	.0%	1	.8%	0	.0%	0	.0%	1	.8%	1	.8%	14	13.6%
Asda, Grimsby	14	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	6	5.6%
Co-op, Alford	11	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	10	14.4%	0	.0%
Tesco, Lincoln (Wragby)	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%	0	.0%	1	.8%
Morrisons, Grimsby	8	.8%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	1	1.6%	6	5.6%
Co-op, Spilsby	7	.7%	0	.0%	0	.0%	0	.0%	7	8.8%	0	.0%	0	.0%	0	.0%
Lidl, Skegness	6	.6%	2	.8%	2	1.6%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Lincoln	5	.5%	0	.0%	0	.0%	1	.8%	0	.0%	3	2.4%	1	.8%	1	.8%
J Sainsbury, Grimsby	5	.5%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%
Morrisons, Lincoln	4	.4%	0	.0%	0	.0%	0	.0%	1	.8%	1	.8%	1	1.6%	0	.0%
Somerfield, Lincoln	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%
Tesco, Lincoln (Pelham Bridge)	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%
Co-op, Coningsby	2	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	1	.8%	0	.0%

(cont.)

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	Zone															
	Base: All respondents		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Somerfield, Boston	1	.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, High Street, Mablethorpe	2.8	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.2%	1	.8%
Tesco, Victoria Street, Grimsby	12	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	8	8.0%
Mark & Spencer, Lumley Road, Skegness	11	1.1%	10	4.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, High Street, Sutton on Sea, Mablethorpe	8	.8%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Hildreds Centre, Skegness	5	.5%	4	1.6%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Co-op, St Leonards	4	.4%	0	.0%	4	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Wainfleet	4	.4%	0	.0%	4	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Davids, West Street, Alford	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.0%	0	.0%
Davids, Mablethorpe	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Sutton on Sea	2	.2%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Kelleythorpe	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Co-op, Horncastle	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%	0	.0%	0	.0%
Lidl, East Keal Spilsby	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Lumley Road, Skegness	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Lincoln	2	.2%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Late Shopper, Sutton on Sea	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Maplethorpe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sutton on Sea	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Boston	1	.1%	0	.0%	0	.0%	1	.8%	1	.8%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Market Place, Boston	1	.1%	0	.0%	0	.0%	1	.8%	1	.8%	0	.0%	0	.0%	0	.0%
Asda, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Iceland, Wide Bargate, Boston	1	.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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	Zone															
	Base: All respondents		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Herons, Main Street, Louth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Co-op, Spilsby	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Local stores, Orford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Morrisons, Wardentree Lane, Pinchbeck	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. Which supermarket do you visit most often for your household's main food shopping?

	Zone	
	8	
	Num	%
Base: All respondents	184	100.0%
Morrisons, Skegness	12	6.4%
Tesco, Skegness	31	16.8%
Tesco, Horncastle	1	.8%
Co-op, Mablethorpe	62	33.6%
Asda, Boston	0	.0%
Somerfield, Horncastle	0	.0%
Somerfield, Louth	0	.0%
Don't do main food shopping	6	3.2%
Somerfield, Spilsby	0	.0%
Tesco, Cleethorpes	3	1.6%
Internet	4	2.4%
Tesco, Boston	0	.0%
Co-op, Louth	1	.8%
Asda, Grimsby	7	4.0%
Co-op, Alford	1	.8%
Tesco, Lincoln (Wragby)	4	2.4%
Morrisons, Grimsby	0	.0%
Co-op, Spilsby	0	.0%
Lidl, Skegness	1	.8%
Waitrose, Lincoln	0	.0%
J Sainsbury, Grimsby	1	.8%
Morrisons, Lincoln	1	.8%
Somerfield, Lincoln	0	.0%
Tesco, Lincoln (Pelham Bridge)	0	.0%
Co-op, Coningsby	0	.0%

(cont.)

Q1. Which supermarket do you visit most often for your household's main food shopping?

	Zone	
	8	
	Num	%
Somerfield, Boston	0	.0%
Lidl, High Street, Mablethorpe	25	13.6%
Tesco, Victoria Street, Grimsby	3	1.6%
Mark & Spencer, Lumley Road, Skegness	0	.0%
Spar, High Street, Sutton on Sea, Mablethorpe	6	3.2%
Co-op, Hildreds Centre, Skegness	0	.0%
Co-op, St Leonards	0	.0%
Co-op, Wainfleet	0	.0%
Davids, West Street, Alford	1	.8%
Davids, Mablethorpe	3	1.6%
Lidl, Sutton on Sea	1	.8%
Morrisons, Kelleythorpe	1	.8%
Co-op, Horncastle	0	.0%
Lidl, East Keal Spilsby	0	.0%
Marks & Spencer, Lumley Road, Skegness	0	.0%
Co-op, Lincoln	0	.0%
Late Shopper, Sutton on Sea	1	.8%
Local stores, Mablethorpe	1	.8%
Local stores, Sutton on Sea	1	.8%
Aldi, Boston	0	.0%
Marks & Spencer, Market Place, Boston	0	.0%
Asda, Lincoln	0	.0%
Iceland, Wide Bargate, Boston	0	.0%

(cont.)

**Q1. Which supermarket do you visit most often for your household's main food shopping?**

	Zone	
	Num	%
Other	0	.0%
Hérons, Main Street, Louth	0	.0%
Co-op, Spilsby	0	.0%
Local stores, Orford	0	.0%
Morrisons, Wardentree Lane, Pinchbeck	0	.0%

**Q2. How often do you visit Q1 for your main food shopping?**

	Zone																	
	Num	%	1	%	2	%	3	%	4	%	5	%	6	%	7	%	8	%
Base: Those who undertake main food shopping	969	100.0%	238	100.0%	110	100.0%	67	100.0%	75	100.0%	132	100.0%	65	100.0%	104	100.0%	178	100.0%
Every day / 6-7 times a week	32	3.3%	6	2.5%	4	3.2%	0	.0%	2	2.5%	4	3.4%	1	.8%	3	2.4%	13	7.4%
Twice a week	163	16.9%	57	24.0%	18	16.0%	7	10.4%	6	7.5%	33	24.8%	6	9.2%	11	10.6%	27	14.9%
More than twice a week	88	9.1%	29	12.4%	4	4.0%	1	1.6%	8	10.8%	15	11.1%	4	6.7%	7	6.5%	19	10.7%
Weekly	501	51.7%	132	55.4%	67	60.8%	43	63.2%	38	50.0%	65	49.6%	28	43.7%	51	49.6%	77	43.0%
Fortnightly	109	11.2%	10	4.1%	14	12.8%	11	16.8%	11	14.2%	11	8.5%	16	25.2%	18	17.1%	18	9.9%
Once a month	69	7.1%	2	.8%	4	3.2%	5	8.0%	11	14.2%	3	2.6%	9	13.4%	12	11.4%	24	13.2%
Less than once a month	7	.7%	2	.8%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%	3	2.4%	1	.8%

**Q3. What is your main reason for using Q1?**

	Zone															
	Base: Those who undertake main food shopping															
	Num	%	1	%	2	%	3	%	4	%	5	%	6	%	7	
Base: Those who undertake main food shopping	969	100.0%	238	100.0%	110	100.0%	67	100.0%	75	100.0%	132	100.0%	65	100.0%	104	100.0%
I live there	238	24.5%	49	20.7%	21	19.2%	18	26.4%	17	22.5%	44	33.3%	18	28.6%	26	25.2%
Better value	162	16.7%	47	19.8%	25	22.4%	11	16.0%	13	16.7%	12	9.4%	11	16.8%	15	14.6%
Better range of goods	124	12.8%	31	13.2%	11	9.6%	10	15.2%	9	12.5%	16	12.0%	9	14.3%	15	14.6%
Better quality goods	87	8.9%	29	12.4%	12	11.2%	3	4.8%	6	7.5%	11	8.5%	5	7.6%	5	4.9%
I can park there	27	2.8%	6	2.5%	3	2.4%	1	.8%	2	2.5%	7	5.1%	1	1.7%	7	6.5%
Shops offer choice/variety	17	1.8%	4	1.7%	1	.8%	2	2.4%	1	1.7%	1	.9%	2	2.5%	1	.8%
I like the area	17	1.8%	4	1.7%	3	2.4%	1	1.6%	3	4.2%	1	.9%	1	1.7%	3	2.4%
I work there	17	1.7%	2	.8%	2	1.6%	1	1.6%	3	3.3%	4	3.4%	1	.8%	0	.0%
I can get there by public transport	7	.7%	2	.8%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%
I do other shopping there	4	.4%	0	.0%	0	.0%	2	3.2%	0	.0%	1	.9%	0	.0%	1	.8%
Undercover shops	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%

(cont.)

**Q3. What is your main reason for using Q1?**

	Zone															
	Base: Those who undertake main food shopping															
	Num	%	1	%	2	%	3	%	4	%	5	%	6	%	7	
Close to home	155	16.0%	33	14.0%	23	20.8%	8	11.2%	13	16.7%	17	12.8%	11	16.8%	20	19.5%
Lack of choice elsewhere	18	1.8%	0	.0%	1	.8%	1	.8%	0	.0%	2	1.7%	1	.8%	3	3.3%
Preference for retailer	16	1.7%	4	1.7%	2	1.6%	1	.8%	1	1.7%	2	1.7%	1	.8%	2	1.6%
Habit/familiarity	16	1.6%	2	.8%	3	2.4%	3	4.0%	1	.8%	3	2.6%	1	.8%	3	2.4%
Good internal layout	14	1.4%	10	4.1%	0	.0%	1	1.6%	1	.8%	1	.9%	1	.8%	1	.8%
Good/friendly staff	8	.8%	4	1.7%	0	.0%	1	.8%	0	.0%	0	.0%	1	1.7%	1	.8%
Delivery service	8	.8%	2	.8%	0	.0%	0	.0%	1	.8%	2	1.7%	1	.8%	1	.8%
Reward card facility	7	.7%	2	.8%	0	.0%	1	.8%	2	2.5%	1	.9%	1	1.7%	0	.0%
Easy to get to	6	.7%	0	.0%	2	1.6%	1	1.6%	1	1.7%	2	1.7%	0	.0%	0	.0%
Clean/tidy	4	.4%	2	.8%	0	.0%	1	1.6%	1	.8%	0	.0%	1	.8%	0	.0%
Attractive environment	3	.3%	0	.0%	1	.8%	1	.8%	1	1.7%	0	.0%	0	.0%	0	.0%
Close to friends/relatives	2	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	1	.9%	0	.0%	0	.0%
Good offers	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Not crowded	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Easier/faster via internet	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	1	.8%	0	.0%
Presence of a petrol station	2	.2%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Non- animal testing on products	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Support local trade	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Convenient opening hours	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
More organic food	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Shareholder	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%

(cont.)



**Q3. What is your main reason for using Q1?**

	Zone	
	Num	%
	178	100.0%
Base: Those who undertake main food shopping		
I live there	44	24.8%
Better value	28	15.7%
Better range of goods	22	12.4%
Better quality goods	15	8.3%
I can park there	1	.8%
Shops offer choice/variety	6	3.3%
I like the area	1	.8%
I work there	4	2.5%
I can get there by public transport	3	1.7%
I do other shopping there	0	.0%
Undercover shops	0	.0%

(cont.)

**Q3. What is your main reason for using Q1?**

	Zone	
	Num	%
	8	
Close to home	31	17.4%
Lack of choice elsewhere	10	5.8%
Preference for retailer	4	2.5%
Habit/familiarity	1	.8%
Good internal layout	0	.0%
Good/friendly staff	1	.8%
Delivery service	1	.8%
Reward card facility	0	.0%
Easy to get to	0	.0%
Clean/tidy	0	.0%
Attractive environment	0	.0%
Close to friends/relatives	0	.0%
Good offers	0	.0%
Not crowded	0	.0%
Easier/faster via internet	0	.0%
Presence of a petrol station	0	.0%
Non- animal testing on products	1	.8%
Support local trade	1	.8%
Convenient opening hours	0	.0%
More organic food	0	.0%
Shareholder	0	.0%

Other

**Q4. While you were on your last main food shop, did you (or anyone else with you)...**

	Zone													
	Base: Excl. those using internet													
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: Excl. those using internet	947	100.0%	236	100.0%	110	100.0%	67	100.0%	73	100.0%	128	100.0%	62	100.0%
shop for non- food items? e.g. clothes	272	28.8%	59	25.0%	36	33.1%	29	42.7%	26	35.3%	28	21.9%	17	28.1%
use sports/leisure/entertainment facilities	39	4.1%	6	2.5%	4	3.2%	3	4.0%	3	4.3%	7	5.3%	3	4.4%
go to the bank, building society or cash point	282	29.7%	71	30.0%	33	29.8%	22	32.3%	19	25.9%	42	32.5%	17	27.2%
None	473	49.9%	126	53.3%	51	46.8%	29	43.5%	34	46.6%	72	56.1%	32	51.8%
Visit other services (e.g. doctors, dentist, opticians, hairdresser, etc)	14	1.5%	0	.0%	3	2.4%	0	.0%	1	1.7%	2	1.8%	1	1.8%
To get petrol	12	1.3%	0	.0%	4	3.2%	1	1.6%	3	3.4%	2	1.8%	1	.9%
Visit restaurant/cafe	7	.8%	4	1.7%	0	.0%	1	.8%	1	.9%	0	.0%	1	.9%
Visit friends/relatives	3	.3%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Enroute to work	2	.2%	0	.0%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Visit market	2	.2%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Visit local garage	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	1	.9%
Visit church	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Visit library	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
School run	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%

(cont.)

Q4. While you were on your last main food shop, did you (or anyone else with you)...

	Zone					
	7		8			
	Num	%	Num	%	Num	%
Base: Excl. those using internet	98	100.0%	174	100.0%		
shop for non- food items? e.g. clothes	29	29.3%	49	28.0%		
use sports/leisure/entertainment facilities	5	5.2%	9	5.1%		
go to the bank, building society or cash point	28	28.4%	52	29.7%		
None	45	45.7%	84	48.3%		
Visit other services (e.g. doctors, dentist, opticians, hairdresser, etc)	3	2.6%	4	2.5%		
To get petrol	1	.9%	1	.8%		
Visit restaurant/cafe	0	.0%	1	.8%		
Visit friends/relatives	1	.9%	0	.0%		
Enroute to work	0	.0%	0	.0%		
Visit market	1	.9%	0	.0%		
Visit local garage	0	.0%	0	.0%		
Visit church	0	.0%	1	.8%		
Visit library	0	.0%	0	.0%		
School run	0	.0%	0	.0%		

**Q5. How far do you travel to your main food shopping destination?**

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: Excl. those using internet	947	100.0%	236	100.0%	110	100.0%	67	100.0%	73	100.0%	128	100.0%	62	100.0%	98	100.0%	174	100.0%
Half a mile or less	210	22.2%	85	35.8%	5	4.8%	0	.0%	13	18.1%	40	31.6%	8	13.2%	17	17.2%	41	23.7%
1 mile	145	15.3%	79	33.3%	4	3.2%	2	2.4%	4	5.2%	25	19.3%	3	5.3%	12	12.1%	18	10.2%
1½ miles	46	4.9%	22	9.2%	0	.0%	0	.0%	1	.9%	11	8.8%	0	.0%	7	6.9%	6	3.4%
2 miles	66	7.0%	35	15.0%	1	.8%	1	1.6%	4	5.2%	8	6.1%	0	.0%	3	2.6%	15	8.5%
2½ miles	10	1.1%	2	.8%	1	.8%	2	2.4%	1	.9%	0	.0%	0	.0%	1	.9%	4	2.5%
3 miles	34	3.6%	4	1.7%	4	3.2%	1	.8%	3	4.3%	7	5.3%	2	2.6%	3	2.6%	12	6.8%
4 miles	43	4.6%	6	2.5%	14	12.9%	5	8.1%	2	2.6%	6	4.4%	1	.9%	3	2.6%	7	4.2%
5 miles	53	5.6%	2	.8%	30	27.4%	8	12.1%	3	4.3%	2	1.8%	4	6.1%	1	.9%	3	1.7%
6 miles	35	3.7%	0	.0%	19	16.9%	11	16.9%	1	1.7%	1	.9%	1	.9%	1	.9%	1	.8%
7 miles	27	2.9%	0	.0%	16	14.5%	2	3.2%	1	.9%	3	2.6%	2	3.5%	2	1.7%	1	.8%
8 miles	18	1.9%	0	.0%	7	6.5%	5	7.3%	1	.9%	1	.9%	2	2.6%	2	1.7%	1	.8%
more than 8 miles	251	26.5%	0	.0%	9	8.1%	30	45.2%	40	55.2%	21	16.7%	40	64.9%	47	48.3%	63	36.4%
Don't know/Can't remember	7	.7%	2	.8%	1	.8%	0	.0%	0	.0%	2	1.8%	0	.0%	2	1.7%	0	.0%

**Q6. Where do you do MOST of your household's shopping for small scale 'top-up' food and convenience goods purchases?**

	Zone															
	1		2		3		4		5		6		7			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: All respondents	1000	100.0%	246	100.0%	110	100.0%	67	100.0%	79	100.0%	141	100.0%	68	100.0%	105	100.0%
Don't do top-up food shopping	192	19.2%	51	20.8%	18	16.0%	18	26.4%	13	16.8%	30	21.6%	10	14.4%	19	17.6%
Co-op, Mablethorpe	62	6.2%	2	.8%	3	2.4%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%
Morrisons, Skegness	60	6.0%	45	18.4%	11	10.4%	0	.0%	1	1.6%	1	.8%	1	.8%	0	.0%
Tesco, Skegness	43	4.3%	39	16.0%	1	.8%	0	.0%	1	1.6%	0	.0%	1	.8%	0	.0%
Somerfield, Spilsby	43	4.3%	0	.0%	0	.0%	4	5.6%	39	49.6%	0	.0%	0	.0%	0	.0%
Somerfield, Horncastle	40	4.0%	0	.0%	0	.0%	0	.0%	1	.8%	39	28.0%	0	.0%	0	.0%
Somerfield, Louth	33	3.3%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	1	1.6%	29	28.0%
Tesco, Horncastle	29	2.9%	0	.0%	0	.0%	0	.0%	1	.8%	26	18.4%	1	1.6%	2	1.6%
Co-op, Louth	18	1.8%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	1	.8%	17	16.0%
Asda, Boston	13	1.3%	2	.8%	0	.0%	10	15.2%	0	.0%	0	.0%	1	.8%	0	.0%
Internet	8	.8%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Lidl, Skegness	7	.7%	6	2.4%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Co-op, Spilsby	7	.7%	0	.0%	0	.0%	0	.0%	7	8.8%	0	.0%	0	.0%	0	.0%
Iceland, Skegness	6	.6%	6	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Woodhall Spa	4	.4%	2	.8%	1	.8%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Waitrose, Lincoln	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%
Somerfield, Lincoln	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%
Ramsden's, Grimsby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%
Tesco, Lincoln (Pelham Bridge)	2	.2%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%
Co-op, Coningsby	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	1	.8%	0	.0%
Tesco, Boston	1	.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Grimsby	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Safeway, Lincoln	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Cleethorpes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%

(cont.)

**Q6. Where do you do MOST of your household's shopping for small scale 'top-up' food and convenience goods purchases?**

	Zone															
	Base: All respondents		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Somerfield, Cambridge Road, Grimsby	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Tesco, Lincoln (Wragby)	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Somerfield, Boston	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q6. Where do you do MOST of your household's shopping for small scale 'top-up' food and convenience goods purchases?**

	Zone															
	Base: All respondents		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Skegness	37	3.7%	28	11.2%	8	7.2%	1	.8%	0	.0%	0	.0%	1	.8%	0	.0%
Spar, High Street, Sutton on Sea	29	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Local stores, Horncastle	23	2.3%	0	.0%	0	.0%	0	.0%	1	1.6%	21	15.2%	0	.0%	0	.0%
Co-op, Station Road, Alford	21	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	20	28.8%	0	.0%
Co-op, High Street, Wainfleet	20	2.0%	0	.0%	19	17.6%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, High Street, Mablethorpe	17	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	1	.8%
Local stores, Louth	16	1.6%	0	.0%	0	.0%	0	.0%	1	.8%	1	.8%	0	.0%	14	13.6%
Co-op, Lumley Road, Skegness	16	1.6%	14	5.6%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Sea Road, Skegness	15	1.5%	14	5.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Alford	13	1.3%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	12	18.4%	0	.0%
Co-op, St Leonards	13	1.3%	0	.0%	12	11.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Co-op, High Street, Burgh le Marsh	12	1.2%	0	.0%	12	11.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sutton on Sea	11	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Co-op, High Street, Horncastle	10	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	10	7.2%	0	.0%	0	.0%
Marks & Spencer, Skegness	8	.8%	6	2.4%	2	1.6%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Local stores, Spilsby	8	.8%	0	.0%	0	.0%	1	.8%	8	9.6%	0	.0%	0	.0%	0	.0%
Local stores, Mablethorpe	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
David's Supermarket, West Street, Alford	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	6.4%	0	.0%
Hurons Frozen Foods, High Street, Mablethorpe	6	.6%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Drummond Road, Skegness	6	.6%	6	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Boston	5	.5%	0	.0%	0	.0%	3	4.8%	0	.0%	2	1.6%	0	.0%	0	.0%
Wilkinsons, High Street, Skegness	5	.5%	4	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Old Leake	5	.5%	0	.0%	0	.0%	4	5.6%	0	.0%	1	.8%	0	.0%	0	.0%
Local stores, Burgh le Marsh	5	.5%	2	.8%	3	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)



**Q6. Where do you do MOST of your household's shopping for small scale 'top-up' food and convenience goods purchases?**

	Zone													
	1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
David's Supermarket, George Street, Mablethorpe	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Heron Frozen Foods, Market Place, Louth	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.0%
Herons Frozen Foods, Skegness	4	.4%	4	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Post Office, Skegness	4	.4%	4	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Premier, High Street, Ingoldmells	4	.4%	4	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Boston	4	.4%	0	.0%	0	.0%	3	4.8%	1	.8%	0	.0%	0	.0%
Local stores, Winthorpe	3	.3%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Callabys, Hamilton Road, Alford	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.0%
Local stores, Wainsfleet	3	.3%	0	.0%	3	2.4%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Lincoln	3	.3%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%
Local stores, North Somercotes	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%
Spar, Market Place, Louth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	2	1.6%
Local stores, Withern	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.2%	0	.0%
West End Stores, Alford	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.2%	0	.0%
Boston market	2	.2%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Spar, Burgh Road, Skegness	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Village Store, Church Lane, Winthorpe, Skegness	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Chapel St Leonards	2	.2%	0	.0%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Post Office, Hogthorpe	2	.2%	0	.0%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, High Street, Burgh le Marsh	2	.2%	0	.0%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Sea Road, Chapel St Leonards	2	.2%	0	.0%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Sea Road, Chapel St. Leonards	2	.2%	0	.0%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Brackenborough Road, Louth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%
Spar, North Somercotes	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%

(cont.)

**Q6. Where do you do MOST of your household's shopping for small scale 'top-up' food and convenience goods purchases?**

	Zone															
	Base: All respondents		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Sibsey	2	.2%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Spencer Place, Boston	2	.2%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%
Post Office, Main Street, Mareham le Fen, Boston	2	.2%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Sutton on Sea	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Post Office, Sutton On Sea	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
West End Stores, High Street, Mablethorpe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Woodcocks, Victoria Road, Mablethorpe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Huttoft	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Loca stores, Boston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Mellors, Bull Ring, Horncastle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Iceland, Wide Bargate, Boston	1	.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Freiston	1	.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Leake	1	.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Leverton	1	.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Mareham le Fen	1	.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Post Office, Sibsey	1	.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Leverton	1	.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, High Street, Burgh-le-Marsh	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Holton le Clay	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Fulstow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Local stores, South View	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Louth market	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Spar, Victoria Road, Louth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%

(cont.)

**Q6. Where do you do MOST of your household's shopping for small scale 'top-up' food and convenience goods purchases?**

	Zone																					
	Base: All respondents																					
	Num	%	1	Num	%	2	Num	%	3	Num	%	4	Num	%	5	Num	%	6	Num	%	7	
T&C Robinson, Queen Street, Louth	1	.1%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	1	.8%
Tesco, Grimsby	1	.1%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	1	.8%
Vegetable Warehouse, Utterby	1	.1%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	1	.8%
J Sainsbury, Southgate Shopping Centre, Sleaford	1	.1%	0	0	.0%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	0	.0%	0	0	.0%	0	.0%
Local stores, Eastkeal	1	.1%	0	0	.0%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	0	.0%	0	0	.0%	0	.0%
Spar, Spilsby	1	.1%	0	0	.0%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	0	.0%	0	0	.0%	0	.0%
The Bakers Oven, High Street, Lincoln	1	.1%	0	0	.0%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	0	.0%	0	0	.0%	0	.0%
Co-op, Grantham	1	.1%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	.0%
Local stores, Orford	1	.1%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	.0%
Local stores, South Reston	1	.1%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	.0%
Post Office, Withern	1	.1%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	.0%
Spar, Bilsby	1	.1%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	.0%
Spar, South View, Maltby Road, Beesby, Alford	1	.1%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	.0%
Tesco, Market Rasen, Lincoln	1	.1%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	.0%
Aldi, Boston	1	.1%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	0	.0%	0	0	.0%	0	0	.0%	0	.0%
Friskney Post Office, Church Road, Friskney, Boston	1	.1%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	0	.0%	0	0	.0%	0	0	.0%	0	.0%
Local stores, Butterwick	1	.1%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	0	.0%	0	0	.0%	0	0	.0%	0	.0%
Local stores, Fishtoft	1	.1%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	0	.0%	0	0	.0%	0	0	.0%	0	.0%
Local stores, Friskney	1	.1%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	0	.0%	0	0	.0%	0	0	.0%	0	.0%
Local stores, Grimsby	1	.1%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	0	.0%	0	0	.0%	0	0	.0%	0	.0%
Local stores, Stickney	1	.1%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	0	.0%	0	0	.0%	0	0	.0%	0	.0%
Netto, Horncastle Road, Boston	1	.1%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	0	.0%	0	0	.0%	0	0	.0%	0	.0%
Old Leake, Boston	1	.1%	0	0	.0%	0	0	.0%	1	.8%	.8%	0	0	.0%	0	0	.0%	0	0	.0%	0	.0%

(cont.)

**Q6. Where do you do MOST of your household's shopping for small scale 'top-up' food and convenience goods purchases?**

	Zone															
	Base: All respondents		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Post Office, Freiston	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Post Office, Sibley	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Post Office, Stickney	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
T H Borrowes & Son, Main Street, Mareham le Fen	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q6. Where do you do MOST of your household's shopping for small scale 'top-up' food and convenience goods purchases?**

	Zone	
	Num	%
Base: All respondents	184	100.0%
Don't do top-up food shopping	34	18.4%
Co-op, Mablethorpe	56	30.4%
Morrisons, Skegness	0	.0%
Tesco, Skegness	1	.8%
Somerfield, Spilsby	0	.0%
Somerfield, Horncastle	0	.0%
Somerfield, Louth	1	.8%
Tesco, Horncastle	0	.0%
Co-op, Louth	0	.0%
Asda, Boston	0	.0%
Internet	7	4.0%
Lidl, Skegness	0	.0%
Co-op, Spilsby	0	.0%
Iceland, Skegness	0	.0%
Co-op, Woodhall Spa	0	.0%
Waitrose, Lincoln	0	.0%
Somerfield, Lincoln	0	.0%
Ramsden's, Grimsby	0	.0%
Tesco, Lincoln (Pelham Bridge)	0	.0%
Co-op, Coningsby	0	.0%
Tesco, Boston	0	.0%
Morrisons, Grimsby	0	.0%
Safeway, Lincoln	0	.0%
Tesco, Cleethorpes	0	.0%

(cont.)

**Q6. Where do you do MOST of your household's shopping for small scale 'top-up' food and convenience goods purchases?**

	Zone	
	Num	%
Somerfield, Cambridge Road, Grimsby	0	.0%
Tesco, Lincoln (Wragby)	0	.0%
Somerfield, Boston	0	.0%

(cont.)

**Q6. Where do you do MOST of your household's shopping for small scale 'top-up' food and convenience goods purchases?**

	Zone	
	Num	%
Local stores, Skegness	0	.0%
Spar, High Street, Sutton on Sea	28	15.2%
Local stores, Horncastle	0	.0%
Co-op, Station Road, Alford	1	.8%
Co-op, High Street, Wainfleet	0	.0%
Lidl, High Street, Mablethorpe	15	8.0%
Local stores, Louth	0	.0%
Co-op, Lumley Road, Skegness	0	.0%
Spar, Sea Road, Skegness	1	.8%
Local stores, Alford	0	.0%
Co-op, St Leonards	0	.0%
Co-op, High Street, Burgh le Marsh	0	.0%
Local stores, Sutton on Sea	10	5.6%
Co-op, High Street, Horncastle	0	.0%
Marks & Spencer, Skegness	0	.0%
Local stores, Spilsby	0	.0%
Local stores, Mablethorpe	7	4.0%
David's Supermarket, West Street, Alford	3	1.6%
Heron's Frozen Foods, High Street, Mablethorpe	4	2.4%
Spar, Drummond Road, Skegness	0	.0%
Local stores, Boston	0	.0%
Wilkinsons, High Street, Skegness	1	.8%
Local stores, Old Leake	0	.0%
Local stores, Burgh le Marsh	0	.0%
Other		

(cont.)

**Q6. Where do you do MOST of your household's shopping for small scale 'top-up' food and convenience goods purchases?**

	Zone	
	Num	%
David's Supermarket, George Street, Mablethorpe	4	2.4%
Heron Frozen Foods, Market Place, Louth	0	.0%
Hérons Frozen Foods, Skegness	0	.0%
Post Office, Skegness	0	.0%
Premier, High Street, Ingoldmells	0	.0%
Co-op, Boston	0	.0%
Local stores, Winthorpe	0	.0%
Callabys, Hamilton Road, Alford	0	.0%
Local stores, Wainsfleet	0	.0%
Co-op, Lincoln	0	.0%
Local stores, North Somercotes	0	.0%
Spar, Market Place, Louth	0	.0%
Local stores, Withern	0	.0%
West End Stores, Alford	0	.0%
Boston market	1	.8%
Spar, Burgh Road, Skegness	0	.0%
The Village Store, Church Lane, Winthorpe, Skegness	0	.0%
Local stores, Chapel St Leonards	0	.0%
Post Office, Hogthorpe	0	.0%
Spar, High Street, Burgh le Marsh	0	.0%
Spar, Sea Road, Chapel St Leonards	0	.0%
Spar, Sea Road, Chapel St. Leonards	0	.0%
Spar, Brackenborough Road, Louth	0	.0%
Spar, North Somercotes	0	.0%

Other

(cont.)



**Q6. Where do you do MOST of your household's shopping for small scale 'top-up' food and convenience goods purchases?**

	Zone	
	Num	%
Local stores, Sibsey	0	.0%
Marks & Spencer, Spencer Place, Boston	0	.0%
Post Office, Main Street, Mareham le Fen, Boston	0	.0%
Lidl, Sutton on Sea	1	.8%
Post Office, Sutton On Sea	1	.8%
West End Stores, High Street, Mablethorpe	1	.8%
Woodcocks, Victoria Road, Mablethorpe	1	.8%
Local stores, Huttoft	0	.0%
Local stores, Boston	0	.0%
Mellors, Bull Ring, Horncastle	0	.0%
Iceland, Wide Bargate, Boston	0	.0%
Local stores, Freiston	0	.0%
Local stores, Leake	0	.0%
Local stores, Leverton	0	.0%
Local stores, Mareham le Fen	0	.0%
Post Office, Sibsey	0	.0%
Spar, Leverton	0	.0%
Spar, High Street, Burgh-le-Marsh	0	.0%
Spar, Holton le Clay	0	.0%
Local stores, Fulstow	0	.0%
Local stores, South View	0	.0%
Louth market	0	.0%
Spar, Victoria Road, Louth	0	.0%

Other

(cont.)

**Q6. Where do you do MOST of your household's shopping for small scale 'top-up' food and convenience goods purchases?**

	Zone	
	Num	%
T&C Robinson, Queen Street, Louth	0	.0%
Tesco, Grimsby	0	.0%
Vegetable Warehouse, Utterby	0	.0%
J Sainsbury, Southgate Shopping Centre, Sleaford	0	.0%
Local stores, Eastkeal	0	.0%
Spar, Spilsby	0	.0%
The Bakers Oven, High Street, Lincoln	0	.0%
Co-op, Grantham	0	.0%
Local stores, Orford	0	.0%
Local stores, South Reston	0	.0%
Post Office, Withern	0	.0%
Spar, Bilsby	0	.0%
Spar, South View, Maltby Road, Beesby, Alford	0	.0%
Tesco, Market Rasen, Lincoln	0	.0%
Aldi, Boston	0	.0%
Friskney Post Office, Church Road, Friskney, Boston	0	.0%
Local stores, Butterwick	0	.0%
Local stores, Fishtoft	0	.0%
Local stores, Friskney	0	.0%
Local stores, Grimsby	0	.0%
Local stores, Stickney	0	.0%
Netto, Horncastle Road, Boston	0	.0%
Old Leake, Boston	0	.0%

Other

(cont.)

**Q6. Where do you do MOST of your household's shopping for small scale 'top-up' food and convenience goods purchases?**

	Zone	
	8	
	Num	%
Post Office, Freiston	0	.0%
Post Office, Sibley	0	.0%
Post Office, Stickney	0	.0%
T H Borrowes & Son, Main Street, Mareham le Fen	0	.0%
Other		

**Q7. How often do you visit Q6 for top-up shopping?**

	Zone																	
	Base: Those undertaking top-up shopping																	
	Num	%	1	%	2	%	3	%	4	%	5	%	6	%	7	%	8	%
Base: Those undertaking top-up shopping	808	100.0%	195	100.0%	93	100.0%	50	100.0%	65	100.0%	110	100.0%	58	100.0%	87	100.0%	150	100.0%
Every day / 6-7 times a week	111	13.7%	33	17.2%	17	18.1%	3	5.4%	8	11.5%	11	10.2%	12	21.5%	6	6.8%	21	13.7%
Twice a week	257	31.8%	77	39.4%	25	26.7%	12	25.0%	22	33.7%	39	35.7%	16	28.0%	23	26.2%	43	28.4%
More than twice a week	108	13.3%	16	8.1%	17	18.1%	6	13.0%	8	11.5%	18	16.3%	8	14.0%	8	9.7%	27	17.6%
Weekly	251	31.1%	53	27.3%	26	27.6%	19	38.0%	25	37.5%	30	27.6%	16	27.1%	35	39.8%	49	32.4%
Fortnightly	50	6.2%	14	7.1%	6	6.7%	7	14.1%	2	2.9%	7	6.1%	4	6.5%	8	8.7%	3	2.0%
Once a month	22	2.7%	2	1.0%	2	1.9%	2	4.3%	0	.0%	3	3.1%	2	2.8%	5	5.8%	6	3.9%
Less than once a month	9	1.2%	0	.0%	1	1.0%	0	.0%	2	2.9%	1	1.0%	0	.0%	3	2.9%	3	2.0%



Q8. Can I ask you which is your main shopping town/ area for non- food shopping? (such as clothes, shoes, household goods etc)

	Base: All respondents															
	Zone															
	Num	%	1	%	2	%	3	%	4	%	5	%	6	%	7	
Mablethorpe Town Centre	26	2.6%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
Spilsby Town Centre	7	.7%	0	.0%	0	.0%	0	.0%	5	6.4%	0	.0%	0	.0%	0	.0%
Sutton on Sea Town Centre	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't buy	4	.4%	2	.8%	1	.8%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Holt Town Centre, Norfolk	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Northampton	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nottingham Town Centre	2	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	1	1.6%	0	.0%
Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Harrogate Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mablethorpe Factory Shops	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
York Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Alford Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
Peterborough Town Centre	1	.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Grimsby	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Monks Cross Retail Park, York	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cleethorpes Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Watford	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Culverhouse Cross Retail Park, Cardiff	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%

(cont.)

Q8. Can I ask you which is your main shopping town/ area for non- food shopping? (such as clothes, shoes, household goods etc)

	Zone	
	8	
	Num	%
Base: All respondents	184	100.0%
Skegness Town Centre	52	28.0%
Lincoln Town Centre	13	7.2%
Boston Town Centre	3	1.6%
Grimsby Town Centre	55	29.6%
Louth Town Centre	25	13.6%
Horncastle Town Centre	0	.0%
Catalogue/Mail order	1	.8%
Internet	1	.8%
Newark Town Centre	0	.0%

(cont.)

**Q8. Can I ask you which is your main shopping town/ area for non- food shopping? (such as clothes, shoes, household goods etc)**

	Zone	
	Num	%
Mablethorpe Town Centre	24	12.8%
Spilsby Town Centre	1	.8%
Sutton on Sea Town Centre	4	2.4%
Don't buy	0	.0%
Holt Town Centre, Norfolk	0	.0%
Northampton	0	.0%
Nottingham Town Centre	0	.0%
Coventry	1	.8%
Harrogate Town Centre	1	.8%
Mablethorpe Factory Shops	1	.8%
York Town Centre	0	.0%
Alford Town Centre	0	.0%
Peterborough Town Centre	0	.0%
Asda, Grimsby	0	.0%
Monks Cross Retail Park, York	0	.0%
Cleethorpes Town Centre	0	.0%
Watford	0	.0%
Marks & Spencer, Culverhouse Cross Retail Park, Cardiff	0	.0%
Other		

**Q9. How often do you visit Q8 for main non- food shopping?**

	Zone																	
	1	2	3	4	5	6	7	8	1	2	3	4	5	6	7	8		
Base: Those doing non- food shopping at a town/ area	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those doing non- food shopping at a town/ area	975	100.0%	106	100.0%	64	100.0%	75	100.0%	138	100.0%	66	100.0%	104	100.0%	181	100.0%		
More than 3 times a week	43	4.4%	16	6.6%	2	1.7%	3	2.5%	7	4.9%	3	4.1%	6	5.6%	6	3.3%		
2- 3 times a week	85	8.7%	29	12.3%	14	13.3%	1	1.7%	12	8.9%	2	2.5%	9	8.9%	9	4.9%		
Weekly	180	18.5%	55	23.0%	27	25.0%	13	17.5%	11	8.1%	11	16.4%	21	20.2%	19	10.6%		
Once a fortnight	130	13.3%	29	12.3%	13	12.5%	16	21.7%	13	9.8%	11	16.4%	16	15.3%	19	10.6%		
Once a month	273	27.9%	49	20.5%	29	27.5%	27	35.8%	52	37.4%	17	26.2%	32	30.6%	57	31.7%		
Less often	264	27.1%	61	25.4%	21	20.0%	15	16.9%	43	30.9%	23	34.4%	20	19.4%	71	39.0%		



Q10. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

	Zone													
	Base: All respondents		1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	246	100.0%	110	100.0%	67	100.0%	79	100.0%	141	100.0%	68	100.0%
Skegness Town Centre	237	23.7%	106	43.2%	57	51.2%	4	5.6%	13	16.8%	3	2.4%	20	28.8%
Lincoln Town Centre	171	17.1%	41	16.8%	11	10.4%	5	8.0%	16	20.0%	75	53.6%	8	11.2%
Grimsby Town Centre	132	13.2%	14	5.6%	5	4.8%	0	.0%	2	2.4%	2	1.6%	12	17.6%
Boston Town Centre	132	13.2%	33	13.6%	11	10.4%	43	64.0%	21	27.2%	12	8.8%	6	8.8%
Catalogue/Mail order	65	6.5%	16	6.4%	7	6.4%	2	2.4%	6	8.0%	7	4.8%	4	5.6%
Louth Town Centre	58	5.8%	0	.0%	0	.0%	0	.0%	2	2.4%	4	3.2%	7	9.6%
Don't buy	55	5.5%	16	6.4%	6	5.6%	3	4.8%	4	4.8%	3	2.4%	3	4.0%
Horncastle Town Centre	17	1.7%	0	.0%	0	.0%	1	.8%	1	.8%	16	11.2%	1	.8%
Internet	15	1.5%	2	.8%	1	.8%	1	1.6%	2	2.4%	2	1.6%	2	3.2%
TK Maxx, St Marks Retail Park, Lincoln	2	.2%	0	.0%	1	.8%	0	.0%	0	.0%	1	.8%	0	.0%
Scunthorpe Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Matalan, Lindis Retail Park, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Sports World, Boston Shopping Park, Boston	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

	Zone													
	Base: All respondents		1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Mablethorpe Town Centre	14	1.4%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	1	1.6%
Marks & Spencer, Lumley Road, Skegness	8	.8%	4	1.6%	2	1.6%	1	.8%	1	.8%	0	.0%	1	1.6%
Tesco, Richmond Drive, Skegness	6	.6%	4	1.6%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Lincoln	6	.6%	0	.0%	1	.8%	0	.0%	1	1.6%	2	1.6%	1	.8%
Spilsby Town Centre	5	.5%	0	.0%	1	.8%	1	.8%	3	3.2%	0	.0%	0	.0%
Local stores, Mablethorpe	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Marks & Spencer, Market Place, Boston	5	.5%	0	.0%	1	.8%	2	3.2%	1	.8%	0	.0%	1	1.6%
Nottingham Town Centre	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Matalan, Artillery Row, Boston	3	.3%	2	.8%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%
Asda, Holles Street, Grimsby	3	.3%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
The Factory Shop, High Street, Mablethorpe	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co- op, Skegness	3	.3%	2	.8%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
New Look, Lumley Road, Skegness	3	.3%	2	.8%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Oldrid's, Strait Bargate, Boston	3	.3%	0	.0%	1	.8%	2	2.4%	0	.0%	0	.0%	0	.0%
Tesco, Cleethorpes	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Debenhams, Lincoln	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%	0	.0%
Dorothy Perkins, Lumley Road, Skegness	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Miss Selfridge, Lumley Road, Skegness	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Eve & Ranshaw, Market Place, Louth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ingoldmells Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
JD Sports, Skegness	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mablethorpe Factory Shops	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

	Zone													
	Base: All respondents													
	Num	%	1	2	3	4	5	6	Num	%	Num	%		
Marks & Spencer, Coventry	1	.1%	0	0	0	0	0	0	0	.0%	0	.0%	0	.0%
Matalan, Alexandra Dock Retail Development, Corporation Road, Grimsby	1	.1%	0	0	0	0	0	0	0	.0%	0	.0%	0	.0%
Milton Keynes Town Centre	1	.1%	0	0	0	0	0	0	0	.0%	0	.0%	0	.0%
Wroxham Town Centre	1	.1%	0	0	0	0	0	0	0	.0%	0	.0%	0	.0%
Cleethorpes Town Centre	1	.1%	0	0	0	0	0	0	0	.0%	0	.0%	1	.8%
Local stores, Spilsby	1	.1%	0	0	0	0	0	1	1	.6%	0	.0%	0	.0%
Asda, Sleaford Road, Boston	1	.1%	0	0	0	0	1	1	1	.8%	0	.0%	0	.0%
Abroad	1	.1%	0	0	0	0	0	0	0	.0%	0	.0%	1	.8%
Peacocks, Lumley Road, Skegness	1	.1%	0	0	0	0	0	0	0	.0%	0	.0%	1	.8%
Primark, Lincoln	1	.1%	0	0	0	0	0	0	0	.0%	0	.0%	1	.8%
Salamander, Park Street, Lincoln	1	.1%	0	0	0	0	0	0	0	.0%	0	.0%	1	.8%
Waterside Shopping Centre, High Street, Lincoln	1	.1%	0	0	0	0	0	0	0	.0%	0	.0%	1	.8%
Wingads of Lincoln, High Street, Lincoln	1	.1%	0	0	0	0	0	0	0	.0%	0	.0%	1	.8%
Peterborough Town Centre	1	.1%	0	0	0	0	1	1	1	.6%	0	.0%	0	.0%
Monks Cross Retail Park, York	1	.1%	0	0	0	0	0	0	0	.0%	0	.0%	0	.0%
Binns, Lincoln	1	.1%	0	0	0	0	0	0	0	.0%	0	.0%	0	.0%
Freshny Place, Grimsby	1	.1%	0	0	0	0	0	0	0	.0%	0	.0%	0	.0%
The Yorkshire Outlet	1	.1%	0	0	0	0	0	0	0	.0%	0	.0%	0	.0%
BHS, Lincoln	1	.1%	0	0	0	0	0	0	1	.8%	0	.0%	0	.0%
Bonmarche, Lumley Road, Skegness	1	.1%	0	0	0	0	0	0	0	.0%	0	.0%	0	.0%
Local stores, Skegness	1	.1%	0	0	0	0	0	0	1	.8%	0	.0%	0	.0%
Leicester City Centre	1	.1%	0	0	0	0	0	0	1	.8%	0	.0%	0	.0%
Local stores, Watford	1	.1%	0	0	0	0	0	0	1	.8%	0	.0%	0	.0%

(cont.)

Q10. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

	Zone																
	Base: All respondents																
	Num	%	1	2	3	4	5	6	Num	%	1	2	3	4	5	6	
O'Connor's Shoes, The Terrace, Spilsby	1	.1%	0	0	0	1	0	0	.8%	0	0	0	0	.0%	0	0	.0%
BHS, Victoria Street, Grimsby	1	.1%	0	0	0	0	0	0	.0%	0	0	0	0	.0%	0	1	.8%
Burtons, Strait Bargate, Boston	1	.1%	0	0	0	0	0	0	.0%	0	0	0	0	.0%	0	1	.8%
Wallaces Electrical Supplies, Chandas Street, Netherfield, Nottingham	1	.1%	0	0	0	0	0	0	.0%	0	0	0	0	.0%	0	1	.8%
Local stores, Boston	1	.1%	0	0	0	1	0	0	.8%	0	0	0	0	.0%	0	0	.0%
Norwich City Centre	1	.1%	0	0	0	1	0	0	.8%	0	0	0	0	.0%	0	0	.0%
Peacocks, Pescod Square, Boston	1	.1%	0	0	0	1	0	0	.8%	0	0	0	0	.0%	0	0	.0%

(cont.)

Q10. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

	Zone			
	7		8	
	Num	%	Num	%
Base: All respondents	105	100.0%	184	100.0%
Skegness Town Centre	0	.0%	34	18.4%
Lincoln Town Centre	5	4.8%	9	4.8%
Grimsby Town Centre	45	43.2%	52	28.0%
Boston Town Centre	1	.8%	3	1.6%
Catalogue/Mail order	5	4.8%	19	10.4%
Louth Town Centre	35	32.8%	10	5.6%
Don't buy	5	4.8%	15	8.0%
Horncastle Town Centre	0	.0%	0	.0%
Internet	2	1.6%	3	1.6%
TK Maxx, St Marks Retail Park, Lincoln	0	.0%	0	.0%
Scunthorpe Town Centre	0	.0%	0	.0%
Matalan, Lindis Retail Park, Lincoln	0	.0%	0	.0%
Sports World, Boston Shopping Park, Boston	0	.0%	0	.0%

(cont.)

Q10. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

	Zone			
	7		8	
	Num	%	Num	%
Mablethorpe Town Centre	0	.0%	12	6.4%
Marks & Spencer, Lumley Road, Skegness	0	.0%	0	.0%
Tesco, Richmond Drive, Skegness	0	.0%	1	.8%
Marks & Spencer, Lincoln	1	.8%	0	.0%
Spilsby Town Centre	0	.0%	1	.8%
Local stores, Mablethorpe	0	.0%	4	2.4%
Marks & Spencer, Market Place, Boston	0	.0%	0	.0%
Nottingham Town Centre	0	.0%	3	1.6%
Matalan, Artillery Row, Boston	0	.0%	0	.0%
Asda, Holles Street, Grimsby	1	.8%	1	.8%
The Factory Shop, High Street, Mablethorpe	0	.0%	3	1.6%
Co- op, Skegness	0	.0%	0	.0%
New Look, Lumley Road, Skegness	0	.0%	0	.0%
Oldrid's, Strait Bargate, Boston	0	.0%	0	.0%
Tesco, Cleethorpes	1	.8%	1	.8%
Debenhams, Lincoln	0	.0%	0	.0%
Dorothy Perkins, Lumley Road, Skegness	0	.0%	0	.0%
Miss Selfridge, Lumley Road, Skegness	0	.0%	0	.0%
Eve & Ranshaw, Market Place, Louth	2	1.6%	0	.0%
Coventry	0	.0%	1	.8%
Ingoldmells Town Centre	0	.0%	1	.8%
JD Sports, Skegness	0	.0%	1	.8%
Mablethorpe Factory Shops	0	.0%	1	.8%

Other

(cont.)

Q10. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

	Zone			
	7		8	
	Num	%	Num	%
Marks & Spencer, Coventry	0	.0%	1	.8%
Matalan, Alexandra Dock Retail Development, Corporation Road, Grimsby	0	.0%	1	.8%
Milton Keynes Town Centre	0	.0%	1	.8%
Wroxham Town Centre	0	.0%	1	.8%
Cleethorpes Town Centre	1	.8%	0	.0%
Local stores, Spilsby	0	.0%	0	.0%
Asda, Sleaford Road, Boston	0	.0%	0	.0%
Abroad	0	.0%	0	.0%
Peacocks, Lumley Road, Skegness	0	.0%	0	.0%
Primark, Lincoln	0	.0%	0	.0%
Salamander, Park Street, Lincoln	0	.0%	0	.0%
Waterside Shopping Centre, High Street, Lincoln	0	.0%	0	.0%
Wingads of Lincoln, High Street, Lincoln	0	.0%	0	.0%
Peterborough Town Centre	0	.0%	0	.0%
Monks Cross Retail Park, York	0	.0%	0	.0%
Binns, Lincoln	1	.8%	0	.0%
Freshny Place, Grimsby	1	.8%	0	.0%
The Yorkshire Outlet	1	.8%	0	.0%
BHS, Lincoln	0	.0%	0	.0%
Bonmarche, Lumley Road, Skegness	0	.0%	0	.0%
Local stores, Skegness	0	.0%	0	.0%
Leicester City Centre	0	.0%	0	.0%
Local stores, Watford	0	.0%	0	.0%

(cont.)

Q10. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

	Zone			
	7		8	
	Num	%	Num	%
O'Connor's Shoes, The Terrace, Spilsby	0	.0%	0	.0%
BHS, Victoria Street, Grimsby	0	.0%	0	.0%
Burtons, Strait Bargate, Boston	0	.0%	0	.0%
Wallaces Electrical Supplies, Chandas Street, Netherfield, Nottingham	0	.0%	0	.0%
Local stores, Boston	0	.0%	0	.0%
Norwich City Centre	0	.0%	0	.0%
Peacocks, Pescod Square, Boston	0	.0%	0	.0%
Other				



**Q11. Where do you do MOST of your household's shopping for furniture, carpets and other floor coverings?**

	Base: All respondents															
	Zone															
	Num	%	1	%	2	%	3	%	4	%	5	%	6	%	7	
Base: All respondents	1000	100.0%	246	100.0%	110	100.0%	67	100.0%	79	100.0%	141	100.0%	68	100.0%	105	100.0%
Don't buy	262	26.2%	63	25.6%	33	29.6%	16	23.2%	14	18.4%	38	27.2%	21	31.2%	29	27.2%
Skegness Town Centre	165	16.5%	88	36.0%	34	31.2%	2	2.4%	9	12.0%	1	.8%	12	18.4%	0	.0%
Boston Town Centre	137	13.7%	35	14.4%	14	12.8%	38	56.0%	23	28.8%	15	10.4%	5	8.0%	1	.8%
Lincoln Town Centre	76	7.6%	16	6.4%	3	2.4%	1	1.6%	7	8.8%	37	26.4%	3	4.8%	2	1.6%
Grimsby Town Centre	70	7.0%	2	.8%	4	3.2%	0	.0%	1	1.6%	1	.8%	7	9.6%	24	23.2%
Louth Town Centre	57	5.7%	0	.0%	3	2.4%	0	.0%	1	1.6%	1	.8%	4	5.6%	35	33.6%
Internet	27	2.7%	4	1.6%	4	3.2%	2	3.2%	3	4.0%	4	3.2%	1	1.6%	2	1.6%
Horncastle Town Centre	25	2.5%	0	.0%	0	.0%	0	.0%	1	1.6%	24	16.8%	0	.0%	0	.0%
Catalogue/Mail order	23	2.3%	2	.8%	4	3.2%	2	2.4%	1	.8%	2	1.6%	1	.8%	1	.8%
Carpetright, Skegness Retail Park, Skegness	8	.8%	4	1.6%	2	1.6%	1	.8%	0	.0%	0	.0%	1	.8%	0	.0%
B&Q, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Carpetright, St Marks Retail Park, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Allied Carpets, Alban Retail Park, Boston	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Carpetright, Tritton Retail Park, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Homebase, Alban Retail Park, Boston	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where do you do MOST of your household's shopping for furniture, carpets and other floor coverings?**

	Base: All respondents																					
	Zone																					
	Num	%	1	Num	%	2	Num	%	3	Num	%	4	Num	%	5	Num	%	6	Num	%	7	
Alford Town Centre	15	1.5%	2	.8%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	5	8.0%	1	.8%	0	.0%
Mablethorpe Town Centre	12	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Argos, Lumley Road, Skegness	11	1.1%	8	3.2%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Oldrid's, Strait Bargate, Boston	10	1.0%	2	.8%	1	.8%	3	4.0%	1	.8%	2	1.6%	2	1.6%	2	2.4%	0	.0%	0	.0%	0	.0%
Spilsby Town Centre	9	.9%	0	.0%	1	.8%	0	.0%	6	8.0%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%
Top of the Pile, Heath Road, Skegness	8	.8%	6	2.4%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Floors & Windows, Horncastle	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Louth	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.0%
Co-op, Co-op House, Lumley Road, Skegness	4	.4%	4	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Spilsby	4	.4%	0	.0%	0	.0%	0	.0%	3	4.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Ikea, Nottingham	4	.4%	0	.0%	1	.8%	0	.0%	0	.0%	1	.8%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%
Focus, Skegness	3	.3%	0	.0%	2	1.6%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Cammacks & Sons, Wide Bargate, Boston	3	.3%	2	.8%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downtown Furnishing Store, Wyberton Chain Bridge, Boston	2	.2%	0	.0%	0	.0%	1	1.6%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Louth Carpets, Louth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Dunelm, Outer Circle Road, Proctors Road, Lincoln	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Horncastle	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hubbards Bridge, Boston	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Alford	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Options, Skegness	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
RGL Carpets, Prince George Street, Skegness	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Askew, Hundleby Road, Spilsby	2	.2%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%

(cont.)

**Q11. Where do you do MOST of your household's shopping for furniture, carpets and other floor coverings?**

		Zone													
		1		2		3		4		5		6		7	
Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents															
2	.2%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Alban Retail Park, Grantham Road, Boston															
1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
All Retail Parks, Nottingham															
1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bryants, Grimsby															
1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Carpets Galore, Cleethorpe Road, Grimsby															
1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Coventry															
1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Frosts, Mablethorpe															
1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ikea, Birstall, Batley															
1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Land of Leather, Hull															
1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sutton on Sea															
1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nottingham Town Centre															
1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rainbow Carpets, South End, Hogsthorpe, Skegness															
1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Squire, High Street, Sutton on Sea															
1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
United Carpets & Beds, Main Ridge, Boston															
1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
SCS, Tritton Retail Park, Tritton Road, Lincoln															
1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Louth market															
1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Next, Valentine Retail Park, Lincoln															
1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Mark's Retail Park, Lincoln															
1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Focus, Louth															
1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Grimsby Retail Parks															
1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Harveys Furnishing, Eastgate, Louth															
1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Lees, Grimsby															
1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Local stores, Cleethorpes															
1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%

(cont.)

Q11. Where do you do MOST of your household's shopping for furniture, carpets and other floor coverings?

	Zone																					
	Base: All respondents																					
	Num	%	1	Num	%	2	Num	%	3	Num	%	4	Num	%	5	Num	%	6	Num	%	7	
Style, Main Road, Fotherby, Louth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Tesco, Grimsby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Carpentry, Queen Street, Boston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Laura Ashley, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Skegness Retail Park	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warehouse, Stickney	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
DFS, Scawby Road, Scawby Brook, Brigg	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
East Coast Carpets, West Street, Alford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Hildreds Shopping Centre, Briar Way, Skegness	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Local stores, Maltby Le Marsh	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Argos, Boston	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, The Westridge Centre, New Hammond Road, Boston	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
DFS, Gonerby Road, Grantham	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
John Lewis, Queensgate Centre, Peterborough	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Peterborough Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Where do you do MOST of your household's shopping for furniture, carpets and other floor coverings?

	Zone	
	8	
	Num	%
Base: All respondents	184	100.0%
Don't buy	49	26.4%
Skegness Town Centre	18	9.6%
Boston Town Centre	6	3.2%
Lincoln Town Centre	7	4.0%
Grimsby Town Centre	31	16.8%
Louth Town Centre	13	7.2%
Internet	7	4.0%
Horncastle Town Centre	0	.0%
Catalogue/Mail order	12	6.4%
Carpetright, Skegness Retail Park, Skegness	1	.8%
B&Q, Lincoln	0	.0%
Carpetright, St Marks Retail Park, Lincoln	0	.0%
Allied Carpets, Alban Retail Park, Boston	0	.0%
Carpetright, Tritton Retail Park, Lincoln	0	.0%
Homebase, Alban Retail Park, Boston	0	.0%

(cont.)

Q11. Where do you do MOST of your household's shopping for furniture, carpets and other floor coverings?

	Zone	
	Num	%
Alford Town Centre	6	3.2%
Mablethorpe Town Centre	12	6.4%
Argos, Lumley Road, Skegness	1	.8%
Oldrid's, Strait Bargate, Boston	0	.0%
Spilsby Town Centre	1	.8%
Top of the Pile, Heath Road, Skegness	0	.0%
Floors & Windows, Horncastle	0	.0%
Local stores, Louth	0	.0%
Co-op, Co-op House, Lumley Road, Skegness	0	.0%
Local stores, Spilsby	0	.0%
Ikea, Nottingham	0	.0%
Focus, Skegness	0	.0%
Camacks & Sons, Wide Bargate, Boston	0	.0%
Downtown Furnishing Store, Wyberton Chain Bridge, Boston	0	.0%
Louth Carpets, Louth	1	.8%
Dunelm, Outer Circle Road, Proctors Road, Lincoln	0	.0%
Local stores, Horncastle	0	.0%
Hubbards Bridge, Boston	0	.0%
Local stores, Alford	0	.0%
Options, Skegness	0	.0%
RGL Carpets, Prince George Street, Skegness	0	.0%
Askew, Hundleby Road, Spilsby	0	.0%

(cont.)

Q11. Where do you do MOST of your household's shopping for furniture, carpets and other floor coverings?

	Zone	
	Num	%
Alban Retail Park, Grantham Road, Boston	0	.0%
All Retail Parks, Nottingham	1	.8%
Bryants, Grimsby	1	.8%
Carpets Galore, Cleethorpe Road, Grimsby	1	.8%
Coventry	1	.8%
Frosts, Mablethorpe	1	.8%
Ikea, Birstall, Batley	1	.8%
Land of Leather, Hull	1	.8%
Local stores, Sutton on Sea	1	.8%
Nottingham Town Centre	1	.8%
Rainbow Carpets, South End, Hogsthorpe, Skegness	1	.8%
Squire, High Street, Sutton on Sea	1	.8%
United Carpets & Beds, Main Ridge, Boston	1	.8%
SCS, Tritton Retail Park, Tritton Road, Lincoln	0	.0%
Louth market	0	.0%
Next, Valentine Retail Park, Lincoln	0	.0%
St Mark's Retail Park, Lincoln	0	.0%
Focus, Louth	0	.0%
Grimsby Retail Parks	0	.0%
Harveys Furnishing, Eastgate, Louth	0	.0%
Lees, Grimsby	0	.0%
Local stores, Cleethorpes	0	.0%

Other

(cont.)

Q11. Where do you do MOST of your household's shopping for furniture, carpets and other floor coverings?

	Zone	
	Num	%
Style, Main Road, Fotherby, Louth	0	.0%
Tesco, Grimsby	0	.0%
Carpentright, Queen Street, Boston	0	.0%
Laura Ashley, Lincoln	0	.0%
Skegness Retail Park	0	.0%
Warehouse, Stickney	0	.0%
DFS, Scawby Road, Scawby Brook, Brigg	0	.0%
East Coast Carpets, West Street, Alford	0	.0%
Hildreds Shopping Centre, Briar Way, Skegness	0	.0%
Local stores, Maltby Le Marsh	0	.0%
Argos, Boston	0	.0%
B&Q, The Westridge Centre, New Hammond Road, Boston	0	.0%
DFS, Gonerby Road, Grantham	0	.0%
John Lewis, Queensgate Centre, Peterborough	0	.0%
Peterborough Town Centre	0	.0%
Other		



**Q12. Where do you do MOST of your household's shopping for household textiles and soft furnishings including bedding?**

	Zone															
	Base: All respondents		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	246	100.0%	110	100.0%	67	100.0%	79	100.0%	141	100.0%	68	100.0%	105	100.0%
Don't buy	167	16.7%	43	17.6%	23	20.8%	8	12.0%	8	9.6%	21	15.2%	12	17.6%	16	15.2%
Boston Town Centre	167	16.7%	49	20.0%	19	16.8%	43	64.0%	30	37.6%	15	10.4%	9	13.6%	1	.8%
Skegness Town Centre	145	14.5%	79	32.0%	28	25.6%	2	2.4%	9	11.2%	0	.0%	9	12.8%	0	.0%
Lincoln Town Centre	112	11.2%	14	5.6%	4	4.0%	1	.8%	9	11.2%	57	40.8%	6	8.8%	8	7.2%
Grimsby Town Centre	82	8.2%	4	1.6%	5	4.8%	0	.0%	1	1.6%	1	.8%	9	13.6%	32	30.4%
Catalogue/Mail order	59	5.9%	10	4.0%	8	7.2%	3	4.0%	4	4.8%	6	4.0%	3	4.8%	4	4.0%
Louth Town Centre	49	4.9%	0	.0%	1	.8%	0	.0%	1	1.6%	1	.8%	5	8.0%	29	27.2%
Internet	24	2.4%	4	1.6%	2	1.6%	1	1.6%	3	3.2%	1	.8%	2	3.2%	3	2.4%
Horncastle Town Centre	12	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	12	8.8%	0	.0%	0	.0%
Debenhams, St Marks Retail Park, Lincoln	3	.3%	2	.8%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Rosebys, Alexandra Retail Park, Grimsby	3	.3%	2	.8%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Multi York, St Marks Retail Park, Lincoln	2	.2%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Grimsby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, St Marks Retail Park, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Scunthorpe Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Argos, St Marks Retail Park, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
B&Q, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%

(cont.)

**Q12. Where do you do MOST of your household's shopping for household textiles and soft furnishings including bedding?**

	Zone															
	Base: All respondents		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Dunelm Mill, Outer Circle Road, Proctor Road, Lincoln	23	2.3%	6	2.4%	1	.8%	0	.0%	1	.8%	8	5.6%	1	1.6%	3	3.2%
Mablethorpe Town centre	12	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Oldrid's, Strait Bargate, Boston	12	1.2%	4	1.6%	0	.0%	3	4.0%	1	.8%	3	2.4%	1	1.6%	0	.0%
Dunelm Mill, West Street, Boston	10	1.0%	2	.8%	2	1.6%	3	4.8%	1	.8%	0	.0%	1	.8%	0	.0%
Argos, Lumley Road, Skegness	9	.9%	6	2.4%	0	.0%	1	.8%	1	1.6%	1	.8%	1	.8%	0	.0%
Tesco, Skegness	9	.9%	4	1.6%	4	3.2%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%
Dunelm Mill, Aisthorpe, Lincoln	7	.7%	0	.0%	0	.0%	0	.0%	1	.8%	2	1.6%	2	3.2%	2	1.6%
Co-op, Skegness	5	.5%	4	1.6%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Matalan, Artillery Row, Boston	5	.5%	4	1.6%	1	.8%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
The Factory Shop, Mablethorpe	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Lincoln	3	.3%	0	.0%	2	1.6%	0	.0%	0	.0%	1	.8%	1	.8%	0	.0%
Local stores, Louth	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%
Local stores, Mablethorpe	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downtown Furnishing Store, Wyberton Chain Bridge, Boston	3	.3%	0	.0%	0	.0%	1	.8%	1	1.6%	1	.8%	0	.0%	0	.0%
Local stores, Skegness	3	.3%	2	.8%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Westgate Centre, Skegness	3	.3%	2	.8%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
House of Fraser, Victoria Street Grimsby	3	.3%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Boyes, Louth	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Asda, Sleaford Road, Boston	2	.2%	0	.0%	0	.0%	1	.8%	2	2.4%	0	.0%	0	.0%	0	.0%
Squire Furnishings, High Street, Sutton on Sea	2	.2%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Outskirts of Lincoln	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%	0	.0%	0	.0%
Spilsby Town Centre	2	.2%	0	.0%	1	.8%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Lumley Road, Skegness	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q12. Where do you do MOST of your household's shopping for household textiles and soft furnishings including bedding?**

	Zone															
	Base: All respondents		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Tritton Way, Lincoln	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Spilsby	2	.2%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%
John Lewis, Nottingham	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	1	.8%	0	.0%
Alford Town Centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%
Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Forty Winks, Mablethorpe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ian Castledine, Station Road, Sutton on Sea	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ikea, Birstall, Batley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Knutsford Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local, Sutton on Sea	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sutton on Sea	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Cleethorpes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Woodcocks, Victoria Road, Mablethorpe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Marks Retail Park, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Waterside Shopping Centre, High Street, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Wilkos, Boston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Co-op, High Street, Wainfleet	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dunelm, Clifton Moore Shopping Centre, York	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Ingoldmells	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Next, Valentine Retail Park, Lincoln	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nottingham Town Centre	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Outskirts Boston	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Skipton Town Centre	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Other

(cont.)

**Q12. Where do you do MOST of your household's shopping for household textiles and soft furnishings including bedding?**

	Zone															
	Base: All respondents		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Wainsleet Town Centre	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Eve & Ranshaws, Louth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Matalan, Grimsby Retail Parks	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Wilkinsons, Eastgate, Louth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Yorkshire Trading, Old Market Hall, Louth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
John Lewis, Peterborough	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
John Lewis, Queensgate Centre, Peterborough	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Yates & Greenhough, Church Street, Spilsby	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
BHS, The Sidings, St Marks Retail Park, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
East Coast Carpets, West Street, Alford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Otleys Pine, Aswell Street, Boston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Outer Circle Road Retail Park, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Edridge Electrical, Fleet Industrial Units, Lincoln	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Peterborough Town Centre	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, New Hammond Beck Road, Boston	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q12. Where do you do MOST of your household's shopping for household textiles and soft furnishings including bedding?**

	Zone	
	Num	%
Base: All respondents	184	100.0%
Don't buy	35	19.2%
Boston Town Centre	1	.8%
Skegness Town Centre	19	10.4%
Lincoln Town Centre	13	7.2%
Grimsby Town Centre	29	16.0%
Catalogue/Mail order	22	12.0%
Louth Town Centre	12	6.4%
Internet	9	4.8%
Horncastle Town Centre	0	.0%
Debenhams, St Marks Retail Park, Lincoln	0	.0%
Rosebys, Alexandra Retail Park, Grimsby	0	.0%
Multi York, St Marks Retail Park, Lincoln	1	.8%
B&Q, Grimsby	1	.8%
Homebase, St Marks Retail Park, Lincoln	0	.0%
Scunthorpe Town Centre	0	.0%
Argos, St Marks Retail Park, Lincoln	0	.0%
B&Q, Lincoln	0	.0%

(cont.)

Q12. Where do you do MOST of your household's shopping for household textiles and soft furnishings including bedding?

	Zone	
	Num	%
Dunelm Mill, Outer Circle Road, Proctor Road, Lincoln	3	1.6%
Mablethorpe Town centre	12	6.4%
Oldrid's, Strait Bargate, Boston	0	.0%
Dunelm Mill, West Street, Boston	1	.8%
Argos, Lumley Road, Skegness	0	.0%
Tesco, Skegness	0	.0%
Dunelm Mill, Aisthorpe, Lincoln	0	.0%
Co-op, Skegness	0	.0%
Matalan, Artillery Row, Boston	0	.0%
The Factory Shop, Mablethorpe	4	2.4%
Marks & Spencer, Lincoln	0	.0%
Local stores, Louth	0	.0%
Local stores, Mablethorpe	3	1.6%
Downtown Furnishing Store, Wyberton Chain Bridge, Boston	0	.0%
Local stores, Skegness	0	.0%
Westgate Centre, Skegness	0	.0%
House of Fraser, Victoria Street Grimsby	0	.0%
Boyes, Louth	1	.8%
Asda, Sleaford Road, Boston	0	.0%
Squire Furnishings, High Street, Sutton on Sea	1	.8%
Outskirts of Lincoln	0	.0%
Spilsby Town Centre	0	.0%
Marks & Spencer, Lumley Road, Skegness	0	.0%

Other

(cont.)

**Q12. Where do you do MOST of your household's shopping for household textiles and soft furnishings including bedding?**

	Zone	
	Num	%
Tritton Way, Lincoln	0	.0%
Local stores, Spilsby	0	.0%
John Lewis, Nottingham	0	.0%
Alford Town Centre	0	.0%
Coventry	1	.8%
Forty Winks, Mablethorpe	1	.8%
Ian Castledine, Station Road, Sutton on Sea	1	.8%
Ikea, Birstall, Batley	1	.8%
Knutsford Town Centre	1	.8%
Local, Sutton on Sea	1	.8%
Sutton on Sea	1	.8%
Tesco, Cleethorpes	1	.8%
Woodcocks, Victoria Road, Mablethorpe	1	.8%
St Marks Retail Park, Lincoln	0	.0%
Waterside Shopping Centre, High Street, Lincoln	0	.0%
Wilkos, Boston	0	.0%
Co-op, High Street, Wainfleet	0	.0%
Dunelm, Clifton Moore Shopping Centre, York	0	.0%
Local stores, Ingoldmells	0	.0%
Next, Valentine Retail Park, Lincoln	0	.0%
Nottingham Town Centre	0	.0%
Outskirts Boston	0	.0%
Skipton Town Centre	0	.0%

Other

(cont.)

**Q12. Where do you do MOST of your household's shopping for household textiles and soft furnishings including bedding?**

	Zone	
	Num	%
Wainsleet Town Centre	0	.0%
Eve & Ranshaws, Louth	0	.0%
Matalan, Grimsby Retail Parks	0	.0%
Wilkinsons, Eastgate, Louth	0	.0%
Yorkshire Trading, Old Market Hall, Louth	0	.0%
John Lewis, Peterborough	0	.0%
John Lewis, Queensgate Centre, Peterborough	0	.0%
Yates & Greenhough, Church Street, Spilsby	0	.0%
BHS, The Sidings, St Marks Retail Park, Lincoln	0	.0%
East Coast Carpets, West Street, Alford	0	.0%
Otleys Pine, Aswell Street, Boston	0	.0%
Outer Circle Road Retail Park, Lincoln	0	.0%
Edridge Electrical, Fleet Industrial Units, Lincoln	0	.0%
Peterborough Town Centre	0	.0%
Tesco, New Hammond Beck Road, Boston	0	.0%
Other		



**Q13. Where do you do MOST of your household's shopping for domestic electrical appliances, such as fridges, washing machines, kettles or hairdryers?**

	Zone													
	Base: All respondents													
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: All respondents	1000	100.0%	246	100.0%	110	100.0%	67	100.0%	79	100.0%	141	100.0%	68	100.0%
Skegness Town Centre	166	16.6%	77	31.2%	39	35.2%	1	.8%	10	12.8%	0	.0%	15	21.6%
Currys, Skegness Retail Park, Skegness	150	15.0%	88	36.0%	30	27.2%	0	.0%	9	11.2%	0	.0%	10	14.4%
Don't buy	88	8.8%	16	6.4%	11	10.4%	6	8.8%	5	6.4%	12	8.8%	7	9.6%
Boston Town Centre	85	8.5%	8	3.2%	6	5.6%	37	55.2%	21	26.4%	10	7.2%	3	4.0%
Grimsby Town Centre	62	6.2%	0	.0%	4	3.2%	0	.0%	1	.8%	1	.8%	5	8.0%
Lincoln Town Centre	52	5.2%	8	3.2%	3	2.4%	0	.0%	3	3.2%	34	24.0%	2	2.4%
Louth Town Centre	46	4.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%	6	8.8%
Horncastle Town Centre	44	4.4%	0	.0%	0	.0%	1	1.6%	1	.8%	43	30.4%	0	.0%
Internet	42	4.2%	8	3.2%	4	4.0%	3	4.0%	4	5.6%	6	4.0%	4	6.4%
Catalogue/Mail order	18	1.8%	4	1.6%	2	1.6%	2	3.2%	1	.8%	1	.8%	2	2.4%
Currys, High Point Retail Park, Grimsby	16	1.6%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	1	1.6%
Currys, Alban Retail Park, Boston	10	1.0%	0	.0%	0	.0%	3	4.0%	4	5.6%	3	2.4%	0	.0%
Comet, Alban Retail Park, Boston	7	.7%	0	.0%	1	.8%	3	4.0%	2	2.4%	0	.0%	1	.8%
Comet, Tritton Retail Park, Lincoln	7	.7%	0	.0%	0	.0%	1	.8%	0	.0%	6	4.0%	0	.0%
Currys, Tritton Retail Park, Lincoln	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.2%	1	.8%
Comet, Alexandra Retail Park, Grimsby	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Scunthorpe Town Centre	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Maplin, High Point Retail Park, Grimsby	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
PC World, Victoria Street Retail Park, Grimsby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q13. Where do you do MOST of your household's shopping for domestic electrical appliances, such as fridges, washing machines, kettles or hairdryers?**

	Base: All respondents													
	Zone													
	Num	%	1	%	2	%	3	%	4	%	5	%	6	
Argos, Lumley Road, Skegness	22	2.2%	14	5.6%	2	1.6%	1	.8%	1	.8%	0	.0%	1	.8%
Local stores, Sutton on Sea	20	2.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	2	3.2%
Mablethorpe Town Centre	20	2.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	2	3.2%
Lords Bros, Victoria Road, Mablethorpe	16	1.6%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%
Spilsby Town Centre	7	.7%	0	.0%	1	.8%	0	.0%	6	8.0%	0	.0%	0	.0%
Iceland, Wianfleet Road, Skegness	6	.6%	6	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Westgate Department Stores, Lumley Road, Skegness	6	.6%	6	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Mablethorpe	6	.6%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%
Boston Electrics, Norfolk Street, Boston	5	.5%	0	.0%	1	.8%	3	4.0%	1	1.6%	0	.0%	0	.0%
Oldrid, Alban Retail Park, Boston	5	.5%	4	1.6%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Oldrid's, Strait Bargate, Boston	4	.4%	0	.0%	0	.0%	2	3.2%	0	.0%	1	.8%	1	1.6%
Castledine, Station Road, Sutton on Sea	4	.4%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	1	.8%
Local stores, Louth	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Local stores, Skegness	3	.3%	2	.8%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%
Horncastle Town Centre	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%	0	.0%
Yates and Greenhough, Church Street, Spilsby	3	.3%	0	.0%	0	.0%	0	.0%	3	4.0%	0	.0%	0	.0%
Euronics, Sutton on Sea	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Coningsby village	3	.3%	0	.0%	0	.0%	1	.8%	0	.0%	2	1.6%	0	.0%
Peter Rhodes, Market Rasen	2	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Argos, New Street, Boston	2	.2%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%	1	.8%
Local Stores, Spilsby	2	.2%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
Focus, Skegness	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q13. Where do you do MOST of your household's shopping for domestic electrical appliances, such as fridges, washing machines, kettles or hairdryers?**

	Base: All respondents																	
	Zone																	
	Num	%	1	%	Num	%	2	%	Num	%	3	%	4	%	5	%	6	%
Yates and Greenhough, Roman Bank, Skegness	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Grimsby	2	.2%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Louth	2	.2%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Faulkners, Eastgate, Louth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldridges, Boston	2	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%
Pledgers Euronics Centre, Market Place, Long Sutton, Spalding	2	.2%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	1	.8%
Co-op, Seacroft Road, Mablethorpe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Euronics, Market Place, Long Sutton, Spalding	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ian Castledine, Station Road, Sutton on Sea	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
North Sea Music Center, Mablethorpe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, Grimsby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Boston	1	.1%	0	.0%	1	.8%	1	.8%	1	.8%	1	.8%	0	.0%	0	.0%	0	.0%
Downtown, Boston	1	.1%	0	.0%	0	.0%	1	.8%	1	.8%	1	.8%	1	.8%	0	.0%	0	.0%
B&Q, Boston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Barkers Electrical, Richmond, West Drive, Sudbroke, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
H A Stanley, High Street, Horncastle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Local stores, Horncastle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
St Marks Retail Park, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Tesco, Horncastle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Waterside Shopping Centre, High Street, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Yates and Greenhough, Horncastle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Tesco, Richmond Drive, Skegness	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%

(cont.)

**Q13. Where do you do MOST of your household's shopping for domestic electrical appliances, such as fridges, washing machines, kettles or hairdryers?**

	Zone													
	Base: All respondents													
	Num	%	1	%	2	%	3	%	4	%	5	%	6	
Co- op, Chapel, Skegness	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Wainfleet Road, Skegness	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Argos, Eastgate, Louth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Grimsby Retail Parks	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wilkinsons, Louth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Alban Retail Park, Grantham Road, Boston	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
All Retail Parks, Boston	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Local stores, Spilsby	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Cash & Carry, Mablethorpe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Focus, Louth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Local stores, Alford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Outskirts Skegness	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Boston Electrical Services, Boston Industrial Centre, Norfolk Street, Boston	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Coningsby, Lincoln	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Wilkinsons, Boston	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Yates and Greenhough, Main Ridge East, Boston	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%

(cont.)

**Q13. Where do you do MOST of your household's shopping for domestic electrical appliances, such as fridges, washing machines, kettles or hairdryers?**

	Zone					
	7		8			
	Num	%	Num	%	Num	%
Base: All respondents	105	100.0%	184	100.0%		
Skegness Town Centre	0	.0%	25	13.6%		
Currys, Skegness Retail Park, Skegness	0	.0%	13	7.2%		
Don't buy	8	8.0%	22	12.0%		
Boston Town Centre	0	.0%	0	.0%		
Grimsby Town Centre	28	26.4%	24	12.8%		
Lincoln Town Centre	2	1.6%	1	.8%		
Louth Town Centre	35	32.8%	3	1.6%		
Horncastle Town Centre	0	.0%	0	.0%		
Internet	3	3.2%	9	4.8%		
Catalogue/Mail order	3	2.4%	4	2.4%		
Currys, High Point Retail Park, Grimsby	8	8.0%	6	3.2%		
Currys, Alban Retail Park, Boston	0	.0%	0	.0%		
Comet, Alban Retail Park, Boston	0	.0%	1	.8%		
Comet, Tritton Retail Park, Lincoln	1	.8%	0	.0%		
Currys, Tritton Retail Park, Lincoln	1	.8%	0	.0%		
Comet, Alexandra Retail Park, Grimsby	4	4.0%	0	.0%		
Scunthorpe Town Centre	0	.0%	3	1.6%		
Maplin, High Point Retail Park, Grimsby	0	.0%	0	.0%		
PC World, Victoria Street Retail Park, Grimsby	0	.0%	1	.8%		

(cont.)

Q13. Where do you do MOST of your household's shopping for domestic electrical appliances, such as fridges, washing machines, kettles or hairdryers?

	Zone			
	7		8	
	Num	%	Num	%
Argos, Lumley Road, Skegness	0	.0%	4	2.4%
Local stores, Sutton on Sea	0	.0%	18	9.6%
Mablethorpe Town Centre	1	.8%	16	8.8%
Lords Bros, Victoria Road, Mablethorpe	0	.0%	15	8.0%
Spilsby Town Centre	0	.0%	0	.0%
Iceland, Wianfleet Road, Skegness	0	.0%	0	.0%
Westgate Department Stores, Lumley Road, Skegness	0	.0%	0	.0%
Local stores, Mablethorpe	0	.0%	4	2.4%
Boston Electrics, Norfolk Street, Boston	0	.0%	0	.0%
Oldrid, Alban Retail Park, Boston	0	.0%	0	.0%
Oldrid's, Strait Bargate, Boston	0	.0%	0	.0%
Castledine, Station Road, Sutton on Sea	0	.0%	3	1.6%
Local stores, Louth	3	3.2%	0	.0%
Local stores, Skegness	0	.0%	0	.0%
Horncastle Town Centre	0	.0%	0	.0%
Yates and Greenhough, Church Street, Spilsby	0	.0%	0	.0%
Euronics, Sutton on Sea	0	.0%	3	1.6%
Local stores, Coningsby village	0	.0%	0	.0%
Peter Rhodes, Market Rasen	2	1.6%	0	.0%
Argos, New Street, Boston	0	.0%	0	.0%
Local Stores, Spilsby	1	.8%	0	.0%
Focus, Skegness	0	.0%	0	.0%

Other

(cont.)

Q13. Where do you do MOST of your household's shopping for domestic electrical appliances, such as fridges, washing machines, kettles or hairdryers?

	Zone			
	7		8	
	Num	%	Num	%
Yates and Greenhough, Roman Bank, Skegness	0	.0%	0	.0%
Asda, Grimsby	1	.8%	0	.0%
Co-op, Louth	1	.8%	0	.0%
Faulkners, Eastgate, Louth	2	1.6%	0	.0%
Aldridges, Boston	0	.0%	0	.0%
Pledgers Euronics Centre, Market Place, Long Sutton, Spalding	0	.0%	0	.0%
Co-op, Seacroft Road, Mablethorpe	0	.0%	1	.8%
Euronics, Market Place, Long Sutton, Spalding	0	.0%	1	.8%
Ian Castledine, Station Road, Sutton on Sea	0	.0%	1	.8%
North Sea Music Center, Mablethorpe	0	.0%	1	.8%
Tesco Extra, Grimsby	0	.0%	1	.8%
Asda, Boston	0	.0%	0	.0%
Downtown, Boston	0	.0%	0	.0%
B&Q, Boston	0	.0%	0	.0%
Barkers Electrical, Richmond, West Drive, Sudbroke, Lincoln	0	.0%	0	.0%
H A Stanley, High Street, Horncastle	0	.0%	0	.0%
Local stores, Horncastle	0	.0%	0	.0%
St Marks Retail Park, Lincoln	0	.0%	0	.0%
Tesco, Horncastle	0	.0%	0	.0%
Waterside Shopping Centre, High Street, Lincoln	0	.0%	0	.0%
Yates and Greenhough, Horncastle	0	.0%	0	.0%
Tesco, Richmond Drive, Skegness	0	.0%	0	.0%

Other

(cont.)

Q13. Where do you do MOST of your household's shopping for domestic electrical appliances, such as fridges, washing machines, kettles or hairdryers?

	Zone			
	7		8	
	Num	%	Num	%
Co-op, Chapel, Skegness	0	.0%	0	.0%
Iceland, Wainfleet Road, Skegness	0	.0%	0	.0%
Argos, Eastgate, Louth	1	.8%	0	.0%
Grimsby Retail Parks	1	.8%	0	.0%
Wilkinsons, Louth	1	.8%	0	.0%
Alban Retail Park, Grantham Road, Boston	0	.0%	0	.0%
All Retail Parks, Boston	0	.0%	0	.0%
Local stores, Spilsby	0	.0%	0	.0%
Cash & Carry, Mablethorpe	0	.0%	0	.0%
Focus, Louth	0	.0%	0	.0%
Local stores, Alford	0	.0%	0	.0%
Outskirts Skegness	0	.0%	0	.0%
Boston Electrical Services, Boston	0	.0%	0	.0%
Industrial Centre, Norfolk Street, Boston	0	.0%	0	.0%
Coningsby, Lincoln	0	.0%	0	.0%
Wilkinsons, Boston	0	.0%	0	.0%
Yates and Greenhough, Main Ridge East, Boston	0	.0%	0	.0%



**Q14. Where do you do MOST of your household's shopping for radio, TV, hi-fi, musical instruments and photography equipment?**

	Zone													
	Base: All respondents													
	Num	%	1	%	2	%	3	%	4	%	5	%	6	
Base: All respondents	1000	100.0%	246	100.0%	110	100.0%	67	100.0%	79	100.0%	141	100.0%	68	100.0%
Skegness Town Centre	163	16.3%	75	30.4%	39	35.2%	1	.8%	13	16.0%	1	.8%	13	19.2%
Don't buy	145	14.5%	39	16.0%	14	12.8%	9	12.8%	11	14.4%	16	11.2%	9	12.8%
Currys, Skegness Retail Park, Skegness	134	13.4%	77	31.2%	31	28.0%	1	.8%	6	8.0%	0	.0%	6	8.8%
Internet	69	6.9%	12	4.8%	5	4.8%	5	8.0%	6	7.2%	12	8.8%	6	8.8%
Grimsby Town Centre	61	6.1%	0	.0%	0	.0%	0	.0%	1	.8%	1	.8%	6	8.8%
Boston Town Centre	61	6.1%	6	2.4%	5	4.8%	28	41.6%	11	14.4%	7	4.8%	3	4.8%
Lincoln Town Centre	54	5.4%	4	1.6%	3	2.4%	0	.0%	2	2.4%	34	24.0%	3	4.0%
Horncastle Town Centre	47	4.7%	0	.0%	0	.0%	1	.8%	1	1.6%	45	32.0%	1	.8%
Louth Town Centre	46	4.6%	0	.0%	0	.0%	0	.0%	1	.8%	1	.8%	4	6.4%
Currys, Alban Retail Park, ,Boston	15	1.5%	0	.0%	0	.0%	6	9.6%	4	4.8%	2	1.6%	1	.8%
Currys, High Point Retail Park, Grimsby	13	1.3%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	2	2.4%
Catalogue/Mail order	13	1.3%	2	.8%	3	2.4%	1	.8%	0	.0%	0	.0%	3	4.8%
Comet, Tritton Retail Park, Lincoln	7	.7%	0	.0%	1	.8%	0	.0%	0	.0%	6	4.0%	0	.0%
Currys, Tritton Retail Park, Lincoln	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%	1	.8%
Comet, Alexandra Retail Park, Grimsby	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Comet, Alban Retail Park, Boston	3	.3%	0	.0%	0	.0%	3	4.8%	0	.0%	0	.0%	0	.0%
Scunthorpe Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
PC World, Victoria Street Retail Park, Grimsby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Newark Town Centre	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. Where do you do MOST of your household's shopping for radio, TV, hi-fi, musical instruments and photography equipment?

	Base: All respondents													
	Zone													
	Num	%	1	%	2	%	3	%	4	%	5	%	6	
Argos, Lumley Road, Skegness	20	2.0%	16	6.4%	1	.8%	1	.8%	1	.8%	1	.8%	0	.0%
Mablethorpe Town Centre	14	1.4%	0	.0%	2	1.6%	0	.0%	0	.0%	0	.0%	2	3.2%
Local stores, Sutton on Sea	12	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%
Spilsby Town Centre	10	1.0%	0	.0%	1	.8%	0	.0%	8	10.4%	0	.0%	1	.8%
Lords Warehouse, Victoria Road, Mablethorpe	8	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Yates and Greenhough, Roman Bank, Skegness	6	.6%	6	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Yates and Greenhough, Church Street, Spilsby	5	.5%	0	.0%	0	.0%	0	.0%	5	6.4%	0	.0%	0	.0%
Oldrids, Strait Bargate, Boston	4	.4%	0	.0%	1	.8%	2	3.2%	0	.0%	0	.0%	1	1.6%
Tesco, Skegness	4	.4%	4	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Spilsby	4	.4%	0	.0%	0	.0%	0	.0%	4	4.8%	0	.0%	0	.0%
Peter Rhodes, Mercer Row, Louth	4	.4%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%
Robinson's of Horncastle, High Street, Horncastle	3	.3%	0	.0%	0	.0%	1	.8%	1	.8%	2	1.6%	0	.0%
Local stores, Louth	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Euronics, Sutton on Sea	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Skegness	2	.2%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Horncastle Town Centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%	0	.0%
Local stores, Coningsby village	2	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	1	.8%	0	.0%
Castledine, Station Road, Sutton on Sea	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Peter Rhodes, Market Rasen	2	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%
Audio T, Reading	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Richmond Drive, Skegness	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't buy	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Grimsby	2	.2%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. Where do you do MOST of your household's shopping for radio, TV, hi-fi, musical instruments and photography equipment?

	Zone													
	Base: All respondents													
	Num	%	1	%	2	%	3	%	4	%	5	%	6	
Cleethorpes Town Centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Faulkners, Eastgate, Louth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Hewitt's Circus Retail Park, Cleethorpes	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pledgers Euronics Centre, Market Place, Long Sutton, Spalding	2	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	1	.8%
Electrical Shop, Sutton on Sea	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Jessops, Hertford Street, Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, Grimsby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Factory Shop, Mablethorpe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Downtown, Boston	1	.1%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
Oldrids, Albran Retail Park, Boston	1	.1%	0	.0%	0	.0%	1	.8%	1	.8%	0	.0%	0	.0%
Bang and Olufsen of Lincoln, High Street, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
John Lewis, Nottingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Local stores, Horncastle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
St Marks Retail Park, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Yates and Greenhough, Horncastle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Boston Electrics, Norfolk Street, Boston	1	.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%
Local stores, Wrangle	1	.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%
Peterborough Town Centre	1	.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%
Tesco, New Hammondbeck Road, Boston	1	.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%
Asda, Boston	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Industrial Estate, Skegness	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Kwik Save Foodstores, Old Wainfleet Road, Skegness	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. Where do you do MOST of your household's shopping for radio, TV, hi-fi, musical instruments and photography equipment?

	Zone													
	Base: All respondents		1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Grimsby Retail Parks	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Manders, Edward Street, Grimsby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nottingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Cleethorpes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Alban Retail Park, Grantham Road, Boston	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
All Retail Parks, Boston	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Cash Convertors, West Street, Boston	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Argos, New Street, Boston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Cash & Carry, Mablethorpe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Lidl, Mablethorpe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Local stores, Alford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Local stores, Orford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Aldridges, Boston	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Dunelm, Aisthorpe, Lincoln	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Skegness Retail Park, Skegness	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Yates and Greenhough, Emery Lane, Boston	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Yates and Greenhough, Main Ridge East, Boston	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. Where do you do MOST of your household's shopping for radio, TV, hi-fi, musical instruments and photography equipment?

	Zone			
	7		8	
	Num	%	Num	%
Base: All respondents	105	100.0%	184	100.0%
Skegness Town Centre	0	.0%	22	12.0%
Don't buy	9	8.8%	38	20.8%
Currys, Skegness Retail Park, Skegness	0	.0%	13	7.2%
Internet	8	7.2%	15	8.0%
Grimsby Town Centre	27	25.6%	27	14.4%
Boston Town Centre	0	.0%	0	.0%
Lincoln Town Centre	3	3.2%	6	3.2%
Horncastle Town Centre	0	.0%	0	.0%
Louth Town Centre	31	29.6%	9	4.8%
Currys, Alban Retail Park, Boston	0	.0%	1	.8%
Currys, High Point Retail Park, Grimsby	5	4.8%	6	3.2%
Catalogue/Mail order	2	1.6%	3	1.6%
Comet, Tritton Retail Park, Lincoln	0	.0%	0	.0%
Currys, Tritton Retail Park, Lincoln	1	.8%	0	.0%
Comet, Alexandra Retail Park, Grimsby	3	2.4%	1	.8%
Comet, Alban Retail Park, Boston	0	.0%	0	.0%
Scunthorpe Town Centre	0	.0%	1	.8%
PC World, Victoria Street Retail Park, Grimsby	0	.0%	1	.8%
Newark Town Centre	0	.0%	0	.0%

(cont.)

Q14. Where do you do MOST of your household's shopping for radio, TV, hi-fi, musical instruments and photography equipment?

	Zone			
	7		8	
	Num	%	Num	%
Argos, Lumley Road, Skegness	0	.0%	1	.8%
Mablethorpe Town Centre	1	.8%	9	4.8%
Local stores, Sutton on Sea	0	.0%	10	5.6%
Spilsby Town Centre	0	.0%	0	.0%
Lords Warehouse, Victoria Road, Mablethorpe	0	.0%	7	4.0%
Yates and Greenhough, Roman Bank, Skegness	0	.0%	0	.0%
Yates and Greenhough, Church Street, Spilsby	0	.0%	0	.0%
Oldrids, Strait Bargate, Boston	0	.0%	0	.0%
Tesco, Skegness	0	.0%	0	.0%
Local stores, Spilsby	0	.0%	0	.0%
Peter Rhodes, Mercer Row, Louth	3	2.4%	0	.0%
Robinson's of Horncastle, High Street, Horncastle	0	.0%	0	.0%
Local stores, Louth	3	3.2%	0	.0%
Euronics, Sutton on Sea	0	.0%	3	1.6%
Local stores, Skegness	0	.0%	1	.8%
Horncastle Town Centre	0	.0%	0	.0%
Local stores, Coningsby village	0	.0%	0	.0%
Castledine, Station Road, Sutton on Sea	0	.0%	1	.8%
Peter Rhodes, Market Rasen	1	.8%	0	.0%
Audio T, Reading	0	.0%	0	.0%
Lidl, Richmond Drive, Skegness	0	.0%	0	.0%
Don't buy	0	.0%	0	.0%
Asda, Grimsby	1	.8%	0	.0%

(cont.)

Q14. Where do you do MOST of your household's shopping for radio, TV, hi-fi, musical instruments and photography equipment?

	Zone					
	7		8			
	Num	%	Num	%		
Cleethorpes Town Centre	2	1.6%	0	.0%		
Faulkners, Eastgate, Louth	2	1.6%	0	.0%		
Tesco, Hewitt's Circus Retail Park, Cleethorpes	2	1.6%	0	.0%		
Pledgers Euronics Centre, Market Place, Long Sutton, Spalding	0	.0%	0	.0%		
Electrical Shop, Sutton on Sea	0	.0%	1	.8%		
Jessops, Hertford Street, Coventry	0	.0%	1	.8%		
Tesco Extra, Grimsby	0	.0%	1	.8%		
The Factory Shop, Mablethorpe	0	.0%	1	.8%		
Downtown, Boston	0	.0%	0	.0%		
Oldrids, Albran Retail Park, Boston	0	.0%	0	.0%		
Bang and Olufsen of Lincoln, High Street, Lincoln	0	.0%	0	.0%		
John Lewis, Nottingham	0	.0%	0	.0%		
Local stores, Horncastle	0	.0%	0	.0%		
St Marks Retail Park, Lincoln	0	.0%	0	.0%		
Yates and Greenhough, Horncastle	0	.0%	0	.0%		
Boston Electrics, Norfolk Street, Boston	0	.0%	0	.0%		
Local stores, Wrangle	0	.0%	0	.0%		
Peterborough Town Centre	0	.0%	0	.0%		
Tesco, New Hammondbeck Road, Boston	0	.0%	0	.0%		
Asda, Boston	0	.0%	0	.0%		
Industrial Estate, Skegness	0	.0%	0	.0%		
Kwik Save Foodstores, Old Wainfleet Road, Skegness	0	.0%	0	.0%		

Other

(cont.)

Q14. Where do you do MOST of your household's shopping for radio, TV, hi-fi, musical instruments and photography equipment?

	Zone			
	7		8	
	Num	%	Num	%
Grimsby Retail Parks	1	.8%	0	.0%
Manders, Edward Street, Grimsby	1	.8%	0	.0%
Nottingham	1	.8%	0	.0%
Tesco, Cleethorpes	1	.8%	0	.0%
Alban Retail Park, Grantham Road, Boston	0	.0%	0	.0%
All Retail Parks, Boston	0	.0%	0	.0%
Cash Convertors, West Street, Boston	0	.0%	0	.0%
Argos, New Street, Boston	0	.0%	0	.0%
Cash & Carry, Mablethorpe	0	.0%	0	.0%
Lidl, Mablethorpe	0	.0%	0	.0%
Local stores, Alford	0	.0%	0	.0%
Local stores, Orford	0	.0%	0	.0%
Aldridges, Boston	0	.0%	0	.0%
Dunelm, Aisthorpe, Lincoln	0	.0%	0	.0%
Skegness Retail Park, Skegness	0	.0%	0	.0%
Yates and Greenhough, Emery Lane, Boston	0	.0%	0	.0%
Yates and Greenhough, Main Ridge East, Boston	0	.0%	0	.0%
Other				



**Q15. Where do you do MOST of your household's shopping for glass and hardware?**

	Base: All respondents																					
	Zone																					
	Num	%	1	Num	%	2	Num	%	3	Num	%	4	Num	%	5	Num	%	6	Num	%	7	
Base: All respondents	1000	100.0%	246	100.0%	110	100.0%	67	100.0%	79	100.0%	141	100.0%	68	100.0%	105	100.0%	105	100.0%	105	100.0%	105	100.0%
Don't buy	275	27.5%	59	24.0%	36	32.8%	16	24.0%	20	25.6%	42	29.6%	23	34.4%	29	27.2%	23	34.4%	29	27.2%	29	27.2%
Skegness Town Centre	187	18.7%	96	39.2%	42	38.4%	1	1.6%	11	13.6%	1	.8%	11	16.8%	0	.0%	11	16.8%	0	.0%	0	.0%
Boston Town Centre	83	8.3%	12	4.8%	6	5.6%	36	52.8%	19	24.0%	6	4.0%	3	4.8%	0	.0%	3	4.8%	0	.0%	0	.0%
Grimsby Town Centre	63	6.3%	6	2.4%	3	2.4%	0	.0%	0	.0%	1	.8%	7	10.4%	23	21.6%	7	10.4%	23	21.6%	23	21.6%
Lincoln Town Centre	59	5.9%	8	3.2%	3	2.4%	1	1.6%	4	4.8%	36	25.6%	3	4.0%	3	3.2%	5	7.2%	35	33.6%	35	33.6%
Louth Town Centre	58	5.8%	0	.0%	0	.0%	0	.0%	1	1.6%	4	3.2%	4	4.0%	3	3.2%	5	7.2%	35	33.6%	35	33.6%
Horncastle Town Centre	35	3.5%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%
Internet	13	1.3%	0	.0%	4	4.0%	1	1.6%	1	1.6%	1	1.6%	0	.0%	1	.8%	0	.0%	0	.0%	1	.8%
Catalogue/Mail order	8	.8%	2	.8%	1	.8%	1	.8%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Debenhams, St Marks Retail Park, Lincoln	6	.6%	2	.8%	0	.0%	0	.0%	0	.0%	2	1.6%	1	.8%	1	.8%	1	.8%	1	.8%	1	.8%
Focus, Skegness Retail Park, Skegness	5	.5%	4	1.6%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Grimsby	3	.3%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	1	.8%
B&Q, Lincoln	3	.3%	2	.8%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Poundstretcher, Alexandra Retail Park, Grimsby	3	.3%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Homebase, St Marks Retail Park, Lincoln	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wickes, Alexandra Retail Park, Grimsby	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Woolworths, Victoria Street Retail Park, Grimsby	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q15. Where do you do MOST of your household's shopping for glass and hardware?

	Zone															
	Base: All respondents		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Sutton on Sea	20	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Wilkinsons, The Hildred Shopping Centre, High Street, Skegness	17	1.7%	16	6.4%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%
Mablethorpe Town Centre	15	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Tesco, Richmond Drive, Skegness	15	1.5%	4	1.6%	3	2.4%	0	.0%	3	3.2%	0	.0%	2	2.4%	0	.0%
Spilsby Town Centre	8	.8%	0	.0%	0	.0%	0	.0%	8	10.4%	0	.0%	0	.0%	0	.0%
Asda, Boston	8	.8%	2	.8%	1	.8%	3	4.8%	1	.8%	1	.8%	0	.0%	0	.0%
Argos, Lumley Road, Skegness	7	.7%	6	2.4%	1	.8%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Local stores, Horncastle	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	7	4.8%	0	.0%	0	.0%
Oldrid's of Boston, Strait Bargate, Boston	5	.5%	0	.0%	1	.8%	2	3.2%	0	.0%	1	.8%	1	1.6%	0	.0%
Drapers, Skegness	5	.5%	2	.8%	3	2.4%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Argos, Skegness Town Centre	5	.5%	2	.8%	1	.8%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Hewitt's Circus Retail Park, Cleethorpes	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%
Watson Home Hardware, High Street, Sutton on Sea	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wilkinsons, Eastgate, Louth	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%
The Factory Shop, Mablethorpe	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dunelm, Aisthorpe, Lincoln	3	.3%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Co-op, Skegness	3	.3%	2	.8%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Jackson Building Centre, Burgh Road, Skegness	3	.3%	2	.8%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Mablethorpe	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
Asda, Grimsby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Woolworths, Horncastle	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%	0	.0%
Bradford Town Centre	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Debenhams, St Mark Street, Lincoln	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q15. Where do you do MOST of your household's shopping for glass and hardware?

	Base: All respondents															
	Zone															
	Num	%	1	%	2	%	3	%	4	%	5	%	6	%	7	
Holt Town Centre, Norfolk	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, London Colney	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Westgate, Lumley Road, Skegness	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Spilsby	2	.2%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%
Handyman Louth & Alford, Market Place, Alford	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%
Abroad	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
House of Fraser, Victoria Street, Grimsby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mablethorpe market	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nottingham Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Step- in, Mablethorpe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Extra, Grimsby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
EJ Tong & Sons, High Street, Spilsby	1	.1%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%
John Lewis, Queensgate Centre, Peterborough	1	.1%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%
Achurches, Horncastle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
TK Maxx, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Travis Perkins, Bridge Street, Horncastle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Alford Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
Ikea, Nottingham	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	1	.8%	0	.0%
Aldridges, Boston	1	.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Boston	1	.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Wilkinsons, Pescod Square, Boston	1	.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Alford market	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Lincoln	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q15. Where do you do MOST of your household's shopping for glass and hardware?

	Zone															
	Base: All respondents															
	Num	%	1	%	2	%	3	%	4	%	5	%	6	%	7	
Waisflett	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Binns, Victoria Street, Grimsby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Dunelm Soft Furnishings, Outer Circle Road, Proctor's Road, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Focus, Belvoir Road, Louth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Focus, Industrial Estate, Louth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Ikea, Holden Ing Way, Birstall, Batley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
TK Maxx, Freshney Place Shopping Centre, Grimsby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Alban Retail Park, Grantham Road, Boston	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
All Retail Parks, Boston	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Boston Shopping Park	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Co-op, Spilsby	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Downtown, Boston	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Cash & Carry, Mablethorpe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Horncastle Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
John Lewis, Nottingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
John Lewis, Queensgate Centre, Peterborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Local stores, Nottingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
The Factory Shop, Meridian Point, Kings Road, Cleethorpes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Currys, Alban Retail Park, Boston	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Matalan, Artillery Row, Boston	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Wardentree Lane, Pinchbeck	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, New Hammond Beck Road, Boston	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q15. Where do you do MOST of your household's shopping for glass and hardware?

	Zone	
	8	
	Num	%
Base: All respondents	184	100.0%
Don't buy	50	27.2%
Skegness Town Centre	24	12.8%
Boston Town Centre	1	.8%
Grimsby Town Centre	24	12.8%
Lincoln Town Centre	1	.8%
Louth Town Centre	12	6.4%
Horncastle Town Centre	0	.0%
Internet	6	3.2%
Catalogue/Mail order	3	1.6%
Debenhams, St Marks Retail Park, Lincoln	0	.0%
Focus, Skegness Retail Park, Skegness	0	.0%
B&Q, Grimsby	0	.0%
B&Q, Lincoln	0	.0%
Poundstretcher, Alexandra Retail Park, Grimsby	0	.0%
Homebase, St Marks Retail Park, Lincoln	0	.0%
Wickes, Alexandra Retail Park, Grimsby	0	.0%
Woolworths, Victoria Street Retail Park, Grimsby	0	.0%

(cont.)

Q15. Where do you do MOST of your household's shopping for glass and hardware?

	Zone	
	Num	%
Local stores, Sutton on Sea	19	10.4%
Wilkinsons, The Hildred Shopping Centre, High Street, Skegness	0	.0%
Mablethorpe Town Centre	15	8.0%
Tesco, Richmond Drive, Skegness	4	2.4%
Spilsby Town Centre	0	.0%
Asda, Boston	0	.0%
Argos, Lumley Road, Skegness	0	.0%
Local stores, Horncastle	0	.0%
Oldrid's of Boston, Strait Bargate, Boston	0	.0%
Drapers, Skegness	0	.0%
Argos, Skegness Town Centre	1	.8%
Tesco, Hewitt's Circus Retail Park, Cleethorpes	1	.8%
Watson Home Hardware, High Street, Sutton on Sea	4	2.4%
Wilkinsons, Eastgate, Louth	1	.8%
The Factory Shop, Mablethorpe	3	1.6%
Dunelm, Aisthorpe, Lincoln	1	.8%
Co-op, Skegness	0	.0%
Jackson Building Centre, Burgh Road, Skegness	0	.0%
Local stores, Mablethorpe	1	.8%
Asda, Grimsby	1	.8%
Woolworths, Horncastle	0	.0%
Bradford Town Centre	0	.0%
Debenhams, St Mark Street, Lincoln	0	.0%

(cont.)

Q15. Where do you do MOST of your household's shopping for glass and hardware?

	Zone	
	8	
	Num	%
Holt Town Centre, Norfolk	0	.0%
Marks & Spencer, London Colney	0	.0%
Westgate, Lumley Road, Skegness	0	.0%
Local stores, Spilsby	0	.0%
Handyman Louth & Alford, Market Place, Alford	0	.0%
Abroad	1	.8%
House of Fraser, Victoria Street, Grimsby	1	.8%
Mablethorpe market	1	.8%
Nottingham Town Centre	1	.8%
Step- in, Mablethorpe	1	.8%
Tesco Extra, Grimsby	1	.8%
EJ Tong & Sons, High Street, Spilsby	0	.0%
John Lewis, Queensgate Centre, Peterborough	0	.0%
Achurches, Horncastle	0	.0%
TK Maxx, Lincoln	0	.0%
Travis Perkins, Bridge Street, Horncastle	0	.0%
Alford Town Centre	0	.0%
Ikea, Nottingham	0	.0%
Aldridges, Boston	0	.0%
B&Q, Boston	0	.0%
Wilkinsons, Pescod Square, Boston	0	.0%
Alford market	0	.0%
Marks & Spencer, Lincoln	0	.0%

(cont.)

Q15. Where do you do MOST of your household's shopping for glass and hardware?

	Zone	
	8	
	Num	%
Waislett	0	.0%
Binns, Victoria Street, Grimsby	0	.0%
Dunelm Soft Furnishings, Outer Circle Road, Proctor's Road, Lincoln	0	.0%
Focus, Belvoir Road, Louth	0	.0%
Focus, Industrial Estate, Louth	0	.0%
Ikea, Holden Ing Way, Birstall, Batley	0	.0%
TK Maxx, Freshney Place Shopping Centre, Grimsby	0	.0%
Alban Retail Park, Grantham Road, Boston	0	.0%
All Retail Parks, Boston	0	.0%
Boston Shopping Park	0	.0%
Co-op, Spilsby	0	.0%
Downtown, Boston	0	.0%
Cash & Carry, Mablethorpe	0	.0%
Horncastle Town Centre	0	.0%
John Lewis, Nottingham	0	.0%
John Lewis, Queensgate Centre, Peterborough	0	.0%
Local stores, Nottingham	0	.0%
The Factory Shop, Meridian Point, Kings Road, Cleethorpes	0	.0%
Currys, Alban Retail Park, Boston	0	.0%
Matalan, Artillery Row, Boston	0	.0%
Morrisons, Wardentree Lane, Pinchbeck	0	.0%
Tesco, New Hammond Beck Road, Boston	0	.0%
Other		



**Q16. Where do you do MOST of your household's shopping for DIY goods and decorating supplies?**

	Zone															
	Base: All respondents															
	1		2		3		4		5		6		7			
Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%			
Base: All respondents	1000	100.0%	246	100.0%	110	100.0%	67	100.0%	79	100.0%	141	100.0%	68	100.0%	105	100.0%
Don't buy	162	16.2%	45	18.4%	19	17.6%	8	11.2%	13	16.0%	24	16.8%	13	19.2%	10	9.6%
Skegness Town Centre	156	15.6%	81	32.8%	36	32.8%	2	2.4%	8	10.4%	0	.0%	12	17.6%	0	.0%
Focus, Skegness Retail Park, Skegness	143	14.3%	77	31.2%	34	31.2%	4	5.6%	7	8.8%	1	.8%	10	15.2%	1	.8%
Boston Town Centre	68	6.8%	4	1.6%	4	4.0%	30	44.0%	16	20.8%	10	7.2%	3	4.8%	0	.0%
B&Q, Grimsby	52	5.2%	2	.8%	2	1.6%	1	.8%	1	.8%	1	.8%	6	8.8%	19	18.4%
Grimsby Town Centre	50	5.0%	0	.0%	2	1.6%	0	.0%	1	1.6%	2	1.6%	3	4.0%	20	19.2%
Lincoln Town Centre	48	4.8%	6	2.4%	2	1.6%	0	.0%	3	4.0%	31	22.4%	2	3.2%	3	2.4%
Louth Town Centre	48	4.8%	0	.0%	0	.0%	0	.0%	1	.8%	3	2.4%	4	5.6%	36	34.4%
Horncastle Town Centre	37	3.7%	0	.0%	0	.0%	1	.8%	0	.0%	36	25.6%	0	.0%	0	.0%
B&Q, Lincoln	29	2.9%	2	.8%	0	.0%	1	.8%	3	3.2%	20	14.4%	1	1.6%	1	.8%
Internet	5	.5%	0	.0%	1	.8%	1	.8%	1	.8%	0	.0%	0	.0%	0	.0%
Catalogue/Mail order	5	.5%	2	.8%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%
Homebase, Alban Retail Park, Skegness	4	.4%	2	.8%	1	.8%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Wickes, Alexandra Retail Park, Grimsby	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Focus, Alexandra Retail Park, Grimsby	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%
Scunthorpe Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%

(cont.)

**Q16. Where do you do MOST of your household's shopping for DIY goods and decorating supplies?**

	Zone															
	Base: All respondents		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Mablethorpe Town Centre	29	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
The Paint Spot, Mablethorpe	18	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Sleaford Road, Boston	17	1.7%	2	.8%	1	.8%	8	11.2%	3	4.0%	3	2.4%	0	.0%	0	.0%
Local stores, Sutton on Sea	13	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, The Westridge Centre, New Hammond Road, Boston	11	1.1%	0	.0%	0	.0%	5	8.0%	4	5.6%	1	.8%	1	.8%	0	.0%
Wilkos, Skegness Town Centre	7	.7%	6	2.4%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Focus, Fairfield Estate, Louth	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	5	4.8%
Spilsby Town Centre	6	.6%	0	.0%	0	.0%	0	.0%	6	7.2%	0	.0%	0	.0%	0	.0%
Drapers, Lumley Road, Skegness	5	.5%	4	1.6%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Alford Town Centre	5	.5%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	4	5.6%	0	.0%
Wilkinsons, Louth	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%
Homebase, Alban Retail Park, Grantham Road, Boston	4	.4%	0	.0%	0	.0%	3	4.8%	1	1.6%	0	.0%	0	.0%	0	.0%
Wickes, George Street, Boston	4	.4%	2	.8%	0	.0%	2	2.4%	1	.8%	0	.0%	0	.0%	0	.0%
Jacksons Builders Merchant, Reynard Street, Spilsby	4	.4%	0	.0%	1	.8%	0	.0%	3	4.0%	0	.0%	0	.0%	0	.0%
Do It All, Skegness	4	.4%	2	.8%	1	.8%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%
Wilkinsons, Skegness	4	.4%	4	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Focus, Belvoir Road, Louth	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	3	2.4%
Jackson Building Centre, Burgh Road, Skegness	3	.3%	2	.8%	1	.8%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Watsons, High Street, Sutton on Sea	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Boston	3	.3%	2	.8%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Local stores, Horncastle	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%	0	.0%	0	.0%
Handyman, Market Place, Alford	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.2%	0	.0%
Local stores, Alford	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.2%	0	.0%

(cont.)

Q16. Where do you do MOST of your household's shopping for DIY goods and decorating supplies?

	Zone															
	Base: All respondents		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Argos, Lumley Road, Skegness	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Boston	2	.2%	0	.0%	0	.0%	1	1.6%	1	.8%	0	.0%	0	.0%	0	.0%
Don't know/Various	2	.2%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Dewsons Mablethorpe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Focus, Cleethorpe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Skegness	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Focus, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Waterside Shopping Centre, High St, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Wilkinsons, Pescod Square, Boston	1	.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Chapel St Leonards	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
High Home Road, Louth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Local stores, Cleethorpes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Wilkos, Louth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Alban Retail Park, Grantham Road, Boston	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
EJ Tong & Sons, High Street, Spilsby	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Local stores, Spilsby	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Saks Store, Redstone Industrial Estate, Boston	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Turnbulls, Boston	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Wickes, Outer Circle Road, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
B&Q, Nottingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Local stores, Maltby le Marsh	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%

(cont.)

**Q16. Where do you do MOST of your household's shopping for DIY goods and decorating supplies?**

	Zone															
	Base: All respondents		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Orford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
DBS, Vale Road Industrial Estate, Spilsby	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Comingsby	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q16. Where do you do MOST of your household's shopping for DIY goods and decorating supplies?**

	Zone	
	Num	%
Base: All respondents	184	100.0%
Don't buy	31	16.8%
Skegness Town Centre	18	9.6%
Focus, Skegness Retail Park, Skegness	9	4.8%
Boston Town Centre	0	.0%
B&Q, Grimsby	21	11.2%
Grimsby Town Centre	22	12.0%
Lincoln Town Centre	1	.8%
Louth Town Centre	4	2.4%
Horncastle Town Centre	0	.0%
B&Q, Lincoln	1	.8%
Internet	3	1.6%
Catalogue/Mail order	1	.8%
Homebase, Alban Retail Park, Skegness	0	.0%
Wickes, Alexandra Retail Park, Grimsby	3	1.6%
Focus, Alexandra Retail Park, Grimsby	0	.0%
Scunthorpe Town Centre	0	.0%

(cont.)

Q16. Where do you do MOST of your household's shopping for DIY goods and decorating supplies?

	Zone	
	Num	%
Mablethorpe Town Centre	28	15.2%
The Paint Spot, Mablethorpe	18	9.6%
B&Q, Sleaford Road, Boston	0	.0%
Local stores, Sutton on Sea	13	7.2%
B&Q, The Westridge Centre, New Hammond Road, Boston	0	.0%
Wilkos, Skegness Town Centre	0	.0%
Focus, Fairfield Estate, Louth	1	.8%
Spilsby Town Centre	0	.0%
Drapers, Lumley Road, Skegness	0	.0%
Alford Town Centre	0	.0%
Wilkinsons, Louth	3	1.6%
Homebase, Alban Retail Park, Grantham Road, Boston	0	.0%
Wickes, George Street, Boston	0	.0%
Jacksons Builders Merchant, Reynard Street, Spilsby	0	.0%
Do It All, Skegness	0	.0%
Wilkinsons, Skegness	0	.0%
Focus, Belvoir Road, Louth	0	.0%
Jackson Building Centre, Burgh Road, Skegness	0	.0%
Watsons, High Street, Sutton on Sea	3	1.6%
Asda, Boston	0	.0%
Local stores, Horncastle	0	.0%
Handyman, Market Place, Alford	0	.0%
Local stores, Alford	0	.0%

Other

(cont.)

Q16. Where do you do MOST of your household's shopping for DIY goods and decorating supplies?

	Zone	
	Num	%
Argos, Lumley Road, Skegness	0	.0%
Local stores, Boston	0	.0%
Don't know/Variou	0	.0%
Dewsons Mablethorpe	1	.8%
Focus, Cleethorpe	1	.8%
Local stores, Skegness	0	.0%
Focus, Lincoln	0	.0%
Waterside Shopping Centre, High St, Lincoln	0	.0%
Wilkinsons, Pescod Square, Boston	0	.0%
Local stores, Chapel St Leonards	0	.0%
High Home Road, Louth	0	.0%
Local stores, Cleethorpes	0	.0%
Wilkos, Louth	0	.0%
Alban Retail Park, Grantham Road, Boston	0	.0%
EJ Tong & Sons, High Street, Spilsby	0	.0%
Local stores, Spilsby	0	.0%
Saks Store, Redstone Industrial Estate, Boston	0	.0%
Turnbulls, Boston	0	.0%
Wickes, Outer Circle Road, Lincoln	0	.0%
B&Q, Nottingham	0	.0%
Local stores, Maltby le Marsh	0	.0%

Other

(cont.)

**Q16. Where do you do MOST of your household's shopping for DIY goods and decorating supplies?**

	Zone	
	Num	%
Local stores, Orford	0	.0%
DBS, Vale Road Industrial Estate, Spilsby	0	.0%
Local stores, Comingsby	0	.0%

**Q17. Where do you do MOST of your household's shopping for books, jewellery, watches, recreational and luxury goods?**

	Zone															
	Base: All respondents															
	Num	%	1	%	2	%	3	%	4	%	5	%	6	%	7	
Base: All respondents	1000	100.0%	246	100.0%	110	100.0%	67	100.0%	79	100.0%	141	100.0%	68	100.0%	105	100.0%
Boston Town Centre	86	8.6%	12	4.8%	7	6.4%	36	52.8%	18	23.2%	8	5.6%	4	6.4%	1	.8%
Grimsby Town Centre	64	6.4%	4	1.6%	1	.8%	0	.0%	0	.0%	1	.8%	4	6.4%	24	23.2%
Horncastle Town Centre	35	3.5%	0	.0%	0	.0%	1	.8%	1	.8%	34	24.0%	0	.0%	0	.0%
Lincoln Town Centre	94	9.4%	16	6.4%	5	4.8%	2	2.4%	10	12.8%	47	33.6%	7	10.4%	4	4.0%
Louth Town Centre	60	6.0%	0	.0%	0	.0%	0	.0%	1	1.6%	2	1.6%	5	7.2%	40	37.6%
Skegness Town Centre	226	22.6%	116	47.2%	49	44.0%	1	1.6%	13	16.0%	0	.0%	16	23.2%	1	.8%
Argos Extra, Alexandra Retail Park, Grimsby	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Poundstretcher, Alexandra Retail Park, Grimsby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Internet	61	6.1%	8	3.2%	6	5.6%	6	9.6%	6	8.0%	12	8.8%	4	6.4%	8	7.2%
Catalogue/Mail order	25	2.5%	6	2.4%	1	.8%	2	3.2%	2	2.4%	3	2.4%	3	4.8%	2	1.6%
Don't buy	236	23.6%	57	23.2%	33	29.6%	15	22.4%	14	18.4%	22	16.0%	17	25.6%	18	16.8%

(cont.)



Q17. Where do you do MOST of your household's shopping for books, jewellery, watches, recreational and luxury goods?

	Zone															
	Base: All respondents		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Abroad	5	.5%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Alford Town Centre	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Argos, Lumley Road, Skegness	13	1.3%	8	3.2%	2	1.6%	1	.8%	0	.0%	1	.8%	1	.8%	0	.0%
Asda, Boston	1	.1%	0	.0%	1	.8%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Bluewater Shopping Centre, Kent	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Central London	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Coningsby	2	.2%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%	0	.0%
Ernest Jones, High Street, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Freshley Place Retail Park, Freshley Place, Grimsby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
H Samuel, The Hildreds, Skegness	4	.4%	2	.8%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
HMV, High Street, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
J Nelson & Sons, Tower Row, Drummond Road, Skegness	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Jabberwock, Horncastle	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Skegness	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Local library, Skegness	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local library, Boston	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Local library, Horncastle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Local library, Mablethorpe	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local library, Spilsby	1	.1%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%
Local stores, Grimsby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%
Local stores, Horncastle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Local stores, Inglemills	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Ingoldmells	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Local stores, Louth	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%
Local stores, Mablethorpe	15	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%

(cont.)

Q17. Where do you do MOST of your household's shopping for books, jewellery, watches, recreational and luxury goods?

	Zone															
	Base: All respondents															
	Num	%	1	%	2	%	3	%	4	%	5	%	6	%	7	
Local stores, Spilsby	4	.4%	0	.0%	0	.0%	1	.8%	3	4.0%	0	.0%	0	.0%	0	.0%
Local stores, York	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Morrisons, Wardentree Lane, Pinchbeck	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Nottingham Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Oldrid's, Strait Bargate, Boston	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	1	.8%	0	.0%
Ottakar's Bookshop, High Street, Lincoln	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Peterborough Town Centre	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Red Lion, Market Street, Spilsby	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Scotts Jewellers, Lumley Road, Skegness	3	.3%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Selfridges, Oxford Street, London	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Spilsby	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Spilsby Jewellers, High Street, Spilsby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%
Spilsby Town Centre	4	.4%	0	.0%	0	.0%	0	.0%	4	5.6%	0	.0%	0	.0%	0	.0%
Tesco, Cleethorpes	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%
Tesco, Grimsby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Tesco, Skegness	4	.4%	2	.8%	1	.8%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%
Tesco, Watermill Road, Horncastle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Waislett	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know/Various	4	.4%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%	1	.8%	0	.0%
WH Smith, The Hildreds, Briar Way, Skegness	9	.9%	8	3.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
York Town Centre	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q17. Where do you do MOST of your household's shopping for books, jewellery, watches, recreational and luxury goods?

	Zone	
	8	%
Base: All respondents	184	100.0%
Boston Town Centre	0	.0%
Grimsby Town Centre	29	16.0%
Horncastle Town Centre	0	.0%
Lincoln Town Centre	3	1.6%
Louth Town Centre	12	6.4%
Skegness Town Centre	31	16.8%
Argos Extra, Alexandra Retail Park, Grimsby	0	.0%
Poundstretcher, Alexandra Retail Park, Grimsby	0	.0%
Internet	10	5.6%
Catalogue/Mail order	6	3.2%
Don't buy	59	32.0%

(cont.)

Q17. Where do you do MOST of your household's shopping for books, jewellery, watches, recreational and luxury goods?

	Zone	
	Num	%
Abroad	4	2.4%
Alford Town Centre	0	.0%
Argos, Lumley Road, Skegness	1	.8%
Asda, Boston	0	.0%
Bluewater Shopping Centre, Kent	0	.0%
Central London	1	.8%
Coningsby	0	.0%
Ernest Jones, High Street, Lincoln	0	.0%
Freshley Place Retail Park, Freshley Place, Grimsby	0	.0%
H Samuel, The Hildreds, Skegness	1	.8%
HMV, High Street, Lincoln	0	.0%
J Nelson & Sons, Tower Row, Drummond Road, Skegness	1	.8%
Jabberwock, Horncastle	0	.0%
Lidl, Skegness	0	.0%
Local library, Skegness	0	.0%
Local library, Boston	0	.0%
Local library, Horncastle	0	.0%
Local library, Mablethorpe	3	1.6%
Local library, Spilsby	0	.0%
Local stores, Grimsby	0	.0%
Local stores, Horncastle	0	.0%
Local stores, Inglemills	0	.0%
Local stores, Ingoldmells	0	.0%
Local stores, Louth	0	.0%
Local stores, Mablethorpe	15	8.0%

Other

(cont.)

Q17. Where do you do MOST of your household's shopping for books, jewellery, watches, recreational and luxury goods?

	Zone	
	Num	%
Local stores, Spilsby	0	.0%
Local stores, York	0	.0%
Morrisons, Wardentree Lane, Pinchbeck	0	.0%
Nottingham Town Centre	1	.8%
Oldrid's, Strait Bargate, Boston	0	.0%
Ottakar's Bookshop, High Street, Lincoln	0	.0%
Peterborough Town Centre	0	.0%
Red Lion, Market Street, Spilsby	0	.0%
Scotts Jewellers, Lumley Road, Skegness	1	.8%
Selfridges, Oxford Street, London	0	.0%
Somerfield, Spilsby	0	.0%
Spilsby Jewellers, High Street, Spilsby	0	.0%
Spilsby Town Centre	0	.0%
Tesco, Cleethorpes	0	.0%
Tesco, Grimsby	1	.8%
Tesco, Skegness	0	.0%
Tesco, Watermill Road, Horncastle	0	.0%
Waislett	0	.0%
Don't know/Various	1	.8%
WH Smith, The Hildreds, Briar Way, Skegness	0	.0%
York Town Centre	0	.0%

**Q18. When you shop for non- food goods, how do you usually travel?**

	Zone																	
	Base: All respondents																	
	Num	%	1	%	2	%	3	%	4	%	5	%	6	%	7	%	8	
Base: All respondents	1000	100.0%	246	100.0%	110	100.0%	67	100.0%	79	100.0%	141	100.0%	68	100.0%	105	100.0%	184	100.0%
Car/Van (as driver)	604	60.4%	142	57.6%	71	64.0%	49	72.8%	56	71.2%	87	61.6%	46	68.0%	63	60.0%	91	49.6%
Car/Van (as passenger)	193	19.3%	28	11.2%	27	24.0%	13	20.0%	9	11.2%	21	15.2%	17	24.8%	23	21.6%	56	30.4%
Bus	95	9.5%	28	11.2%	11	10.4%	5	7.2%	8	10.4%	20	14.4%	3	4.0%	3	3.2%	16	8.8%
Motorcycle	4	.4%	2	.8%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	1	.8%
Walk	78	7.8%	39	16.0%	1	.8%	0	.0%	3	4.0%	11	8.0%	2	3.2%	13	12.0%	9	4.8%
Taxi	14	1.4%	6	2.4%	0	.0%	0	.0%	1	.8%	1	.8%	0	.0%	2	1.6%	4	2.4%
Cycle	5	.5%	2	.8%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	1	.8%	1	.8%
Goods delivered	2	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	1	.8%
Other	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't do non- food shopping	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	3	1.6%
Mobility scooter																		

**Q19. What do you like about Skegness town centre for shopping and services?**

	Zone													
	1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those using Skegness for main food shop	410	100.0%	214	100.0%	87	100.0%	24	100.0%	2	100.0%	28	100.0%	1	100.0%
Close to home	121	29.6%	75	34.9%	24	27.3%	4	16.7%	0	0.0%	7	23.5%	0	0.0%
Nothing/very little	69	16.7%	28	12.8%	23	26.3%	4	18.4%	1	50.0%	6	21.6%	0	0.0%
Good range of non- food shops	52	12.6%	29	13.8%	12	14.1%	3	10.5%	0	0.0%	2	5.9%	0	0.0%
Attractive environment/nice place	28	6.9%	20	9.2%	4	4.0%	0	0.0%	0	0.0%	2	7.8%	0	0.0%
Don't know	25	6.1%	16	7.3%	1	1.0%	3	13.2%	0	0.0%	1	3.9%	0	0.0%
Don't shop in Skegness town centre	22	5.5%	10	4.6%	4	4.0%	3	13.2%	0	0.0%	2	5.9%	1	100.0%
Particular shops or stores in the town centre	10	2.4%	6	2.8%	1	1.0%	0	0.0%	1	50.0%	1	2.0%	0	0.0%
Easy to get to by car	9	2.2%	0	0.0%	3	3.0%	1	11.1%	0	0.0%	1	3.9%	0	0.0%
Easy to park	8	2.0%	0	0.0%	4	4.0%	1	11.1%	0	0.0%	1	3.9%	0	0.0%
Good food stores	8	1.9%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	3	9.8%	0	0.0%
Close to work	4	0.9%	0	0.0%	1	1.0%	0	0.0%	1	5.3%	0	0.0%	0	0.0%
Easy to get to by bus	3	0.6%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	1	2.0%	0	0.0%
Traffic free shopping centre	3	0.6%	2	0.9%	0	0.0%	1	5.6%	0	0.0%	0	0.0%	0	0.0%
Safe and secure	2	0.5%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good pubs, cafes or restaurants	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Close to friends or relatives	1	0.2%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Park and Ride	1	0.2%	0	0.0%	0	0.0%	1	2.6%	0	0.0%	0	0.0%	0	0.0%
Compact	13	3.2%	10	4.6%	1	1.0%	0	0.0%	0	0.0%	1	3.9%	0	0.0%
Convenient to home	28	6.9%	14	6.4%	10	11.1%	1	2.6%	0	0.0%	1	3.9%	0	0.0%
Good environment	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good internal layout	1	0.3%	0	0.0%	1	1.0%	1	5.6%	0	0.0%	0	0.0%	0	0.0%
Habit/familiarity	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.0%	0	0.0%

(cont.)

Q19. What do you like about Skegness town centre for shopping and services?

	Zone	
	Num	%
Base: Those using Skegness for main food shop	44	100.0%
Close to home	10	23.3%
Nothing/very little	4	10.0%
Good range of non- food shops	4	10.0%
Attractive environment/nice place	3	6.7%
Don't know	3	6.7%
Don't shop in Skegness town centre	3	6.7%
Particular shops or stores in the town centre	1	3.3%
Easy to get to by car	3	6.7%
Easy to park	0	.0%
Good food stores	3	6.7%
Close to work	1	3.3%
Easy to get to by bus	0	.0%
Traffic free shopping centre	0	.0%
Safe and secure	0	.0%
Good pubs, cafes or restaurants	1	3.3%
Close to friends or relatives	0	.0%
Park and Ride	0	.0%
Compact	1	3.3%
Convenient to home	3	6.7%
Good environment	1	3.3%
Good internal layout	0	.0%
Habit/familiarity	0	.0%



**Q20. Which particular shops or stores do you like in Skegness town centre?**

	Base: Those mentioning particular stores																	
	Zone																	
	Num	%	1	%	Num	%	2	%	Num	%	5	%	Num	%	6	%	8	
Base: Those mentioning particular stores	10	100.0%	6	100.0%	1	100.0%	1	100.0%	1	100.0%	1	100.0%	1	100.0%	1	100.0%	1	100.0%
Argos	1	14.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	100.0%
Boots	1	14.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	100.0%
Burton	1	5.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	100.0%	0	.0%	0	.0%
Contessa	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op	1	8.9%	0	.0%	1	100.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dorothy Perkins	2	20.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	100.0%	1	100.0%	1	100.0%
Drapers	1	14.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	100.0%
Edinburgh	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Greenwoods	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
H Samuel	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%
JD Sports	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
M & Co	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons	3	25.3%	2	33.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	100.0%	0	.0%	0	.0%
New Look	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Options Discount Store	2	19.8%	2	33.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Savers	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Shoe Express	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Argos	1	14.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	100.0%
Specsavers	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Superdrug	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco	1	11.3%	0	.0%	0	.0%	0	.0%	1	100.0%	1	100.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q20. Which particular shops or stores do you like in Skegness town centre?**

	Zone																
	Base: Those mentioning particular stores		1		2		3		4		5		6		8		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
WH Smith	.	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Woollen Mill	.	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Woolworths	.	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other		2	19.8%	2	33.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
		Bon Marche															

**Q21. Which of the following leisure activities do you or members of your household regularly participate in?**

	Zone																	
	Base: All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	246	100.0%	110	100.0%	67	100.0%	141	100.0%	141	100.0%	68	100.0%	105	100.0%	184	100.0%
Bingo	101	10.1%	26	10.4%	15	13.6%	15	21.6%	6	8.0%	10	7.2%	2	3.2%	11	10.4%	16	8.8%
Tenpin Bowling	100	10.0%	22	8.8%	11	10.4%	10	15.2%	10	12.8%	16	11.2%	9	12.8%	8	8.0%	13	7.2%
Visiting cafes/restaurants	602	60.2%	147	60.0%	67	60.8%	39	58.4%	48	61.6%	90	64.0%	38	56.0%	70	66.4%	102	55.2%
Visiting the cinema	287	28.7%	65	26.4%	23	20.8%	19	28.0%	28	36.0%	53	37.6%	19	28.0%	37	35.2%	43	23.2%
Visiting a nightclub	91	9.1%	37	15.2%	12	11.2%	4	6.4%	6	7.2%	8	5.6%	5	8.0%	9	8.8%	9	4.8%
Going to pubs/bars	433	43.3%	110	44.8%	49	44.0%	28	41.6%	33	41.6%	60	42.4%	21	31.2%	46	44.0%	87	47.2%
Visiting a sports, leisure centre/gym	231	23.1%	61	24.8%	28	25.6%	13	20.0%	17	21.6%	34	24.0%	16	23.2%	31	29.6%	31	16.8%
Visiting the theatre/other cultural activities	295	29.5%	81	32.8%	30	27.2%	18	26.4%	29	36.8%	48	34.4%	20	29.6%	34	32.0%	35	19.2%
Organised sport	149	14.9%	28	11.2%	16	14.4%	12	17.6%	12	15.2%	26	18.4%	14	20.8%	19	18.4%	22	12.0%
Don't participate in any leisure activity	175	17.5%	51	20.8%	22	20.0%	9	12.8%	11	13.6%	26	18.4%	15	21.6%	15	14.4%	27	14.4%

**Q21a\_1. In which town do you participate in playing BINGO?**

	Zone															
	Base: Those mentioning bingo		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning bingo	101	100.0%	26	100.0%	15	100.0%	15	100.0%	6	100.0%	10	100.0%	2	100.0%	11	100.0%
Boston	19	18.6%	6	23.1%	0	.0%	9	59.3%	3	50.0%	1	11.1%	0	.0%	0	.0%
Grimsby	3	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	23.1%
Horncastle	3	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	33.3%	0	.0%	0	.0%
Lincoln	4	4.0%	0	.0%	0	.0%	0	.0%	1	10.0%	3	33.3%	0	.0%	0	.0%
Louth	6	5.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	53.8%
Mablethorpe	12	12.3%	0	.0%	1	5.9%	1	3.7%	1	10.0%	0	.0%	0	.0%	0	.0%
Skegness	34	33.3%	20	76.9%	8	52.9%	2	11.1%	1	10.0%	1	11.1%	1	50.0%	0	.0%

(cont.)

Q21a\_1. In which town do you participate in playing BINGO?

	Zone															
	1		2		3		4		5		6		7			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
	Base: Those mentioning bingo															
Sutton on Sea	3	3.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	25.0%	0	.0%
Chapel St Leonards	3	2.6%	0	.0%	3	17.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wainfleet	2	1.8%	0	.0%	2	11.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Trusthorpe	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bardney	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%	0	.0%
Mareham le Fen	1	1.1%	0	.0%	0	.0%	1	7.4%	0	.0%	0	.0%	0	.0%	0	.0%
Friskney	1	.9%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Irby	1	.9%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Crosskeys	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.7%
Saltfleet	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.7%
Saltsleetby	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.7%
Essex	1	.6%	0	.0%	0	.0%	0	.0%	1	10.0%	0	.0%	0	.0%	0	.0%
Spilsby	1	.6%	0	.0%	0	.0%	0	.0%	1	10.0%	0	.0%	0	.0%	0	.0%
Withern	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	25.0%	0	.0%
Eastville	1	.5%	0	.0%	0	.0%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%
Fibsey	1	.5%	0	.0%	0	.0%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%
Old Leake	1	.5%	0	.0%	0	.0%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%
Stickford	1	.5%	0	.0%	0	.0%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%
Stickney	1	.5%	0	.0%	0	.0%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q21a\_1. In which town do you participate in playing BINGO?

	Zone	
	Num	%
Base: Those mentioning bingo	16	100.0%
Boston	0	.0%
Grimsby	0	.0%
Horncastle	0	.0%
Lincoln	0	.0%
Louth	0	.0%
Mablethorpe	10	63.6%
Skegness	1	9.1%

(cont.)

Q21a\_1. In which town do you participate in playing BINGO?

	Zone	
	Num	%
	8	
Sutton on Sea	3	18.2%
Chapel St Leonards	0	.0%
Wainfleet	0	.0%
Trusthorpe	1	9.1%
Bardney	0	.0%
Mareham le Fen	0	.0%
Friskney	0	.0%
Irby	0	.0%
Crosskeys	0	.0%
Saltfleet	0	.0%
Saltsleetby	0	.0%
Essex	0	.0%
Spilsby	0	.0%
Withern	0	.0%
Eastville	0	.0%
Fibsey	0	.0%
Old Leake	0	.0%
Stickford	0	.0%
Stickney	0	.0%
Other		

**Q21aa. How often do you normally participate in playing BINGO?**

	Zone															
	1	2	3	4	5	6	7	8	1	2	3	4	5	6	7	8
Base: Those mentioning bingo	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning bingo	101	100.0%	26	100.0%	15	100.0%	6	100.0%	10	100.0%	2	100.0%	11	100.0%	16	100.0%
2-3 Times A Week	23	22.7%	6	23.1%	4	25.9%	2	30.0%	1	11.1%	1	25.0%	2	15.4%	4	27.3%
4-6 Times A Week	3	2.8%	2	7.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.7%	0	.0%
Once A Week	37	36.7%	8	30.8%	6	41.2%	1	20.0%	6	55.6%	1	25.0%	3	30.8%	7	45.5%
Once A Fortnight	8	8.3%	2	7.7%	1	5.9%	1	10.0%	0	.0%	1	50.0%	2	15.4%	0	.0%
Once A Month	16	16.4%	6	23.1%	3	17.6%	1	20.0%	0	.0%	0	.0%	3	23.1%	1	9.1%
Less Often	13	13.1%	2	7.7%	2	11.8%	1	7.4%	3	33.3%	0	.0%	1	7.7%	3	18.2%

**Q21b\_2. In which town do you participate in playing TENPIN BOWLING?**

		Zone																	
		Base: Those mentioning tenpin bowling																	
		1		2		3		4		5		6		7		8			
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
	Base: Those mentioning tenpin bowling	100	100.0%	22	100.0%	11	100.0%	10	100.0%	10	100.0%	16	100.0%	9	100.0%	8	100.0%	13	100.0%
	Boston	11	11.1%	0	.0%	0	.0%	6	63.2%	1	12.5%	3	21.4%	0	.0%	0	.0%	0	.0%
	Grimsby	5	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	40.0%	1	11.1%
	Horncastle	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%
	Lincoln	11	11.1%	0	.0%	0	.0%	1	5.3%	0	.0%	9	57.1%	0	.0%	0	.0%	1	11.1%
	Mablethorpe	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%
	Skegness	57	56.9%	20	90.9%	10	84.6%	3	26.3%	9	87.5%	2	14.3%	8	87.5%	0	.0%	6	44.4%
	Cleethorpes	7	6.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	60.0%	1	11.1%
	Ingoldmells	4	4.0%	2	9.1%	1	7.7%	0	.0%	0	.0%	0	.0%	1	12.5%	0	.0%	0	.0%
	Tamworth	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%
	Wainfleet	1	.9%	0	.0%	1	7.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Coningsby	1	.5%	0	.0%	0	.0%	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%



**Q21bb. How often do you normally participate in playing TENPIN BOWLING?**

	Zone															
	Base: Those mentioning tenpin bowling															
	Num	%	1	2	3	4	5	6	7	8						
Base: Those mentioning tenpin bowling	100	100.0%	22	100.0%	11	100.0%	10	100.0%	16	100.0%	9	100.0%	8	100.0%	13	100.0%
Daily	1	1.1%	0	.0%	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%
2-3 Times A Week	1	.9%	0	.0%	1	7.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Once A Week	5	5.2%	0	.0%	1	7.7%	1	5.3%	0	.0%	0	.0%	1	10.0%	3	22.2%
Once A Fortnight	8	8.0%	0	.0%	1	7.7%	1	5.3%	0	.0%	2	14.3%	1	12.5%	2	20.0%
Once A Month	24	24.5%	10	45.5%	2	15.4%	2	15.8%	4	43.8%	2	14.3%	2	25.0%	1	10.0%
Less Often	59	59.8%	12	54.5%	7	61.5%	7	68.4%	6	56.3%	10	64.3%	5	62.5%	7	55.6%
Don't know/Can't remember	1	.5%	0	.0%	0	.0%	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%

**Q21c.3. In which town do you visit CAFES/ RESTAURANTS most often?**

	Zone																	
	Base: Those mentioning cafes/restaurants																	
	Num	%	1	2	3	4	5	6	7	8								
Base: Those mentioning cafes/restaurants	602	100.0%	147	100.0%	67	100.0%	39	100.0%	48	100.0%	90	100.0%	38	100.0%	70	100.0%	102	100.0%
Boston	46	7.6%	2	1.3%	0	.0%	30	75.3%	11	22.1%	1	1.3%	2	5.7%	0	.0%	0	.0%
Grimsby	25	4.2%	2	1.3%	2	2.6%	0	.0%	0	.0%	1	1.3%	1	1.4%	11	15.7%	9	8.7%
Horncastle	49	8.1%	0	.0%	0	.0%	1	1.4%	2	3.9%	44	48.8%	3	7.1%	0	.0%	0	.0%
Lincoln	54	9.0%	8	5.3%	4	5.3%	1	2.7%	6	13.0%	27	30.0%	1	2.9%	4	6.0%	3	2.9%
Louth	83	13.9%	6	4.0%	1	1.3%	1	1.4%	1	2.6%	3	3.8%	7	18.6%	50	71.1%	15	14.5%
Mablethorpe	42	7.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	3	7.1%	0	.0%	38	37.7%
Skegness	199	33.1%	124	84.0%	40	59.2%	3	8.2%	10	20.8%	2	2.5%	9	22.9%	1	1.2%	10	10.1%

(cont.)

Q21c\_3. In which town do you visit CAFES/ RESTAURANTS most often?

	Zone																	
	Base: Those mentioning cafes/restaurants																	
	Num	%	1	%	2	%	3	%	4	%	5	%	6	%	7	%	8	
Don't know/Various	20	3.3%	2	1.3%	4	5.3%	1	1.4%	1	2.6%	6	6.3%	2	4.3%	1	1.2%	4	4.3%
Sutton on Sea	14	2.4%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	1	1.4%	0	.0%	13	13.0%
Spilsby	14	2.4%	0	.0%	0	.0%	0	.0%	14	28.6%	0	.0%	1	1.4%	0	.0%	0	.0%
Alford	13	2.2%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	8	21.4%	0	.0%	4	4.3%
St Leonards	6	1.1%	2	1.3%	4	6.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Burgh Le Marsh	6	.9%	0	.0%	4	6.6%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Nottingham	4	.7%	2	1.3%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
Friskney	3	.5%	0	.0%	2	2.6%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wainfleet	2	.4%	0	.0%	2	2.6%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Minting	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
Mablethorpe	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
Trusthorpe	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
Woodhall Spa	1	.2%	0	.0%	1	1.3%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Horncastle	1	.2%	0	.0%	0	.0%	1	1.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
Hagworthingham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Peterborough	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Creek	1	.1%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hogsthorpe	1	.1%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lewes, Sussex	1	.1%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Refused	1	.1%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brackenby Arms	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
Cleethorpes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
North Somercotes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
Bourne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
Bolingbroke	1	.1%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q21c\_3. In which town do you visit CAFES/ RESTAURANTS most often?**

	Zone																														
	Base: Those mentioning cafes/restaurants																														
	Num	%	1	%	Num	%	2	%	Num	%	3	%	Num	%	4	%	Num	%	5	%	Num	%	6	%	Num	%	7	%	Num	%	8
Orford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	
Partney	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	
South Reston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	
Woodthorpe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	
East Kirkby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

**Q21cc. How often do you visit CAFES/ RESTAURANTS?**

	Zone																														
	Base: Those mentioning cafes/restaurants																														
	Num	%	1	%	Num	%	2	%	Num	%	3	%	Num	%	4	%	Num	%	5	%	Num	%	6	%	Num	%	7	%	Num	%	8
Base: Those mentioning cafes/restaurants	602	100.0%	147	100.0%	67	100.0%	39	100.0%	48	100.0%	90	100.0%	38	100.0%	70	100.0%	102	100.0%													
Daily	4	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	3	2.9%													
2-3 Times A Week	75	12.4%	28	18.7%	9	13.2%	5	12.3%	6	13.0%	4	5.0%	3	8.6%	8	10.8%	12	11.6%													
4-6 Times A Week	6	1.0%	0	.0%	2	2.6%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	3	2.9%													
Once A Week	154	25.6%	35	24.0%	19	27.6%	11	27.4%	14	29.9%	15	16.3%	8	20.0%	20	28.9%	32	31.9%													
Once A Fortnight	137	22.8%	39	26.7%	11	17.1%	10	24.7%	9	18.2%	24	26.3%	8	20.0%	14	20.5%	22	21.7%													
Once A Month	142	23.6%	26	17.3%	19	28.9%	12	30.1%	9	19.5%	29	32.5%	12	32.9%	21	30.1%	13	13.0%													
Less Often	81	13.4%	20	13.3%	7	10.5%	2	5.5%	8	15.6%	16	17.5%	7	18.6%	7	9.6%	15	14.5%													
Don't know/Can't remember	3	.5%	0	.0%	0	.0%	0	.0%	1	1.3%	1	1.3%	0	.0%	0	.0%	1	1.4%													

**Q21d\_4. In which town do you visit the CINEMA?**

	Zone															
	Base: Those mentioning cinema															
	Num	%	1	%	2	%	3	%	4	%	5	%	6	%	7	
Base: Those mentioning cinema	287	100.0%	65	100.0%	23	100.0%	19	100.0%	28	100.0%	53	100.0%	19	100.0%	37	100.0%
Boston	43	15.0%	6	9.1%	2	7.7%	17	91.4%	10	35.6%	4	8.5%	1	2.9%	0	.0%
Grimsby	5	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	3	6.8%
Lincoln	40	14.1%	8	12.1%	0	.0%	1	2.9%	3	11.1%	25	46.8%	1	5.7%	0	.0%
Louth	46	16.1%	0	.0%	1	3.8%	0	.0%	1	4.4%	4	8.5%	7	34.3%	29	77.3%
Mablethorpe	38	13.2%	0	.0%	2	7.7%	0	.0%	0	.0%	0	.0%	4	22.9%	1	2.3%
Skegness	82	28.5%	51	78.8%	18	76.9%	0	.0%	8	26.7%	0	.0%	5	28.6%	0	.0%
Woodhall Spa	26	9.2%	0	.0%	0	.0%	1	5.7%	6	22.2%	19	36.2%	0	.0%	0	.0%
Cleethorpes	6	2.1%	0	.0%	1	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	5	13.6%
Don't know/Various	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%

(cont.)

**Q21d\_4. In which town do you visit the CINEMA?**

	Zone	
	Num	%
Base: Those mentioning cinema	43	100.0%
Boston	3	6.9%
Grimsby	1	3.4%
Lincoln	3	6.9%
Louth	4	10.3%
Mablethorpe	31	72.4%
Skegness	0	.0%
Woodhall Spa	0	.0%
Cleethorpes	0	.0%
Other	0	.0%
Don't know/Various	0	.0%

**Q21dd. How often do you normally go to the CINEMA?**

	Zone															
	1	2	3	4	5	6	7	8								
Base: Those mentioning cinema	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%				
Base: Those mentioning cinema	287	100.0%	65	100.0%	19	100.0%	28	100.0%	53	100.0%	19	100.0%	37	100.0%	43	100.0%
Once A Week	9	3.2%	0	.0%	0	.0%	1	2.2%	1	2.2%	1	2.1%	1	5.7%	3	6.8%
Once A Fortnight	41	14.4%	14	21.2%	3	14.3%	4	15.6%	4	8.5%	2	11.4%	8	22.7%	4	10.3%
Once A Month	90	31.4%	28	42.4%	8	40.0%	7	24.4%	17	31.9%	4	22.9%	8	20.5%	10	24.1%
Less Often	145	50.5%	24	36.4%	9	45.7%	16	57.8%	30	57.4%	11	60.0%	19	50.0%	24	55.2%
Don't know/Can't remember	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.4%

**Q21e\_5. In which town do you visit NIGHTCLUBS most often?**

	Zone													
	Base: Those mentioning nightclubs													
	Num	%	1	%	2	%	3	%	4	%	5	%	6	
Base: Those mentioning nightclubs	91	100.0%	37	100.0%	12	100.0%	4	100.0%	6	100.0%	8	100.0%	5	100.0%
Boston	2	2.4%	0	.0%	0	.0%	2	50.0%	0	.0%	0	.0%	0	.0%
Lincoln	12	13.3%	4	10.5%	0	.0%	0	.0%	0	.0%	7	85.7%	0	.0%
Louth	15	16.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	14.3%	2	40.0%
Mablethorpe	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Skegness	60	65.7%	33	89.5%	12	100.0%	2	50.0%	6	100.0%	0	.0%	3	60.0%
Other	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cleethorpes														

(cont.)

**Q21e\_5. In which town do you visit NIGHTCLUBS most often?**

	Zone			
	Base: Those mentioning nightclubs			
	Num	%	7	%
Base: Those mentioning nightclubs	9	100.0%	9	100.0%
Boston	0	.0%	0	.0%
Lincoln	0	.0%	1	16.7%
Louth	8	90.9%	3	33.3%
Mablethorpe	0	.0%	1	16.7%
Skegness	0	.0%	3	33.3%
Other	1	9.1%	0	.0%
Cleethorpes				

**Q21ee. How often do you visit NIGHTCLUBS?**

	Zone									
	1	2	3	4	5	6	7	8		
Base: Those mentioning nightclubs	Num	%	Num	%	Num	%	Num	%		
Base: Those mentioning nightclubs	91	100.0%	37	100.0%	12	100.0%	4	100.0%	8	100.0%
2-3 Times A Week	8	8.4%	4	10.5%	0	.0%	1	12.5%	0	.0%
Once A Week	23	25.3%	12	31.6%	3	21.4%	2	37.5%	1	14.3%
Once A Fortnight	14	15.7%	2	5.3%	3	21.4%	1	12.5%	0	.0%
Once A Month	31	34.3%	16	42.1%	4	28.6%	1	12.5%	3	44.4%
Less Often	13	14.7%	4	10.5%	4	28.6%	1	25.0%	2	28.6%
Don't know/Can't remember	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%

**Q21f\_6. In which town do you visit PUBS/ BARS most often?**

	Zone									
	1	2	3	4	5	6	7	8		
Base: Those mentioning pubs/ bars	Num	%	Num	%	Num	%	Num	%		
Base: Those mentioning pubs/ bars	433	100.0%	110	100.0%	49	100.0%	28	100.0%	33	100.0%
Boston	25	5.8%	6	5.4%	0	.0%	15	53.8%	3	7.7%
Grimsby	4	.9%	0	.0%	1	1.8%	0	.0%	0	.0%
Horncastle	38	8.7%	0	.0%	0	.0%	0	.0%	1	1.9%
Lincoln	15	3.4%	0	.0%	0	.0%	1	3.8%	1	1.9%
Louth	48	11.0%	0	.0%	0	.0%	1	3.8%	0	.0%
Mablethorpe	39	9.0%	0	.0%	0	.0%	0	.0%	0	.0%
Skegness	137	31.6%	100	91.1%	18	36.4%	3	11.5%	6	17.3%

(cont.)

Q21f\_6. In which town do you visit PUBS/ BARS most often?

	Zone																	
	Base: Those mentioning pubs/ bars		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Spilsby	19	4.5%	0	.0%	0	.0%	1	3.8%	18	55.8%	0	.0%	0	.0%	0	.0%	0	.0%
Sutton on Sea	19	4.3%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	1	2.6%	0	.0%	18	20.3%
Alford	16	3.6%	0	.0%	1	1.8%	0	.0%	1	1.9%	0	.0%	10	46.2%	0	.0%	4	5.1%
Chapel, St Leonards	13	2.9%	2	1.8%	10	20.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
Burgh le Marsh	8	1.8%	0	.0%	8	16.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know/Various	6	1.4%	0	.0%	2	3.6%	1	3.8%	2	5.8%	0	.0%	0	.0%	0	.0%	1	1.7%
Wainfleet	6	1.4%	0	.0%	6	12.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sutton-on-Sea	4	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	5.1%
Minting	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	1	1.7%
Fulstow	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	5.5%	0	.0%
Woodthorpe	3	.6%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
Hemingby	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.8%	0	.0%	0	.0%	0	.0%
Tetford	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.8%	0	.0%	0	.0%	0	.0%
Maltby le Marsh	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	1	1.7%
North Summercoats	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.6%	0	.0%
Wrangle	2	.4%	0	.0%	0	.0%	2	5.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rushden	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%
South Ormsby	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%
Huttost	1	.3%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
Hundesby, Spilsby	1	.3%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%	0	.0%	0	.0%
Abroad	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Horncastle	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
Friskney	1	.2%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aby	1	.2%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Creek	1	.2%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)



**Q21f\_6. In which town do you visit PUBS/ BARS most often?**

	Zone																															
	Base: Those mentioning pubs/ bars																															
	Num	%	1	%	Num	%	2	%	Num	%	3	%	Num	%	4	%	Num	%	5	%	Num	%	6	%	Num	%	7	%	Num	%	8	%
Hogsthorpe	1	.2%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Grainthorpe	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%
Bourne	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%
South View	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%
North Yorkshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Partney	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Reston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
South Thoresby, Alford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Willeby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Withern	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Benetton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Butterwick	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mar le Fen	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Old Leake	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

**Q21ff. How often do you visit PUBS/ BARS?**

	Zone																	
	Base: Those mentioning pubs/ bars		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning pubs/ bars	433	100.0%	110	100.0%	49	100.0%	28	100.0%	33	100.0%	60	100.0%	21	100.0%	46	100.0%	87	100.0%
Daily	4	1.0%	2	1.8%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%
2-3 Times A Week	58	13.4%	14	12.5%	10	20.0%	3	11.5%	3	9.6%	6	9.4%	3	12.8%	7	14.5%	13	15.3%
4-6 Times A Week	16	3.6%	4	3.6%	3	5.5%	0	.0%	2	5.8%	3	5.7%	0	.0%	1	1.8%	3	3.4%
Once A Week	159	36.7%	43	39.3%	15	30.9%	9	32.7%	9	26.9%	27	45.3%	5	25.6%	15	32.7%	35	40.7%
Once A Fortnight	60	13.8%	18	16.1%	5	10.9%	6	21.2%	6	19.2%	6	9.4%	4	17.9%	5	10.9%	10	11.9%
Once A Month	81	18.6%	22	19.6%	9	18.2%	6	21.2%	6	19.2%	10	17.0%	6	28.2%	10	21.8%	12	13.6%
Less Often	52	12.1%	8	7.1%	6	12.7%	4	13.5%	6	19.2%	8	13.2%	3	15.4%	8	18.2%	9	10.2%
Don't know/Can't remember	3	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.4%

Q21g\_7. In which town do you visit the SPORTS, LEISURE CENTRE/ GYM?

	Base: Those mentioning sports, leisure centre/gym	Zone														
		1		2		3		4		5		6		7		
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: Those mentioning sports, leisure centre/gym	231	100.0%	61	100.0%	28	100.0%	13	100.0%	17	100.0%	34	100.0%	16	100.0%	31	100.0%
Boston	14	6.3%	0	.0%	1	3.1%	12	88.0%	1	3.7%	1	3.3%	0	.0%	0	.0%
Grimsby	4	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	8.1%
Horncastle	25	10.9%	0	.0%	0	.0%	0	.0%	5	29.6%	20	60.0%	0	.0%	0	.0%
Lincoln	8	3.6%	0	.0%	0	.0%	1	4.0%	0	.0%	8	23.3%	0	.0%	0	.0%
Louth	31	13.3%	0	.0%	0	.0%	1	4.0%	1	3.7%	2	6.7%	2	10.3%	23	73.0%
Mablethorpe	21	9.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	2	13.8%	0	.0%
Skegness	110	47.5%	61	100.0%	21	75.0%	1	4.0%	8	48.1%	1	3.3%	8	51.7%	1	2.7%
Alford	4	1.8%	0	.0%	1	3.1%	0	.0%	0	.0%	0	.0%	3	20.7%	0	.0%
Spilsby	3	1.1%	0	.0%	0	.0%	0	.0%	3	14.8%	0	.0%	0	.0%	0	.0%
Burgh le Marsh	2	.8%	0	.0%	2	6.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Southview	2	.8%	0	.0%	2	6.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cleethorpes	2	.7%	0	.0%	1	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Manby	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.4%
Sleaford	1	.4%	0	.0%	1	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Covenham St Bartholomew	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Kenwick	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
North Summercoats	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Sutton on Sea	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.4%	0	.0%

(cont.)

Q21g\_7. In which town do you visit the SPORTS, LEISURE CENTRE/ GYM?

	Zone	
	Num	%
Base: Those mentioning sports, leisure centre/gym	31	100.0%
Boston	0	.0%
Grimsby	1	4.8%
Horncastle	0	.0%
Lincoln	0	.0%
Louth	3	9.5%
Mablethorpe	18	57.1%
Skegness	9	28.6%
Alford	0	.0%
Spilsby	0	.0%
Burgh le Marsh	0	.0%
Southview	0	.0%
Cleethorpes	0	.0%
Manby	0	.0%
Sleaford	0	.0%
Covenham St Bartholomew	0	.0%
Kenwick	0	.0%
North Summercoats	0	.0%
Sutton on Sea	0	.0%

**Q219g. How often do you normally visit the SPORTS, LEISURE CENTRE/ GYM?**

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: Those mentioning sports, leisure centre/gym	231	100.0%	61	100.0%	28	100.0%	13	100.0%	17	100.0%	34	100.0%	16	100.0%	31	100.0%	31	100.0%
Daily	6	2.5%	2	3.2%	0	.0%	2	16.0%	1	3.7%	1	3.3%	0	.0%	0	.0%	0	.0%
2-3 Times A Week	64	27.9%	20	32.3%	7	25.0%	5	36.0%	1	3.7%	12	36.7%	4	27.6%	13	40.5%	3	9.5%
4-6 Times A Week	13	5.8%	4	6.5%	1	3.1%	0	.0%	1	3.7%	3	10.0%	0	.0%	2	5.4%	3	9.5%
Once A Week	100	43.1%	24	38.7%	11	37.5%	4	32.0%	11	66.7%	11	33.3%	8	48.3%	12	37.8%	19	61.9%
Once A Fortnight	19	8.1%	6	9.7%	4	12.5%	0	.0%	2	11.1%	2	6.7%	1	3.4%	2	5.4%	3	9.5%
Once A Month	18	7.8%	6	9.7%	4	12.5%	1	4.0%	1	7.4%	1	3.3%	1	6.9%	2	5.4%	3	9.5%
Less Often	10	4.4%	0	.0%	3	9.4%	2	12.0%	1	3.7%	2	6.7%	2	13.8%	1	2.7%	0	.0%
Don't know/Can't remember	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%

**Q21h\_8. In which town do you visit the THEATRE OR ANY OTHER CULTURAL ACTIVITIES?**

	Zone															
	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning theatre/ cultural activities	295	100.0%	81	100.0%	30	100.0%	18	100.0%	48	100.0%	20	100.0%	34	100.0%	35	100.0%
Boston	7	2.3%	0	.0%	0	.0%	4	21.2%	0	.0%	1	2.3%	0	2.7%	1	4.2%
Grimsby	18	6.1%	0	.0%	1	2.9%	0	.0%	1	2.2%	1	4.7%	10	5.4%	3	8.3%
Horncastle	16	5.5%	0	.0%	0	.0%	1	6.1%	0	.0%	15	30.2%	0	2.7%	0	.0%
Lincoln	33	11.2%	2	2.4%	2	5.9%	2	9.1%	4	15.2%	13	27.9%	2	10.8%	6	16.7%
Louth	26	9.0%	0	.0%	0	.0%	0	.0%	2	6.5%	0	.0%	3	16.2%	4	12.5%
Mablethorpe	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%	0	4.2%
Skegness	142	48.1%	71	87.8%	25	82.4%	5	27.3%	13	43.5%	7	14.0%	1	32.4%	15	41.7%
Central London	28	9.5%	6	7.3%	0	.0%	5	30.3%	3	8.7%	6	11.6%	4	18.9%	3	10.0%
Spilsby	6	2.1%	0	.0%	0	.0%	0	.0%	5	17.4%	0	.0%	1	5.4%	0	.0%
Hull	3	.9%	0	.0%	0	.0%	0	.0%	1	2.2%	1	2.3%	0	.0%	1	2.5%
Sheffield	3	.9%	2	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%
Oxford	2	.5%	0	.0%	1	2.9%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%
Birmingham	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%
Scunthorpe	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%
Don't know/Various	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
Minting	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
Nottingham	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
Alford	1	.3%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sutton on Sea	1	.3%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stamford	1	.2%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%
Abroad	1	.2%	0	.0%	0	.0%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%
Peterborough	1	.2%	0	.0%	0	.0%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%

**Q21hh. How often do you normally visit the THEATRE OR ANY OTHER CULTURAL ACTIVITIES?**

	Zone															
	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning theatre/ cultural activities	295	100.0%	81	100.0%	30	100.0%	18	100.0%	29	100.0%	20	100.0%	34	100.0%	35	100.0%
2- 3 Times A Week	3	1.0%	0	.0%	1	2.9%	0	.0%	0	.0%	1	2.3%	0	.0%	1	2.5%
4-6 Times A Week	1	.2%	0	.0%	0	.0%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%
Once A Week	3	1.0%	0	.0%	2	5.9%	1	3.0%	1	2.2%	0	.0%	0	.0%	0	.0%
Once A Fortnight	9	3.0%	2	2.4%	1	2.9%	1	6.1%	1	4.3%	1	2.3%	0	.0%	1	4.2%
Once A Month	52	17.6%	24	29.3%	5	17.6%	2	12.1%	4	13.0%	3	7.0%	2	10.8%	10	30.0%
Less Often	226	76.7%	55	68.3%	21	70.6%	13	75.8%	23	80.4%	42	86.0%	16	81.1%	23	67.5%
Don't know/Can't remember	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.3%	1	2.7%	0	.0%

**Q21i\_9. In which town do you play an ORGANISED SPORT most often?**

	Zone															
	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning organised sport	149	100.0%	28	100.0%	16	100.0%	12	100.0%	12	100.0%	26	100.0%	14	100.0%	19	100.0%
Boston	9	5.8%	0	.0%	1	5.6%	6	50.0%	1	10.5%	0	.0%	1	3.8%	0	.0%
Grimsby	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%
Horncastle	14	9.2%	0	.0%	0	.0%	0	.0%	2	15.8%	11	43.5%	1	3.8%	0	.0%
Lincoln	8	5.6%	0	.0%	1	5.6%	0	.0%	2	15.8%	6	21.7%	0	.0%	0	.0%
Louth	18	12.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	11.5%	15	78.3%
Mablethorpe	11	7.7%	0	.0%	1	5.6%	0	.0%	0	.0%	1	4.3%	1	3.8%	0	.0%

(cont.)

Q21i\_9. In which town do you play an ORGANISED SPORT most often?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Skegness	38	25.9%	20	71.4%	7	44.4%	2	18.2%	3	21.1%	0	.0%	3	23.1%	1	4.3%	3	13.3%
Sutton on Sea	8	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	7	33.3%
Spilsby	6	4.4%	0	.0%	0	.0%	1	9.1%	4	31.6%	0	.0%	2	11.5%	0	.0%	0	.0%
Woodhall Spa	4	2.8%	2	7.1%	0	.0%	0	.0%	0	.0%	2	8.7%	0	.0%	0	.0%	0	.0%
Don't know/Various	3	2.1%	0	.0%	0	.0%	1	4.5%	0	.0%	1	4.3%	1	3.8%	1	4.3%	0	.0%
Various Locations	3	1.8%	0	.0%	0	.0%	1	9.1%	0	.0%	1	4.3%	1	3.8%	0	.0%	0	.0%
Alford	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	15.4%	0	.0%	0	.0%
Leeds	2	1.3%	2	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Manchester	2	1.3%	2	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Seacroft	2	1.3%	2	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sleaford	2	1.0%	0	.0%	1	5.6%	0	.0%	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%
Sandyland	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.7%
Cadwel Park	1	1.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%
Market Rasen	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%
Minting	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%
The Oval, London	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%
Tetney	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.7%	0	.0%	0	.0%
Burgh le Marsh	1	.6%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chapel St Leonards	1	.6%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hogsthorpe	1	.6%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nottingham	1	.6%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wainfleet	1	.6%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Covenham St Bartholomew	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Scunthorpe	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Whithum	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%

(cont.)



**Q21i\_9. In which town do you play an ORGANISED SPORT most often?**

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Other	1	.4%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kirton	1	.4%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Revesby	1	.4%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

**Q21ii. How often do you normally play an ORGANISED SPORT?**

	Zone															
	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning organised sport	149	100.0%	28	100.0%	16	100.0%	12	100.0%	12	100.0%	14	100.0%	19	100.0%	22	100.0%
Daily	4	2.6%	0	.0%	1	5.6%	1	9.1%	0	.0%	0	4.3%	1	4.3%	0	.0%
2-3 Times A Week	50	33.9%	16	57.1%	4	27.8%	3	22.7%	3	26.3%	5	34.6%	6	30.4%	10	46.7%
4-6 Times A Week	7	4.4%	0	.0%	2	11.1%	1	4.5%	1	5.3%	2	11.5%	1	4.3%	0	.0%
Once A Week	56	38.0%	8	28.6%	6	38.9%	5	40.9%	6	47.4%	6	42.3%	8	43.5%	7	33.3%
Once A Fortnight	7	4.7%	0	.0%	1	5.6%	1	9.1%	2	8.7%	0	.0%	1	4.3%	0	.0%
Once A Month	6	3.8%	0	.0%	0	.0%	1	4.5%	0	.0%	1	3.8%	1	4.3%	1	6.7%
Less Often	19	12.6%	4	14.3%	2	11.1%	1	9.1%	1	5.3%	1	7.7%	2	8.7%	3	13.3%

**Q22a. Do you or members of your household visit the seafront?**

	Zone																	
	1	2	3	4	5	6	7	8										
Base: All respondents	Num	%	Num	%	Num	%	Num	%										
Yes	1000	100.0%	246	100.0%	110	100.0%	79	100.0%	67	100.0%	141	100.0%	68	100.0%	105	100.0%	184	100.0%
No	755	75.5%	191	77.6%	76	68.8%	47	69.6%	57	72.8%	96	68.0%	46	67.2%	78	74.4%	165	89.6%
	245	24.5%	55	22.4%	34	31.2%	20	30.4%	21	27.2%	45	32.0%	22	32.8%	27	25.6%	19	10.4%

**Q22b. In which area do you visit the seafront?**

	Zone															
	1	2	3	4	5	6	7									
Base: Those visiting the seafront	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Boston	755	100.0%	191	100.0%	76	100.0%	47	100.0%	57	100.0%	96	100.0%	46	100.0%	78	100.0%
Grimsby	4	.5%	0	.0%	0	.0%	2	3.4%	1	1.1%	1	1.2%	1	1.2%	0	.0%
Horncastle	3	.4%	0	.0%	1	1.2%	0	.0%	0	.0%	1	1.2%	1	1.2%	1	1.1%
Lincoln	2	.3%	0	.0%	0	.0%	0	.0%	1	2.2%	1	1.2%	0	.0%	0	.0%
Louth	9	1.2%	0	.0%	0	.0%	1	1.1%	1	2.2%	3	3.5%	1	1.2%	3	4.3%
Mablethorpe	3	.4%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%
Skegness	154	20.4%	0	.0%	2	2.3%	1	1.1%	3	5.5%	7	7.1%	12	16.2%	31	39.8%
	397	52.6%	175	91.8%	50	66.3%	40	86.2%	35	60.4%	70	72.9%	15	33.3%	12	15.1%

(cont.)

**Q22b. In which area do you visit the seafront?**

	Zone															
	Base: Those visiting the seafront															
	Num	%	1	%	2	%	3	%	4	%	5	%	6	%	7	
Sutton on Sea	50	6.6%	0	.0%	1	1.2%	1	2.3%	4	6.6%	4	4.7%	5	11.9%	3	4.3%
Sutton on sea	40	5.3%	0	.0%	1	1.2%	0	.0%	4	7.7%	3	3.5%	4	8.3%	3	3.2%
Chapel St Leonards	21	2.7%	0	.0%	17	22.1%	0	.0%	1	2.2%	1	1.2%	1	1.2%	1	1.1%
Cleethorpes	16	2.1%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.2%	0	.0%	13	16.1%
Winthorpe	8	1.1%	6	3.1%	1	1.2%	1	1.1%	1	1.1%	0	.0%	0	.0%	0	.0%
Hutton on Bank	5	.6%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	3	6.0%	1	1.1%
Seacroft	5	.6%	4	2.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Sandilands	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	1.1%
Mablethorpe	4	.5%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.2%	0	.0%
Ingoldmells	4	.5%	4	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
North Somercotes	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.3%
Anderby	3	.4%	0	.0%	1	1.2%	0	.0%	1	2.2%	0	.0%	1	2.4%	0	.0%
Alford	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%
Grand Parade	2	.3%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Theddlethorpe	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	1.1%
Saltfleet	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	1	1.1%
Donnanook	1	.2%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%
Don't know/Various	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.2%	0	.0%
Bridlington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Donna Nook	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
Creek	1	.1%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Liverpool	1	.1%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
North Shore	1	.1%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Frinton on Sea	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Saltsleetbs	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%

(cont.)

**Q22b. In which area do you visit the seafront?**

	Zone																					
	Base: Those visiting the seafront																					
	Num	%	1	Num	%	2	Num	%	3	Num	%	4	Num	%	5	Num	%	6	Num	%	7	
Scarborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
South View	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Bamburgh, Northumberland	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mogul Eye	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spilsby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wrangle	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q22b. In which area do you visit the seafront?**

	Zone	
	Num	%
Base: Those visiting the seafront	165	100.0%
Boston	0	.0%
Grimsby	0	.0%
Horncastle	0	.0%
Lincoln	0	.0%
Louth	1	.9%
Mablethorpe	99	59.8%
Skegness	0	.0%

(cont.)

**Q22b. In which area do you visit the seafront?**

	Zone	
	Num	%
Sutton on Sea	31	18.8%
Sutton on sea	25	15.2%
Chapel St Leonards	0	.0%
Cleethorpes	1	.9%
Winthorpe	0	.0%
Hutton on Bank	0	.0%
Seacroft	0	.0%
Sandilands	3	1.8%
Mablethorpe	3	1.8%
Ingoldmells	0	.0%
North Somercotes	0	.0%
Anderby	0	.0%
Alford	1	.9%
Grand Parade	0	.0%
Theddlethorpe	0	.0%
Saltfleet	0	.0%
Donnanook	0	.0%
Don't know/Various	0	.0%
Bridlington	0	.0%
Donna Nook	0	.0%
Creek	0	.0%
Liverpool	0	.0%
North Shore	0	.0%
Frinton on Sea	0	.0%
Saltsleetbs	0	.0%

Other

(cont.)

**Q22b. In which area do you visit the seafront?**

	Zone	
	8	
	Num	%
Scarborough	0	.0%
South View	0	.0%
Bamburgh, Northumberland	0	.0%
Mogul Eye	0	.0%
Spilsby	0	.0%
Wrangle	0	.0%
Other		

**Q23. Social Economic Grade**

	Zone																	
	Base: All respondents																	
	Num	%	1	%	2	%	3	%	4	%	5	%	6	%	7	%	8	%
Base: All respondents	1000	100.0%	246	100.0%	110	100.0%	67	100.0%	79	100.0%	141	100.0%	68	100.0%	105	100.0%	184	100.0%
A/B	176	17.6%	39	16.0%	19	17.6%	9	12.8%	21	26.4%	36	25.6%	9	13.6%	22	20.8%	21	11.2%
C1	268	26.8%	75	30.4%	28	25.6%	18	27.2%	21	27.2%	39	28.0%	19	28.0%	31	29.6%	35	19.2%
C2	285	28.5%	59	24.0%	31	28.0%	18	27.2%	20	25.6%	33	23.2%	24	36.0%	29	27.2%	71	38.4%
D/E	239	23.9%	63	25.6%	28	25.6%	20	29.6%	14	18.4%	30	21.6%	13	19.2%	20	19.2%	50	27.2%
Refused	33	3.3%	10	4.0%	4	3.2%	2	3.2%	2	2.4%	2	1.6%	2	3.2%	3	3.2%	7	4.0%

**Q24. May I ask which age group you are in?**

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: All respondents	1000	100.0%	246	100.0%	110	100.0%	67	100.0%	79	100.0%	141	100.0%	68	100.0%	105	100.0%	184	100.0%
18 - 24 years	26	2.6%	10	4.0%	0	.0%	2	3.2%	3	3.2%	6	4.0%	2	3.2%	3	2.4%	1	.8%
25 - 34 years	47	4.7%	14	5.6%	5	4.8%	3	4.0%	3	4.0%	4	3.2%	3	4.8%	4	4.0%	10	5.6%
35 - 44 years	119	11.9%	26	10.4%	12	11.2%	11	16.0%	9	12.0%	20	14.4%	11	16.8%	13	12.8%	16	8.8%
45 - 54 years	149	14.9%	33	13.6%	13	12.0%	11	16.0%	13	16.8%	22	16.0%	9	13.6%	22	20.8%	25	13.6%
55 - 64 years	225	22.5%	51	20.8%	27	24.8%	17	24.8%	23	28.8%	35	24.8%	14	20.8%	24	23.2%	34	18.4%
65 years or above	414	41.4%	106	43.2%	49	44.8%	23	33.6%	26	33.6%	49	35.2%	27	40.0%	37	35.2%	96	52.0%
Refused	18	1.8%	6	2.4%	3	2.4%	2	2.4%	1	1.6%	3	2.4%	1	.8%	2	1.6%	1	.8%

**Q25. How many cars does your household own or have the use of for shopping?**

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: All respondents	1000	100.0%	246	100.0%	110	100.0%	67	100.0%	79	100.0%	141	100.0%	68	100.0%	105	100.0%	184	100.0%
None	120	12.0%	39	16.0%	10	8.8%	4	6.4%	7	8.8%	17	12.0%	5	8.0%	9	8.8%	28	15.2%
One	563	56.3%	149	60.8%	60	54.4%	34	50.4%	42	53.6%	62	44.0%	35	51.2%	64	60.8%	116	63.2%
Two	252	25.2%	47	19.2%	31	28.0%	20	29.6%	23	29.6%	46	32.8%	24	35.2%	27	25.6%	34	18.4%
Three or more	53	5.3%	8	3.2%	7	6.4%	9	12.8%	6	7.2%	12	8.8%	3	4.8%	4	4.0%	4	2.4%
Refused	12	1.2%	2	.8%	3	2.4%	1	.8%	1	.8%	3	2.4%	1	.8%	1	.8%	1	.8%



**Q26. Gender of respondent**

	Zone																	
			1		2		3		4		5		6		7		8	
	Base: All respondents	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	246	100.0%	110	100.0%	67	100.0%	79	100.0%	141	100.0%	68	100.0%	105	100.0%	184	100.0%
Male	279	27.9%	79	32.0%	27	24.8%	19	28.0%	19	24.8%	30	21.6%	21	30.4%	28	26.4%	56	30.4%
Female	721	72.1%	167	68.0%	83	75.2%	48	72.0%	59	75.2%	110	78.4%	47	69.6%	77	73.6%	128	69.6%

**Q27. Would you be willing to be recontacted for future quality control purposes?**

	Zone																	
			1		2		3		4		5		6		7		8	
	Base: All respondents	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	246	100.0%	110	100.0%	67	100.0%	79	100.0%	141	100.0%	68	100.0%	105	100.0%	184	100.0%
Yes	678	67.8%	157	64.0%	83	75.2%	51	76.0%	59	75.2%	89	63.2%	49	72.8%	72	68.0%	118	64.0%
No	322	32.2%	88	36.0%	27	24.8%	16	24.0%	19	24.8%	52	36.8%	18	27.2%	34	32.0%	66	36.0%