



Leisure Study 2013

June 2013

Part of the Local
Development Framework
Evidence Base





Nathaniel Lichfield
& Partners
Planning. Design. Economics.

Leisure Study 2013

Ribble Valley Borough Council

June 2013

41239/02/PW/SMH/KH

This document is formatted for double sided printing.

© Nathaniel Lichfield & Partners Ltd 2012. Trading as Nathaniel Lichfield & Partners.

All Rights Reserved.

Registered Office:

14 Regent's Wharf

All Saints Street

London N1 9RL

All plans within this document produced by NLP are based upon Ordnance Survey mapping with the permission of Her Majesty's Stationery Office. © Crown Copyright reserved. Licence number AL50684A

Contents

1.0	Introduction	1
2.0	Commercial Leisure Trends	3
	Commercial Leisure Patterns	4
3.0	Commercial Leisure Assessment	5
	Cinemas	6
	Health and Fitness Clubs	7
	Ten-pin Bowling	7
	Bingo	8
	Casinos	8
	Indoor Play Centres	8
	Theatres	8
	Bars and Restaurants	9
	Comparison of Leisure Provision with Similar Authorities	10
4.0	Conclusions	13

Tables

Table 3.1	Study Area Survey Zones	5
Table 3.2	Cinema Potential in Ribble Valley	6
Table 3.3	GB GOAD Plan Town Centres Use Class Mix	9
Table 3.4	Ribble Valley Town Centres Use Class Mix	10
Table 3.5	Comparison of Leisure Provision	11

Appendices

- Appendix 1 Study Area
- Appendix 2 **Household Survey Questionnaire & Raw Results**

1.0 Introduction

1.1 Ribble Valley Borough Council has commissioned Nathaniel Lichfield & Partners (NLP) to prepare a Leisure Study, the key objective of which is to provide a robust and credible evidence base to support the Public Examination of the Council's Core Strategy.

1.2 The Study:

- 1 audits existing commercial leisure provision and assesses potential future requirements;
- 2 considers whether current leisure provision is meeting the demands of Borough residents and whether there is a need to increase competition and/or influence the retail and leisure mix; and
- 3 compares commercial leisure provision in Ribble Valley Borough with provision in other administrative areas of a similar demographic character.

2.0 Commercial Leisure Trends

- 2.1 The demand for commercial leisure facilities has increased significantly during the last 25 years. The growth in the commercial leisure sector was particularly strong during the late 1980s and again in the mid 1990s. Average household expenditure on leisure services increased in real terms by 93% between 1984 and 1995 (source: Family Expenditure Survey), and by a further 48% between 1995 and 2005. The sector has experienced more limited growth since 2005. Many analysts consider that the commercial leisure market has now reached saturation in some sub-sectors, such as bingo, large format multiplex cinemas and tenpin bowling. The economic downturn since 2008 has curbed further growth in leisure spending and this sector is an early casualty of reduced disposable income, albeit the concept of the 'staycation' has positive repercussions for the domestic commercial leisure industry.
- 2.2 The mid-1990s saw the expansion of major leisure parks which are generally anchored by a large multiplex cinema and offer other facilities such as ten-pin bowling, bingo, nightclubs, health/fitness clubs, themed destination restaurants, pub/restaurants, children's nurseries and budget hotels. Commercial leisure facilities have typically been located on the edge of town centres or out-of-centre, with good road access. Many leisure uses have also emerged on retail warehouse parks. This type of development is most evident in higher order centres, including nearby Burnley, Blackburn and Preston, and is less of a feature in smaller settlements such as Clitheroe, Longridge and Whalley.
- 2.3 The cinema market remains an important sector as this is often an anchor leisure use and provides footfall for other uses. Operators such as City Screen, Mainline Pictures and Reel Cinemas have opened new cinemas or taken over small cinemas in recent years. Cineworld recently confirmed that it is on track to open a further 25 locations by the end of 2017 and in November 2012 announced that it had bought the arthouse cinema chain, Picturehouse which operates from 21 locations. The acquisition will extend the Cineworld Group portfolio to over 120 venues, subject to Competition Commission clearance. Odeon is also continuing investment to improve and expand its estate, which includes new food and drink partnerships with Costa Coffee to introduce outlets into its cinema foyers. Vue has also identified further opportunities for multiplex cinemas in the UK, with the intention to explore new acquisition opportunities
- 2.4 Although the private health and fitness market has remained strong, it is the no-contract, budget operators such as The Gym Group, Pure Gym and easyGym that are currently seeking premises across the UK and continue to grow rapidly. The economic downturn and squeeze on disposable income has had an impact on established multiple operators, most notably Fitness First, which was recently forced to close a number of gyms as a result of falling membership revenues.

- 2.5 Since the late 1990s the high street has seen a significant increase in the number of cafés and coffee shops. This includes the Costa Coffee, Starbucks and Caffé Nero chains, alongside a growth in high-end independent retailers. A 2012 report¹ predicts that increased competition from brands such as Harris and Hoole and Greggs Moment will lead to a 25% growth in coffee shops over the next five years.

Commercial Leisure Patterns

- 2.6 NEMS market research carried out a telephone survey of 500 households in May 2013 to inform the both this study and the Ribble Valley Retail Study Update 2013. The following provides a brief summary of commercial leisure patterns within the Study Area:
- Visiting pubs, bars and restaurants is the most popular leisure activity and is undertaken by 73% of respondents. This is followed by visiting the cinema (48%) and theatres (36%).
 - Participation rates in ten-pin bowling (13%) and bingo (4%) are low.
 - Clitheroe is the main destination for leisure trips within Ribble Valley Borough and is most popular for visiting pubs, bars and restaurants (30.2%) and night clubs and music venues (29.2%).
 - Outside of the Study Area, the higher order centres of Manchester, Blackburn and Preston attract residents from the Study Area for leisure trips.

¹ Project Café 12 UK, Allegra Strategies (December 2012)

3.0

Commercial Leisure Assessment

Methodology

- 3.1 NEMS market research carried out a telephone survey of 500 households in May 2013 across a Study Area encompassing Ribble Valley Borough and extending west and south into the densely populated areas of north Preston and Hyndburn Borough. The Study Area is divided into five sub-zones.
- 3.2 The plan at **Appendix 1** illustrates the extent of the Study Area and its division by postcode sector. Table 3.1 below sets out the post-code sectors in each survey zone.

Table 3.1 Study Area Survey Zones

Survey Zone	Post Code Sector(s)
1. Forest of Bowland Rural Area	BB7 3, BB7 4
2. Clitheroe Area	BB71, BB7 2
3. Whalley Area	BB7 9, BB12 7, BB6 7
4. A59 Corridor	BB6 8, BB1 9, BB2 7
5. Longridge Area	PR3 2, PR3 3, PR2 5, PR3 5

- 3.3 **Appendix 2** includes the questionnaire and raw results of the NEMS household survey.
- 3.4 The results of the household survey are utilised to quantify the requirement for new commercial leisure facilities in Ribble Valley. An analysis of typical patronage rates per head of population is undertaken and standard benchmarks applied. This is then compared against existing commercial leisure provision in the Borough to identify if there is any requirement for additional facilities.
- 3.5 NLP is not aware of any existing commitments for additional commercial leisure provision in Ribble Valley Borough that should be factored into this assessment.

Catchment Potential

- 3.6 In general, commercial leisure facilities will draw the main part of their trade from residents living within a radius of up to 20 minutes travel time. Major leisure facilities such as multiplex cinemas, ten-pin bowling centres, ice rinks and family entertainment centres require a large catchment population, and often benefit from locating together on large out-of-centre leisure parks.
- 3.7 The population of the Study Area at 2013 is approximately 92,000, which provides for a sizeable catchment. However, residents have good access to leisure facilities in nearby Preston (Capitol Centre), Blackburn (Peel Leisure and

Retail Park) and Accrington which limits the catchment area and potential for new commercial leisure facilities within Ribble Valley Borough.

Cinemas

- 3.8 The household survey results indicate that 48% of respondents visit the cinema; 13% of which visit the only cinema in Ribble Valley; the single-screen (200 seat) Palace Cinema in Longridge. The Grand in Clitheroe also shows films and was the last visited destination of 3% of respondents. However, it is not in permanent cinema use (film showings generally average less than 2 per month) and is therefore discounted from the assessment below.
- 3.9 The retention rate of cinema trips in Ribble Valley is low at 13% (excluding The Grand), which is a result of the existing provision in the Borough being limited to a single-screen. The majority of respondents in the Study Area visit larger multi-screen facilities in the nearby higher order centres of Blackburn (37%), Preston (17%) and Accrington (12%).
- 3.10 Current usage is considered against existing cinema provision in the Borough in order to assess whether there is an unmet demand for additional facilities. The catchment potential is converted into a total number of expected cinema screens and seats, which is calculated by dividing the population by the current national average (16,300 people per screen and 78 people per seat). The results of this exercise are shown in Table 3.2.

Table 3.2 Cinema Potential in Ribble Valley

	2013	2018	2023	2028
Study Area Population	92,098	94,236	96,874	100,319
Market Retention	13%	13%	13%	13%
Catchment Potential	11,972	12,250	12,593	13,041
Cinema Screen Potential	1	1	1	1
Cinema Seat Potential	153	153	153	153
Existing Screen Provision	1	1	1	1
Existing Seat Provision	200	200	200	200

- 3.11 The above analysis suggests the existing cinema provision in Ribble Valley is sufficient to meet existing demand in terms of the number of screens/seat provision over the period to 2028, and there is no requirement to plan for additional cinema provision over the Core Strategy period unless patronage rates increase considerably.
- 3.12 The proportion of Study Area residents who visit the cinema is low at 48% and there may be potential to tap into latent demand for additional facilities. This could be achieved through qualitative improvements to the existing offer, albeit there appears to be little scope for additional screen/seats at the Palace Cinema in Longridge.

Health and Fitness Clubs

- 3.13 There are a limited number of health and fitness clubs in Ribble Valley Borough, which include:
- 1 Carter Leisure, Clitheroe
 - 2 Crossfit, Clitheroe
 - 3 Roefield Leisure Centre, Clitheroe
 - 4 Longridge Sports Centre, Longridge
 - 5 Oakhill Academy, Whalley
- 3.14 The adult population of the Study Area is approximately 72,700 in 2013 which could generate demand for about 8,724 public and private membership places, based on the national average membership rate (12%). The existing provision of health and fitness clubs in the Borough (5 no.) implies an average of around 1,745 members per club, which is above the national average for private fitness clubs (1,375 members). This suggests that there may be current demand for additional health and fitness facilities in Ribble Valley Borough.
- 3.15 There is also potential for the identified capacity to increase in-line with the projected growth in population over the period to 2028, which could create an additional 85 memberships (based on the national average membership rate per head).
- 3.16 Existing health and fitness club provision in Ribble Valley Borough is operated by independent businesses and the public sector. It is anticipated that any future demand for premises in Ribble Valley Borough would be from budget gym operators i.e. Gym Group or Pure Gym as high to medium-end chains such as David Lloyd, Virgin Active and LA Fitness tend to be located in larger towns and cities with a significant catchment population.

Ten-pin Bowling

- 3.17 At present there is no ten-pin bowling facility in Ribble Valley Borough. Although there is theoretical capacity for ten-pin bowling provision, based on the national average of one lane per 12,000 people, future requirements will be determined by commercial requirements rather than being plan-led.
- 3.18 The main ten-pin bowling operators (Ten Pin, Hollywood) tend to locate in mixed-use retail and leisure parks, of which there is no provision in Ribble Valley Borough. The smaller format All Star Lanes is currently expanding, but at present its only representation out of London is in Manchester, and its target market is therefore likely to be other regional centres.
- 3.19 Given the locational requirements of operators and the existing provision of ten-pin bowling facilities in the higher order centres of Blackburn and Preston, it is considered unlikely that there will be demand for ten-pin bowling in Ribble Valley Borough over the period to 2028.

Bingo

- 3.20 There is currently no bingo hall provision in Ribble Valley Borough. The adult population of the Study Area (approximately 72,200 residents) could generate about 126,350 bingo hall admissions based on the national participation rate (1.75 trips per adult).
- 3.21 Based on the average admissions per club (113,000), this indicates that there may be capacity for a bingo hall in Ribble Valley Borough, but existing provision in nearby Accrington (New Empire), Preston (Gala, Club 3000) and Blackburn (Gala) suggests that the commercial requirement for premises in Ribble Valley Borough is likely to be extremely limited.

Casinos

- 3.22 146 licensed casinos operated in Great Britain at March 2012², which equates to approximately one casino per 400,000 people. Attendance at casinos by members and guests was 16 million trips in 2008. There are no casinos within Ribble Valley, but there is a several facilities in Blackpool (4 no.), Bolton (2 no.) and Manchester (6 no.).
- 3.23 Ribble Valley Borough does not have a catchment population large enough to support a casino and it is a certainty that operators' requirements are better met in larger centres, such as Blackpool, Bolton, Preston or Manchester.

Indoor Play Centres

- 3.24 At present, indoor play centre provision in Ribble Valley Borough is limited to Kids4 Play in Clitheroe. Such facilities are a growing area in the commercial leisure sector and there is no available data on national patronage rate for such facilities. It is therefore difficult to determine whether there is any latent demand for additional provision in Ribble Valley Borough.
- 3.25 It is likely that the projected growth in population in the Study Area will result in additional demand for children's play facilities. If such proposals are forthcoming, it is an important planning consideration that they are situated in appropriate locations as it is becoming increasingly common for operators to seek less central premises i.e. industrial estates or retail and leisure parks.

Theatres

- 3.26 The household survey indicates that approximately 35% of respondents in the Study Area visit theatres. The Grand in Clitheroe is a mid-sized venue which seats 240 people and is the most popular destination in Ribble Valley Borough, attracting 10% of theatre goers.

² Gambling Commission - Industry statistics 2009 - 2012

3.27 However, Manchester is the most popular destination for respondents, with its theatres attracting 55% of residents from the Study Area.

3.28 The presence of venues which stage national productions in Manchester and the other larger centres of the North West suggest that there is limited scope for new privately operated theatres in Ribble Valley Borough.

Bars and Restaurants

3.29 Food and drink establishments (Class A3, A4 and A5) including restaurants, bars and pubs support other major leisure uses on leisure and retail parks and are important services within town centres. National information available from Experian Goad indicates that the proportion of non-retail uses within town centres across the country has increased over the last decade as shown in Table 3.3.

Table 3.3 GB GOAD Plan Town Centres Use Class Mix

Type of Unit	Change 2000 to 2013 (%)	Proportion of Total Number of Units (%)			
		2000	2005	2009	2013
Class A1 (Retail)	- 9.7	59.1	56.4	54.0	49.4
Class A1 (Services)	+2.9	8.2	9.6	9.8	11.1
Class A2	-0.4	8.9	8.9	9.0	8.5
Class A3/A5*	+4.9	11.2	13.7	14.5	16.1
Miscellaneous	-0.3	1.4	1.4	1.3	1.1
Vacant/under Const.	+2.4	11.2	10.1	11.4	13.6
Total	-	100	100	100	100

Source: Goad Centre Reports (excludes bars/public houses (Class A4))

3.30 The proportion of Class A1 retail units in Goad-surveyed town centres decreased by 9.7% over the period from 2000-2013, whilst Class A3/A5 uses increased by 14.9%. The proportion of vacant units has increased since 2000 (2.4%).

3.31 Recent trends indicate that the growth in Class A3 to A5 uses within town centres is likely to continue in the future and there will be competition for premises with other more traditional town centre uses. The mix of uses in the town centres of Clitheroe, Longridge and Whalley is shown in Table 3.4.

3.32 Clitheroe town centre contains a lower than average proportion Class A3/A5 units and could reasonably accommodate additional Class A3/A5 units without prejudicing the retail function of the centre. Encouraging the provision of additional Class A3/A5 floorspace will not only contribute to the vitality and viability of the centre, but also improve the night-time economy which appears to be limited in its offer.

- 3.33 The proportion of Class A3/A5, Class A2 and Class A1 (Service) units in Whalley is above the UK average. Although the proportion of Class A1 (Retail) units is in-line with the UK average at 50%, proposals for Class A3/A5 uses in Whalley town centre should be given careful consideration to ensure that the balance of uses and the primary retail function of the town centre maintained.

Table 3.4 Ribble Valley Town Centres Use Class Mix

Type of Unit	Proportion of Total Number of Units (%)		
	Clitheroe	Longridge	Whalley
Class A1 (Retail)	54.8	56.2	50.0
Class A1 (Services)	14.1	9.4	11.9
Class A2	10.6	12.5	9.5
Class A3-A5	10.0	16.7	21.4
Miscellaneous	0.5	2.1	2.4
Vacant/under Const.	10.0	3.1	4.8
Total	100	100	100

Source: GOAD Centre Reports

Comparison of Leisure Provision with Similar Authorities

- 3.34 In order to understand whether there are any clear deficiencies in the commercial leisure performance of Ribble Valley Borough, a comparison with the provision found in local authority areas with similar population levels has been undertaken. Of the six areas initially selected for this assessment (Oadby & Wigston, Boston, North Warwickshire, Forest Heath, Craven and Eden), it was concluded that Craven and Eden Districts are most similar to Ribble Valley Borough in terms of population and demographic profile. The scale of the main centres within Craven (Skipton, High Bentham and Settle) and Eden (Penrith, Alston, Appleby and Kirkby Stephen) are also comparable with those of Ribble Valley.
- 3.35 A summary of the existing commercial leisure provision in Ribble Valley Borough, Craven District and Eden District is set out in Table 3.5.
- 3.36 This comparison exercise indicates that Ribble Valley Borough has a similar number of health and fitness centres, restaurants, cafes and pubs to Craven District. Existing cinema facilities in both Ribble Valley Borough and Craven District is limited to one cinema offering a single screen, and neither local authority area accommodates a bingo hall or casino. In terms of family entertainment, Craven District offers a ten-pin bowling alley, which is small-format (8-lanes) and independently operated. There is also additional theatre provision in Craven District, but this is home to a local company and productions are limited to five per year.

- 3.37 Commercial leisure provision in Eden District is similar to that of Ribble Valley Borough and Craven District, albeit there is a larger representation of restaurants, cafes and pubs and family entertainment facilities. This is likely to be a reflection of the scale and dominance of Penrith in the local retail hierarchy, where the majority of provision is concentrated, rather than an indicator that Ribble Valley Borough is deficient in the provision of such facilities.

Table 3.5 Comparison of Leisure Provision

Facility	Number of units		
	Ribble Valley	Craven	Eden
Health and fitness clubs	5	7	4
Cinemas	1 (1 screen)	1 (1 screen)	1 (2 screens)
Restaurants, cafes and pubs	62	61	71
Bingo halls and casinos	0	0	0
Family entertainment	1	2	5
Theatres/Music venues	1	2	0

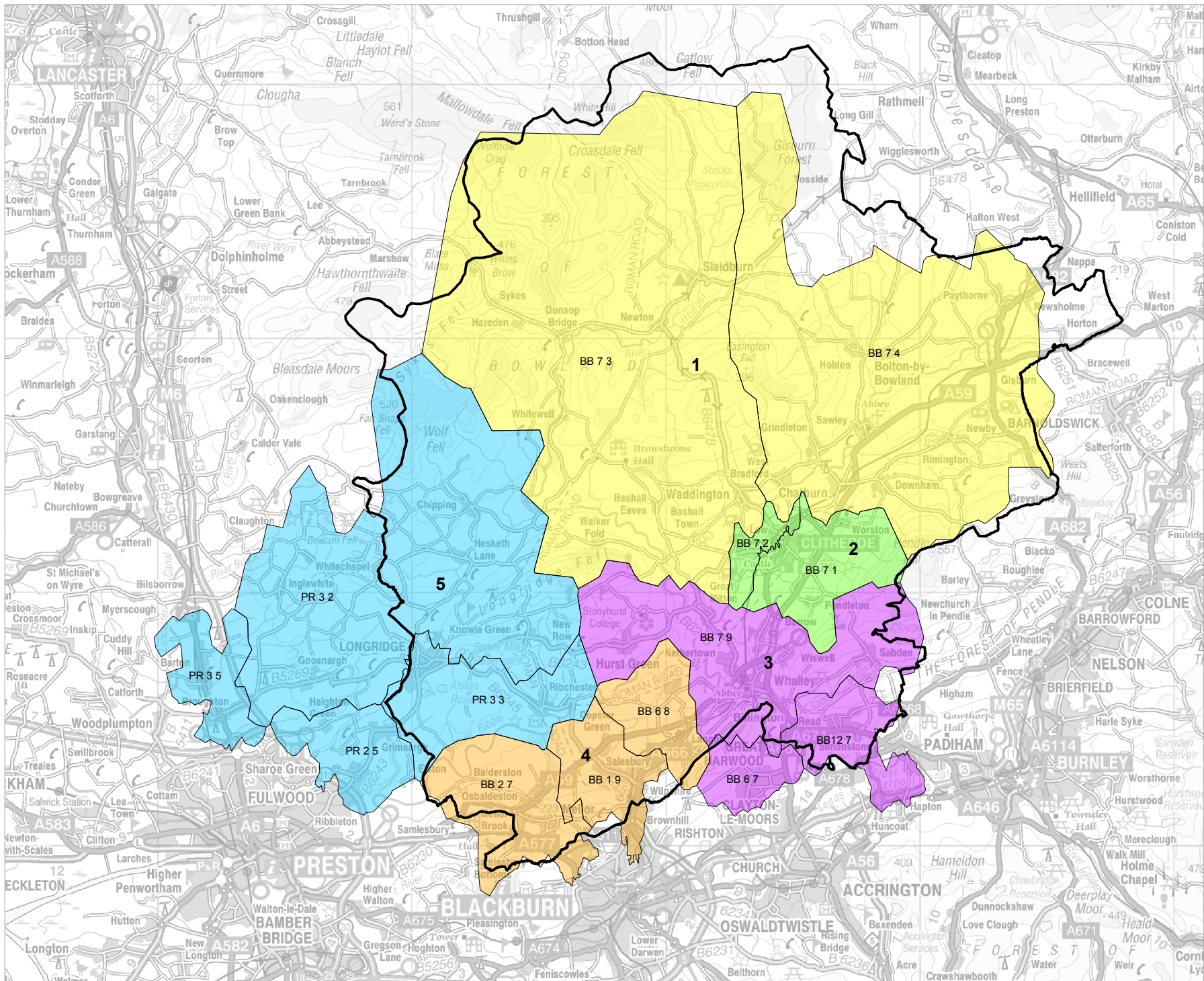
Source: NLP Research 2013

- 3.38 The similarity in commercial leisure provision in the three local authority areas might be expected given their rural nature and proximity to the higher order centres of Preston and Blackburn (Ribble Valley), Bradford and Leeds (Craven) and Carlisle (Eden).








4.0 Conclusions

- 4.1 Ribble Valley Borough Council has commissioned NLP to prepare a Leisure Study which assesses the potential for further commercial leisure floorspace over the period to 2028.
- 4.2 The provision of commercial leisure facilities in Ribble Valley Borough is limited which reflects the proximity of the higher order centres of Blackburn and Preston. Residents of Ribble Valley Borough have good access to destinations in these centres and this will limit the scope for additional commercial leisure provision.
- 4.3 Key sectors, including health and fitness clubs, cinemas, theatres and restaurants/cafes are present within Ribble Valley Borough. The assessment indicates that the Borough may have potential to accommodate ten-pin, bingo and additional health and fitness facilities. However, market demand for such uses is likely to be limited and a comparison of Ribble Valley Borough's commercial leisure performance with Craven and Eden District indicates that that there are no clear deficiencies in provision.
- 4.4 The most popular leisure activity in Ribble Valley Borough is visiting pubs, bars and restaurants. It is considered that such uses should be encouraged in Clitheroe to contribute the vitality and viability of the centre, particularly those which would stimulate the night time economy. However, Whalley town centre comprises a relatively high proportion of Class A3 and A5 units. This is reflective of its position in the retail hierarchy but the Council should consider carefully future planning applications for such uses to ensure that the retail function of the centre is not diminished.
- 4.5 It is not considered that there is any requirement for the Council to plan for additional commercial leisure development in the Borough over the period to 2028. Rather than being plan led, proposals for new commercial leisure facilities should be determined on a case by case basis, taking into account the sequential impact tests required by the National Planning Policy Framework as appropriate.

Appendix 1 Study Area



Key

-  Ribble Valley Local Authority Boundary
-  Zone 1 - Forest of Bowland Rural Area
-  Zone 2 - Clitheroe Area
-  Zone 3 - Whalley Area
-  Zone 4 - A59 Corridor
-  Zone 5 - Longridge Area
-  Postal Sector

 **Nathaniel Lichfield & Partners**
 Planning, Design, Economics.

Project	Ribble Valley Retail Study Update 2013
Title	Study Area: Ribble Valley Retail Study Update 2013
Client	Ribble Valley Borough Council
Date	June 2013
Scale	1 : 200,000 @ A4
Drawn by	MAR
Drw. No	GIS41239/01-01

Based upon Ordnance Survey mapping with the permission of Her Majesty's Stationery Office. © Crown Copyright reserved. Licence number AL50684A
 GIS Reference: S:\MA41239 - Ribble Valley Retail Study Update 2013\MA41239 - Ribble Valley Retail Study Update 2013 - Study Area - 01.05.2013.mxd

Appendix 2 Household Survey Questionnaire & Raw Results

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q01 At which store or shop did you do your household's last main food and grocery shopping ?												
Aldi, Argyle Street, Accrington	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Aldi, Blackpool Road, Preston	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Aldi, Heys Lane, Great Harwood	2.4%	12	1.0%	1	1.0%	1	6.0%	6	4.0%	4	0.0%	0
Asda, Grimshaw Retail Park, Blackburn	3.0%	15	1.0%	1	1.0%	1	3.0%	3	10.0%	10	0.0%	0
Asda, Hyndburn Road, Accrington	2.8%	14	2.0%	2	2.0%	2	8.0%	8	2.0%	2	0.0%	0
Asda, Pittman Way, Fulwood, Preston	4.8%	24	1.0%	1	0.0%	0	0.0%	0	0.0%	0	23.0%	23
Asda, Princess Way, Burnley	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Booths, Berry Lane, Longridge	4.4%	22	0.0%	0	0.0%	0	1.0%	1	0.0%	0	21.0%	21
Booths, Sharoe Green Lane, Fulwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Booths, Station Road, Clitheroe	13.6%	68	30.0%	30	22.0%	22	7.0%	7	9.0%	9	0.0%	0
Co-op, Inglewhite Road, Longridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Iceland, North Road, Preston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, Shaw Bridge Street, Clitheroe	3.0%	15	7.0%	7	6.0%	6	1.0%	1	1.0%	1	0.0%	0
Morrisons, Ashton-on-Ribble, Preston	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Morrisons, Broughton Rd, Skipton	0.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Pendle Street, Nelson	0.8%	4	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Morrisons, Queen Street, Great Harwood	2.0%	10	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0
Morrisons, Railway Road, Blackburn	3.2%	16	0.0%	0	0.0%	0	0.0%	0	16.0%	16	0.0%	0
Sainsbury's, Bamber Bridge, Preston	0.8%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1
Sainsbury's, Flintoff Way, Preston	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3
Sainsbury's, Inglewhite Road, Longridge	6.8%	34	0.0%	0	0.0%	0	1.0%	1	1.0%	1	32.0%	32
Sainsbury's, Moor Lane, Clitheroe	14.0%	70	14.0%	14	34.0%	34	18.0%	18	4.0%	4	0.0%	0
Tesco Express, Market Way, Blackburn	0.6%	3	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Tesco, Duck Street, Clitheroe	15.2%	76	32.0%	32	29.0%	29	10.0%	10	4.0%	4	1.0%	1
Tesco, Eagle Street, Accrington	0.4%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Tesco, Finsley Gate, Burnley	0.6%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Hill Street, Blackburn	3.8%	19	0.0%	0	0.0%	0	1.0%	1	18.0%	18	0.0%	0
Tesco, Queen Street, Great Harwood	5.8%	29	1.0%	1	1.0%	1	20.0%	20	7.0%	7	0.0%	0
Tesco, Wyre Street, Padiham	0.8%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Local shops, Blackburn	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Local shops, Clitheroe	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Longridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Padiham	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Preston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet	2.4%	12	2.0%	2	0.0%	0	3.0%	3	5.0%	5	2.0%	2
Aldi, Bolton Road, Blackpool	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Booths, Park Hill Road, Garstang	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, Whalley Banks, Blackburn	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Marks & Spencer, King William Street, Blackburn	0.4%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Poulton Street, Kirkham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Squires Gate Lane, Blackpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Moor Lane,	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Clitheroe						
Tesco Express, Roe Lee Retail Centre, Whalley Lee Road, Blackburn	0.2%	1	0.0%	0	0.0%	0
Tesco, Craven Street, Skipton	0.2%	1	1.0%	1	0.0%	0
Waitrose, Capitol Centre, Walton Le Dale	0.6%	3	0.0%	0	0.0%	0
(Don't know / can't remember)	0.4%	2	0.0%	0	0.0%	0
Base:	500	100	100	100	100	100

Q01A Which retailer do you shop online with?

Those who shop online at Q01

Asda	33.3%	4	50.0%	1	0.0%	0	66.7%	2	0.0%	0	50.0%	1
Ocado	8.3%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Sainsbury's	16.7%	2	0.0%	0	0.0%	0	0.0%	0	40.0%	2	0.0%	0
Tesco	41.7%	5	50.0%	1	0.0%	0	33.3%	1	40.0%	2	50.0%	1
Base:		12		2		0		3		5		2

Q02 While you were on your last main food shop at (LOCATION MENTIONED AT Q01) did you, (or anyone else with you) carry out any of the following activities? [MR/PR]

Not those who shop online at Q01

Go to Bank, Post Office, Building society or Cash point	28.1%	137	31.6%	31	27.0%	27	33.0%	32	22.1%	21	26.5%	26
Get Petrol	18.6%	91	18.4%	18	8.0%	8	20.6%	20	18.9%	18	27.6%	27
Shopping for other food items	23.0%	112	17.3%	17	18.0%	18	24.7%	24	28.4%	27	26.5%	26
Shopping for non food items	19.5%	95	16.3%	16	20.0%	20	20.6%	20	22.1%	21	18.4%	18
Window shopping / browsing	10.9%	53	10.2%	10	12.0%	12	7.2%	7	10.5%	10	14.3%	14
Hairdressers, dry cleaners, or other service	3.9%	19	5.1%	5	3.0%	3	1.0%	1	6.3%	6	4.1%	4
Cinema	0.4%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Pub / Bar / Restaurant	5.7%	28	6.1%	6	2.0%	2	3.1%	3	10.5%	10	7.1%	7
Nightclub / Live music	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Health & fitness club	0.8%	4	1.0%	1	0.0%	0	0.0%	0	1.1%	1	2.0%	2
Libraries	1.8%	9	3.1%	3	2.0%	2	2.1%	2	1.1%	1	1.0%	1
(Nothing else)	42.0%	205	46.9%	46	52.0%	52	38.1%	37	40.0%	38	32.7%	32
Base:		488		98		100		97		95		98

Ribbles Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q03 Is there any other store or shop at which you do your main food and grocery shopping ?												
Aldi, Argyle Street, Accrington	0.4%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldi, Blackpool Road, Preston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aldi, Heys Lane, Great Harwood	1.8%	9	1.0%	1	0.0%	0	6.0%	6	2.0%	2	0.0%	0
Asda, Grimshaw Retail Park, Blackburn	2.0%	10	0.0%	0	1.0%	1	1.0%	1	8.0%	8	0.0%	0
Asda, Hyndburn Road, Accrington	2.4%	12	1.0%	1	4.0%	4	7.0%	7	0.0%	0	0.0%	0
Asda, Pittman Way, Fulwood, Preston	2.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10
Asda, Princess Way, Burnley	0.8%	4	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Booths, Berry Lane, Longridge	3.6%	18	1.0%	1	0.0%	0	0.0%	0	0.0%	0	17.0%	17
Booths, Station Road, Clitheroe	7.6%	38	17.0%	17	6.0%	6	6.0%	6	9.0%	9	0.0%	0
Clitheroe Market	0.6%	3	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Co-op, Inglewhite Road, Longridge	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Lidl, Shaw Bridge Street, Clitheroe	3.6%	18	5.0%	5	7.0%	7	5.0%	5	1.0%	1	0.0%	0
M&S Simply Food, Broadway, Accrington	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
M&S Simply Food, St. James Street, Burnley	0.4%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Morrisons, Broughton Rd, Skipton	1.0%	5	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Pendle Street, Nelson	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Queen Street, Great Harwood	3.2%	16	0.0%	0	0.0%	0	13.0%	13	3.0%	3	0.0%	0
Morrisons, Railway Road, Blackburn	1.6%	8	1.0%	1	0.0%	0	1.0%	1	5.0%	5	1.0%	1
Sainsbury's, Active Way, Burnley	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bamber Bridge, Preston	1.4%	7	1.0%	1	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Sainsbury's, Flintoff Way, Preston	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3
Sainsbury's, Inglewhite Road, Longridge	5.2%	26	1.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	25
Sainsbury's, Moor Lane, Clitheroe	10.4%	52	13.0%	13	20.0%	20	8.0%	8	9.0%	9	2.0%	2
Spar, George Street, Whalley	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Market Way, Blackburn	0.8%	4	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1
Tesco, Duck Street, Clitheroe	8.6%	43	13.0%	13	20.0%	20	7.0%	7	3.0%	3	0.0%	0
Tesco, Eagle Street, Accrington	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco, Finsley Gate, Burnley	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco, Hill Street, Blackburn	1.4%	7	0.0%	0	1.0%	1	0.0%	0	6.0%	6	0.0%	0
Tesco, Queen Street, Great Harwood	3.8%	19	2.0%	2	3.0%	3	11.0%	11	3.0%	3	0.0%	0
Whiteheads, Park Street, Great Harwood	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Blackburn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Clitheroe	1.6%	8	1.0%	1	4.0%	4	1.0%	1	0.0%	0	2.0%	2
Local shops, Great Harwood	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Longridge	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Local shops, Padiham	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Local shops, Preston	0.4%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Local shops, Whalley	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet	0.8%	4	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1
Aldi, Cuerden Way, Bamber Bridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, North Valley Retail Park, Colne	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Corporation Street, Colne	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Preston New Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Blackburn						
Lidl, New Hall Lane, Preston	0.2%	1	0.0%	0	0.0%	0
Local shops, Bolton	0.2%	1	0.0%	0	0.0%	0
Local shops, Mellor	0.2%	1	0.0%	0	0.0%	0
Sainsbury's, Park Hill Road, Garstang	0.2%	1	0.0%	0	0.0%	0
Spar, Edisford Road, Clitheroe	0.2%	1	0.0%	0	1.0%	1
Tesco Extra, Clifton Retail Park, Clifton Road, Blackpool	0.6%	3	0.0%	0	0.0%	0
Tesco, Highfield Road, Blackpool	0.2%	1	0.0%	0	0.0%	0
Waitrose, Capitol Centre, Walton Le Dale	0.4%	2	1.0%	1	0.0%	0
(Don't know / can't remember)	0.4%	2	1.0%	1	0.0%	0
(No others)	26.2%	131	32.0%	32	28.0%	28
Base:	500	100	100	100	100	100

Q04 How do you normally travel to do your main food shopping?

Car-driver	73.6%	368	75.0%	75	65.0%	65	78.0%	78	77.0%	77	73.0%	73
Car-passenger	13.8%	69	19.0%	19	12.0%	12	7.0%	7	15.0%	15	16.0%	16
Bus / coach	2.6%	13	3.0%	3	0.0%	0	6.0%	6	1.0%	1	3.0%	3
Taxi	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Walk	5.8%	29	0.0%	0	19.0%	19	4.0%	4	1.0%	1	5.0%	5
Use Internet / get it delivered	2.4%	12	2.0%	2	0.0%	0	3.0%	3	5.0%	5	2.0%	2
Mobility scooter	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	6	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1
Base:	500	100	100	100	100	100	100	100	100	100	100	100

Q05 Where do you normally start your main food shopping trip from? [PR]

Those specifying a physical location at either Q01 or Q03 or both

Home	92.9%	457	95.0%	95	93.0%	93	96.0%	95	87.4%	83	92.9%	91
Work	4.9%	24	4.0%	4	3.0%	3	3.0%	3	8.4%	8	6.1%	6
School	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Leisure destination / Leisure activity	0.6%	3	1.0%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0
(Don't know / Varies)	1.4%	7	0.0%	0	3.0%	3	1.0%	1	2.1%	2	1.0%	1
Base:	492	100	100	100	99	95	98					

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q06 In addition to your main food shopping, which store or shop did you last visit for small scale / top-up shopping for things like bread, milk or newspapers?												
Aldi, Argyle Street, Accrington	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldi, Blackpool Road, Preston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aldi, Heys Lane, Great Harwood	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Asda, Grimshaw Retail Park, Blackburn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Hyndburn Road, Accrington	0.6%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Asda, Pittman Way, Fulwood, Preston	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Asda, Princess Way, Burnley	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Booths, Berry Lane, Longridge	4.0%	20	0.0%	0	0.0%	0	1.0%	1	0.0%	0	19.0%	19
Booths, Kirkgate, Settle	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Booths, Sharoe Green Lane, Fulwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Booths, Station Road, Clitheroe	7.0%	35	13.0%	13	16.0%	16	2.0%	2	4.0%	4	0.0%	0
Clitheroe Market	1.2%	6	5.0%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Burnley Road, Barrow	0.8%	4	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Co-op, Inglewhite Road, Longridge	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9
Lidl, Shaw Bridge Street, Clitheroe	1.6%	8	3.0%	3	3.0%	3	2.0%	2	0.0%	0	0.0%	0
M&S Simply Food, St. James Street, Burnley	0.4%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons, Queen Street, Great Harwood	3.4%	17	0.0%	0	0.0%	0	16.0%	16	1.0%	1	0.0%	0
Morrisons, Railway Road, Blackburn	1.6%	8	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0
Sainsbury's, Active Way, Burnley	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Inglewhite Road, Longridge	3.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	19
Sainsbury's, Moor Lane, Clitheroe	6.8%	34	6.0%	6	22.0%	22	3.0%	3	2.0%	2	1.0%	1
Spar, George Street, Whalley	3.6%	18	0.0%	0	0.0%	0	17.0%	17	1.0%	1	0.0%	0
Tesco Express, Longridge Road, Preston	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Tesco Express, Market Way, Blackburn	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Tesco, Duck Street, Clitheroe	7.8%	39	11.0%	11	22.0%	22	5.0%	5	1.0%	1	0.0%	0
Tesco, Hill Street, Blackburn	0.8%	4	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0
Tesco, Queen Street, Great Harwood	1.8%	9	0.0%	0	0.0%	0	8.0%	8	1.0%	1	0.0%	0
Tesco, Wyre Street, Padiham	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Whalley Town Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Whiteheads, Park Street, Great Harwood	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Local shops, Accrington	0.4%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Local shops, Blackburn	2.0%	10	1.0%	1	0.0%	0	1.0%	1	8.0%	8	0.0%	0
Local shops, Clitheroe	4.6%	23	6.0%	6	15.0%	15	2.0%	2	0.0%	0	0.0%	0
Local shops, Great Harwood	0.6%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Local shops, Longridge	3.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15
Local shops, Padiham	0.6%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Local shops, Preston	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Local shops, Whalley	0.6%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Internet	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Aldi, Bolton Road, Blackpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Bolton Road, Pendlebury	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Booths, Park Hill Road, Garstang	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Co-op, Berry Lane, Longridge	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Co-op, Preston New Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Blackburn						
Co-op, Whalley New Road, Brownhill, Blackburn	1.2%	6	0.0%	0	0.0%	0
Co-op, Whalley Road, Clitheroe	0.2%	1	0.0%	0	0.0%	0
Lidl, Whalley Banks, Blackburn	0.6%	3	0.0%	0	0.0%	0
Local shops, Arnside	0.2%	1	0.0%	0	0.0%	0
Local shops, Billsborough	0.4%	2	0.0%	0	0.0%	0
Local shops, Chatburn	1.6%	8	7.0%	7	1.0%	1
Local shops, Chipping	0.2%	1	0.0%	0	0.0%	0
Local shops, Goosnargh	0.2%	1	0.0%	0	0.0%	0
Local shops, Grimsargh	0.2%	1	0.0%	0	0.0%	0
Local shops, Langho	0.2%	1	0.0%	0	0.0%	0
Local shops, Lymm	0.2%	1	0.0%	0	0.0%	0
Local shops, Mellor	0.8%	4	0.0%	0	0.0%	0
Local shops, Ribchester	0.6%	3	1.0%	1	0.0%	0
Local shops, Sabden	0.2%	1	0.0%	0	0.0%	0
Local shops, Slaidburn	0.8%	4	4.0%	4	0.0%	0
Local shops, Wilpshire	0.4%	2	0.0%	0	0.0%	0
Marks & Spencer, Fishergate, Preston	0.2%	1	0.0%	0	0.0%	0
Marks & Spencer, King William Street, Blackburn	0.4%	2	0.0%	0	0.0%	0
Sainsbury's, Park Hill Road, Garstang	0.2%	1	0.0%	0	0.0%	0
Spar, Edisford Road, Clitheroe	1.8%	9	2.0%	2	6.0%	6
Spar, Portland Road, Langho	1.2%	6	0.0%	0	0.0%	0
Tesco Express, Roe Lee Retail Centre, Whalley Lee Road, Blackburn	0.2%	1	0.0%	0	0.0%	0
Tesco, Syke Street, Haslingden	0.2%	1	0.0%	0	0.0%	0
Waitrose, Capitol Centre, Walton Le Dale	0.2%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	1.2%	6	2.0%	2	0.0%	0
(Don't do top-up shopping)	21.0%	105	37.0%	37	11.0%	11
Base:		500		100		100

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q07 In which town or location do you buy most of your household's non-food shopping?												
Accrington Town Centre	3.4%	17	2.0%	2	0.0%	0	13.0%	13	2.0%	2	0.0%	0
Blackburn Town Centre	19.4%	97	3.0%	3	19.0%	19	26.0%	26	45.0%	45	4.0%	4
Burnley Town Centre	3.2%	16	4.0%	4	4.0%	4	7.0%	7	1.0%	1	0.0%	0
Clitheroe Town Centre	29.8%	149	59.0%	59	47.0%	47	25.0%	25	18.0%	18	0.0%	0
Colne Town Centre	0.6%	3	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Deepdale Retail Park	1.0%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.0%	4
Great Harwood Town Centre	2.0%	10	0.0%	0	0.0%	0	8.0%	8	2.0%	2	0.0%	0
Longridge Town Centre	6.2%	31	0.0%	0	0.0%	0	1.0%	1	1.0%	1	29.0%	29
Manchester City Centre	2.8%	14	3.0%	3	3.0%	3	3.0%	3	4.0%	4	1.0%	1
Preston City Centre	15.0%	75	6.0%	6	7.0%	7	2.0%	2	11.0%	11	49.0%	49
Skipton Town Centre	2.0%	10	7.0%	7	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Whalley Town Centre	0.4%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Asda, Pittman Way, Fulwood, Preston	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Tesco, Duck Street, Clitheroe	1.4%	7	5.0%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Hill Street, Blackburn	0.6%	3	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Tesco, Queen Street, Great Harwood	0.6%	3	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Tesco, Wyre Street, Padiham	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet / mail order / catalogue	5.0%	25	3.0%	3	9.0%	9	5.0%	5	4.0%	4	4.0%	4
Bolton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bury	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Chorley	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cleveleys	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Failsworth	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Harrogate	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.6%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Padiham	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Southport	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.8%	14	3.0%	3	3.0%	3	3.0%	3	4.0%	4	1.0%	1
Base:		500		100		100		100		100		100
Q08 While you were on your last shopping trip for non-food items at (LOCATION MENTIONED AT Q07) did you, (or anyone else with you) carry out any of the following activities? [MR/PR]												
<i>Not those who shop online at Q07</i>												
Go to Bank, Post Office, Building society or Cash point	28.2%	134	30.9%	30	23.1%	21	28.4%	27	31.3%	30	27.1%	26
Get Petrol	15.8%	75	14.4%	14	13.2%	12	22.1%	21	14.6%	14	14.6%	14
Shopping for other food items	13.1%	62	21.6%	21	8.8%	8	7.4%	7	12.5%	12	14.6%	14
Shopping for non food items	23.4%	111	42.3%	41	23.1%	21	11.6%	11	22.9%	22	16.7%	16
Window shopping / browsing	13.9%	66	16.5%	16	22.0%	20	9.5%	9	11.5%	11	10.4%	10
Hairdressers, dry cleaners, or other service	2.7%	13	5.2%	5	2.2%	2	1.1%	1	3.1%	3	2.1%	2
Cinema	1.1%	5	2.1%	2	0.0%	0	1.1%	1	1.0%	1	1.0%	1
Theatre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Pub / Bar / Restaurant	8.8%	42	12.4%	12	9.9%	9	7.4%	7	9.4%	9	5.2%	5
Nightclub / Live music	0.4%	2	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0
Health & fitness club	0.6%	3	1.0%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	1
Tenpin bowling	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Museums / Galleries / Exhibitions	1.3%	6	1.0%	1	2.2%	2	1.1%	1	1.0%	1	1.0%	1
Libraries	2.3%	11	3.1%	3	5.5%	5	1.1%	1	1.0%	1	1.0%	1
(Nothing else)	44.6%	212	33.0%	32	42.9%	39	50.5%	48	43.8%	42	53.1%	51
Base:		475		97		91		95		96		96

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q09 How do you normally travel to do your non-food shopping?												
Car-driver	66.8%	334	69.0%	69	52.0%	52	70.0%	70	77.0%	77	66.0%	66
Car-passenger	11.2%	56	17.0%	17	10.0%	10	5.0%	5	12.0%	12	12.0%	12
Bus / coach	7.2%	36	7.0%	7	4.0%	4	11.0%	11	5.0%	5	9.0%	9
Train	1.4%	7	1.0%	1	4.0%	4	2.0%	2	0.0%	0	0.0%	0
Taxi	0.4%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Walk	7.0%	35	2.0%	2	19.0%	19	6.0%	6	0.0%	0	8.0%	8
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use Internet / get it delivered	5.0%	25	3.0%	3	9.0%	9	5.0%	5	4.0%	4	4.0%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	4	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Base:		500		100		100		100		100		100

Q10 At which town or location did your household last buy clothes or shoes?

Accrington Town Centre	3.0%	15	4.0%	4	1.0%	1	9.0%	9	1.0%	1	0.0%	0
Blackburn Town Centre	22.6%	113	14.0%	14	22.0%	22	33.0%	33	41.0%	41	3.0%	3
Burnley Town Centre	3.2%	16	3.0%	3	6.0%	6	6.0%	6	0.0%	0	1.0%	1
Clitheroe Town Centre	9.0%	45	20.0%	20	15.0%	15	5.0%	5	3.0%	3	2.0%	2
Colne Town Centre	2.8%	14	7.0%	7	1.0%	1	2.0%	2	3.0%	3	1.0%	1
Deepdale Retail Park	4.0%	20	1.0%	1	3.0%	3	1.0%	1	1.0%	1	14.0%	14
Great Harwood Town Centre	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Longridge Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Manchester City Centre	7.8%	39	9.0%	9	12.0%	12	7.0%	7	6.0%	6	5.0%	5
Nelson Town Centre	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Oswaldtwistle Town Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Preston City Centre	16.8%	84	4.0%	4	8.0%	8	7.0%	7	18.0%	18	47.0%	47
Skipton Town Centre	2.0%	10	5.0%	5	2.0%	2	3.0%	3	0.0%	0	0.0%	0
Trafford Centre	2.2%	11	1.0%	1	3.0%	3	2.0%	2	3.0%	3	2.0%	2
Whalley Town Centre	1.8%	9	2.0%	2	1.0%	1	1.0%	1	4.0%	4	1.0%	1
Asda, Hyndburn Road, Accrington	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco, Eagle Street, Accrington	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco, Queen Street, Great Harwood	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Internet / mail order / catalogue	8.2%	41	5.0%	5	13.0%	13	5.0%	5	9.0%	9	9.0%	9
Abroad	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Arnsdale, cumbria	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bedford	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bury	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Chester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Chesterfield	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleveleys	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Edinburgh	0.4%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Ellesmere Port	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Failsforth	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Fleetwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Garstang	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Harrogate	0.8%	4	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Haslingden	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hellifield, North Yorkshire	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkley	0.4%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Kendal	0.4%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lancaster	0.8%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Liverpool	0.8%	4	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1
London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lytham	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Warrington	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
York	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.8%	24	7.0%	7	5.0%	5	4.0%	4	7.0%	7	1.0%	1
(Don't regularly buy these goods)	1.4%	7	2.0%	2	1.0%	1	3.0%	3	1.0%	1	0.0%	0
Base:		500		100		100		100		100		100

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Q11 At which town or location did your household last buy domestic electric appliances (e.g. fridges and kitchen items)?						
Accrington Town Centre	1.0%	5	1.0%	1	1.0%	1
Blackburn Town Centre	17.8%	89	9.0%	9	17.0%	17
Burnley Town Centre	2.4%	12	1.0%	1	4.0%	4
Clitheroe Town Centre	26.0%	130	59.0%	59	41.0%	41
Colne Town Centre	0.2%	1	1.0%	1	0.0%	0
Deepdale Retail Park	0.6%	3	0.0%	0	0.0%	0
Great Harwood Town Centre	0.2%	1	0.0%	0	0.0%	0
Longridge Town Centre	4.0%	20	0.0%	0	0.0%	0
Manchester City Centre	0.4%	2	0.0%	0	0.0%	0
Nelson Town Centre	0.2%	1	1.0%	1	0.0%	0
Preston City Centre	10.4%	52	1.0%	1	2.0%	2
Trafford Centre	0.2%	1	0.0%	0	0.0%	0
Asda, Hyndburn Road, Accrington	0.2%	1	1.0%	1	0.0%	0
Asda, Pittman Way, Fulwood, Preston	0.2%	1	0.0%	0	0.0%	0
Tesco, Finsley Gate, Burnley	0.2%	1	1.0%	1	0.0%	0
Tesco, Queen Street, Great Harwood	0.4%	2	0.0%	0	0.0%	0
Internet / mail order / catalogue	16.6%	83	12.0%	12	16.0%	16
Blackpool	0.2%	1	0.0%	0	0.0%	0
Bluewater, Greenhithe, Kent	0.2%	1	0.0%	0	1.0%	1
Chester	0.2%	1	0.0%	0	0.0%	0
Chorley	0.4%	2	0.0%	0	1.0%	1
Lancaster	0.2%	1	0.0%	0	1.0%	1
Liverpool	0.2%	1	0.0%	0	0.0%	0
Newcastle upon Tyne	0.2%	1	0.0%	0	0.0%	0
Padiham	0.4%	2	0.0%	0	0.0%	0
Walton-le-Dale	0.8%	4	0.0%	0	1.0%	1
Whitebirk Retail Park, Blackburn	2.2%	11	0.0%	0	0.0%	0
(Don't know / can't remember)	7.6%	38	7.0%	7	5.0%	5
(Don't regularly buy these goods)	6.4%	32	6.0%	6	10.0%	10
Base:	500	100	100	100	100	100

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Q12 At which town or location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers?						
Accrington Town Centre	1.0%	5	0.0%	0	2.0%	2
Blackburn Town Centre	21.0%	105	15.0%	15	28.0%	28
Burnley Town Centre	3.2%	16	7.0%	7	4.0%	4
Clitheroe Town Centre	14.4%	72	31.0%	31	22.0%	22
Colne Town Centre	0.4%	2	1.0%	1	0.0%	0
Deepdale Retail Park	2.2%	11	1.0%	1	0.0%	0
Great Harwood Town Centre	1.0%	5	1.0%	1	0.0%	0
Longridge Town Centre	1.2%	6	0.0%	0	0.0%	0
Manchester City Centre	1.2%	6	0.0%	0	3.0%	3
Nelson Town Centre	0.2%	1	1.0%	1	0.0%	0
Preston City Centre	12.8%	64	3.0%	3	5.0%	5
Rishton Town Centre	0.4%	2	0.0%	0	0.0%	0
Trafford Centre	0.8%	4	1.0%	1	1.0%	1
Tesco, Duck Street, Clitheroe	0.2%	1	1.0%	1	0.0%	0
Tesco, Finsley Gate, Burnley	0.2%	1	1.0%	1	0.0%	0
Tesco, Hill Street, Blackburn	0.2%	1	0.0%	0	0.0%	0
Tesco, Queen Street, Great Harwood	0.8%	4	0.0%	0	0.0%	0
Internet / mail order / catalogue	18.8%	94	11.0%	11	20.0%	20
Barrowford	0.4%	2	2.0%	2	0.0%	0
Bradford	0.2%	1	0.0%	0	0.0%	0
Cheadle	0.4%	2	2.0%	2	0.0%	0
Chorley	0.2%	1	0.0%	0	1.0%	1
Lancaster	0.4%	2	1.0%	1	1.0%	1
Leicester	0.2%	1	1.0%	1	0.0%	0
Liverpool	0.2%	1	0.0%	0	0.0%	0
Newcastle upon Tyne	0.2%	1	0.0%	0	0.0%	0
Padiham	0.4%	2	0.0%	0	0.0%	0
Walton-le-Dale	0.6%	3	0.0%	0	0.0%	0
Whitebirk Retail Park, Blackburn	2.2%	11	1.0%	1	2.0%	2
(Don't know / can't remember)	4.6%	23	4.0%	4	2.0%	2
(Don't regularly buy these goods)	10.0%	50	15.0%	15	9.0%	9
Base:	500	100	100	100	100	100

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Q13 At which town or location did your household last buy furniture, soft furnishings or floor-coverings?						
Accrington Town Centre	3.8%	19	2.0%	2	4.0%	4
Blackburn Town Centre	13.6%	68	7.0%	7	13.0%	13
Burnley Town Centre	1.8%	9	1.0%	1	4.0%	4
Clitheroe Town Centre	18.6%	93	35.0%	35	34.0%	34
Colne Town Centre	0.6%	3	0.0%	0	0.0%	0
Longridge Town Centre	1.8%	9	0.0%	0	0.0%	0
Manchester City Centre	1.8%	9	1.0%	1	4.0%	4
Nelson Town Centre	0.2%	1	1.0%	1	0.0%	0
Oswaldtwistle Town Centre	0.2%	1	0.0%	0	0.0%	0
Preston City Centre	12.2%	61	4.0%	4	4.0%	4
Skipton Town Centre	0.4%	2	1.0%	1	0.0%	0
Trafford Centre	0.4%	2	0.0%	0	1.0%	1
Whalley Town Centre	0.4%	2	1.0%	1	0.0%	0
Asda, Princess Way, Burnley	0.2%	1	0.0%	0	0.0%	0
Tesco, Eagle Street, Accrington	0.2%	1	0.0%	0	0.0%	0
Internet / mail order / catalogue	6.6%	33	7.0%	7	7.0%	7
Ashton-on-Ribble	0.6%	3	1.0%	1	2.0%	2
B&Q, Bolton Road, Blackburn	0.2%	1	0.0%	0	0.0%	0
Bamber Bridge	0.2%	1	0.0%	0	0.0%	0
Bolton	1.8%	9	0.0%	0	2.0%	2
Chatburn	0.4%	2	2.0%	2	0.0%	0
Chorley	0.6%	3	0.0%	0	0.0%	0
Darwen	0.4%	2	0.0%	0	0.0%	0
Failsworth	0.2%	1	1.0%	1	0.0%	0
Fleetwood	0.2%	1	0.0%	0	0.0%	0
Grindleton	0.2%	1	0.0%	0	0.0%	0
Hexham	0.2%	1	0.0%	0	0.0%	0
Ilkley	0.4%	2	0.0%	0	1.0%	1
Lancaster	0.2%	1	0.0%	0	0.0%	0
Liverpool	0.2%	1	0.0%	0	0.0%	0
Lytham	0.2%	1	0.0%	0	0.0%	0
Padiham	0.6%	3	0.0%	0	0.0%	0
Portsmouth	0.2%	1	0.0%	0	0.0%	0
Southport	0.2%	1	0.0%	0	0.0%	0
Walton-le-Dale	0.4%	2	0.0%	0	0.0%	0
Warrington	1.0%	5	1.0%	1	1.0%	1
Whitebirk Retail Park, Blackburn	0.8%	4	0.0%	0	0.0%	0
York	0.2%	1	1.0%	1	0.0%	0
(Don't know / can't remember)	12.2%	61	14.0%	14	11.0%	11
(Don't regularly buy these goods)	15.6%	78	20.0%	20	12.0%	12
Base:	500	100	100	100	100	100

Ribbles Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q14 At which town or location did your household last buy DIY / hardware items and garden items?												
Accrington Town Centre	1.8%	9	0.0%	0	1.0%	1	8.0%	8	0.0%	0	0.0%	0
Barrow Town Centre	0.6%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Blackburn Town Centre	15.4%	77	2.0%	2	4.0%	4	23.0%	23	44.0%	44	4.0%	4
Burnley Town Centre	1.2%	6	1.0%	1	1.0%	1	4.0%	4	0.0%	0	0.0%	0
Clitheroe Town Centre	40.6%	203	72.0%	72	76.0%	76	36.0%	36	16.0%	16	3.0%	3
Colne Town Centre	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Deepdale Retail Park	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Longridge Town Centre	4.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	22
Nelson Town Centre	0.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston City Centre	10.0%	50	1.0%	1	1.0%	1	1.0%	1	5.0%	5	42.0%	42
Skipton Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whalley Town Centre	1.0%	5	0.0%	0	0.0%	0	2.0%	2	3.0%	3	0.0%	0
Internet / mail order / catalogue	2.4%	12	0.0%	0	4.0%	4	2.0%	2	3.0%	3	3.0%	3
B&Q, Bolton Road, Blackburn	1.4%	7	1.0%	1	0.0%	0	2.0%	2	4.0%	4	0.0%	0
Bamber Bridge	1.2%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	5
Billsborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Blackpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bury	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Chatburn	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chorley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cleveleys	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ewood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Fulwood	0.6%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Newcastle upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Padiham	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Rawtenstall	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	3.4%	17	2.0%	2	2.0%	2	6.0%	6	5.0%	5	2.0%	2
(Don't regularly buy these goods)	12.6%	63	16.0%	16	10.0%	10	11.0%	11	15.0%	15	11.0%	11
Base:		500		100		100		100		100		100

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Q15 At which town or location did your household last buy health, beauty and chemist items?						
Accrington Town Centre	1.4%	7	2.0%	2	0.0%	0
Blackburn Town Centre	13.4%	67	1.0%	1	4.0%	4
Burnley Town Centre	1.0%	5	0.0%	0	0.0%	0
Clitheroe Town Centre	39.0%	195	73.0%	73	83.0%	83
Colne Town Centre	0.2%	1	1.0%	1	0.0%	0
Deepdale Retail Park	2.2%	11	0.0%	0	0.0%	0
Great Harwood Town Centre	4.0%	20	1.0%	1	0.0%	0
Longridge Town Centre	7.4%	37	1.0%	1	0.0%	0
Manchester City Centre	0.2%	1	1.0%	1	0.0%	0
Preston City Centre	9.2%	46	0.0%	0	0.0%	0
Skipton Town Centre	0.4%	2	2.0%	2	0.0%	0
Whalley Town Centre	2.8%	14	0.0%	0	0.0%	0
Asda, Hyndburn Road, Accrington	0.4%	2	0.0%	0	1.0%	1
Asda, Pittman Way, Fulwood, Preston	0.2%	1	0.0%	0	0.0%	0
Tesco, Duck Street, Clitheroe	1.0%	5	3.0%	3	1.0%	1
Tesco, Finsley Gate, Burnley	0.2%	1	1.0%	1	0.0%	0
Tesco, Hill Street, Blackburn	0.2%	1	0.0%	0	0.0%	0
Tesco, Queen Street, Great Harwood	1.2%	6	0.0%	0	0.0%	0
Tesco, Wyre Street, Padiham	0.4%	2	0.0%	0	0.0%	0
Internet / mail order / catalogue	2.2%	11	2.0%	2	3.0%	3
Abroad	0.2%	1	1.0%	1	0.0%	0
Barnoldswick	0.2%	1	1.0%	1	0.0%	0
Blackpool	0.2%	1	0.0%	0	0.0%	0
Bolton	0.2%	1	0.0%	0	0.0%	0
Chatburn	0.2%	1	1.0%	1	0.0%	0
Cheadle	0.2%	1	0.0%	0	0.0%	0
Chorley	0.4%	2	0.0%	0	0.0%	0
Cleveleys	0.2%	1	0.0%	0	0.0%	0
Garstang	0.2%	1	0.0%	0	0.0%	0
Goosnargh	0.4%	2	0.0%	0	0.0%	0
Grimstargh	0.2%	1	0.0%	0	0.0%	0
Lancaster	0.2%	1	1.0%	1	0.0%	0
Langho	0.8%	4	0.0%	0	0.0%	0
Liverpool	0.2%	1	0.0%	0	0.0%	0
London	0.2%	1	0.0%	0	0.0%	0
Mellor	1.0%	5	0.0%	0	0.0%	0
Padiham	0.4%	2	0.0%	0	0.0%	0
Portsmouth	0.2%	1	0.0%	0	0.0%	0
Rawtenstall	0.2%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	2.2%	11	1.0%	1	2.0%	2
(Don't regularly buy these goods)	5.0%	25	7.0%	7	6.0%	6
Base:	500	100	100	100	100	100

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q16 At which town or location did your household last buy other non-food items such as books, CDs, toys and gifts?												
Accrington Town Centre	1.2%	6	2.0%	2	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Blackburn Town Centre	9.4%	47	2.0%	2	7.0%	7	13.0%	13	23.0%	23	2.0%	2
Burnley Town Centre	0.8%	4	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Clitheroe Town Centre	18.2%	91	31.0%	31	35.0%	35	17.0%	17	8.0%	8	0.0%	0
Deepdale Retail Park	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Great Harwood Town Centre	1.8%	9	0.0%	0	1.0%	1	6.0%	6	2.0%	2	0.0%	0
Longridge Town Centre	2.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11
Manchester City Centre	1.2%	6	1.0%	1	1.0%	1	2.0%	2	2.0%	2	0.0%	0
Preston City Centre	9.6%	48	6.0%	6	1.0%	1	4.0%	4	7.0%	7	30.0%	30
Skipton Town Centre	0.8%	4	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Trafford Centre	0.4%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Whalley Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Asda, Hyndburn Road, Accrington	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Asda, Pittman Way, Fulwood, Preston	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Asda, Princess Way, Burnley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco, Duck Street, Clitheroe	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Hill Street, Blackburn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco, Queen Street, Great Harwood	0.6%	3	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Internet / mail order / catalogue	28.6%	143	21.0%	21	36.0%	36	25.0%	25	34.0%	34	27.0%	27
Abroad	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bury	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Chatburn	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chorley	0.6%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Cleveleys	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Harrogate	0.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandudno	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southport	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	5.2%	26	3.0%	3	3.0%	3	9.0%	9	4.0%	4	7.0%	7
(Don't regularly buy these goods)	14.6%	73	22.0%	22	12.0%	12	11.0%	11	16.0%	16	12.0%	12
Base:		500		100		100		100		100		100

Q17 At which of the following town centres do you visit the shops, services or markets? [MR/PR]

Clitheroe	77.2%	386	99.0%	99	99.0%	99	66.0%	66	72.0%	72	50.0%	50
Longridge	24.4%	122	9.0%	9	5.0%	5	10.0%	10	17.0%	17	81.0%	81
Whalley	31.6%	158	30.0%	30	20.0%	20	50.0%	50	45.0%	45	13.0%	13
(None of these centres)	12.2%	61	0.0%	0	1.0%	1	23.0%	23	23.0%	23	14.0%	14
Base:		500		100		100		100		100		100

Q18 How often do you visit shops, services or markets in Clitheroe?

Those who go to Clitheroe at Q17

Everyday	9.8%	38	11.1%	11	24.2%	24	4.5%	3	0.0%	0	0.0%	0
2-3 times a week	25.4%	98	34.3%	34	41.4%	41	19.7%	13	11.1%	8	4.0%	2
Once a week	29.3%	113	40.4%	40	28.3%	28	30.3%	20	25.0%	18	14.0%	7
Once a fortnight	8.3%	32	5.1%	5	1.0%	1	18.2%	12	15.3%	11	6.0%	3
Once a month	13.5%	52	7.1%	7	3.0%	3	19.7%	13	26.4%	19	20.0%	10
Less than once a month	13.5%	52	2.0%	2	2.0%	2	7.6%	5	22.2%	16	54.0%	27
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Base:		386		99		99		66		72		50

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q19 What, if anything, would make you visit Clitheroe town centre more often? [MR]												
<i>Those who go to Clitheroe at Q17</i>												
Nothing	45.1%	174	45.5%	45	31.3%	31	43.9%	29	56.9%	41	56.0%	28
Better choice of clothing shops	4.4%	17	1.0%	1	6.1%	6	6.1%	4	5.6%	4	4.0%	2
Better choice of shops in general	20.2%	78	19.2%	19	30.3%	30	19.7%	13	20.8%	15	2.0%	1
Better maintenance / cleanliness	1.3%	5	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Better quality shops	6.5%	25	10.1%	10	12.1%	12	1.5%	1	0.0%	0	4.0%	2
Better market	1.3%	5	1.0%	1	1.0%	1	1.5%	1	1.4%	1	2.0%	1
Improved bus services	1.8%	7	1.0%	1	2.0%	2	3.0%	2	0.0%	0	4.0%	2
More car parking	16.1%	62	21.2%	21	13.1%	13	16.7%	11	12.5%	9	16.0%	8
More food supermarkets	0.8%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.0%	2
More large shops	2.1%	8	2.0%	2	1.0%	1	4.5%	3	1.4%	1	2.0%	1
More traffic free areas / pedestrianisation	3.1%	12	2.0%	2	9.1%	9	0.0%	0	1.4%	1	0.0%	0
Free car parking	4.7%	18	6.1%	6	5.1%	5	6.1%	4	4.2%	3	0.0%	0
Less charity shops	2.3%	9	1.0%	1	8.1%	8	0.0%	0	0.0%	0	0.0%	0
Presence of Marks & Spencer	1.6%	6	2.0%	2	0.0%	0	4.5%	3	0.0%	0	2.0%	1
Improvements to the road system	1.6%	6	1.0%	1	2.0%	2	3.0%	2	0.0%	0	2.0%	1
Better opening hours (Don't know)	0.5%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	386		99		99		66		72		50	

Q20 How often do you visit shops, services or markets in Longridge?

Those who go to Longridge at Q17

Everyday	21.3%	26	0.0%	0	0.0%	0	10.0%	1	11.8%	2	28.4%	23
2-3 times a week	26.2%	32	22.2%	2	0.0%	0	10.0%	1	0.0%	0	35.8%	29
Once a week	19.7%	24	11.1%	1	0.0%	0	20.0%	2	17.6%	3	22.2%	18
Once a fortnight	5.7%	7	0.0%	0	20.0%	1	0.0%	0	5.9%	1	6.2%	5
Once a month	8.2%	10	22.2%	2	20.0%	1	10.0%	1	23.5%	4	2.5%	2
Less than once a month (Don't know)	17.2%	21	44.4%	4	60.0%	3	40.0%	4	41.2%	7	3.7%	3
(Refused)	0.8%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Base:	122		9		5		10		17		81	

Q21 What, if anything, would make you visit Longridge town centre more often? [MR]

Those who go to Longridge at Q17

Nothing	55.7%	68	100.0%	9	100.0%	5	80.0%	8	70.6%	12	42.0%	34
Better choice of clothing shops	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Better choice of shops in general	8.2%	10	0.0%	0	0.0%	0	10.0%	1	5.9%	1	9.9%	8
Better maintenance / cleanliness	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5
Better quality shops	3.3%	4	0.0%	0	0.0%	0	0.0%	0	5.9%	1	3.7%	3
Better market	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4
More car parking	7.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	9
More food supermarkets	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Presence of a swimming pool	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5
Presence of public toilets	6.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	8
Improvements to the road system	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5
Free car parking	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
(Don't know)	9.8%	12	0.0%	0	0.0%	0	10.0%	1	17.6%	3	9.9%	8
Base:	122		9		5		10		17		81	

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q22 How often do you visit shops, services or markets in Whalley?												
<i>Those who go to Whalley at Q17</i>												
Everyday	5.7%	9	0.0%	0	5.0%	1	14.0%	7	2.2%	1	0.0%	0
2-3 times a week	12.0%	19	6.7%	2	10.0%	2	20.0%	10	11.1%	5	0.0%	0
Once a week	13.3%	21	3.3%	1	0.0%	0	18.0%	9	24.4%	11	0.0%	0
Once a fortnight	11.4%	18	13.3%	4	10.0%	2	14.0%	7	11.1%	5	0.0%	0
Once a month	23.4%	37	30.0%	9	45.0%	9	14.0%	7	26.7%	12	0.0%	0
Less than once a month	33.5%	53	46.7%	14	30.0%	6	20.0%	10	22.2%	10	100.0%	13
(Don't know)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		158		30		20		50		45		13

Q23 What, if anything, would make you visit Whalley town centre more often? [MR]

Those who go to Whalley at Q17

Nothing	56.3%	89	60.0%	18	45.0%	9	56.0%	28	53.3%	24	76.9%	10
Better choice of clothing shops	1.3%	2	3.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Better choice of shops in general	7.6%	12	6.7%	2	0.0%	0	6.0%	3	15.6%	7	0.0%	0
Better maintenance / cleanliness	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Better market	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Improved bus services	0.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
More car parking	22.2%	35	16.7%	5	35.0%	7	20.0%	10	26.7%	12	7.7%	1
More traffic free areas / pedestrianisation	5.1%	8	6.7%	2	5.0%	1	6.0%	3	4.4%	2	0.0%	0
Presence of a cinema	0.6%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Free car parking	3.2%	5	3.3%	1	10.0%	2	2.0%	1	2.2%	1	0.0%	0
Better range of leisure / social activities	1.9%	3	3.3%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Better opening hours	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Less traffic congestion	1.3%	2	0.0%	0	5.0%	1	2.0%	1	0.0%	0	0.0%	0
(Don't know)	1.9%	3	0.0%	0	0.0%	0	2.0%	1	2.2%	1	7.7%	1
Base:		158		30		20		50		45		13

Q24 What things, if any, do you regularly buy on the internet? [MR]

Nothing	39.0%	195	51.0%	51	31.0%	31	42.0%	42	36.0%	36	35.0%	35
Groceries	3.8%	19	2.0%	2	2.0%	2	4.0%	4	5.0%	5	6.0%	6
Clothes and shoes	26.4%	132	21.0%	21	37.0%	37	25.0%	25	30.0%	30	19.0%	19
Domestic electrical appliances	4.8%	24	8.0%	8	4.0%	4	3.0%	3	3.0%	3	6.0%	6
Electrical TV, Hi-Fi and computers	14.2%	71	12.0%	12	21.0%	21	11.0%	11	12.0%	12	15.0%	15
Furniture, soft furnishings and floor coverings	2.6%	13	1.0%	1	2.0%	2	2.0%	2	5.0%	5	3.0%	3
DIY, hardware and homewares	4.6%	23	6.0%	6	6.0%	6	4.0%	4	0.0%	0	7.0%	7
Health and beauty, chemist items	3.4%	17	1.0%	1	1.0%	1	3.0%	3	10.0%	10	2.0%	2
Books, CDs, toys etc.	36.8%	184	27.0%	27	43.0%	43	37.0%	37	35.0%	35	42.0%	42
Travel goods (tickets, holidays etc)	3.2%	16	4.0%	4	6.0%	6	1.0%	1	3.0%	3	2.0%	2
Computer software / electronic games	2.8%	14	2.0%	2	1.0%	1	3.0%	3	2.0%	2	6.0%	6
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports equipment	0.8%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Camping equipment	0.4%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cars	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know / can't remember / varies)	6.0%	30	3.0%	3	8.0%	8	3.0%	3	6.0%	6	10.0%	10
Base:		500		100		100		100		100		100

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q25 Do you or your family do any of the following leisure activities? [MR/PR]												
Cinema	48.4%	242	43.0%	43	47.0%	47	46.0%	46	53.0%	53	53.0%	53
Theatre	35.6%	178	44.0%	44	30.0%	30	25.0%	25	40.0%	40	39.0%	39
Pub / Bar / Restaurant	72.8%	364	74.0%	74	71.0%	71	72.0%	72	73.0%	73	74.0%	74
Nightclub / live music	19.8%	99	19.0%	19	19.0%	19	16.0%	16	19.0%	19	26.0%	26
Bingo	3.8%	19	3.0%	3	5.0%	5	5.0%	5	1.0%	1	5.0%	5
Health & Fitness club	25.6%	128	20.0%	20	32.0%	32	29.0%	29	22.0%	22	25.0%	25
Tenpin bowling	13.0%	65	7.0%	7	17.0%	17	19.0%	19	10.0%	10	12.0%	12
(None of these)	12.4%	62	16.0%	16	8.0%	8	14.0%	14	14.0%	14	10.0%	10
(Don't know)	0.8%	4	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Base:		500		100		100		100		100		100

Q26 Where did you or your family last visit the cinema?

Those who go to the cinema at Q25

Accrington Town Centre	5.8%	14	11.6%	5	4.3%	2	13.0%	6	1.9%	1	0.0%	0
Blackburn Town Centre	15.3%	37	9.3%	4	14.9%	7	21.7%	10	28.3%	15	1.9%	1
Burnley Town Centre	9.5%	23	18.6%	8	12.8%	6	17.4%	8	1.9%	1	0.0%	0
Clitheroe Town Centre	1.2%	3	2.3%	1	0.0%	0	2.2%	1	1.9%	1	0.0%	0
Longridge Town Centre	5.4%	13	4.7%	2	0.0%	0	2.2%	1	0.0%	0	18.9%	10
Manchester City Centre	2.5%	6	0.0%	0	4.3%	2	0.0%	0	5.7%	3	1.9%	1
Preston City Centre	7.4%	18	9.3%	4	2.1%	1	2.2%	1	7.5%	4	15.1%	8
Skipton Town Centre	0.8%	2	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre	0.8%	2	0.0%	0	2.1%	1	0.0%	0	1.9%	1	0.0%	0
Odeon, Port Way, Preston	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4
The Grand, York Street, Clitheroe	2.1%	5	2.3%	1	8.5%	4	0.0%	0	0.0%	0	0.0%	0
The Palace, Market Place, Longridge	7.4%	18	2.3%	1	0.0%	0	0.0%	0	0.0%	0	32.1%	17
Vue, Lower Audley Street Peel Leisure And Retail Park, Blackburn	21.5%	52	14.0%	6	40.4%	19	17.4%	8	34.0%	18	1.9%	1
Vue, The Capital Centre London Way, Preston,	8.3%	20	7.0%	3	0.0%	0	4.3%	2	15.1%	8	13.2%	7
Vue, The Viaduct, Accrington	5.8%	14	7.0%	3	8.5%	4	15.2%	7	0.0%	0	0.0%	0
Ambleside	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Bolton	0.4%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Cleveleys	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Grindleton	0.8%	2	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley	0.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Walton-le-Dale	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
(Don't know / can't remember)	0.8%	2	0.0%	0	2.1%	1	2.2%	1	0.0%	0	0.0%	0
Base:		242		43		47		46		53		53

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Q27 Where did you or your family last visit the theatre?						
<i>Those who go to the theatre at Q25</i>						
Blackburn Town Centre	4.5%	8	4.5%	2	3.3%	1
Burnley Town Centre	0.6%	1	2.3%	1	0.0%	0
Clitheroe Town Centre	4.5%	8	4.5%	2	16.7%	5
Longridge Town Centre	0.6%	1	0.0%	0	0.0%	0
Manchester City Centre	55.6%	99	54.5%	24	46.7%	14
Oswaldtwistle Town Centre	1.1%	2	0.0%	0	0.0%	0
Preston City Centre	3.9%	7	2.3%	1	0.0%	0
Burnley Mechanics Theatre, Manchester Road, Burnley	0.6%	1	0.0%	0	3.3%	1
King Georges Hall, Blackburn	1.1%	2	2.3%	1	3.3%	1
The Grand, York Street, Clitheroe	6.2%	11	9.1%	4	13.3%	4
The Thwaites Empire, Aqueduct Road, Blackburn	1.1%	2	2.3%	1	0.0%	0
Blackpool	2.2%	4	0.0%	0	3.3%	1
Harrogate	0.6%	1	2.3%	1	0.0%	0
Lancaster	2.2%	4	0.0%	0	3.3%	1
Liverpool	1.7%	3	0.0%	0	0.0%	0
London	5.6%	10	6.8%	3	6.7%	2
Oldham	0.6%	1	0.0%	0	0.0%	0
Portsmouth	0.6%	1	0.0%	0	0.0%	0
Ribchester	1.1%	2	2.3%	1	0.0%	0
Salford	1.1%	2	2.3%	1	0.0%	0
Sheffield	0.6%	1	0.0%	0	0.0%	0
Stratford-upon-Avon	0.6%	1	2.3%	1	0.0%	0
(Don't know / can't remember)	3.4%	6	2.3%	1	0.0%	0
Base:	178	44	30	25	40	39

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q28 Where did you or your family last visit a pub / bar / restaurant?												
<i>Those who go to a pub / bar / restaurant at Q25</i>												
Accrington Town Centre	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Barrow Town Centre	1.1%	4	0.0%	0	0.0%	0	4.2%	3	1.4%	1	0.0%	0
Blackburn Town Centre	5.8%	21	0.0%	0	0.0%	0	5.6%	4	21.9%	16	1.4%	1
Burnley Town Centre	1.4%	5	0.0%	0	2.8%	2	2.8%	2	1.4%	1	0.0%	0
Clitheroe Town Centre	30.2%	110	39.2%	29	74.6%	53	25.0%	18	11.0%	8	2.7%	2
Great Harwood Town Centre	2.7%	10	0.0%	0	0.0%	0	11.1%	8	2.7%	2	0.0%	0
Longridge Town Centre	10.4%	38	0.0%	0	1.4%	1	1.4%	1	1.4%	1	47.3%	35
Manchester City Centre	3.0%	11	1.4%	1	4.2%	3	1.4%	1	6.8%	5	1.4%	1
Preston City Centre	3.6%	13	1.4%	1	1.4%	1	0.0%	0	6.8%	5	8.1%	6
Skipton Town Centre	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Whalley Town Centre	4.1%	15	0.0%	0	0.0%	0	16.7%	12	4.1%	3	0.0%	0
Ambleside	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Barrowford	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Barton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Bashall Eaves	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilsborrow	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Bolton by Bowland	1.1%	4	4.1%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Bradford	0.8%	3	2.7%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Broughton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Bury	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Buxton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Charnock Richard	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Chatburn	0.5%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Chipping	0.8%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.7%	2
Clayton-le-Dale	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Clayton-le-Moors	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Cleveleys	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Darwen	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Downham	0.5%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulwood	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Garstang	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Grimstargh	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Grindleton	1.6%	6	5.4%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Hapton	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Hull	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Hurst Green	0.5%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1
Ingleton	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Lancaster	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Langho	1.6%	6	0.0%	0	0.0%	0	1.4%	1	6.8%	5	0.0%	0
Liverpool	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
London	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Lytham	0.5%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Mellor	2.7%	10	0.0%	0	0.0%	0	0.0%	0	12.3%	9	1.4%	1
Mitton	0.5%	2	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Padiham	0.8%	3	1.4%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Paythorne	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Ribchester	1.9%	7	1.4%	1	0.0%	0	2.8%	2	2.7%	2	2.7%	2
Rimington	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sabden	0.5%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Samlesbury	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Sawley	0.8%	3	2.7%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Slaidburn	0.5%	2	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Waddington	2.7%	10	10.8%	8	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Whitewell	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withnell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Worston	1.4%	5	2.7%	2	1.4%	1	1.4%	1	1.4%	1	0.0%	0
York	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.1%	26	12.2%	9	2.8%	2	4.2%	3	6.8%	5	9.5%	7
Base:	364	74		71		72		73		74		

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Q29 Where did you or your family last visit a nightclub / live music venue?						
<i>Those who go to a nightclub / live music venue at Q25</i>						
Accrington Town Centre	1.0%	1	0.0%	0	0.0%	0
Barrow Town Centre	2.0%	2	0.0%	0	5.3%	1
Blackburn Town Centre	2.0%	2	0.0%	0	0.0%	0
Burnley Town Centre	3.0%	3	0.0%	0	0.0%	0
Clitheroe Town Centre	29.3%	29	47.4%	9	36.8%	7
Longridge Town Centre	1.0%	1	0.0%	0	0.0%	0
Manchester City Centre	26.3%	26	26.3%	5	42.1%	8
Preston City Centre	14.1%	14	10.5%	2	0.0%	0
Settle Town Centre	1.0%	1	0.0%	0	0.0%	0
Whalley Town Centre	4.0%	4	0.0%	0	0.0%	0
Abroad	1.0%	1	0.0%	0	0.0%	0
Blackpool	1.0%	1	0.0%	0	0.0%	0
Liverpool	5.1%	5	0.0%	0	0.0%	0
Mellor	1.0%	1	0.0%	0	0.0%	0
Mitton	1.0%	1	0.0%	0	5.3%	1
(Don't know / can't remember)	7.1%	7	15.8%	3	10.5%	2
Base:		99		19		19

Q30 Where did you or your family last go to play bingo?

Those who go to bingo at Q25

Blackburn Town Centre	21.1%	4	33.3%	1	40.0%	2	20.0%	1	0.0%	0	0.0%	0
Burnley Town Centre	5.3%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Clitheroe Town Centre	15.8%	3	0.0%	0	60.0%	3	0.0%	0	0.0%	0	0.0%	0
Longridge Town Centre	10.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	2
Gala Bingo, Ainsworth Street, Blackburn	21.1%	4	0.0%	0	0.0%	0	60.0%	3	100.0%	1	0.0%	0
Gala Bingo, Market Street, Preston	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1
Blackpool	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1
Chatburn	5.3%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1
Waddington	5.3%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		19		3		5		5		1		5

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Q31 Where did you or your family last go to a health club / gym?						
<i>Those who go to the health club / gym at Q25</i>						
Accrington Town Centre	0.8%	1	0.0%	0	0.0%	0
Barrow Town Centre	0.8%	1	0.0%	0	0.0%	0
Blackburn Town Centre	6.3%	8	5.0%	1	0.0%	0
Burnley Town Centre	1.6%	2	0.0%	0	0.0%	0
Clitheroe Town Centre	23.4%	30	30.0%	6	46.9%	15
Great Harwood Town Centre	3.9%	5	0.0%	0	0.0%	0
Longridge Town Centre	3.9%	5	0.0%	0	0.0%	0
Preston City Centre	8.6%	11	0.0%	0	0.0%	0
Rishton Town Centre	0.8%	1	0.0%	0	0.0%	0
Whalley Town Centre	4.7%	6	10.0%	2	0.0%	0
Carter Leisure, Chatburn Road, Clitheroe	7.8%	10	15.0%	3	18.8%	6
Crossfit, Primrose House, Clitheroe	0.8%	1	0.0%	0	3.1%	1
Dunkenhalgh Health & Leisure Club, Blackburn Road, Clayton Le Moors, Accrington	2.3%	3	0.0%	0	3.1%	1
DW Sports Fitness, Lower Audley Street, Blackburn	1.6%	2	0.0%	0	0.0%	0
Longridge Sports Centre, Preston Road, Longridge	1.6%	2	0.0%	0	0.0%	0
Oakhill Academy, Wiswell Lane, Whalley	1.6%	2	0.0%	0	3.1%	1
Roefield Leisure Centre, Edisford Road, Clitheroe	6.3%	8	0.0%	0	21.9%	7
Barton	0.8%	1	0.0%	0	0.0%	0
Billington	0.8%	1	0.0%	0	0.0%	0
Blackpool	0.8%	1	0.0%	0	0.0%	0
Bolton	0.8%	1	0.0%	0	0.0%	0
Bradford	2.3%	3	10.0%	2	0.0%	0
Broughton	0.8%	1	0.0%	0	0.0%	0
Chipping	1.6%	2	0.0%	0	0.0%	0
Chorley	0.8%	1	0.0%	0	0.0%	0
Gisburn	0.8%	1	5.0%	1	0.0%	0
Hurst Green	0.8%	1	0.0%	0	0.0%	0
Lancaster	0.8%	1	5.0%	1	0.0%	0
Langho	0.8%	1	0.0%	0	0.0%	0
Macclesfield	0.8%	1	0.0%	0	0.0%	0
Mellor	1.6%	2	0.0%	0	0.0%	0
Ribchester	0.8%	1	5.0%	1	0.0%	0
Samlesbury	0.8%	1	0.0%	0	0.0%	0
Sawley	0.8%	1	0.0%	0	0.0%	0
Waddington	0.8%	1	0.0%	0	3.1%	1
Walton-le-Dale	0.8%	1	0.0%	0	0.0%	0
Worston	0.8%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	4.7%	6	15.0%	3	0.0%	0
Base:	128	20	32	29	22	25

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q32 Where did you or your family last go for tenpin bowling?												
<i>Those who go to tenpin bowling at Q25</i>												
Accrington Town Centre	15.4%	10	0.0%	0	11.8%	2	36.8%	7	10.0%	1	0.0%	0
Blackburn Town Centre	16.9%	11	0.0%	0	17.6%	3	21.1%	4	40.0%	4	0.0%	0
Burnley Town Centre	6.2%	4	0.0%	0	11.8%	2	10.5%	2	0.0%	0	0.0%	0
Manchester City Centre	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Preston City Centre	13.8%	9	14.3%	1	5.9%	1	5.3%	1	0.0%	0	50.0%	6
1st Bowl, Finsley Gate, Bumley	6.2%	4	0.0%	0	23.5%	4	0.0%	0	0.0%	0	0.0%	0
1st Bowl, The Viaduct, Hyndburn Rd, Accrington	7.7%	5	0.0%	0	5.9%	1	21.1%	4	0.0%	0	0.0%	0
Bowlplex Bowling, Peel Leisure & Retail Park, Lower Audley Street, Blackburn	23.1%	15	71.4%	5	17.6%	3	0.0%	0	50.0%	5	16.7%	2
Blackpool	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Bolton	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Bury	1.5%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Exmouth, Devon	1.5%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Kettering	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
(Don't know / can't remember)	1.5%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		65		7		17		19		10		12

GEN Gender:

Male	31.8%	159	26.0%	26	33.0%	33	31.0%	31	32.0%	32	37.0%	37
Female	68.2%	341	74.0%	74	67.0%	67	69.0%	69	68.0%	68	63.0%	63
Base:		500		100		100		100		100		100

AGE How old are you ?

18-24	2.0%	10	2.0%	2	2.0%	2	3.0%	3	2.0%	2	1.0%	1
25-34	3.8%	19	2.0%	2	7.0%	7	3.0%	3	2.0%	2	5.0%	5
35-44	13.6%	68	3.0%	3	13.0%	13	16.0%	16	19.0%	19	17.0%	17
45-54	25.6%	128	13.0%	13	39.0%	39	26.0%	26	30.0%	30	20.0%	20
55-64	16.6%	83	24.0%	24	10.0%	10	14.0%	14	18.0%	18	17.0%	17
65+	36.4%	182	54.0%	54	29.0%	29	34.0%	34	28.0%	28	37.0%	37
(Refused)	2.0%	10	2.0%	2	0.0%	0	4.0%	4	1.0%	1	3.0%	3
Base:		500		100		100		100		100		100

LAN Where English is not your first language, please specify your main language:

No other language / English is my first language	98.0%	490	99.0%	99	99.0%	99	97.0%	97	97.0%	97	98.0%	98
Other language	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
German	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hindi	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Polish	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Punjabi	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Russian	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.0%	5	1.0%	1	0.0%	0	2.0%	2	0.0%	0	2.0%	2
Base:		500		100		100		100		100		100

Ribble Valley Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5				
DIS Do you consider yourself have a disability? If so, what is the nature of your disability?										
No disabilities	85.6%	428	82.0%	82	87.0%	87	91.0%	91	86.0%	86
Disability	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arthritis	1.8%	9	3.0%	3	2.0%	2	2.0%	2	0.0%	0
Diabetes	0.6%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Heart condition	1.0%	5	1.0%	1	2.0%	2	0.0%	0	2.0%	2
Mobility problems	3.0%	15	0.0%	0	3.0%	3	6.0%	6	1.0%	1
Multiple Sclerosis	0.6%	3	0.0%	0	2.0%	2	0.0%	0	1.0%	1
Sight issues	1.2%	6	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Polio	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Osteoporosis	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Back / spine problems	0.8%	4	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Pulmonary problems	0.4%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Hearing problems	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Epilepsy	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Refused)	3.6%	18	9.0%	9	2.0%	2	4.0%	4	1.0%	1
Base:	500	100	100	100	100	100	100	100	100	100
QUOTA Zone:										
Zone 1	20.0%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 2	20.0%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 3	20.0%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 4	20.0%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Zone 5	20.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	500	100	100	100	100	100	100	100	100	100
PC Postcode sector:										
BB1 9	8.4%	42	0.0%	0	0.0%	0	0.0%	0	42.0%	42
BB12 7	2.2%	11	0.0%	0	0.0%	0	11.0%	11	0.0%	0
BB2 7	7.4%	37	0.0%	0	0.0%	0	0.0%	0	37.0%	37
BB6 7	6.4%	32	0.0%	0	0.0%	0	32.0%	32	0.0%	0
BB6 8	4.2%	21	0.0%	0	0.0%	0	0.0%	0	21.0%	21
BB7 1	9.6%	48	0.0%	0	48.0%	48	0.0%	0	0.0%	0
BB7 2	10.4%	52	0.0%	0	52.0%	52	0.0%	0	0.0%	0
BB7 3	7.2%	36	36.0%	36	0.0%	0	0.0%	0	0.0%	0
BB7 4	12.8%	64	64.0%	64	0.0%	0	0.0%	0	0.0%	0
BB7 9	11.4%	57	0.0%	0	0.0%	0	57.0%	57	0.0%	0
PR2 5	1.6%	8	0.0%	0	0.0%	0	0.0%	0	8.0%	8
PR3 2	6.0%	30	0.0%	0	0.0%	0	0.0%	0	30.0%	30
PR3 3	11.0%	55	0.0%	0	0.0%	0	0.0%	0	55.0%	55
PR3 5	1.4%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7
Base:	500	100	100	100	100	100	100	100	100	100



**Nathaniel Lichfield
& Partners**

Planning. Design. Economics.

-  Applications & Appeals
-  Climate Change & Sustainability
-  Community Engagement
-  Daylight & Sunlight
-  Economics & Regeneration
-  Environmental Assessment
-  Expert Evidence
-  GIS & Graphics
-  Heritage
-  Property Economics
-  Site Finding & Land Assembly
-  Strategy & Appraisal
-  Urban Design

Cardiff
029 2043 5880

Leeds
0113 397 1397

London
020 7837 4477

Manchester
0161 837 6130

Newcastle
0191 261 5685

nlpplanning.com