

Summary of Postcode Zone Retail Spend

Zone 1

- 1.1 Zone 1 is the largest of the zones surveyed and lies to the north of the study area. It is largely rural in character and includes the settlements of Slaidburn, Chipping, Dunsop Bridge and Gisburn.

Main Food Shop

- 1.2 79 percent of households surveyed do their main food shopping in Clitheroe. Just under two thirds go to Tesco on Duck Street, the remainder is fairly evenly split between Sainsbury's and Booths. 17 percent do their main food shopping in Blackburn, Accrington, Colne, Nelson, Skipton and Burnley. Surprisingly, considering the rural nature of the zone, no one said that they do their main food shop via the internet or at Clitheroe Market. Four percent could not specify a preferred location. Just under 90 percent said that they travel by car to do their main shop. Only six percent take the bus, and two percent walk. On average, households in Zone 1 consist of two people and spend £64 a week on food.

Top-Up Food Shop

- 1.3 70 percent of households in Zone 1 do additional top-up food shops during the week. Just under 50 percent of households revisit supermarkets for top-up food purchases. Only seven percent visit local shops in Clitheroe, including the market. Others visit local shops in Longridge, Blackburn and Preston. On average, Zone 1 households spend £15 a week on top-up shopping and just under 85 percent travel by car.

Clothes and Footwear

- 1.4 Zone 1 households visit a broad spread of locations to buy clothes and footwear. The most popular destination is Blackburn (21 percent), followed by Preston (12 percent). Clitheroe is the next most popular location (10 percent) but is closely followed by Accrington (8 percent), Manchester (7 percent), and Burnley (6 percent). The remainder is split evenly between Skipton, Colne, Nelson, Manchester Trafford Centre and Whalley. Again surprisingly, only five percent said that the internet is their first preference for buying clothes and footwear. 15 percent could not decide upon one location. Four-fifths of people travel by car to their destination. On average, households in Zone 1 spend £100 per visit and go once a month.

Goods such as Books, CDs and Toiletries

- 1.5 Most Zone 1 households visit Clitheroe local shops to buy these goods (26 percent).

Including the supermarkets in Clitheroe, this share increases to 42 percent. Interestingly, 13 percent of households buy these goods via the internet or mail order. Other destinations include Blackburn, Accrington, Preston, Burnley, Manchester, Great Harwood and Skipton. 18 percent of households could not decide upon one location. On average, households in Zone 1 spend £30 per visit and purchase these items more than once a month.

Large Domestic Appliances

- 1.6 The most popular destination for Zone 1 households to buy these items is Blackburn (30 percent), including Currys and PC World. This is closely followed by Clitheroe Town Centre (28 percent), key retailers including DJP and Clitheroe Electrical Shop. 21 percent could not identify a specific location. 11 percent said they buy these goods via the internet and mail order. The remaining 12 percent are split between other destinations including Preston. On average, Zone 1 households spend £420 per visit and usually buy these items once a year.

Furniture and Carpets

- 1.7 51 percent of households said they either do not buy such items, or could not identify a particular location. The remainder evenly identified a broad range of locations but mostly Clitheroe shops (16 percent). Other destinations included Accrington, Blackburn, Preston, Burnley, Nelson and Colne. On average, households spent £1153 on their last visit and expect to purchase these items less than once every five years on average. No-one in Zone 1 bought their last purchase via the internet or mail order.

DIY

- 1.8 Just over a quarter of people could not identify a particular location as they do not buy DIY goods on a regular basis. Of the remainder, the most popular destinations for Zone 1 households were B&Q in Blackburn (30 percent) and Dawsons in Clitheroe (21 percent). The remainder is split between B&Q in Nelson (8 percent), B&Q in Bamber Bridge (2 percent), Homebase in Ashton-on-Ribble, Focus on Calverdale Road and local shops in Clitheroe. On average, Zone 1 households spend £48 on DIY goods on each visit and purchase such items once a month.

Zone 2

- 1.9 Zone 2 is the smallest of the zones surveyed. Largely urban in character, it comprises the town of Clitheroe.

Main Food Shop

- 1.10 77 percent of Zone 2 households surveyed do their main food shopping in Clitheroe. 38 percent go to Tesco on Duck Street, 23 percent visit Booths and 16 percent go to Sainsburys. Seven percent could not specify a particular destination for their main food shopping. The remaining 16 percent is split between Accrington (nine percent) and then evenly between Blackburn, Colne, Preston, Nelson, Skipton and the internet. 70 percent travel by car to do their main food shop. Only four percent take the bus, but encouragingly 21 percent walk. On average, Zone 2 households consist of two people and spend £55 a week on food – the lowest of the five zones.

Top-Up Food Shop

- 1.11 80 percent of Zone 2 households do additional top-up food shops during the week. Just under 70 percent of households revisit supermarkets to do this. 17 percent visit local shops in Clitheroe. Only 1.3 percent said that they visit Clitheroe Market for top-up food shopping. 8 percent of households could not identify a particular destination for top-up food purchases. On average, Zone 2 households spend £14 a week on top-up shopping. Despite visiting shops and supermarkets nearby, 53 percent travel by car. 41 percent walk.

Clothes and Footwear

- 1.12 Zone 2 households visit a broad spread of locations to buy clothes and footwear, but the most popular destinations are Blackburn (22 percent), followed by Preston (14 percent) and then Clitheroe (10 percent). Manchester (eight percent), the internet (8 percent) and Burnley (seven percent) follow. The remainder is split between Skipton, Whalley, Manchester Trafford Centre and Colne. 18 percent could not decide upon one location. Just under two-thirds travel by car to their destination. On average, households in Zone 2 spend £68 per visit and purchase these items once a month.

Goods such as Books, CDs and Toiletries

- 1.13 55 percent of Zone 2 households visit Clitheroe Town Centre to buy these goods (includes 11 percent to supermarkets, and one percent to Clitheroe Market). 13 percent of households buy these goods via the internet or mail order. Other destinations include Blackburn, Burnley, Colne, Accrington, Preston and Manchester. 10 percent of households could not decide upon one location. On average, households in Zone 1 spend £24 per visit – the least of all the zones and buy these items more than once a month.

Large Domestic Appliances

- 1.14 28 percent of Zone 2 households could not identify a specific location where they go to buy these goods. The most popular destination is Clitheroe Town Centre (27 percent) and then Blackburn (19 percent – both Currys and PC World). 14 percent buy these goods via the internet and mail order. The remaining 12 percent is split between other destinations including Preston. On average, Zone 2 households spend £400 per visit and buy such items once a year.

Furniture and Carpets

- 1.15 39 percent of Zone 2 households said they either do not buy such items on a regular basis, or could not identify a particular location. The remainder identified a broad range of locations, with the most popular location being Clitheroe shops (33 percent). Other destinations include Blackburn (14 percent), Accrington (four percent) Preston, Padiham and Whalley (all one percent). On average, households spent £940 on their last visit and purchase such items less than once every five years. Only one percent bought their last purchase via the internet or mail order.

DIY

- 1.16 Just under a third of people could not identify a particular location as they do not buy DIY goods on a regular basis. Of the remainder, the most popular destinations for Zone 2 households for DIY goods were Dawsons in Clitheroe (31 percent) and B&Q in Blackburn (20 percent). The remainder is split between Homebase in Accrington (seven percent), Focus on Whitebirk Drive (three percent), B&Q in Bamber Bridge and Nelson (both 2 percent) and Focus on Calverdale Road (two percent). On average, Zone 2 households spend £41 on DIY goods on each visit, and purchase them roughly once a month.

Zone 3

- 1.17 Zone 3 is the third largest zone to be surveyed. Both urban and rural in character, it includes Whalley, Great Harwood and Simonstone.

Main Food Shop

- 1.18 36 percent of Zone 3 households surveyed do their main food shopping in Clitheroe (only 0.3 percent at the market). This comprises 16 percent at Tesco, 14 percent at Sainsburys and six percent visit Booths. Seven percent could not specify a particular destination for their main food shopping. 50 percent is split between Accrington (22 percent), Blackburn (12 percent), Burnley (11 percent) and Great Harwood (five

percent). Two percent use the internet to do their main food shop. The remainder is divided between Padiham, Nelson, Preston, Skipton, Longridge and Colne. 79 percent travel by car to do their main food shop. Six percent take the bus, and 11 percent walk. On average, Zone 3 households consist of two people and spend £62 a week on food.

Top-Up Food Shop

- 1.19 74 percent of Zone 3 households do additional top-up food shops during the week. Just under 53 percent of these households revisit supermarkets to do this (27 percent go to Clitheroe supermarkets). Interestingly, 10 percent of people visit local shops in Great Harwood for their top-up items. Six percent visit local shops in Whalley and four percent visit local shops in Clitheroe. Local shops in Padiham, Blackburn, Burnley and Rishton also benefit. Six percent of households could not identify a particular destination for top-up food purchases. The remainder is split between Accrington, Longridge, Preston, Nelson and Colne. On average, Zone 3 households spend £14 a week on top-up shopping. 50 percent travel by car to these destinations but 43 percent walk.

Clothes and Footwear

- 1.20 Zone 3 households visit a broad spread of locations to buy clothes and footwear. The most popular destinations are Blackburn Town Centre (25 percent), followed by Burnley Town Centre (16 percent), Manchester City Centre (10 percent), and Accrington Town Centre (nine percent). The remainder is split between Clitheroe, Preston, Skipton, Manchester Trafford Centre, Whalley and Colne. Six percent of Zone 3 households prefer to buy clothes and footwear on the internet. 16 percent could not decide upon one location. Just under 70 percent travel by car to their destination. On average, households in Zone 3 spend £86 per visit and purchase these items once a month.

Goods such as Books, CDs and Toiletries

- 1.21 15 percent of Zone 3 households visit Clitheroe Town Centre to buy these goods (includes five percent to supermarkets, and less than one percent to Clitheroe Market). 13 percent of households buy these goods via the internet or mail order. Other destinations for these items include Blackburn (13 percent), Accrington (13 percent), Burnley Town Centre (11 percent), Great Harwood (three percent), Preston (three percent), Manchester City Centre (one percent) and the Trafford Centre (one percent). 21 percent of households could not identify a specific destination. On

average, households in Zone 3 spend £30 per visit and purchased these items more than once a month.

Large Domestic Appliances

- 1.22 30 percent of Zone 3 households could not identify a specific location where they go to buy these goods. Of the remainder, the most popular destination is Blackburn (30 percent - Currys and PC World). 14 percent buy these goods via the internet and mail order. The remaining 26 percent is split between other destinations but largely Clitheroe (11 percent), Preston and Burnley. On average, Zone 3 households spend £355 per visit and purchase these items on average once a year.

Furniture and Carpets

- 1.23 54 percent of Zone 3 households said they either do not buy such items on a regular basis, or could not identify a particular location. The rest identified a broad range of locations, the most popular being Blackburn (13 percent), Clitheroe (11 percent) and Accrington (seven percent). Others key destinations include Preston, and Burnley. Four percent bought their last purchase via the internet or mail order. On average, households spent £974 on their last visit and purchase these items less than once every five years.

DIY

- 1.24 Just under a third of people could not identify a particular location as they do not buy DIY goods on a regular basis. For those that did, the most popular destination for Zone 3 households for DIY goods was B&Q in Blackburn (28 percent). A quarter is spread between Dawsons in Clitheroe (10 percent), Homebase in Accrington (eight percent) and B&Q in Nelson (seven percent). Other destinations include B&Q at Bamber Bridge, Focus at Calverdale Road and Whitebirk Drive, Whalley and Clitheroe town centres. On average, Zone 3 households spend £58 on DIY goods on each visit and buy these items once every two months.

Zone 4

- 1.25 Zone 4 is the second smallest zone to be surveyed. Both urban and rural in character, it includes Ribchester, Brownhill and Wilpshire.

Main Food Shop

- 1.26 13 percent of Zone 4 households surveyed do their main food shopping in Clitheroe supermarkets, equally split between Tesco, Sainsburys and Booths. By far the most

popular destination is Blackburn, attracting 64 percent of households to do their main food shopping. Eight percent could not identify a preferred location. The remaining share is split between Preston (five percent), Accrington (four percent), Great Harwood (one percent), Colne, Burnley, Longridge and the internet. 89 percent travel by car to do their main food shop. Six percent take the bus, and one percent walk. On average, Zone 4 households consist of two people and spend £60 a week on food.

Top-Up Food Shop

- 1.27 68 percent of Zone 4 households do additional top-up food shops during the week. 38 percent of these households revisit supermarkets to do this (only five percent go to Clitheroe supermarkets). A significant proportion (44 percent) of people visit local shops, mainly in Blackburn but also in Great Harwood and Whalley, for their top-up items. 13 percent of households could not identify a particular destination for top-up food purchases. On average, Zone 4 households spend £12 a week on top-up shopping – the lowest of the five zones. 71 percent travel by car to these destinations but 24 percent walk.

Clothes and Footwear

- 1.28 Zone 4 households visit a broad spread of locations to buy clothes and footwear, with the most popular destination by far being Blackburn Town Centre (40 percent), followed by Preston City Centre (11 percent), Manchester City Centre (six percent), Clitheroe Town Centre and Trafford Centre (both three percent). The remainder is split between Accrington, Burnley, Skipton, Whalley, Nelson and Colne. Five percent of households prefer to buy clothes and footwear on the internet. 21 percent could not decide upon one location. 77 percent travel by car to their destination. On average, households in Zone 4 spend £95 per visit and shop once a month.

Goods such as books, CDs and toiletries

- 1.29 Seven percent of Zone 4 households visit Clitheroe Town Centre to buy these goods (mostly to supermarkets). Eight percent of households buy via the internet or mail order. The most popular destination for these items is Blackburn (45 percent – two thirds to the town centre), followed by Preston (seven percent), Accrington and Manchester (both three percent). The remainder is split between Burnley, Skipton, Brownhill and Nelson. 23 percent of households could not identify a specific destination. On average, households in Zone 4 spend £40 per visit and buy these items more than once a month.

Large Domestic Appliances

- 1.30 The most popular destination to buy these goods is Blackburn (41 percent). 30 percent of households could not identify a preferred location. 11 percent buy these goods via the internet and mail order. The remainder is split between other destinations, the main ones being Clitheroe and Preston. On average, Zone 4 households spend £558 per visit and buy these items once every 1-2 years.

Furniture and Carpets

- 1.31 60 percent of Zone 3 households said they either do not buy such items on a regular basis, or could not identify a preferred location. For those that do, the most popular locations are Blackburn (20 percent), Clitheroe (five percent), and Accrington (four percent). The remainder is split between other destinations including the internet, Preston and Burnley. On average, households spent £1192 on their last visit and buy items less than once every five years.

DIY

- 1.32 27 percent of people could not identify a preferred location as they do not buy DIY goods on a regular basis. 58 percent buy at B&Q in Blackburn. The remaining 15 percent is split largely between Dawsons in Clitheroe, Homebase in Accrington, B&Q (in Preston and Bamber Bridge), Focus at Whitebirk Drive and Focus in Blackburn. On average, Zone 4 households spend £90 on DIY goods per visit and purchase these items once every six months.

Zone 5

- 1.33 Zone 5 is the third smallest zone to be surveyed. It includes Longridge, Chipping and Goosnargh. It extends to the west side of the M6, to include Catterall and Barton (locations in Preston City Council's area).

Main Food Shop

- 1.34 Only two percent of Zone 5 households do their main food shopping in Clitheroe supermarkets. By far the most preferred destinations are Preston, attracting 56 percent (Asda at Fulwood being the most popular at 38 percent) and Longridge (32 percent). One percent could not identify a preferred location. The remaining share is split between the internet, Accrington and Blackburn. 88 percent travel by car to do their main food shop. Less than one percent take the bus, and six percent walk. On average, households consist of two people and spend £68 a week on food.

Top-Up Food Shop

- 1.35 74 percent of Zone 5 households do additional top-up food shops during the week. 51 percent of these households revisit supermarkets (two thirds go to Longridge supermarkets). A significant proportion (44 percent) of people visit local shops, mainly in Longridge (15 percent) but also Preston, Accrington and Oswaldtwistle. The remainder could not identify a preferred destination for top-up food purchases. On average, Zone 5 households spend £14 a week on top-up shopping. 62 percent travel by car to these destinations and 32 percent walk.

Clothes and Footwear

- 1.36 Preston by far is the most popular location to buy clothes and footwear, 64 percent. Nine percent could not identify a preferred location. Other destinations include Manchester, Blackburn, Trafford Centre, Clitheroe, Longridge and Colne. 78 percent travel by car to their destination. 12 percent use the bus. No-one walks. On average, Zone 5 households spend £75 per visit and shop once a month.

Goods such as Books, CDs and Toiletries

- 1.37 50 percent of Zone 5 households visit Preston to buy these goods (one third to supermarkets). Eleven percent prefer to buy these goods via the internet or mail order. Other destinations are Longridge (15 percent) and the remainder split between Clitheroe, Manchester, Accrington and the Trafford Centre. 19 percent of households could not identify a preferred destination. On average, households in Zone 5 spend £27 per visit and buy these items more than once a month.

Large Domestic Appliances

- 1.38 Preston stores are the most popular destinations (43 percent). 28 percent of households could not identify a preferred location. 11 percent buy these goods via the internet and mail order. The remainder is split between other destinations including Longridge, Blackburn and Clitheroe. On average, Zone 5 households spend £336 per visit and buy these items once every 1-2 years.

Furniture and Carpets

- 1.39 65 percent of Zone 5 households said they either do not buy such items on a regular basis, or could not identify a preferred location. For the remaining 35 percent the most popular location was Preston (19 percent), with others identifying Longridge (eight percent), the internet (three percent) and Blackburn (one percent). On

average, households spent £962 on their last visit and buy items once every five years.

DIY

- 1.40 28 percent of people could not identify a preferred location as they do not purchase DIY goods on a regular basis. Of the remainder, the most popular destination by far is Preston (B&Qs and Wickes - 62 percent). The remaining 10 percent is split largely between Swifts in Longridge, Dawsons in Clitheroe and B&Q (in Blackburn). On average, Zone 5 households spend £76 on DIY goods per visit and purchase these items once every six months.