





Derry City & Strabane District Council Retail Capacity & City/Town Centres Study

Part 1

November 2018

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For and on behalf of GVA Grimley Limited

Executive Summary

GVA was commissioned by Derry City & Strabane District Council ('the council' or 'DCSDC') to complete a Retail Capacity Study for the local authority. The Study was prepared in order to inform the Council's emerging Local Development Plan 2032 and relied upon as part of the evidence base.

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Retail and Leisure Trends

The wider political backdrop within the UK has largely influenced the country's economic performance within recent years, with Brexit in particular having an impact on growth. Forecasters predict this will remain below trend over the medium term until additional certainty on the final nature of the UK's departure from the European Union is known. This has culminated to date in lower real income growth, increased inflation and reduced household spending.

In terms of the retail market, this has struggled as a result of the prevailing economic context with falling wages impacting consumer confidence, with this anticipated to remain subdued in the short term. The high street has been under significant pressure in the past years, with a number of high profile businesses collapsing or entering a CVA (Company Voluntary Arrangement) such as Toys R Us, Maplin, New Look and House of Fraser.

Generally, rental growth has been muted in recent years, with performance highly polarised. Rental growth for prime assets contrasts significantly with falling rents in more secondary locations.

As set out above, current projections are that consumer spending will grow only modestly in the short term. Annual average growth for comparison goods is anticipated to increase at around 3.2% p.a. between 2020 and 2024 and remain consistently around this 2024 level over the Plan period (to 2032). For convenience goods, growth will be limited, with some years of contraction in the immediate term. From 2020 to 2036, Experian currently forecasts that there will only be a very small improvement of +0.1% per annum.

Internet spending continues to have a significant influence on the retail market with this currently occupying approximately 17% of total retail sales and anticipated to reach 19.6% of total retail sales by 2036.

The Northern Irish retail market is largely experiencing the same issues as the wider UK, although the border with the Republic of Ireland adds a further level of complexity. The retail sector has benefitted recently from the favourable exchange rate, in encouraging cross-border trade. This has presented opportunities but also future challenges given the continuing uncertainty over the ultimate Brexit arrangements and the potential effect on cross-border trips.

Retail Hierarchy and Healthcheck Assessments

Town centre healthchecks have been undertaken across the main centres within the Council area; Derry-Londonderry; Strabane; Castlederg; Newtownstewart; Claudy; Sion Mills and Eglinton. A review was also completed for the defined District Centres within the city area. These studies were informed by past

GOAD centre and footfall information (where this was available) to track notable changes in performance.

Table E.1: Diversity of Uses Derry-Londonderry City Centre by number of Units- Change from 2016 to 2018

Use	GOAD Centre Report 2016: No. of Units	Health Check Survey 2018: No of Units	Change from 2016-2018
Convenience	32	16	-16
Comparison	165	55 156	
Service	128	171	+43
Vacant Units	75	70	-5
Total No.	400	413	+13

Table E.2: Diversity of Uses Derry-Londonderry City Centre by number of Units (2018 Health Check Assessment)

Use No of Units		%	% UK Average
Convenience	16	3.87%	9.67%
Comparison	156	37.77%	38.38%
Retail Service	174	41.40%	38.54%
Vacant Units	70	16.95%	12.24%

For Derry-Londonderry, the healthcheck exercise has identified the following key findings:

- There has been a notable decrease in the number of convenience units within the city centre and a smaller decrease in comparison units, offset largely by a significant increase in service uses.
- The number of vacant units has decreased since 2016, although at 16.95% of all units this number is still higher than both the Northern Irish (14.3%) and UK (12.24%) average.
- NEMS were appointed to undertake footfall counts at key locations across the city centre. This
 allowed for comparison with past figures. In summary, these identified that footfall was highest on
 Newmarket Street, with this area boasting 41% more footfall on a weekday higher than the second
 busiest location (Waterloo Place/ Strand Road).
- Generally, improvements to the quality of way-finding and introduction of a 'destination' retailer/ higher-end retailers would benefit the city and its future ability to retain its currently dominant position within the retail market within the north-west of Northern Ireland.

The comprehensive healthcheck undertaken of Strabane town centre identified the following mix of uses.

Table E.3: Health Check Strabane Town Centre- Diversity of Uses

Retail Trade Group	Outlet Numbers	%	% UK
Convenience	10	4.76	9.67
Comparison	74	35.24	38.38
Service	85	40.48	38.54
Vacant	41	19.52	12.24

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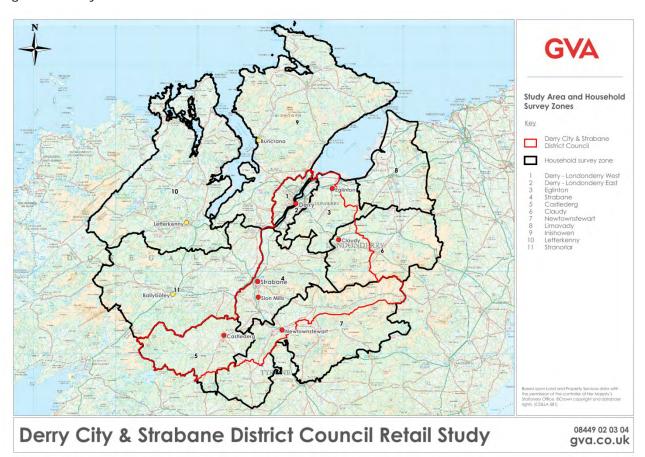
The healthcheck exercise identified the following key findings:

- Service units comprise the majority of use within the town centre at 40.48%, followed by comparison units at 35.24%. These are broadly consistent with UK average figures.
- Vacancy levels are 19.52% which are considerably higher than Northern Irish and UK average levels.
 The 2018 healthcheck covered areas that are now increasingly peripheral within the town centre, where vacancy rates are high. This should be borne in mind in terms of establishing future boundaries for the town centre.

Assessment of Need for Retail Floorspace

A household survey was commissioned to understand shopping patterns across the Council and wider hinterland. This included locations within the Republic of Ireland, given the level of cross-border shopping trips occurring. This study area comprised 11 zones, with zones 1-8 located within Northern Ireland based on postcode sector geography. Zones 1-7 broadly comprise the extent of the Council area as shown below.

Figure E.1: Study Area



Adopting Experian population projections, it is anticipated that the population within Zones 1-7 is anticipated to grow by 0.93% between 2018-2032, increasing from 180,106 to 181,781.

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Between 2018-32, convenience goods expenditure is expected to increase from £391.9m to £399.9m, representing an increase of 5% or £8m over the Plan period. For comparison goods, this is expected to grow from £603.8m in 2018 to £940m by 2032, representing an increase of 45% or £336.2m.

Based on the household shopping survey results, it is possible to calculate expenditure retention within each zone. This indicated that Derry-Londonderry retains a high percentage of expenditure (90.2%), with inflow also coming principally from Zone 3 (Eglinton), given the limited provision available and draw of the city.

For comparison goods, Derry-Londonderry has a wider catchment area, with Zones 1 and 2 representing the primary catchment and Zones 3, 4, 6, 8 and 9 forming the secondary, given that shoppers are typically willing to travel further and to locations with a larger offer when completing this form of shopping. The city retains 84% (£259m) of comparison expenditure within the area, with an additional £211.1m flowing in from other zones both within the Council area and wider Study Area.

The table below summarises the projected available capacity for each category of goods, assuming consistent market shares into the future.

Table E.4: Convenience Goods Floorspace Capacity: Council Area

Year	Surplus Expenditure	Commitments	Residual Expenditure	Indicative Floorspace Capacity
2018	£26.1m	£105.8m	-£79.8m	-6,649sq.m
2022	2022 £30.3m		-£75.2m	-6,314sq.m
2027	£32.3m	£105.7m	-£73.5m	-6,168sq.m
2032	£32.1m	£106.3m	-£74.2m	-6,195sq.m

From the above table, it is apparent that there is not anticipated to be any floorspace capacity across the Council area for convenience floorspace, principally as a result of existing commitments. If these are not to be implemented over the Plan period, this would potentially free up some capacity in the future.

Table E.5: Comparison Goods Floorspace Capacity: Council Area

Year	Surplus Expenditure	Commitments Residual Expenditure		Indicative Floorspace Capacity
2018	£0m	£49.3m	-£49.3m	-6,570sq.m
2022	£29.5m	£52.9m	-£23.4m	-2,843sq.m
2027	£80.9m	£59.3m	£21.6m	2,350sq.m
2032	£126.5m	£66.1m	£60.3m	5,886sq.m

In terms of comparison goods, across the Council area, the assessment has found that forecast capacity is anticipated towards the end of the Plan period (after 2027). It is anticipated that this may allow for the development of new floorspace within the Derry-Londonderry city area, to reflect current retailing/shopping trends.

Within the second scenario, population growth of +2,000, +5,000 and +10,000 was tested over the Plan period. For convenience goods, this did not significantly alter the findings of the assessment with there still projected to be no capacity across any of the test years. For comparison goods, the findings indicate that capacity from 2027 to 2032 would increase further at each year, allowing for new retail floorspace to be developed. Within the 10,000 population growth scenario, this would rise from 2,350sq.m in 2027 to 5,222sq.m and from 5,886sq.m in 2032 to 10,504sq.m.

In terms of qualitative matters, the household shopping survey results and levels of market share indicate that most areas benefit from a good access to a range of options for both main-food shopping and top-up shopping. This is demonstrated by the location of facilities and survey, whereby most residents shopped within the same zone or the neighbouring zone.

In respect to comparison deficiency, the assessment and healthchecks have identified that Derry-Londonderry benefits from a good range of shopping offer. The strength of the city in drawing in significant levels of inflow demonstrate this and the household survey shopping results support these conclusions. Improvements could be made in relation to the shopping environment and ensuring the quality of space, in terms of suitable units and location, is available to attract the form of retailers currently absent to compete better with locations such as Belfast city centre.

Leisure Assessment

A high-level leisure assessment was undertaken to assess leisure provision across the Council area. Leisure expenditure is expected to continue to rise over the Plan period (by 16%) and whilst retail trends move towards shopping being more than a retail experience but also a quasi-leisure experience, it will be important to harness this potential.

The leisure analysis identified some potential to improve the leisure offering within Derry-Londonderry city centre. In addition to food and beverage, this includes the cinema provision, family activities and bingo and gambling facilities. These improvements, particularly if located in areas of high footfall, could further strengthen and support the retailing function of the city centre.

Comparator City Analysis

A comparator city analysis was completed to identify differences in other locations that might further improve the vitality and viability of Derry-Londonderry city centre. This review considered Belfast, Galway and Dundee. The key findings were:

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- The city is performing modestly in retailing terms with a reasonable mix of national multiple and independent presence. Broadening this offer to maximise dwell times by adding further leisure and tourist attractions like Belfast and Dundee would further improve this performance.
- The city benefits from the presence of good infrastructure in the form of a local Airport but investment in road and rail to further improve connectivity will be important to harness growing tourism potential. In contrast, the likes of Dundee now boasts a new railway station as part of the wider Waterfront redevelopment and includes a 120 room Sleeperz Hotel at upper levels.
- Improvements to way-finding, public realm and open space and the evening economy offer further potential to generally improve dwell times, with consequent benefits for increasing visitor expenditure. Dundee's Waterfront is undergoing a transformational change which (once complete) will essentially extend the city centre offer from its traditional pitch to this location. A key part of this areas masterplan includes new public parks and improved way-finding, helping to make connections with other parts of the city centre and encouraging visitors to spend longer overall.

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1. Introduction

Scope and Purpose

- 1.1 This report has been prepared by GVA in response to an instruction by Derry City and Strabane District Council ('the council') to prepare a Retail Study ('the study'). The Study will provide essential background information to assist the Council in the production of their relevant Local Development Plan documents and to support their development management function.
- 1.2 The objectives of this study, as identified in the brief issued by the Council, are as follows:
 - Provide a survey of household shopping patterns for convenience and comparison goods across the Derry and Strabane catchment areas;

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- An assessment of the trends in retail and leisure development and commercial market overview;
- An assessment of the vitality and viability of identified centres in the existing network and the retail hierarchy;
- An quantitative assessment of retail capacity for convenience and comparison goods floorspace across the study area up to 2032; and
- A comparator city analysis, benchmarking Derry-Londonderry with other cities against a range of indicators of vitality and viability.

Contents of Report

- 1.3 The results of this Retail / Centres study is presented in two reports; This Part 1 report presents the findings of the quantitative and qualitative surveys and analysis as set out below. The Part 2 report sets out the recommendations in relation to the various centres, the appropriate uses and the planning policies to manage those uses.
 - Section 2 provides a summary of the salient planning policy context facing retail, leisure and 'town centre' issues, including Regional Strategic Policy ('RSP') and other contents of the Strategic Planning Policy Statement ('the SPPS').
 - In Section 3, we provide a review of the salient trends affecting retailing and leisure provision in the UK, along with key issues affecting town centres and how these trends have the potential to affect the Councils approach to planning for their 'town centres' plus retail and leisure issues.
 - In Section 4, we provide an overview of the retail hierarchy and a review of the health of centres in the District.
 - We provide a basis for the assessment of quantitative and qualitative need for additional retail provision in Section 5.
 - Sections 6 and 7 provide an assessment of quantitative and qualitative need for additional retail floorspace in Derry and Strabane. This exercise draws upon the results of the available household survey data to provide an assessment of the availability of retail expenditure to support new retail

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floorspace in the Derry-Londonderry city and Strabane areas, along with a review of the qualitative aspects of existing retail provision within and outside of the defined centres.

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- Section 8 provides an assessment of leisure uses in the Derry-Londonderry city and Strabane areas.
- Section 9 provides a comparator city analysis, benchmarking Derry-Londonderry with other cities against a range of vitality and viability indicators.
- Finally, in section 10, we provide a summary of the findings of the study from the preceding sections.
- 1.4 All plans and statistical information referred to in the text of this report are contained in appendices found at the rear of this document.

2. Planning Policy and Strategy Context

2.1 As this study will form part of the evidence base for the next Local Development Plan for Derry City and Strabane District, and to inform its contents, it is important that cognisance is given to the existing planning policy context which exists within Northern Ireland.

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2.2 Therefore relevant policies and aims within the "Strategic Planning Policy Statement for Northern Ireland" and the "Regional Development Strategy 2035" have been considered below.

Strategic Planning Policy Statement for Northern Ireland

- 2.3 Key to policy is the Strategic Planning Policy Statement for Northern Ireland (SPPS) September 2015 which provides a basis to which all Local Development Plans should take account.
- 2.4 SPPS contains a number of key issues which all authorities within Northern Ireland should address in the delivery of a modern planning system. It breaks delivery down into two areas. The first relates to policies within the plan and the second relates to supporting information to ensure the plan has a sufficient evidence base and to enable decisions for proposals to be made.
- 2.5 Within SPPS, Town Centres and retailing is discussed within paragraphs 6.267-6.292. Paragraph 6.267 states the importance of Town Centres:
 - "Town centres are important hubs for a range of land uses and activities, and can have a positive impact on those who live, work and visit them. They provide a wide variety of retailing and related facilities, including employment, leisure and cultural uses. Our town's high streets also play an important role in bringing people together and can foster a sense of community and place."
- 2.6 Regional strategic objectives are included at paragraph 6.271 and state how policies relating to town centres and retailing should be considered by Local Development Plans:
 - "Secure a town centres first approach for the location of future retailing and other main town centre uses (including cultural and community facilities, retail, leisure, entertainment and businesses;
 - Adopt a sequential approach to the identification of retail and main town centre uses in Local Development Plans (LDPs) and when decision-taking;
 - Ensure LDPs and decisions are informed by robust and up to date evidence in relation to need and capacity;
 - Protect and enhance diversity in the range of town centre uses appropriate to their role and function, such as leisure, cultural and community facilities, housing and business;
 - Promote high quality design to ensure that town centres provide sustainable, attractive, accessible and safe environments; and
 - Maintain and improve accessibility to and within the town centre."
- 2.7 In addition, paragraph 6.277 states that it is expected that LDP's will also:

• "define a network and hierarchy of centres - town, district and local centres, acknowledging the role and function of rural centres;

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- define the spatial extent of town centres and the primary retail core;
- set out appropriate policies that make clear which uses will be permitted in the hierarchy of centres and other locations, and the factors that will be taken into account for decision taking;
- provide for a diverse offer and mix of uses, which reflect local circumstances; and
- allocate a range of suitable sites to meet the scale and form of retail, and other town centre uses."
- 2.8 SPPS also makes it clear that LDP's should contain policies to achieve both the objectives at 6.271 and the requirements set out at 6.277 for all types of centres. This includes "Policies and proposals for shops in villages and small settlements must be consistent with the aim, objectives and policy approach for town centres and retailing, meet local need (i.e. day-to-day needs), and be of a scale, nature and design appropriate to the character of the settlement"
- 2.9 Regarding sequential testing of applications, SPPS states this test should be undertaken for "planning applications for main town centre uses that are not in an existing centre and are not in accordance with an up-to date LDP", and should be considered in the following order of preference:
 - "primary retail core;
 - town centres;
 - edge of centre; and
 - out of centre locations, only where sites are accessible by a choice of good public transport modes."
- 2.10 SPPS provides further clarification as to determining whether a site is edge of centre:

"In judging between allocations on non-primary area sites, preference will be given to edge of town centre land before considering out-of-centre sites. For a site to be considered as edge-of-centre a default distance threshold of 300 metres from the town centre boundary should apply. Councils may set other thresholds to take account of local issues such as constrained areas and topography. The measuring or ranking of alternatives should include an assessment of the physical distance and functional linkage of sites with the primary retail core, and other relevant factors."

2.11 Regardless of whether an authority has an up to date local development plan or retail study, paragraph 6.282 and 6.283 state:

"In the absence of a current and up-to-date LDP, councils should require applicants to prepare an assessment of need which is proportionate to support their application. This may incorporate a quantitative and qualitative assessment of need taking account of the sustainably and objectively assessed needs of the local town and take account of committed development proposals and allocated sites.

All applications for retail or town centre type developments above a threshold of 1000 square metres gross external area which are not proposed in a town centre location and are not in accordance with the LDP should be required to undertake a full assessment of retail impact as well as need. This includes applications for an extension/s which would result in the overall development exceeding 1000 square

- 2.12 Within a "Retail Impact and Assessment of Need", the following factors should be addressed:
 - "the impact of the proposal on trade and turnover for both convenience and comparison goods traders, and the impact on town centre turnover overall for all centres within the catchment of the proposal;
 - the impact of the proposal on existing committed and planned public and private sector investment and investor confidence in the town centre/s;
 - the impact of the proposals on the delivery of the planned/allocated sites and the LDP strategy;
 - the impact on the vitality and viability of existing centres including consideration of the local context.

 This should take into account existing retail mix and the diversity of other facilities and activities.
 - Cumulative impact taking account of committed and planned development, including plan commitments within the town centre and wider area; and,
 - a review of local economic impacts."
- 2.13 Furthermore, SPPS states that where one or more of the above criteria, or the cumulative impact of one or more of the criteria is determined to have a significantly adverse impact, then the application should be refused.
- 2.14 Whilst the LDP should contain relevant retail polices as above, the policies should be informed by a robust evidence base. This should include Town Centre Health Checks, covered by SPPS at paragraph 6.285.
- 2.15 In order that identified centres can be monitored and to inform development, health checks should be undertaken for each centre, identifying the following characteristics:
 - "existing town centre uses, including resident population;
 - vacancy rates;
 - physical structure and environmental quality including opportunities, designations constraints;
 - footfall;
 - retailer representation;
 - attitudes and perceptions;
 - prime rental values; and
 - commercial yields."

- 2.16 Reference is also made within SPPS to 'The Regional Development Strategy 2035 (RDS)' which also recognises the importance of town centres. The RDS provides a spatial strategy for development within Northern Ireland, and the LDP should take account of it. Generally the document replicates SPPS, particularly in relation to the role of town centres. It states that a strong network of towns supported by villages can be supported by the following aims:
 - "Establish the role of multi-functional town centres. These should be the prime locations for business, housing, administration, leisure and cultural facilities both for urban and rural communities.

- Revitalise small towns and villages. This is particularly relevant to those towns and villages which have been static or declining and contain areas of social need. Deprivation happens in different ways in different places. An integrated approach between government departments, agencies and communities will ensure that regeneration plans reflect the specific needs of each community."
- 2.17 It also contains specific aims and commentary on both the main towns of Derry-Londonderry and Strabane. Regarding the aims, the RDS specifically states the following in regards to retail:

"SFG6: Develop a strong North West

Planning for physical development, social infrastructure, physical infrastructure and economic development is central to the development of a strong North West. Londonderry is well suited to provide a regional level of service to much of the western part of Northern Ireland and to a substantial part of County Donegal.

Due to the geographic peripherally of the North West, transport, energy and telecommunication connections are important to the economic and social fabric of the Region."

- Continue the high levels of co-operation between Letterkenny and Derry-Londonderry and Strabane as evidenced by the creation of the North West Partnership Board. Such co-operation can help unlock the potential of the North West and especially the Derry-Londonderry ~ Letterkenny Gateway. It can consider opportunities for improved public services in areas such as health and education through cooperation between statutory agencies and other institutions.
- Enhance the role of Strabane. Strabane performs an important role in providing services to local communities. It could capitalise on its location close to the Sperrins and Donegal to expand its tourism offer by working with its cross border neighbours.
- 2.18 The guidance identified Derry Londonderry as a suitable location to deliver regional levels of service to the western area of Northern Ireland.
- 2.19 In addition, with specific regard to Derry Londonderry, Policy SFG7 states relating to retail:

"SFG7: Strengthen the role of Londonderry as the principal city for the North West

Securing a strong and vibrant city is important to the economic and social wellbeing of the North West. The physical transformation of this historic walled city to reflect its economic status and profile will enhance its urban character and promote neighbourhood recovery. The creation of imaginative new

- Continue to regenerate the city of Londonderry. The City should be the focus for administration, shopping, commerce, specialised services, cultural amenities and tourism within the North West. Key locations have been identified for regeneration in the 'One Plan'. Sites such as the former security bases of Ebrington and Fort George will add some 17 hectares of development land to the city's land stock and provide a major opportunity for boosting economic development and regeneration of the area.
- Maximise the tourism potential of the city. Continue the regeneration of the City while respecting its heritage assets, exceptional landscape setting and unique walled core through sensitive development. The city should be promoted as a major tourist destination in its own right and as a gateway to Donegal, the Foyle valley, the Sperrins and the Causeway Coast. The city has an opportunity to maximise the benefits from its 'UK City of Culture 2013' designation."
- 2.20 Whilst the existing cities and towns are important to consider, so should the smaller surrounding towns and villages. Policy SFG 13 states the following regarding retail:

"SFG13: Sustain rural communities living in smaller settlements and the open countryside

"It is recognised that there are wide variations across Northern Ireland in terms of economic, social and environmental characteristics of rural areas. There is therefore a need for local development to reflect these regional differences. Such approaches should be sensitive to local needs and environmental issues including the ability of settlements and landscapes to absorb development. Key considerations will be the role and function of rural settlements and accessibility to services. These approaches should also reflect and complement prevailing regional planning policy.

A strong network of smaller towns supported by villages helps to sustain and service the rural community. A sustainable approach to further development will be important to ensure that growth does not exceed the capacity of the environment or the essential infrastructure expected for modern living.

- Establish the role of multi-functional town centres. These should be the prime locations for business, housing, administration, leisure and cultural facilities both for urban and rural communities.
- Revitalise small towns and villages. This is particularly relevant to those towns and villages which have
 been static or declining and contain areas of social need. Deprivation happens in different ways in
 different places. An integrated approach between government departments, agencies and
 communities will ensure that regeneration plans reflect the specific needs of each community.
- Encourage sustainable and sensitive development. The expansion of rural tourism and development which is both sustainable and sensitive to the environment should be encouraged. This includes the ability of settlements and landscapes to absorb development."

Derry Area Plan 2011 (adopted May 2000) 'DAP 2011'

2.21 Section 8 relates specifically to commerce and states that Derry-Londonderry is the principal retailing centre for the City Council Area and for the neighbouring areas of Limavady and Strabane and for parts of Donegal with the provision of major facilities such as Foyleside and Richmond centres. Retailing outside

- 2.22 Policy COM 2 District Centres states that their primary role is to provide locally accessible convenience goods without undermining the vitality and viability of the city's commercial core. Policy COM3 Local Centres sets out that local scale shopping providing convenience goods to meet local need within major residential areas will normally be acceptable at an appropriate scale which ensures the vitality and viability of the commercial core is not undermined. Under Proposal COM 1 New Local Centres, the Department defines 6 Local Centres at:
 - Buncrana Road East (constructed)
 - Buncrana Road West (2 no.) (not constructed)

and corner shops in descending order of scale.

- Lower Galliagh Road (not constructed, housing built in proposed location)
- Ballyarnett, (not constructed)
- Crescent Link (constructed)
- 2.23 Under Para 8.9 'Retail Warehouses, Leisure and Hotel', the DAP states adjacent to the local centre at Crescent Link, provision has been made for a development incorporating retail warehousing of no more than 12,000 sq.m (gross), hotel and leisure unit. The Premier Inn opened at Crescent Link in November 2012.
- 2.24 In conjunction with Section 8, Section 15: Central Area sets out the development strategy for the heart of the city. Section 15 also specifies the policy requirement for Office development within the Central Area. *Proposal CA 4: Office Development* designates Clarendon Street as an Office Development Area within the Central Area. Dacre Terrace and Ebrington Terrace (Waterside) are also designated areas.
- 2.25 Office development will be accepted within the Commercial Core as will change of use proposal from housing to office within the defined areas. Furthermore *Policy CA 2 Location of New Build Office Development* sets out that new build offices will not normally be approved outside the Commercial Core to restrict dispersion of office jobs away from the Commercial Core. *Policy CA1 Office Development in Vacant Property* encourages the re-use of vacant property above street level within the Commercial Core for office and business purposes.

Strabane Area Plan 2001 (adopted 1991)

2.26 A general objective of the Plan for the town centre is to retain and consolidate the existing commercial core and to facilitate the provision of a wide range of facilities by encouraging new development and stimulating commercial activity. Abercorn Square is traditionally accepted as the focal point of the town centre from which the principal shopping streets radiate. Abercorn Square, Castle Street, Market Street, Main Street and the eastern end of Railway Street are the principal shopping areas while the remainder of Railway Street, Butcher Street, Castle Place and the central part of Main Street have a lesser, though

developing, retail significance. These latter areas are typified by a mix of uses including retail, office, service, industrial and residential uses which serve to compliment the main shopping area.

- 2.27 The policies and proposals in relation to shopping and commerce are summarised as follows:
 - New shopping development will be concentrated within the defined town centre to support the
 continued viability of the central shopping core, except in situations where small local shops are
 required to serve local need;
 - Large scale retail development will not be acceptable outside the defined town centre;
 - The Department will encourage the redevelopment of vacant sites and the refurbishment of run down premises;
 - All new development and refurbishment of existing premises shall be carried out to a high standard of design.
- 2.28 Offices are spread throughout the town centre and nowhere are they a predominant land use. Existing provision varies from upper floors of retail outlets to converted properties and to purpose built relatively modern buildings such as County Buildings in Barrack Street. The town centre will continue to be an important office location and most locations within it are likely to be acceptable for change of use, subject to shopping and housing policies. Ground floor conversions along principal shopping streets will be discouraged. Plan objectives for office and public buildings can be summarised as:
 - New office development and office conversions will be acceptable in most town centre locations subject to shopping and housing policies.
 - Office conversion will not normally be acceptable in housing policy areas.
 - The Department will encourage the refurbishment of premises in Bowling Green for office use.
 - New office development and conversions will be expected to meet high standards of design.
- 2.29 Land suitable for mixed business uses was identified to the east, west and north of Dock Street (1.1ha) and at the Western end of Railway Street (2.2 ha). Such uses include light industry, small starter units, storage, offices or some specific retail uses.

3. Retail and Leisure Trends

3.1 To put our assessment into context and inform our advice on the need for additional retail and leisure floorspace in the Derry and Strabane areas, we have undertaken a review of the current retail market and social trends influencing the retail sector, with an emphasis on Northern Ireland whilst taking into account wider UK trends. Our review draws on published data sources, including research by Experian and Verdict.

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3.2 This section also provides a brief analysis of relevant government research and town centre strategies which have come forward over the last few years, partly in response to the retail trends identified, to promote a consistent policy objective which seeks to strengthen town centres.

Economic Outlook

- 3.3 Politics is the key driver of confidence and economic performance at present, with the uncertainty surrounding Brexit holding back growth across the UK. Forecasts suggest economic growth will remain below trend over the medium term.
- Following the vote to leave the European Union, the Bank of England forecast (in August 2016) that, due to uncertainty, economic activity would weaken and unemployment would rise. It also forecast that inflation is likely to remain at around 3% in the near future, with a likely decline to 2% over the next few years.
- 3.5 Towards the end of last year agreement was reached in the Brexit negotiations to move forward onto discussions on future trade relations. Whilst this will be a difficult phase it should bring clarity and hopefully a sensible trade deal for the UK, and therefore once agreements are reached things should start to improve.
- 3.6 However, the most recent Bank of England's Inflation Report of February 2018 indicates that GDP growth is expected to be 1.75% into the future. This is owing to improvements to the indicators of activity and business sentiment which have recovered from their lows immediately following the referendum. The data suggests that the near-term outlook for activity is stronger than expected with higher growth in household spending and a more resilient housing market. However, by contrast, investment intentions have continued to soften and the commercial property market has been subdued.
- 3.7 The Bank of England expects output growth to be stronger in the near term but weaker towards 2019. This reflects the impact of lower real income growth in household spending and also the uncertainty over future trading arrangements (including the risk that UK-based firms' access to EU markets could be materially reduced, which could restrain business activity and supply growth over a protracted period).
- Linked to the above, the labour market in the UK has remained buoyant over the last few years with unemployment running at one of its lowest ever rates. Wage growth however has been disappointing, rising below the rate of inflation, which has impacted on consumer confidence and spending.

Population Change

3.9 The rate at which the UK population is growing is accelerating. Between 1971 and 1991 it increased by just over 0.1% pa, whereas over the subsequent 20 years it increased by almost 0.5% pa. The Office for National Statistics Population projection report (October 2017) expects over the period 2016-26 that population is to increase by 0.9% pa, or 9.5% in total. This population growth will vary between parts of the UK, with Northern Ireland expected to grow by 7.5% in the same period. Generally the growth expected within Northern Ireland is slower than anticipated within England, where population is expected to increase by +12.1%. Notable, marked disparities can occur between local authorities within the same region, due to differences in housing demand, land availability and local policies.

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3.10 Advances in healthcare and medicine mean that people are living much longer. It will therefore be increasingly important for Councils to ensure that older consumers are adequately catered for with the right type of facilities in the right locations. The proportion of the population aged over 65 is expected to increase from 17.5% of the total population in 2016 to 19.5% in 10 years' time, a growth rate of 20%, which is more than double the rate of total population growth (7.1%).

The Retail Sector

- 3.11 The retail sector struggled last year as falling wages, rising interest rates and inflation squeezed household discretionary spending. As a result, retail sales have been slowing and with weak consumer confidence, spending is likely to remain subdued in the short term. There are some positive signs however, with inflation beginning to ease and wages finally starting to grow, and if this continues it should improve the outlook for the sector.
- 3.12 Falling sales combined with rising operational costs and wider structural changes within the sector have continued to place immense pressure on retailers. Mid-market retail in particular is being squeezed as mid-market operators struggle to offer a compelling proposition on value or quality. There have recently been a wave of CVAs being entered into or considered by big retail names including Carpetright, House of Fraser, New Look, Select and Mothercare, which are following the collapses of businesses such as Toys R Us and Maplin.
- 3.13 High end and value retailers have tended to fare much better with value retailers in particular benefitting from the squeeze on incomes and many are still expanding their portfolios. This is particularly evident in the grocery sector with the strong growth and expansion of the discounters such as Aldi and Lidl.
- 3.14 Retail rental growth in the UK has been weak for some time and rents have been broadly flat over the last year. The market has failed to return to its 2008 pre-financial crisis peak and growth remains highly polarised. Rental growth for prime assets is contrasting with falling rents for more secondary units/locations. Forecasts suggest retail rental growth is likely to remain subdued for the foreseeable future given weaker spending and increased cost pressures on retailers.
- 3.15 The retail sector is continually evolving as retailers try to keep pace with changing consumer behaviour and wider trends. Retail is becoming more of a quasi-leisure activity with the overall experience becoming an integral part of a shopping trip.

Retail Expenditure and Sales Efficiency

Retail Expenditure Growth

3.16 Set out below are the latest retail expenditure forecasts from Experian's Retail Planner, dated December 2017.

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- 3.17 Comparison goods spending is expected to grow at a much higher rate than convenience goods spending over the period to 2035. For comparison goods, expenditure growth per head was 3.6% in 2013, increasing to 5.2% in 2015 and 5.0% in 2016 according to Experian. Following a forecast growth of 2.3% in 2017 Experian forecast lower growth in 2017 and 2018 (of +0.9% and +2.1% respectively) and then annual average growth in comparison goods spending is expected to be around of 3.2% pa between 2020-2024.
- 3.18 For convenience goods, spending declined every year in real terms between 2008-2015 with a small increase of +1.0% in 2016. Looking forward, Experian estimate that there will be no growth in 2017 and a further decline in 2018 and 20189 (of -0.6% and -0.2% respectively). Between 2020-2036 Experian forecasts a very small improvement in spending of +0.1% pa.
- 3.19 To put these forecasts into historical context, comparison goods growth averaged 4.2% pa over the last 40 years, with stronger growth of 5.2% pa over the last 30 years and 5.6% pa over the last 20 years. Convenience goods growth has been much weaker, averaging 0.4% pa over the last 40 years and 0.3% pa over the last 20 years.

Online Spending

- 3.20 Online retailing continues to grow, being driven by smartphone technology, with modern consumers always connected. Online sales now account for c.17% of total retail sales and continue to rise. This is undoubtedly impacting on physical store requirements, although retailers recognise the value of the physical stores in terms if brand awareness, experience and in the fulfillment of online sales.
- 3.21 Internet spending and other forms of sales which are not derived from physical floorspace need to be taken into account when undertaking retail studies. Special Forms of Trading ('SFT'), includes all types of non-store retailing (internet, markets and mail order) and in 2015 was equivalent to 13.4% of total retailing (15.6% for comparison goods and 9.2% for convenience goods). In 2021, Experian predict that non-store sales (SFT) will reach 18.3% of total retail, growing steadily to around 19.6% by 2035.

Sales Efficiency Growth

- 3.22 The sales efficiency growth rate represents the potential ability of retailers to increase their productivity and absorb higher than inflation increases in their costs (e.g. rent, rates and service charges) by increasing their average sales densities. Applying a turnover 'efficiency' sales density growth rate is a standard approach used in retail planning studies and has been used in this study in accordance with good practice.
- 3.23 Following the weak or negative overall sales growth during the recession and the growth of online shopping, many retailers have struggled to increase or maintain sales density levels and, together with other financial problems, this has led some retailers into administration. As a result sales density growth is

half of the 2000s.

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- 3.24 The trend towards the demolition of inefficient stores and the provision of more modern stores with higher and more efficient sales densities is expected to result in less scope to increase comparison goods sales densities in the future.
- 3.25 Scope for increased sales densities is even more limited for convenience goods because the majority of foodstores already drive high sales efficiencies. An efficiency growth rate of+1.2 pa between 2018 and 2026 is recommended by Experian and these assumptions inform our approach.

Internet Growth and Multichannel Retailing

- 3.26 The online shopping population is reaching saturation, with over 40m online shoppers in the UK expected by 2017. Future growth in the market is likely to come from increased spend driven by new technology and improved delivery options. Changes in technology are driving sales with the expansion of tablet devices which provide a better browsing experience. According to Verdict, in most sectors the average spend per trip is 64.5% higher on a tablet than a laptop/ PC3.
- 3.27 Click and collect is forecast to be one of the most significant drivers of growth, with a rise of 62.7% in click and collect purchases expected between 2013 and 2018. The service provides physical retailers with an important benefit over pure internet operators and creates opportunities for making additional purchases when customers collect orders from stores.
- 3.28 The growth in online sales has implications for bricks and mortar stores as it potentially reduces the need for so many outlets. However, trends indicate that online and in-store shopping channels are becoming more blurred as shoppers increasingly research items online or in stores before making purchases. According to Verdict, in 2012 61% of shoppers researched goods online before purchasing in store, and some 38% of customers researched goods in store before buying online. (Source: Verdict: Online and Remote Shopping, E Retail in the UK (August 2013)).
- 3.29 These trends, combined with the importance of 'click and collect' highlight that physical stores will still have a significant role in the multichannel shopping environment, although their size and format will differ from traditional stores. The advantages of physical stores, in terms of the shopping experience, service and immediacy of products in a showroom setting, will see a network of key stores remain a fundamental component of retailer's strategies to provide an integrated multichannel retail proposition.

Changing Retailer Requirements

Space Requirements

- 3.30 The retail sector has undergone significant changes over the last decade which has fundamentally altered how, where and when we shop. This has had major implications for retailers' space requirements, which combined with the recent recession, has changed the retail landscape of our towns and cities.
- 3.31 During the recession retailers' margins were squeezed, whilst other costs continued to rise and a raft of multiple and independent retailers either collapsed or have significantly shrunk their store portfolios. The

decline in the amount of occupied retail space in town centre locations has not typically been offset by new retail developments. Many town centre schemes have been put on hold or significantly scaled down in size, and with 'fairly weak' expenditure growth forecast in the medium term, retailers are expected to remain cautious about store expansion.

- 3.32 The growth of the internet means that retailers no longer need stores in every town to achieve national coverage. Many retailers are therefore focusing their development programmes on the provision of large flagship stores in strategic locations, supported by smaller satellite stores and transactional websites. The larger flagships accommodate full product ranges whilst smaller stores offer more select ranges, supplemented by internet kiosks allowing access to the full range. This offers many advantages to retailers including lower property costs, more efficient logistics and being able to open stores where there is a high level of demand despite there being space restrictions.
- 3.33 This polarisation of retailing will result in larger dominant centres continuing to attract key retailers (where space is available), with medium sized centres potentially struggling to attract investment. Local, or neighbourhood, centres should be less affected by this trend and are likely to retain their attraction for top-up and day-to-day shopping. In addition to national multiple retailers, all levels of centre in the retail hierarchy accommodate local independent traders. Such traders face pressure from both the internet and national multiples and have found that success lies in being able to offer a product or service not available elsewhere, or a level of customer service which marks them apart from mainstream retailers. Indeed, this level of differentiation can mark a town out as a specialist in a certain area of retailing.

Out-of-Centre Retailing

- 3.34 Retailers are opting to develop stores in the most strategic and cost effective locations, with a notable resurgence of out-of-centre destinations, which offer benefits of lower rents, larger retail units and in most cases, free car parking.
- 3.35 Many traditional town centre retailers have developed out-of-town store formats, including John Lewis, who now operate a portfolio of 'At Home' stores in out-of-centre locations, as well as other retailers such as Next (Next Home, Next Home and Fashion) and TK Maxx (TK Maxx and Homesense formats).

The Role of the Town Centre

- 3.36 In recent years, much has been made of spiraling vacancy rates in town centres and the pressures the traditional high street is under. While it is true that the changing role of high streets is an issue for retailers and society alike, it is important not to overplay the woes of the channel. High streets remain the most visited locations, with 82.1% of consumers having shopped there in the past 12 months. Moreover, these shoppers visit, on average, more than once a week. Indeed the high street retains much strength. It is the predominant location of many leading brands.
- 3.37 The challenge is that, as the biggest location, the high street has the most to lose from the growth of new areas particularly neighborhood, malls and online. It will be the smaller town centres which lose out and particularly those also under pressure from uneconomical rates and rents charges and difficulty providing parking facilities.

- 3.38 With new channels springing up and fighting for a share of shopper spend, some town centres will grow, some will stagnate and some will become smaller or obsolete. However, overall the high street will remain a hugely significant channel for retail for the foreseeable future and one that retailers can't afford to blindly dismiss.
- 3.39 An on-going transference of spend from physical locations to online means retailers have to change the way they approach each of the physical channels. In many ways, retail parks enjoy the best synergies with the internet. With lower rents and easier access, retail park stores can be used to provide showrooms to complement a retailer's online experience. They are also more practical for fulfilling click and collect orders, and even dispatching stock for home delivery. However, few retailers are yet to exploit this in a way consumers appreciate.
- 3.40 Neighborhood stores also fit well into a multichannel strategy. They can be used for small, local shops to 'top up' larger online orders and to fulfill click and collect orders although the latter obviously presents some logistical issues.
- 3.41 High streets face the most difficult task in adapting to an 'online world'. In order to survive and thrive, they need to focus on what they can offer that's different, such as the enjoyment of the shopping experience, or the ability to physically interact with products and retailer brands.
- As retail evolves so do the places where retailers are looking to open stores and expand. Expansion no longer means automatically looking through vacant town centre units. Demand for new neighborhood stores in ultra-convenient locations, set against a lack of supply, has led to a huge increase in unit change of usage in order to create new retail space. The grocers in particular have re-purposed old pubs, houses and offices. Retail park stores are also changing, with demand for ever larger spaces in reverse. Instead, spaces are being sub-divided and sub-let to drive sales per square foot.

Retail Sector Trends

Food and Grocery

- 3.43 The top four supermarkets (Tesco, ASDA, Sainsburys and Morrisons) continue to dominate the market and represent approximately 69.5% of the total convenience market (Source: https://www.kantarworldpanel.com/en/grocery-market-share/great-britain (April 2018)). Although this has fallen from 73% in 2014.
- 3.44 With vast store networks and online offers, their coverage reached peak levels in recent years. However, combined with weaker spending on convenience goods, the transfer of trade online and the rise of the discounters (ALDI and Lidl), expansion plans have been put on hold and the top four retailers have diverted investment to cutting prices on goods rather than increasing the quantum of floorspace in their larger store portfolios. Indeed, space within some larger format stores is being sub-let to restaurants and other retailers. An example of this is Sainsburys with Argos concessions in a number of its stores.
- 3.45 The development of smaller store formats for top up food shopping has become increasingly popular in response to consumers seeking to reduce waste by moving from weekly shops to more frequent smaller

- shops. As a result, many of the main operators are expanding their smaller concept stores Tesco Express, Sainsbury's Local, Little Waitrose, Marks and Spencer Simply Food etc.
- 3.46 The value/ discount retailers are continuing to expand, having gained considerable market share during and after the recession. Aldi and Lidl have both succeeded in attracting customers who are looking to trade down in price but not quality, and between 2011 and 2016, Aldi has increased its market share by three and a half times, from 4.8% to 7.3% Over the same period, Lidl's market share has risen from 3.6% to 5.4%. It is notable that Aldi do not have a presence in Northern Ireland but have considered in recent years entering the market if there are opportunities to do so.
- 3.47 Food retailers are also continuing to develop online offers to meet increasing consumer demand for convenient food shopping, much of which is still fulfilled through existing store networks. Click and collect services are expanding into the grocery sector with some retailers developing 'drive-thru' collection points for picking up online orders.

Clothing and Footwear

- 3.48 In 2017, Verdict estimated that the clothing and footwear sector would represent 15.9% of total retail spend (a marginal increase from 15.2% in 2012). The proportion of clothing sales rose to just over 20% by 2017 as browsing services improve.
- 3.49 Low levels of consumer confidence in addition to high prices are expected to keep clothing and footwear sales volumes low. Premium and luxury brands will continue to maintain their consumer appeal, whilst growth from value retailers will become more subdued as they seek to ensure their profitability.

Premium and Luxury Goods

- 3.50 More affluent consumers have been able to maintain a higher level of personal and discretionary spending during the recession and therefore the premium and luxury goods sector has remained relatively strong. There is still high demand for premium brands and goods across all retail sectors, from clothing and accessories to high tech items.
- In response to this trend, Verdict predict that the premium sector of the UK department store market (e.g. Harrods and Selfridges) will account for 43% of total department store expenditure in 2017 as midmarket department stores (e.g. John Lewis, House of Fraser and Debenhams) expand designer and luxury goods ranges.

Electricals

- 3.52 The electrical sector has suffered as a result of the recession as households cut back on 'big ticket' items combined with the shift of spending online. Since 2008 the proportion of electrical spending which takes place online has more than doubled to 43% (Source: Verdict: UK Retail Review and Sector Forecasts to 2017). Casualties in the sector include Comet and Jessops, along with Best Buy who exited the UK market.
- 3.53 Growth remains strong however for smaller, high tech items such as tablets and premium electrical goods, with retailers such as Apple and John Lewis continuing to do well. There is also demand for 'value' ranges of electrical goods, much of which has been captured by the supermarkets. Over the medium-term at least, sales of big-ticket items are likely to remain subdued.

Homewares

3.54 Growth in the more traditional part of the homewares market (such as furniture and floorcoverings) is heavily reliant on the housing market and has been weak in recent years. Growth is expected to remain subdued, but will improve as the housing market strengthens. The softer end of the homewares market (i.e. smaller more decorative items), has been more resilient as consumers look at cheaper ways to refresh their homes.

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Music, Video and Books

- 3.55 Technology is removing the need for physical stores as consumers can now download/ stream music and films directly. As a result the music and video sector has shrunk significantly with negative growth in retail spending. Over three quarters (78%) of music and video sales are now online and Verdict predicts that by 2017 online sales will account for 90% of the market.
- 3.56 The book sector has in recent years been heavily influenced by the growth of e-reader devices (e.g. Kindle), although this growth appears to be weakening. By 2018 it is estimated that around three-quarters of book sales will be via the internet and, of this market, around half will be attributed to digital sales (i.e. ebook readers such as Kindle). However, for the first time in several years, the high street bookseller Waterstones returned to profit in 2016/ 2017.

Food and Beverage

- 3.57 The food and beverage sector has been an important growth area with the last five years in particular seeing very strong growth in the number of FandB outlets in retail locations. FandB is seen as a key driver of footfall and important to increasing dwell time and spend. Today as much as 20% of shopping centres can be dedicated to FandB whereas previously it was less than 10%.
- 3.58 There are however signs that the FandB market may be reaching saturation with the last 12 months seeing almost a halt on new acquisitions and some operators are even exiting sites, including Jamies, Prezzo, Byron, Wagamamas. In this sector new concepts are constantly emerging though and there still seems to be an appetite for unique/ alternative offers, particularly from local and independent businesses.

Northern Ireland Trends

- 3.59 The Northern Irish retail market is facing the same sort of challenges as the rest of the UK economic, political and structural, although the border with the Republic which will remain part of the EU adds an additional layer of complication surrounding any Brexit agreements.
- 3.60 The Northern Irish economy performed slightly better than expected in 2017 although growth was undoubtedly held back by Brexit uncertainty. The retail sector in Northern Ireland has benefitted from the favourable exchange rate and cross-border trade which helped off-set some of the slowdown in consumer spending. There were several new entrants to the Northern Irish retail market, and some relatively new retailers such as Smiggle, Hotel Chocolat and Oliver Bonas have been increasing their footprint.

- 3.61 Reflective of wider trends in the retail sector as a whole, activity in Northern Ireland has been primarily focused on the prime/ key centres such as Belfast, Derry-Londonderry, Newry, Bangor and Newtownabbey. In prime locations, where vacancies are low, rents are starting to move up, however secondary centres are finding the market more challenging.
- 3.62 Value retailers are also doing well in Northern Ireland with expansion programmes continuing and the Food and Beverage sector has also performed well although the market may be starting to cool with some operators reducing their acquisition programmes and a few are exiting sites. Some operators are still expanding though, including Nandos, Freshii and Bunsen Burger.
- 3.63 Prime rental growth in Northern Ireland is largely being driven by schemes such as Donegal Place in Belfast and Bloomfield Place in Bangor. Outside the prime locations rents have struggled and MSCI figures show overall average rental growth for standard retail units in Northern Ireland was flat at just 0.2% pa, which compares with 1.4% for the UK. This is however skewed by London and the South East, as figures for the rest of the UK excluding these areas, show a marginal decline in standard retail rents of -0.2% pa in 2017. Average equivalent yields for Northern Ireland retail properties were 5.6% in Dec 2017, which is in line with the average equivalent yields of 5.7% across the rest of the UK (excl London and the South East). Figures for the retail warehouse sector in Northern Ireland show average rents declined by 2.9% in 2017 and equivalent yields were around 150 basis points higher than for standard retail at 7.1% in Dec 2017.
- 3.64 Development activity within the Northern Irish retail market has been limited with a 100,000 sq ft extension to the Quays Shopping Centre, Newry being the only notable development. The development pipeline is limited, although there are signs that some new supply could start to come forward with plans approved for the redevelopment of Carryduff Shopping Centre, and significant regeneration planned for Belfast Royal Exchange.
- 3.65 The future for retailing in Northern Ireland will be highly dependent on a fully functioning government being put into place and the outcome of the Brexit negotiations. The North West City Region (NWCR) of Northern Ireland/ Ireland, which comprises the areas of Derry City and Strabane and Donegal County Council, faces additional challenges arising from Brexit because of long tradition of cross border flows of people and trade. The economy of the NWCR is heavily reliant on the demand side of the economy retail, tourism and public sector. Analysis within a recent report by Ulster University showed that in the two respective council areas more than half of workers are employed within the Public Sector and Retail. Therefore any slowdown in the retail sector and negative impacts from Brexit particularly in terms of restrictions on cross border movements could be very damaging to the region as a whole.

Summary

- Economic growth will continue to remain muted over the plan period, with relatively weak expenditure growth in the short-medium term.
- It is evident that the traditional high street faces many challenges, not least from the impacts of the recession, including tightening of retail spending and changing consumer behaviour, but also from increasing competition posed by the internet, multichannel retailing and out of centre developments.

 Town centre strategies which support the continued evolution of the high street are considered ever more vital. This may involve providing a high quality shopping 'experience', maximising the benefits of tourist trade, and improving the mix of retail and non-retail outlets to increase length of stay and spend.

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- It will be important for town centres to be well positioned to be able to adapt to on-going changes in the retail and leisure sector over the development plan period and to reaffirm their unique selling points which differentiate their retail offer from other centres.
- The on-going pattern of polarisation suggests that larger centres are well placed to maintain and enhance their offer. However, this is dependent on continued investment to ensure the right mix of retailers and other services.

Health Check Assessments across the Hierarchy of Centres

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Introduction

- Town centre health checks were undertaken by JUNO Planning in respect of the District's 7 main settlements of (a) Derry-Londonderry (b) Strabane (c) Castlederg (d) Newtownstewart (e) Claudy (f) Sion Mills (g) Eglinton. The district centres of Lisnagelvin, Northside, Springtown and Rath Mór were also reviewed. The SPPS sets out a range of indicators to inform the methodology for undertaking town centre health checks- refer below:
 - Existing Town Centre Uses (including resident population);
 - Vacancy Rates;
 - Physical Structure and Environmental Quality (including opportunities, designations and constraints)
 - Footfall
 - Retailer Representation

Under these broad headings, the Health Checks are presented below, in relation to each of the settlements / in turn:

A. Derry-Londonderry City Centre Health Check

Overview

4.2 The RDS 2035 and National Planning Framework (ROI) both identify Derry-Letterkenny as the regional growth centre(s) for the north west, being a metropolitan city region of up to 350,000 population (*Source: Para 5.1, DCSDC Preferred Options Paper May 2017*). It is the principal city in in the north-west and is a key cross-border and international gateway providing access by air, water and sea to the north-west. The RDS 2035 identified Derry as a linked Gateway for Northern Ireland.

Health Check Assessment Area- Derry Area Plan 2011 'Commercial Core'

- 4.3 The Derry Area Plan 2011 (DAP 2011) designated a 'commercial core' in the city centre which straddles both sides of the River Foyle across the Craigavon Bridge. The commercial core encompasses the historic walled city area, surrounding lands on the Cityside as well as small area on the Waterside inclusive of Spencer Road and Duke Street. Within the commercial core the Derry Area Plan defined the frontages of the following streets as 'Primary Retail Frontage:'
 - Strand Road, Waterloo Place, William Street, Waterloo Street, Shipquay Street, Butcher Street, The Diamond, Ferryquay Street, Bishop Street Within (The Diamond to London Street/ Society Street), Foyle Street and Carlisle Road.

4.4 The Derry-Londonderry health check study focused primarily on the 'primary retail frontage' identified by the DAP 2011, the Spencer Road and Duke Street Waterside areas located within the DAP commercial core and the remaining Clarendon Street/ Queen Street area where office use is the primary land-use.

City Retail Profile - Overview

- The city centre's primary retail area is centred on the Foyleside and Richmond Shopping Centres and the surrounding streets (identified as Primary Retail Frontage in the DAP 2011). The city centre contains a varied mix of national and independent comparison retailing, limited convenience retailing and a range of retail service provision. The 'Waterside' area (Duke Street and Spencer Road) provides local convenience and comparison retailing.
- National multiple retail presence is concentrated in Foyleside Shopping Centre (approx. 37,160 sq.m) and the Richmond Centre (approx. 14,484 sq.m). Foyleside shopping centre is anchored by Debenhams, Marks and Spencer and Dunnes and has dedicated car parking facilities. The Richmond Centre is located at Shipquay Street/Ferryquay Street and is almost fully occupied with a range of retailers such as Argos, Peacocks, Sports Direct and Jack Jones. Quayside located on Strand Road is the remaining shopping centre and is anchored by Tesco. Quayside has a cinema (Omniplex) at first floor level complementing their retail offer.
- 4.7 The traditional city centre shopping areas are characterised by local independent comparison retailing and service provision. With the exception of Primark (Newmarket Street), there is a noted absence of national multiple retailer presence in the traditional shopping streets. The city centre is a branded regional tourist destination (Walled City of Derry) and the historic 'Walls of Derry' are a key tourist draw to the city. The 'Millennium Forum Theatre' and Conference Centre' (Newmarket Street) provides a cultural focal point in the city centre. The strong tourism and cultural offer in the city centre complements the established retail provision in the city centre.

Diversity of Uses

4.8 The health check study reviewed Experian GOAD centre reports from 2016 for Derry-Londonderry city centre which reviewed the DAP 2011 primary retail frontage areas. The results were reviewed in the context of the 2018 health-check survey undertaken in the same area. The 2018 health-check study also reviewed the retail environment in the 'Waterside' area, though no GOAD centre information was available for this area.

Experian GOAD Centre Report 2016 and 2018 Health Check Survey

The 2016 GOAD centre report outlined that the city centre comprised approximately 85,554 sq.m of gross retail floorspace within 405 units. There has been no significant development of additional retail floorspace since the publication of the 2016 report. Table 4.1 compares the results from the 2016 GOAD centre report and the April 2018 health check survey. Table 4.2 details the percentage of units amongst the different retail land use categories and compares against the UK average.

Use	GOAD Centre Report	Health Check Survey	Change from 2016-2018
	2016: No. of Units	2018: No of Units	
Convenience	32	16	-16
Comparison	165	156	-9
Service	128	171	+43
Vacant Units	75	70	-5
Total No.	400	413	+13

Table 4.2: Diversity of Uses Derry- Londonderry City Centre by number of Units (2018 Health Check Assessment)

Use No of Units		%	% UK Average
Convenience	16	3.87%	9.67%
Comparison	156	37.77%	38.38%
Retail Service	174	41.40%	38.54%
Vacant Units	70	16.95%	12.24%

4.10 Tables 4.1 and 4.2 illustrate the following:

- There has been a decrease in the number of convenience retail units in the city centre between 2016 and 2018. Table 4.2 demonstrates that the city centre convenience retailing (3.87%) does not meet the UK benchmark figure for convenience retailing (9.67%). The convenience retail offer in the city centre is provided by top-up shopping provision at Marks and Spencer, Iceland in Foyleside, and Tescos at Quayside. Sainsbury's on Strand Road is located outside the designated commercial core, The closure of SuperValu on Waterloo Place diminishes the convenience retail offer in the city centre, however it is noted that this unit is due to be occupied by O'Neills sport store (comparison retail).
- There has been a slight decrease in the number of comparison retail units in the city centre since 2016. The number of comparison units in the city centre is slightly below the UK benchmark figure, however the difference is less than 1%. National retailers have gravitated to the Foyleside and Richmond shopping centres with the primary retail frontage dominated by local independent comparison retailers. Charity stores are located through the primary retail frontage areas including Shipquay Street, The Diamond, Bishop Street and Ferryquay Street.
- There has been an increase in the number of retail service units within the city centre. The number of retail service units (41.40%) is above the UK benchmark figure of 38.54%. Of particular note since 2016 is the opening of Nando's food outlet (Richmond Centre) along Shipquay Street. Restaurant, café and public house provision is located throughout the city centre but concentrated along Custom House Street, Lower Clarendon Street, Waterloo Street and Foyle Street.
- The UK benchmark for vacant units is 12.24% which the Derry- Londonderry figure of 16.95% exceeds. When considered in the context of the Northern Ireland average of 14.3% (Source: Northern Ireland Vacancy Rate February 2018- Springboard) it is clear that the average within the city centre is higher than regional average. Vacancy is pepper-potted throughout the town centre- further details on the location of vacancy throughout the city centre is provided in section 2.5 of this report. There is also a prevalence of charity shops indicating that a number of units are operating on short term leases and at suppressed rents.

- 7 no. convenience (5.74%)
- 28 no. comparison units (22.95%)
- 58 no. retail service units (47.54%)
- 29 no. vacant units (23.77%)
- 4.12 There is no historical data for comparative analysis of the 2018 survey results. The dominant retail use in this area of the city is local comparison retailing and retail service provision.

Non- Retail City Centre Land-Use

- 4.13 Derry-Londonderry city centre's retail function is complemented by its established tourist and cultural attractions which are likely to generate footfall in the city centre. Derry-Londonderry hosted the 'Foyle Maritime Festival' in July 2018 as an official host port to the Clipper Race 2017-2018, having formerly been the UK City of Culture (2013) and hosted the Fleadh Cheoil (2013).
- 4.14 Tourism and cultural uses in the city centre include:
 - Derry City's Historic Walls and Tourist Information Centre;
 - The Millennium Forum, Playhouse Theatre and Waterside Theatre;
 - The Guildhall;
 - Museums (Siege Museum/ Museum of Free Derry/ Tower Museum);
 - Cathedrals and Places of Worship (St.Columb's Cathedral/ Saint Augustine's Church); and
 - The Peace Bridge and Ebrington Barracks.
- 4.15 Office provision (public and private sector) is concentrated in the Great James Street/ Prince's Street/ Clarendon Street and Asylum Road area of the city centre. Other prominent city centre uses include the educational institutions of the University of Ulster (Magee Campus) and the North-West Regional College (along Strand Road). Residential accommodation is limited in the 'commercial core' area of the city with some residential provision at London Street, Pump Street, Bridge Street and Artillery Street. The city's train station, located at the Waterside, has recently received planning permission for redevelopment for a multi-modal transport hub. The Foyle Street bus station is the main bus terminus in the city.
- 4.16 The redevelopment of the former military sites at Fort George and Ebrington Square (Ebrington Development Framework) offer transformational opportunities albeit slightly outside the existing designated city commercial core area. The city centre has also benefitted from the opening of five star boutique hotel on Shipquay Street and will benefit from a new 146 no. bedroom hotel development which is under construction at Strand Road/ Great James Street.

Vacancy Rates

4.17 The vacancy rate in the 'primary retail frontage' area is estimated at 16.95%, which is above the UK average of 12.24% and also the Northern Ireland average of 14.3% (Source: Northern Ireland Vacancy Rate

February 2018- Springboard). Vacant units are located throughout the city centre. 'Table 4.3- Location of Vacant Units' details number of vacant units in the respective city centre areas while the GOAD Map at Appendix 4 details the location of vacant units.

Table 4.3: Location of Vacant Units- City Centre

City Centre Street/ Area	No of Vacant Units		
Foyle Street	7 no. units		
Strand Road	10 no. units		
Shipquay Street	10 no. units		
Castle Street	3 no. units		
Magazine Street	1 unit		
Butcher Street	1 unit		
The Diamond	1 unit		
Bishop Street	3 no. units		
Pump Street	1 unit		
Ferryquay Street	2 no. units		
Carlisle Road	12 no. units		
Bridge Street	2 no. units		
William Street	3 no. units		
Sackville Street	3 no. units		
Great James Street	3 no. units		
Quayside Shopping Centre	2 no. units		
Richmond Shopping Centre	1 unit		
Foyleside Shopping Centre	3 no. units		
Millennium Forum	3 no. units		

- 4.18 The following key issues are noted in relation to vacant units and the city centre:
 - The former Austins Department store site is a high profile vacant unit on Ferryquay Street/ The Diamond
 - There is a proliferation of vacant units along Strand Road, Shipquay Street and Carlisle Road that undermine the vitality of these locations and detract from the attractiveness of the retail shopping environment.
 - Vacancy is not an identified issue at the shopping centres located in the city centre.
- 4.19 The vacancy rate in the Waterside area of the commercial core was identified at approximately 23.77% which is above both the UK and NI average. Table 4.4 details the location of the vacant units in the Waterside area, with these shown in map form at Appendix 4.

Table 4.4: Location of Vacant Units- Waterside

City Centre Street/ Area	Number of Vacant Units
Duke Street	6 no. units
Spencer Road	23 no. units

4.20 There are a number of vacant units along Spencer Road (21 no. units) with a notable cluster of units at the junction with Moore Street.

Footfall

4.21 NEMS undertook footfall counts at key locations, agreed with the Council, across Derry-Londonderry city centre on Thursday 22nd March and Saturday 24th March 2018 between 10am and 4pm. The results of the footfall counts are provided in Table 4.5 'Footfall Patterns at Each Location by Day' and Table 4.6 'Footfall Patterns by Time of Day' below.

Table 4.5: Footfall Patterns at Each Location by Day

	Thursday	Saturday	Average
Location 1A: Shipquay Street	2086	4233	3160
Location 2A: Ferryquay Street	3527	3742	3635
Location 3A: Castle Street	1791	2851	2321
Location 1B: Foyleside	4223	6453	5338
Location 2B: Newmarket Street	9185	8297	8741
Location 3B: Carlisle Road	3987	5336	4662
Location 1C: Strand Road	6015	7208	6612
Location 2C: Waterloo Place/ Strand Road	5196	7390	6293
Location 3C: Shipquay Place/ Waterloo Place	6510	7339	6925
Location 1D: Spencer Road- Outside Sandwich Co.	400	671	536
Location 2D: Spencer Road- Outside Nonnas Pizza	626	743	685
Location 3D: Clooney Terrace	367	636	502

- 4.22 On both survey days, footfall was highest on Newmarket Street, registering 9185 on the Thursday and 8297 on the Saturday, highlighting the importance of the route between the Foyleside and Richmond shopping centres. Newmarket Street was the only location to register a decrease in footfall (approx. 10%) on a weekend compared to a weekday. On a weekday, Newmarket Street was 41% higher than the second most traversed locations (Waterloo Place/ Strand Road), yet on a weekend the gap between Newmarket Street and the second most traversed location (Waterloo Place/ Strand Road) narrowed to only 12%.
- 4.23 Ferryquay Street was the least affected by day, with only 6% increase on a weekend (equivalent to a difference of just over 200 passers-by). This contrasts with Shipquay Street which saw footfall double from 2086 on Thursday to 4233 on the Saturday. On the two days monitored, Saturday was busier, but only by 25%; The footfall traffic at the Waterside enumeration points is notably less than City-side enumeration points.

Table 4.6: Footfall Patterns by Time of Day

	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00
Location 1A: Shipquay	235	351	411	430	445	407	407	385
Street								
Location 2A: Ferryquay	330	362	426	537	557	589	430	405
Street								
Location 3A: Castle Street	270	289	295	275	265	340	306	283
Location 1B: Foyleside	460	516	1105	634	700	653	653	620
Location 2B: Newmarket	1070	1223	1043	1354	1282	1167	829	775
Street								
Location 3B: Carlisle Road	485	535	615	665	709	546	563	545

Terrace

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- 4.24 Peak footfall in the city centre is between 12pm and 2pm (averaging 7222 passers-by per hour). The morning (between 9am and 11am) had the quietest trading hours, just under 25% lower footfall than the hourly average of 6289. Foyleside registered a significant increase in footfall between 11am and 12pm (1104, compared to 516 the hour before and 634 the following hour), while Shipquay Street had largely consistent footfall throughout the day- between 325 and 445, with an average of 395.
- 4.25 Newmarket Street was the location to register the overall greatest footfall peaking 12pm and 1pm, after which it steadily declined from 1354 to 775. Shipquay Place/ Waterloo Place was relatively quiet between 9am and 12pm, after which footfall increased nearly 50% from a morning average of 593 to an afternoon average of 876; similar disparity between morning and afternoon was also evident among the Strand Road and Waterloo Place/ Strand Road enumeration points.

Comparison with Historical Footfall Data (May 2014 City Centre Retail Health Check)

4.26 The Turley's 'City Centre Retail Health Check- May 2014' (prepared on behalf of DSD and Derry City Council) in May 2014 reviewed the Derry City Centre Initiative pedestrian survey of the City Centre following their study undertaken at intervals during 2004-2007 and provided observations on the results following a site visit. The parameters of the footfall review were not detailed in the Turley's health check. However, the counts were undertaken at (i) Foyleside (ii) Waterloo Place (iii) Shipquay Street (iv) Newmarket Street and (v) Ferryquay Street. The 2007 survey illustrated that the highest estimated footfall was Shipquay Street and Newmarket Street. The 2018 results remain consistent with these historical results with Newmarket Street noted as having the highest estimated footfall count with Shipquay Street/ Waterloo Place on average the second most traversed route.

Retailer Representation

Derry-Londonderry City Centre

4.27 Table 4.7 below details the GOAD 2016 profile of multiple retailer presence in the primary retail frontage area of the city centre.

Table 4.7: Multiple Retailers by Trade Group in Derry-Londonderry Primary Retail Frontage Area

Retail Trade Group	Outlet Numbers	%	%UK
Convenience	7	5.98	12.12
Comparison	80	68.38	51.58
Service	27	23.08	33.56
Vacant	3	2.56	2.74

GOAD 2016 Centre Report

- 4.28 The city centre meets and exceeds the UK benchmark figure for comparison multiple retailer presence by over 16% demonstrating significant comparison multiple retail presence in the city centre. The 80 no. units account for more than half of identified comparison units in the city centre (156 no. units), with the remainder being local independent comparison retailers. National multiple retailers are primarily located within the existing shopping centres (Foyleside and Richmond Centres) which offer a variety of comparison retail provision including Debenhams, Topshop, HandM and Marks and Spencer. There are notable comparison multiple retailer absences from the city centre including Waterstones, Burton and House of Fraser who are located in comparable regional cities such as Belfast and Galway.
- 4.29 The city centre convenience multiple retailer provision falls below the UK benchmark figure (by over 6%). Marks and Spencer and Iceland (Foyleside), and Tesco at Quayside are the primary multiple convenience retailers in the central area with Sainsbury's on Strand Road located outside the designated central area. There is also an under-representation of national retail service multiples, though the opening of Nandos at the Richmond centre is a high profile addition to the independent dominated market.

Charity Shops

4.30 The health check study identified 11 no. charity shops within the primary retail frontage area along Bishop Street, Strand Road, William Street, The Diamond and Ferryquay Street.

Waterside Retailer Representation

4.31 Retail provision in the Waterside is characterised by local independent retailers with the exception of some multiple retailers such as O2 (comparison retail), Day Today (convenience retailing) and Domino's Pizza (retail service). 3 no. charity shops were identified by the health check study in the Waterside area,

Physical Structure and Environmental Quality

Quality of the Shopping Environment

The health-check concentrated the environmental quality review on the 'Primary Retail Frontage' area. The 'Primary Retail Frontage' area located within with the designated 'Historic City Conservation Area of Derry- Londonderry' and 'Londonderry Clarendon Street Conservation Area' and this is reflected in the quality of the built environment. However, the quality of the built environment is diminished by the incidences of vacancy along main shopping streets. This is particularly apparent along Foyle Street (opposite the bus station), Carlisle Road, The Diamond, Bishop Street, and Shipquay Street. The combination of vacant units and the proliferation of charity shops undermines the physical environment of the primary retail area. The environment of The Diamond and surrounding streets (Bishop Street,

Butcher Street) is dominated by on-street car parking which detracts from the public realm and environmental quality. The quality of shop-fronts varies considerably throughout the city centre with limited consistency of quality design standards.

- 4.33 Foyleside and Richmond shopping centres are in prime locations within the city centre and provide quality retail environments albeit somewhat dated in the context of new shopping centre provision. Newmarket Street is the key thoroughfare connecting the centres, however the street lacks active street frontage at ground floor level. The shopping environment around Quayside shopping centre is impacted by vacant units and the appearance of the shopping centre itself appears quite dated and of lower environmental quality than Foyleside and Richmond.
- The high quality pedestrianised public realm at Guildhall Square and Waterloo Place provides a quality shopping environment, however the range of shopping provision at his location does not positively complement the public realm. The opening of the O'Neills store encourages active street frontage at Waterloo Place. The high quality pedestrianised public realm is not replicated throughout the city centre. The Planned Inner Walled City Public Realm Improvements (including proposal to improve the streetscape immediately adjacent to the City Walls comprising Linenhall Street, Bank Place, Union Hall Place, Magazine Street, Society Street and Palace Place) will improve the quality of the environment in these locations.

Public Transport Accessibility

4.35 The city centre is accessible by public transport (rail and bus). Foyle Street bus station in located in close proximity to the historic city walls while the train station is located at the Waterside. Public transport accessibility will be improved through the construction of Translink's 'North-West Multimodal Transport Hub' permitted by the Council in April 2018. The 'North-West Hub' includes provision for the restoration of the Waterside railway station, new railway platforms, an enhanced Park and Ride facility and importantly a 'greenway link' to the city centre via the Peace Bridge. The completion of the Transport Hub will aid public transport accessibility to the city centre. Foyle Street bus station will remain the key bus terminus with improved linkages to the newly developed railway station.

Car Park Availability

4.36 The city centre has multi-storey public car parking available at Foyleside (approx. 1,500 no. spaces for a cost of £2.00 for 2 hours) and Quayside (approx. 500 no. spaces at £1.60 and hour). At grade public car parks are available throughout the city centre including Bishop Street (approx.174 no. spaces), Carlisle Road (approx. 22 no. spaces), Foyle Road (approx. 89 no. spaces), Foyle Street (approx. 54 no. spaces), Society Street (approx. 24 no. spaces), (Strand Road (approx. 70 no spaces) and Victoria Market (approx. 81 no. spaces) and William Street (approx. 146 no. spaces).

Availability of Wayfinding/ Signage and Pedestrian Accessibility

4.37 During the health-check survey, there was a noted absence of wayfinding/ signage (notwithstanding the provision at Guildhall Square) which undermined the legibility of the city centre and pedestrian accessibility through the city centre. The Waterside remains physically removed from the primary retail frontage area despite the improved linkages via the Peace Bridge to Ebrington Square and the

surrounding area. The future development of Ebrington Square and the 'North-West Multimodal Transport Hub' will improve the linkages between the Waterside and the traditional city centre retail core.

Commercial Considerations - Retail

- 4.38 Derry-Londonderry is firmly established as Northern Ireland's North West regional hub and has attracted a strong retail following with major retailers always keen to secure exposure in the region.
- 4.39 Since the early 2000's, retail development in the City has been focussed in locations outside of the city centre amidst continuing pressure for development of comparison and convenience goods floor space.

 This has mainly taken place at Crescent Link Retail Park, Lisnagelvin Shopping Centre and Retail Park and the Buncrana Road.
- 4.40 The city centre has a standard retail offer with very few high quality or 'destination' retailers, unlike Belfast where new retailers have arrived and opened flagship stores.
- 4.41 There has also been a high 'churn' of independent retailers throughout the past 5 6 years. The cost of entry to the Northern Irish retail market remains high, while the growth of internet shopping and the uncertainty around the Northern Irish rating system have acted as further barriers toward entry.
- 4.42 Folyeside Shopping Centre represents the prime retail offer of the city centre and the wider regional catchment area. The floorspace trades over 4 levels, with an annual footfall of around 9 million people per annum with a catchment population of approx. 111,000 and a cross-border catchment of almost 400,000 people.
- The centre benefits from a strong tenant line up reflected in the fact that 99% of the floor space is occupied. 50% of the top twenty shopping centre retailers in the UK are presently represented in Folyeside Shopping Centre. The centre is anchored by Debenhams, Marks and Spencer and Dunnes Stores. Recent lettings in the centre include Inglot, Smiggle, Swarovski, The Disney Store, Card Factory and Holland and Barrett. The rental tone for the scheme is approx. £85 p.sf/ £7.89 p.sm Zone A.
- 4.44 Foyleside Shopping Centre along with another shopping centre in Belfast was offered to the market in 2017 however neither of the assets were sold. The asking price reflected a yield of 6.5% 7%.
- 4.45 The second covered centre in the city centre is the Richmond Centre which is located at Shipquay Street/ Ferryquay Street. This Centre extends to approx. 14,484 sq. m and is occupied by retailers such as Jack Jones, Trespass, and Argento Jewellers etc. It is very much a subsidiary centre to Foyleside due to the absence of any parking and its more dated appearance. The rental tone for this scheme is much lower than Foyleside Shopping Centre.
- 4.46 The other covered shopping centre is Quayside which is positioned to the north of the main shopping area adjacent to Strand Road. This centre is anchored by Tesco and an Omniplex cinema (9 screens) which has recently been refurbished. Rental tone for this scheme is in the region of £11 £12 p.sf per annum exclusive/ £1.02-£1.11 p.sm. Tenant mix tends to be local operators with the most recent letting having been concluded to the new Frango offering (a chicken based restaurant concept).

- B and M Bargains have recently increased their floor space in a nearby store on the Strand Road to 25,000 sq.ft/ 2,323 sq.m by taking space vacated by an adjoining occupier (JJB Sports).
- 4.48 Outside of Belfast City Centre, Derry-Londonderry is typically the first destination retailers seek to gain representation in the Northern Ireland market; however, it is ranked as the number 3 shopping location in a Northern Ireland context after Belfast and Ballymena.
- 4.49 It is envisaged Derry-Londonderry will continue to be the regional hub and capture the majority of any North West interest from retailers and will for the medium long term be the dominant retail area in the North West.

Commercial Considerations - Offices

- 4.50 With the exception of Belfast, Derry-Londonderry continues to be the only area within Northern Ireland where there is an office market of any significance. However, unlike Belfast, where there is some accurate recording of office floorspace take-up and individual deals recorded by the commercial agent's community, the same cannot be said for Derry-Londonderry and therefore the market does not enjoy the same level of transparency.
- 4.51 The office market continues to provide a limited amount of available Grade A office space in a number of locations throughout the city as well as the potential to provide more, on a demand-led basis.
- 4.52 Derry-Londonderry has been successful in attracting Foreign Direct Investment (FDI) via Invest NI principally to include such occupiers as Allstate, Convergys, OneSource Virtual and Metaverse ModSquad being recent examples. Some of these have been outside of the city centre, in large floor plate offices.
- 4.53 The lack of transparency and market data to support occupier trends along with clearly identifiable demand from both local and FDI occupiers continues to hold back investor confidence and speculative office development in the city.
- 4.54 This is further exacerbated by the difficulty in securing senior debt/ funding for speculative office development despite the availability of sites which would support this.
- In relation to existing supply of good quality office space, we would list the following buildings where there is an excess of 5,000 sq.ft/ 465 sq.m currently available:-
 - 1. Timber Quay, Strand Road, Londonderry 7,518 sq.ft/ 698sq.m (City Centre)
 - 2. Da Vinci Building, Culmore Road, Londonderry 6,045 sq.ft/ 562 sq.m (non-City Centre)
 - 3. Ulster Science and Technology Park, Buncrana Road, Londonderry 6,500 160,000 sq ft gross/604sq.m-14,484sq.m (non-City Centre)
 - 4. City Factory, Patrick Street, Londonderry 7,000 sq.ft/ 650sq.m (City Centre)
 - 5. Carlisle House, Howard Street, Londonderry 7,800 sq.ft/ 725sq.m (City Centre)

- 4.56 Some of this available space has been vacant for some considerable time and therefore is failing to meet market demand for one reason or another. It appears that there is a lack of new supply coming to the market suitable to meet the needs of occupiers in the city.
- 4.57 At Ebrington Square, we understand terms are close to being finalised for what will be the first speculative Grade A office scheme to be built in Derry-Londonderry since Timber Quay was completed in 2007 at Strand Road, as a result of a public sector led 'intervention' (Invest NI led), which resulted in the creation of 400 jobs coming from Fujitsu, which took the majority of space at the scheme.
- At Ebrington Square, the new office building of approximately 50,000 sq.ft/ 4,645sq.m net will be speculatively developed on the Platform Site, overlooking the River Foyle, which will form Phase 1 of what will be a Two-Phase office development, which will ultimately generate approximately 80,000 sq.ft/ 7,432 sq.m of much needed Grade A office space for the city. Quoting rent is likely to be £15.00 p.sf/ £1.40 p.sm. A planning application is expected in the coming months for both phases, although it is understood that under the terms of the Development Brief, the chosen developer will only be contracted for Phase I, initially. The expectation is that construction of Phase 1 will start in the summer of 2019 with completion around 12 months later. Phase 2 will be demand-led initially.
- 4.59 Elsewhere, in the city, demand-led office development potential exists at Springtown Business Centre (50,000 sq ft 100,000 sq.ft/ 4,645 sq.m- 9,290 sq.m Heron Brothers), Waterloo Place (23,000 sq.ft/ 2,137sq.m Martin Group), Carlisle Square (45,000 sq.ft/ 4,180 sq.m Martin Group) and Phase II at Northern Ireland Science Park (50,000 sq.ft/4,645sq.m Catalyst Inc).
- 4.60 In relation to NISP, Catalyst Inc are indicating that their Phase 2 building will come on stream in the foreseeable future although it is not known if development funding has been secured for this project. A planning application has been submitted.
- 4.61 A number of other office related projects are likely to emerge from Ebrington Square itself, given that the Framework Agreement, which was granted planning permission in January 2016, has identified c. 200,000 sq.ft/ 18,581 sq.m of office based development.
- The pace of development has increased at Ebrington following a slow start and it is understood all of the buildings around the original parade ground are now either fully occupied or have committed projects in place. These projects include The Quiet Man Whiskey Distillery, proposed Maritime Museum, and a £15m 152 bedroom hotel in the former Clock Tower Building along with the Eighty Eighty-one Creative which already provides serviced and virtual offices in the building originally refurbished to house the Turner Prize in 2013/2014.
- 4.63 Office rents in the city are established for Grade A space at £10 £12.00 p.sf/ £0.9-£1.11 p.sm although rents in excess of the level would be required to support new-build Grade A space in the city.
- 4.64 This compares with Grade A rents of £20.00 + p.sf/ £1.86+ p.sm now in Belfast where there has been strong rental growth over the last 36 months, in particular.
- 4.65 Given the limited supply of high quality office space in the city, locally based occupiers have historically benefitted from rents, which are significantly lower than in Belfast. One of the challenges for the market

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will be to attract new occupiers to the city, in particular Foreign Direct Investment, as well as locally based businesses seeking to expand and upgrade the quality of their offices into the new space that will emerge in the medium term, albeit that higher office rents will be required for this new development to be sustainable going forward. Another challenge will be to attract such firms to a city centre location.

Attitudes and Perceptions

Business Survey - Derry-Londonderry

- 4.66 While the household survey provides useful information regarding how the various town and local centres within the catchment operates, it is vital that we have an understanding of the current performance and requirements of existing retailers within the main centres.
- In order to establish the current performance of retailers within the catchment, approximately 500 surveys were distributed to the business community within Derry-Londonderry City Centre and Strabane Town Centre. Although there were a limited number, an assessment of the responses has highlighted key trends and issues within the centres which require further consideration. For Derry Londonderry, 11 responses were received, with a further 3 for Strabane. This assessment will consider the Derry Londonderry responses first, and then those for Strabane will be in the later section.
- 4.68 A blank copy of the questionnaire and a copy of the received completed questionnaires are provided at Appendix 6.
- 4.69 The survey asked a number of questions about the characteristics of the businesses responding to the survey. Whilst a full copy of the responses is included within Appendix 6, in summary the following characteristics can be drawn from the responses:
 - Length of trading generally, traders have been operating within their Derry-Londonderry for a number of years, with 80% of respondents being in operation over 5 years and 50% of respondents being in operation over 10 years. Two respondents have been in operation for over 20 years.
 - Type of business only 2 respondents were a national chain with 30% of respondents operating as a non-food retailer (includes clothes shops, charity shops etc.) and 20% of respondents operating a Professional Service business (such as estate agents). The other respondents were formed of retail services (includes hairdresser and opticians) and other types of business.
 - Size of business the majority of respondents (60%) were businesses with between 1 and 5 employees, generally located within small shops (under 500 sq.m).
 - Business performance generally respondents have seen good business growth since they opened their business, although the last 12 months has only been 'moderate' in terms of growth. Onward performance is considered to be mixed with all respondents expecting business to at least stay at the same level and 60% of respondents expecting trade to improve over the next 12 months. This is further supported by a majority (70%) looking to either increase their floorspace or refurbish their existing floorspace in the next 5 years.
 - **Business support** the survey asked respondents what support could be provided to assist their business. The majority of respondents identified at least one way in which their business could be

supported, with a number of key initiatives identified as important. These were marketing assistance, shop front improvement grants and improved opportunities for training or to learn new skills.

Business Constraints

- 4.70 In order to establish the key issues facing business, the survey asked what the respondents considered the main issues to be, with respondents requested to answer with their top 3 issues. In summary, the issues and importance of those issues is identified below:
 - 70% Rents overheads it is relevant to note that this refers to high rents being an issue, as identified within other answers to the survey
 - 50% General economy
 - 30% competition from elsewhere within the Derry Londonderry centre

Trade Locations

4.71 It is important to understand where trade is drawn from for retailers as it helps present a broad picture as to how people travel for specific goods and services. As an overview, the below table identifies where trade comes from, as identified by respondents to the questionnaire. (Please note totals below may not equal 100% due to rounding.)

Table 4.8 Customer Origin

Trade Locations	Percentage
Local residents	50%
Other residents (within council area)	9%
Residents in the Republic of Ireland	13%
Local employees	8%
Tourist/ Leisure Visitors	17%
Other - internet	2%

4.72 The results demonstrate that the most amount of trade comes from the local area, but notably there is also a significant draw of customers from the Republic of Ireland and tourists from outside either Northern Ireland or the Republic of Ireland.

City Centre Opinion

4.73 Question 4 of the survey sought views on respondent's opinions of the City Centre. Across all of the surveys a majority of respondents (67%) believe that the centre's market position is 'too down market'. The survey followed, asking respondents how they rated certain characteristics of the centre. Figure 4.1 below demonstrates a total of these results. A lower number identifies the centre is 'very good' with a higher number identifying the centre is 'very poor'. The survey included a category of don't know and where this answer was selected by the respondent, it has been excluded from the chart.

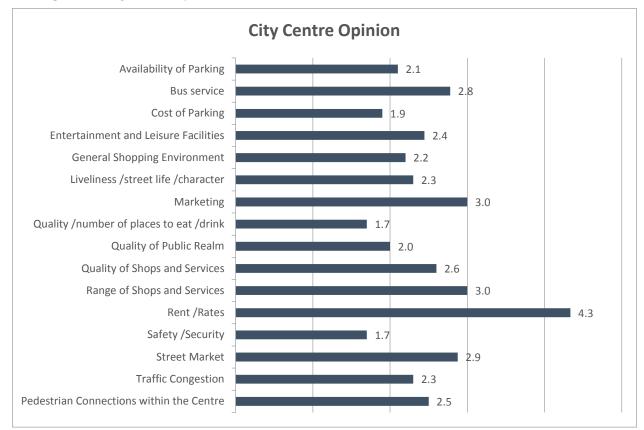


Figure 4.1: City Centre Opinions

- 4.74 From the above results, it is clear that the centre have been rated as 'very good' for some facilities including the 'quality or number of places to eat and drink', the 'cost of parking' and how 'safe or secure the centre feels'.
- 4.75 However there are a number of key concerns identified by respondents, chief amongst which is the current 'rent or rates' which has been identified as 'very poor'. The survey also identified that improvement to the 'range of shops and services' and 'marketing' are key issues which should be considered and if possible addressed.
- 4.76 Although the summarised results above do not clearly identify individual breakdowns or responses, there was general agreement over a number of topics areas. This included an agreement that 'traffic congestion' was neither good nor bad, the 'quality of public realm' was good and that centre is generally 'lively and had character'.
- 4.77 However there was no clear consensus over some topics, with a range of responses in respect of the quality of 'pedestrian connectivity', 'range of shops and services' and the provision of 'entertainment and leisure facilities'.

Shopping provision within the centre

4.78 Responses were also sought on the current provision and range of shops within the centre. The results from this question demonstrated there was no clear consensus regarding the current shopping mix in terms of independent stores and national/larger chain stores. However, responses discussed under the

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'City Centre improvement' topic stated that the presence of more independent traders would be an improvement.

4.79 The survey also asked about the appropriateness of the mix of shops and non-shop uses within the City Centre. A range of responses was received to this question with respondents clearly identifying key trends. Generally, it was considered that although there are too many charity shops, there is considered to be a good balance of non-retail uses within the centre.

Centre Improvements

- 4.80 The previous topics of the questionnaire focused on issues within the centre. It is therefore important to understand how the centre can be improved, which was asked by question 8. Respondents were asked to select no more than three options from a list, with an opportunity to add further comments if necessary.
- 4.81 From the responses received, a wide range of improvements could be made. In terms of the topics which received most focus for Derry-Londonderry, these included:
 - Increasing the choice/ range of shops
 - Encouraging more independent retailers
 - Improving the built environment
 - Better marketing and promotion of the centre
- 4.82 The questionnaire also sought responses as to whether the Centre should be expanded. There was a mix of responses received, with respondents in Derry-Londonderry generally not in favour of increasing the size with 60% of responses stating this.
- 4.83 However it is clear that although there was mixed responses to whether respondents would welcome further expansion of the centre, there are a number of ways identified as to how the centre could be improved, asked by Question 9b. Whilst not all respondents answered this question, from those which did, key recommendations to improve both centres (Derry-Londonderry and Strabane) included:
 - Need to increase the number of tourists within the centre;
 - Redevelopment of the town-centre;
 - Improving retailing, particularly the number of larger shops; and
 - More foodstores.

Competition

4.84 To help identify and correlate the results of the household surveys, the questionnaire sought information on other centres respondents believed to be their biggest competitor. The responses clearly identified that for Derry-Londonderry, Belfast City Centre is a major draw for shoppers from within the area as were other shops within the Derry-Londonderry area. It should also be noted that out of town retail parks and the internet was considered to be a significant competitor, which follows similar retail trends within the rest of the UK.

Stakeholder Events

In addition to the above, a key stakeholder event was undertaken for those with interests in Derry-Londonderry. The comments within these events are summarised at Appendix 9.

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A1. Lisnagelvin District Centre Health Check

Overview

Lisnagelvin is located outside the Central Area of Derry-Londonderry near the Altnagelvin roundabout, approximately 1.5 miles from the city centre. The Derry Area Plan 2011 recognised Lisnagelvin as a 'District Centre' (in line with the previous Plans of 1975 and 1981), albeit the precise boundaries are currently undefined.

Diversity of Uses

- Lisnagelvin is the largest district centre in Derry-Londonderry and is the only district centre located in the Waterside. The primary function of the Lisnaglevin Shopping Centre side of the district centre is convenience retailing with Tesco as the anchor retail unit and SuperValu (Longs) also present. The convenience offer is complemented by a butchers and off-licence. The health-check study identified 9 no. comparison retail units, 4 no. convenience units, 5 no. retail service units and 6 no. vacant units. It also includes a Tesco Filling Station, which includes a small convenience retail area.
- 4.88 Primark closed their store at Lisnagelvin (April 2018) diminishing the comparison offer at the centre however Next, TK Maxx and Matalan remain key comparison retailers at the Lisnagelvin Retail Park. Lloyds Pharmacy and Semi-Chem strengthen the comparison offer at the centre. Retail service provision includes Costa and Subway.

Vacancy

4.89 There are 6 no. vacant units in the District Centre, which represents almost 25% of the total number of retail units at the centre.

Physical Structure and Environmental Quality

4.90 The district centre occupies the main shopping centre with additional retail located nearby. Car-parking dominates the external environment of the district centre. The internal of the district centre appears dated and the vacancies undermine the attractiveness of the centre.

Retailer Representation

4.91 The shopping centre has noted national multiple retailer presence including Tescos (convenience), Semi-Chem and Lloyds Pharmacy (comparison), whilst the retail park has the three key nationals, Next, TK Maxx and Matalan.

A2. Northside District Centre Health Check

Overview

4.92 Northside District Centre is located within the Shantallow district in the north of the city, a predominantly residential area. It is accessed primarily off Glengalliagh Road, with pedestrian/ cycle links allowing access from the Bradley Park residential area to the north, the library and youth centre to the east, and the church and school to the south.

Report Title: Retail / Centres Study

- 4.93 The District Centre comprises Northside Village Centre a covered shopping mall anchored by a SuperValu supermarket. Surface car parking is located at the main entrance adjacent to Glengalliagh Road, and at the rear accessed off Village Lane.
- 4.94 The precise boundaries of the District Centre are currently undefined. For the purposes of this health check, we have defined the District Centre as comprising only the Northside Village Centre, however this could potentially be expanded to include the adjacent library, youth centre, and nearby church.

Diversity of Uses

- 4.95 Retail provision comprises a mix of convenience, comparison and service uses, comprising SuperValu, Winemark, tanning salon, hairdressers, opticians, butchers, pharmacy and gift shop amongst others.
- 4.96 In terms of vitality and viability this was found to be consistent with findings of health check conducted most recently in support of the retail planning application at Arntz (ref. A/2014/0629/F) RIA August 2017.

Vacancy Rates

4.97 No vacant units evident on date of survey, indicating that the District Centre is performing well, and benefits from a vacancy rate significantly lower than the Northern Ireland average which was 14.3% in July 2017.

Physical Structure and Environmental Quality

- 4.98 In terms of appearance and quality of properties, Northside Village Centre externally is in fair condition with some areas showing signs of age, including some dated signage and the car park looking tired. Internally, the mall was in good condition and kept clean and tidy with attractive and well-maintained shopfronts.
- 4.99 The District Centre is dominated to a certain extent by the surface car park which fronts the shopping centre and ultimately prioritises the private car. Pedestrian links are available from Glengalliagh Road into the surface car park via a gate, but unfortunately with no dedicated pedestrian routes across the surface car park to the entrance from here, this forces pedestrians to navigate the car park with potential conflicts with vehicles. A further pedestrian access provides a somewhat unappealing link between the District Centre and the residential area to the north, again via a gate, which requires pedestrians to cross the service access before accessing the main entrance.

- 4.100 From the south, pedestrian access from the school and the church was possible via Village Lane, although this would also require navigation of the surface car park, with no designated routes. It was not possible, on the date of survey, to establish if there were direct links between the library and youth centre to the east, and the District Centre.
- 4.101 The household survey suggested that the District Centre is very reliant on the private car, with approximately 130 parking spaces. However, the District Centre has good potential to attract walk-in trade from the surrounding residential areas and community facilities to the south and east.
- 4.102 A bus stop is located opposite the centre on Glengalliagh Road, and provides public transport access to the District Centre from the City Centre. This provision is supplemented by a dedicated taxi drop-off/ pick-up area adjacent to the main entrance.
- 4.103 Dedicated cycle lanes are located on Glengalliagh Road, however there was no cycle parking evident on the date of survey, which presents a barrier to the use of the centre by this mode of transport.

Retailer Representation

- 4.104 Northside includes two national multiple retailers SuperValu, and Winemark. The SuperValu also included a branch of the Post Office.
- 4.105 Independent retailers located within Northside comprise a tanning salon, barbers, opticians, butchers, two gift shops, Poundsworth, a pharmacy, beauty salon, cafe and vape shop. Food shop provision within Northside is provided by the SuperValu store.
- 4.106 At the date of the visit there were no charity shops located within the Northside District Centre.

A3. Rath Mór District Centre Health Check

Overview

- 4.107 Rath Mór is located to the west of the city centre. It is accessed off Eastway and Bligh's Lane, via Brickfield Court. The District Centre comprises the Rath Mor Shopping Centre, a covered shopping mall anchored by a Costcutter superstore, and associated car park located to the east of the shopping centre itself.
- 4.108 The District Centre is located to the west of the associated Rath Mór Business Park, and to the north of St John's Primary School and St Cecilia's College. To the north, across the Eastway is a predominantly residential area.
- 4.109 The precise boundaries of the District Centre are currently undefined. For the purposes of this health check, we have considered the District Centre as comprising only the Rath Mór Shopping Centre.

Diversity of Uses

4.110 The offer within the centre comprises a convenience store, with post office, tanning salon, pharmacy, florist, beauty salon amongst others. Offices are also incorporated.

Date: November 2018

4.111 No vacant units evident, indicating that the District Centre is performing well, and benefits from a vacancy rate significantly lower than the Northern Ireland average which was 14.3% in July 2017.

Report Title: Retail / Centres Study

Physical Structure and Environmental Quality

- 4.112 In terms of appearance and quality of the property, Rath Mór District Centre is in good condition for its age, with modern shopfronts and a light and airy atrium/ circulation space.
- 4.113 The District Centre enjoys good pedestrian accessibility, with clearly demarked pedestrian walkways and crossing allowing easy navigation from both Eastway and Bligh's Lane, as well as to the associated but relatively contained surface car park.
- 4.114 It would appear that the District Centre is less reliant on the private car than other designated centres within Derry-Londonderry. The level of car parking provision (c. 100 spaces) reflects this.
- 4.115 Bus stops are located on Eastway and on Bligh's Lane, and provide public transport access to the District Centre from the city centre, Brandywell, Creggan, and Rosemount.

Retailer Representation

- 4.116 Rath Mór includes only one national multiple, the Costcutter superstore, however this also included a branch of the Post Office.
- 4.117 Independent retailers made up the majority of the remaining occupiers of the District Centre and comprised a tanning salon, beauticians, Florist, e-cigarette shop, a pharmacy, hairdressers, and variety shop.
- 4.118 The District Centre includes one charity shop, the NI Children's Hospice shop.

A4. Springtown District Centre Health Check

Overview

- 4.119 Springtown District Centre is located at the junction of Aileach Road/ Northland Road in the north west of Derry-Londonderry. The District Centre is enclosed by residential areas to the north, south and west, to the east is the Springtown industrial, business and technology estate. Surrounding uses also include a primary school.
- 4.120 The District Centre comprises two distinct parts, the first comprising a covered shopping mall,, known as Springtown Shopping Centre, anchored by a large Dunnes Store with extensive surface car parking wrapping around the Shopping Centre's north and west elevations. The second part comprises a small strip of smaller units on the site of a former petrol filling station fronting, and primarily accessed from, Northland Road with a separate small car park located in front of the units. The precise boundaries of the District Centre are currently undefined.

4.121 For the purposes of this health check, we have assumed the District Centre to include the Shopping Centre (incorporating the Dunnes Store), small strip of units incorporating the bar/ restaurant, in addition to the Church and the Pennyburn Credit Union building on Aileach Road.

Diversity of Uses

4.122 The uses within the centre include a Dunnes Stores, Winemark, with additional uses in the units fronting Northlands Road. These include Bradley's Pharmacy, Stairway Barber, SPAR, Shake 'n' Frappe, Rafter's Off-licence and a number of other complementary uses. These include Pennyburn Credit Union, Rafter's Bar/ Restaurant, Butties Fish and Chips and Holy Family Church.

Vacancy Rates

4.123 The vacancy rate of the District Centre is heavily affected by the Springtown Shopping Centre lying virtually empty. The small strip of shops off Northland Road only had one vacant unit, representing a vacancy rate of 12.5% (1 of 8 units). However, considering the entirety of the District Centre, and notably the Shopping Centre is included, the vacancy rate rises to 54% (13 of 24 units); this is obviously well in excess of the average for Northern Ireland (14.3%) (Source: Springboard Town Centre Vacancy Rate – Northern Ireland (July 2017)), and reflects the unique challenges facing the Springtown Shopping Centre in particular.

Physical Structure and Environmental Quality

- 4.124 In terms of appearance and quality of properties, Springtown District Centre has two distinct areas. The smaller strip of units fronting Northland Road are generally in a much better condition with good quality shopfronts demonstrating recent investment here.
- 4.125 In contrast, the area facing Aileach Road, incorporating the return elevation of Rafters, the Dunnes Store and the Springtown Shopping Centre are showing signs of age, with parts of some properties falling into disrepair, comprising broken windows and graffiti. Springtown Shopping Centre which adjoins the Dunnes store is a contemporary building unfortunately blighted by its dereliction, appearing somewhat dilapidated.
- 4.126 The pedestrian environment at Springtown is generally quite poor with the extensive surface car park dominating and limited designated pedestrian walkways either from Aileach Road or Northlands Road. Pedestrian connectivity between the two distinct parts of the District Centre is also fairly poor with no continuous pavements thus forcing pedestrians to walk within the car park, with all the potential conflicts that may arise as a result.
- 4.127 However, there are limited and narrow pedestrian islands within the larger surface car park associated with the Shopping Centre and the Dunnes store which allow for pedestrian access from Aileach Road and the residential areas adjacent. We are conscious of the fact that when designed, pedestrian circulation between the Shopping Centre and Dunnes would have been via links internally avoiding the need to navigate the car park as is the case now.

- 4.128 Pedestrian access from Northlands Road to the strip of units is also fairly poor, with the priority again being on the car.
- 4.129 Springtown District Centre is heavily reliant on the private car, with over 450 spaces. Nearby bus stops on Northland Road and Aileach Road provide public transport access to the District Centre from Altnagelvin, Ballymagroarty, Foyle Springs, Woodbrook and the city centre.
- 4.130 Given the presence of a designated cycle path along Northlands Road, the absence of cycle parking was a noticeable omission and on the whole, the lack of on-site infrastructure presents a barrier to more sustainable methods of transport being used to access the centre.

Retailer Representation

- 4.131 Springtown currently hosts three national multiple retailers in the form of Dunnes Stores, Winemark and a SPAR convenience store.
- 4.132 Independent retailers located within Springtown comprise the Rafters Bar and associated off-licence, Bradley's Pharmacy, Butties Fish and Chips Shop, Stairway Barbers and Shake 'n' Frappe.
- 4.133 Food shop provision within Springtown is provided by the SPAR convenience store, which offers a primarily top-up shop offer. The Dunnes Store serves as a main food shop destination whilst also providing complementary range of comparison goods as part of a mixed retail offer, with convenience retailing representing around 40% of the Dunnes floorspace.
- 4.134 At the date of the visit there were no charity shops located within the Springtown District Centre.

B. Strabane - Health Check

- 4.135 The Regional Development Strategy (RDS) 2035 identifies the settlement of Strabane as a Main Hub in the North-West. The Derry City & Strabane District Council Preferred Options Paper (May 2017) identified Strabane as a 'Main Town' and the second largest settlement in the Council area. Strabane has a population of approximately 13,000. (Source: Para 6.6, DCSDC Preferred Options Paper (May 2017))
- 4.136 Strabane provides an important retail and commercial function for the hinterland and surrounding smaller rural settlements. Strabane is located on the ROI border, less then 0.5km, from the neighbouring settlement of Lifford located in ROI.

Health Check Assessment Area

4.137 The 'Strabane Area Plan 2001' designated a 'town centre limit.' The town centre limit covers an extensive area and consists of a traditional core focused on Main Street, Castle Street and Abercorn Square, together with the relatively modern retail developments (ASDA, Pavilion and Lesley Retail Parks) which have developed on the periphery. Abercorn Square is accepted as the focal point of the town centre from which the principal shopping streets radiate. Abercorn Square, Castle Street, Market Street, Main Street and the eastern end of Railway Street are the principal shopping areas while the remainder of Railway Street, Butcher Street, Castle Place and the central part of Main Street have a lesser retail significance.

4.138 The extent of the town centre limit (Strabane Area Plan 2001) is provided in Figure 4.1 below.

44.5
44.5
45.3.1
45.3.1
46.3.3
45.3.3
46.7

Figure 4.1: Strabane Area Plan 2001 Town Centre Limit

Source: Excerpt from Strabane Area Plan 2001

Health Check Assessment- Existing Town Centre Uses

Diversity of Uses - Experian GOAD Centre Report-

4.139 The health check assessment reviewed data provided in 2016 Experian GOAD Centre Report (Sept 2016) identified 167 no. units providing an overall floorspace of 472,200 sq.ft/ 43,868 sq.m. Table 4.9 below identifies the diversity of uses in the town centre and provides comparison with UK averages.

Table 4.9: GOAD 2016 Strabane Town Centre- Diversity of Uses

Retail Trade Group	Outlet Numbers	%	% UK	UK Index
Convenience	11	6.59	9.67	66
Comparison	76	45.51	38.38	119
Service	54	32.34	38.54	84
Vacant	23	13.77	12.24	113

Source: 2016 Experian GOAD Centre Report

Diversity of Uses - March 2018 Health Check

4.140 The health check study undertaken in March 2018 encompassed an area slightly outside the parameters of the GOAD 2016 study but consistent with the Strabane town centre limit. The total units counted were 210.

Table 4.10: Health Check Strabane Town Centre- Diversity of Uses

Retail Trade Group	Outlet Numbers	%	% UK
Convenience	10	4.76	9.67
Comparison	74	35.24	38.38
Service	85	40.48	38.54
Vacant	41	19.52	12.24

4.141 The number of convenience and comparison retail units has remained similar since the 2016 GOAD survey however their overall proportion has decreased. This is accounted for the wider survey area and total number of units counted (along Derry Road, Dock Street, Barrack Street). Table 4.10 demonstrates that the town centre figure for convenience retailing (4.76%) falls below the UK benchmark figure for convenience retailing (9.67%). The number of comparison units in the town centre is slightly below the UK benchmark, however the retail service figure exceeds the UK benchmark (38.54). The number of vacant units in the town centre exceeds the UK benchmark and the Northern Ireland average.

Traditional Town Centre

- 4.142 Within the traditional town centre, comparison retailing is dominated by local independent retailers. The arrival of 'House Proud' in the previously vacant retail unit at Railway Street/ Canal Street/ Abercorn Square is a positive development for the town centre environment. DV8 (Main Street) and Boots (Main Street) offer an alternate choice from local comparison provision.
- 4.143 There are convenience retailers trading in the traditional town centre, with SuperValu (Main Street) and Iceland (Railway Street) being key draws albeit without any dedicated car parking which undermines the attractiveness of these stores. Additional vacant units were noted from those identified in the GOAD 2016 survey; however again this can be largely accounted for as the health check assessment encompassed town centre outer-lying areas for example along Derry road, Dock Street, and Barrack Street which had not been included in the 2016 GOAD survey.
- 4.144 The large proportion of retail service units (approx. 40.48%) illustrates that the town centre performs an important service role. There are numerous pubs and cafés located along Castle Street, Castle Place and Market Square with a strong presence of hair-dressers salons and beauty parlours in the town centre.

 There is limited office provision in the town centre.
- 4.145 Residential units are pepper-potted throughout the town centre, with established residential communities on Patrick Street, Derry Road and Upper Main Street, Barrack Street and Lower Main Street. The bus station is located outside the town centre along Bradley Way beside the Lidl store. The Alley Arts Theatre and Conference Centre and the library combine to provide a leisure and cultural offer in the town centre location diversifying the range of town centre land-uses.

ASDA and Retail Parks

4.146 The profile and the range of retail on offer at Lesley Retail Park and the ASDA store differs significantly from the traditional town centre offer. The ASDA store is a large, modern destination convenience retail store, prominently located off the A5 roundabout, visible for locals and cross border traffic. During the health-check it was observed that the ASDA car park was largely occupied throughout the day. The

neighbouring Pavilion retail units offer complementary convenience and comparison retailing with dedicated car parking. Lesley Retail Park (constructed in 2009) provides comparison retailing in modern retail units with dedicated car parking.

Outline Planning Permission for Mixed Use Scheme Outside Town Centre Limit

4.147 Planning permission was granted in 2014 for major mixed-use proposal including significant elements of foodstore (convenience retail) (5,896 sq.m net retail floorspace) and a garden centre/ bulky goods (3,600 sq.m net floorspace) among other uses proposed outside the town centre limit (west of Lesley Retail Park and ASDA). The other uses comprise an employment park, learning campus, hotel complex, petrol filling station, indoor children's play area, sports and wellbeing centre and river wildlife centre. No reserved matters applications have been submitted and the site remains undeveloped. This permission was granted as a regionally significant development and was subject to restrictive planning conditions as well as the need for significant infrastructure investment.

Overview of Existing Town Centre Uses

4.148 Table 4.11 provides an overview of the profile of uses within the health-check study area.

Table 4.11: Existing Town Centre Uses

Town Centre Street	Town Centre Use Profile
Railway Street	There is a wide range of uses ranging from pubs, public library, The Alley (Arts
	Theatre and Conference Centre), car showroom and car garage. The street is the
	main thoroughfare between the traditional retail core area, and the retail parks
	and ASDA store on the town centre periphery.
Derry Road	Strabane courthouse is located in a prominent position on Derry Road. The road is
	characterised by large vacant units and gaps sites with residential uses becoming
	more dominant moving out of the town centre.
Main Street	The existing uses at Main Street comprise primarily comparison retail (McGoldrick
	Sports Goods, Medicare and DV8), convenience retailing (SuperValu) with a range
	of retail service units.
Castle Street	The street is semi-pedestrianised with local retail provision (butchers), public house,
	office provision and a number of vacant units.
Castle Place	This street is characterised by comparison retailing (florist and A. Stewart Jewellers),
	service provision (bars) and vacant units.
Abercorn Square	There is limited comparison and convenience retailing with the primary use being
	retail service use (hairdressers, bar and café).
Butchers Street	There is limited comparison and convenience retailing with the primary use being
	retail service use (hairdressers/ takeaway).
Market Street	The street is characterised by retail service provision with a number of charity shops
	and vacant units.
ASDA, Pavilion and	Lesley Retail Park comprises a range of comparison retail units including Argos,
Lesley Retail Parks	Menarys, New Look and Sports Direct. The ASDA store dominates the area north of
	Railway Street, whilst Pavilion Retail Park offers complementary retail provision in
	smaller retail format.

Vacancy Rates

4.149 The GOAD Land Use Survey (2016) estimated vacancy at 13.77% above the UK average of 12.24% but below the Northern Ireland figure of 14.3%. The Health Check (March 2018) undertaken across a wider

area (town centre limit) identified a greater number of vacant units and the proportion of vacant units estimated at just over 19.5%, which again is above the UK average and more particularly NI average.

- 4.150 Vacancy is apparent throughout the traditional town centre core, in particular along Castle Place (6 units) and to a lesser degree Abercorn Square (2 units) and Castle Street (3 units). Main Street has a high proportion of occupancy with minimal recorded vacancy though this situation deteriorates along Upper Main Street where vacancy becomes more of an issue (8 no. units recorded). There are prominent vacant units at John Wesley Street (adjoining Railway Street) and along Derry Rd within the study area.
- 4.151 Lesley Retail Park is fully occupied. There are two vacant units at the Pavilion Retail Park.

Physical Infrastructure and Environmental Quality

Shopping Environment

- 4.152 The town centre has a historic street layout. Historic plot widths are a key feature particularly around Market Street, Main Street and Abercorn Square. The historical town centre has general consistency in terms of block height and continuity of form. However, the individual environmental quality of buildings varies significantly with a number of buildings in disrepair undermining the integrity of streetscape. This is particularly apparent along Castle Place where the quality of the streetscape has been undermined by poor maintenance and upkeep of the buildings. The quality of the streetscape and shopping environment diminishes further along Railway Street and Derry Road. However, Upper Main Street and Butchers Street maintain the historical streetscape. The quality of shop fronts and building façade varies considerably throughout the town centre with Main Street having the highest quality building façade and shop-front treatment. The lack of continuity of shopfronts treatment undermines the environmental quality of the town centre. Due to vacancies and high numbers of fast food outlets, there is a notably high level of external shutters down, during daytime hours, as well as in the evenings, thereby creating a negative impression.
- 4.153 There are a number of gap sites located throughout the town centre environment which detract from the physical and consequently shopping environment in particular along John Wesley Street, the 'SCORE' site at Dock Street and the surface car parks at Market and Butcher Street.

Public Realm

4.154 There is one semi-pedestrianised street in the town centre (Castle Street). The public realm environment in the town is dominated by the private car with high levels of traffic through the town, on-street parking and car-parks. The public space provided by the 'The Alley' is gated and cannot be accessed by the public, at certain times. There is limited public open space provision in the town centre which is focused on Abercorn Square. The ASDA store/ Pavilion retail car park and Lesley retail park are dominated by the car parking and make limited contribution to the surrounding public realm.

Public Transport Accessibility

4.155 Strabane bus station is located outside the town centre on Bradley Way which is on the opposite side of the River Mourne, thus resulting in poor connectivity (though a Town Centre pedestrian bridge is

proposed). There are a number of town bus services operated by Translink which use Abercorn Square as a bus terminus. There is also provision made for taxis at the same location.

Car Parking Availability

4.156 There is significant provision for on-street car parking in Strabane which was noted as being substantially occupied during the health-check assessment. There are also a number of public car parks provided throughout the town centre at (i) John Wesley Street (approx. 140 spaces), (ii) Dock Street (approx. 50), (iii) Canal Street (approx. 250) (iv) Butchers Street (approx.100 spaces), (v) Bowling Green (approx. 40 spaces), Upper Main Street (approx.200 spaces) and Lower Main Street (approx. 50 spaces). The car parks in the centre are a mixture of pay and display and free parking. There is also significant provision for free car parking at ASDA and the Lesley retail park.

Pedestrian Accessibility

- 4.157 As noted in section 4.105 above there is one semi-pedestrianised street in the town centre. Pedestrian accessibility throughout the traditional town centre is undermined by the primacy afforded to vehicular traffic particularly along Abercorn Square (despite the pedestrian crossing), the Main Street and Market Street junction and Upper Main Street. There is one informal pedestrian route between Castle Street and John Wesley Street,
- 4.158 There are poor pedestrian linkages (along Railway Street) between the traditional town centre and the ASDA store/ Lesley Retail Park. There is limited pedestrian permeability at the ASDA store and retail parks with the external environment dominated by the private car.

Availability of Wayfinding/ Signage

4.159 There is limited provision of wayfinding/ signage in the town centre, with some signage at The Alley (referencing cultural attractions in the town) and Castle Place (which was dated in appearance).

Strabane Town Centre- Proposed Public Realm Improvement

4.160 Derry City & Strabane District Council submitted a planning application for public realm improvements in the town centre in December 2017. The public realm improvements will include improvements to the public realm at Railway Street, Canal Street (partially), Abercorn Square, Market Street and Upper Main Street including traffic junction improvements and realignment of traffic flows. The proposal also includes the provision of a new public space in Abercorn Square and improvement at key traffic junctions in the town. The Department for Communities has advised that no capital funding is currently available for the proposed public realm improvements.

Footfall Counts

4.161 NEMS (NEMS Market Research) undertook footfall counts at key locations in Strabane town centre (as agreed with DCSDC) on Thursday 22nd March and Saturday 24th March 2018 between 10am and 4pm. This section of the Health Check summarises the results provided by NEMs. The 'NEMs Derry City & Strabane Town Centre Pedestrian Counts' document is included as Appendix 7.0 of this document. To evaluate the footfall count in the town centre of Strabane, three sampling points were selected:

- Location No.1: Railway Street (outside O' Doherty's)
- Location No.2: Main Street (outside Card Factory)
- Location No.3: Castle Street (outside Superdrug)
- 4.162 Footfall counts were undertaken on a week day (Thursday) and on a Saturday. The results are provided in Table 4.12:

Table 4.12: Footfall Patterns by Day

Location	Thursday	Saturday	Average
Location No.1: Railway Street	283	888	586
Location No.2: Main Street	1023	2972	1998
Location No.3: Castle Street	1400	2372	1886

- 4.163 Main Street registered as the busiest of the three Strabane locations, with an average footfall count of 1998 per day, closely followed by Castle Street with 1886 average passers-by per day. With only a third as many passers-by, Railway Street was clearly the least active location measured with an average daily footfall of 586.
- 4.164 With a footfall figure of 1400, Castle Street was the most traversed on a weekday (compared to 1023 for Main Street and 283 for Railway Street). However Main Street recorded the greatest weekend footfall, with a count of 2,972. Of the two days monitored, Saturday was clearly the busier for all three enumeration points.
- 4.165 There is no historical footfall data to compare the current data set against. However the reduced rate of pedestrian traffic at Railway Street against the pedestrian counts at Main Street and Castle Street is noted.

Retailer Representation

4.166 Table 4.13 below details multiple retailer representation in Strabane from the GOAD 2016 Centre report and provides UK comparison figures.

Table 4.13: Multiple Retailers by Trade Group

Retail Trade Group	Outlet Numbers	%	% UK
Convenience	3	10.34	12.12
Comparison	17	58.62	51.58
Service	9	31.03	33.56
Miscellaneous	0	0	2.74

4.167 There is strong multiple retailer presence in the Lesley and Strabane retail parks with comparison retailers such as Argos, Menarys, Peacocks, New Look, Sports Direct and Poundland. The comparison retail provision in the town centre is primarily independent but there are also multiple retailers present, for example Boots, DV8, Harry Corry and O2 located on Main Street and Castle Place.

Report Title: Retail / Centres Study

Commercial Considerations

- 4.169 Strabane's retail provision is dominated by Strabane Shopping Park, Pavillion Retail Park, the town centre core and the ASDA. Edge of town locations are fully let, satisfying good demand from retailers for modern well configured retail units.
- 4.170 Strabane Shopping Park was sold in 2017 and reflected a yield in the region of approx. 8.75%.
- 4.171 Most recent new occupiers to the area include McDonald's who have developed the Pat Kirk motor site for a drive thru restaurant.
- 4.172 The main retailing core of the town centre is focused around Main Street, Castle Street and Castle Place.

 Main Street contains the highest concentration of retailers including a large 'SuperValu' store.
- 4.173 The most notable recent lettings within Strabane town centre has been that of the former Linton and Robinson department store which was bought by a private investor who has in turn let to Houseproud Furnishings on a new 10 year lease of the entire building (34,000 sq.ft/ 3,159 sq.m) at a starting rent of £50,000 per annum exclusive which reflects an overall rent of approx. £1.47 p.sf/ £15.8 p.sm.
- 4.174 Given the rise of online sales and the continuing deterioration of high street footfall, retail continues to be a challenging market within Northern Ireland. This can be noted across the UK with a number of high profile retailers entering administration or seeking CVA's and a number of well-known high street names are disappearing from these areas. It is envisaged secondary/ tertiary locations such as Strabane and locations within towns such as this will continue to struggle and find it difficult to attract occupiers.

Attitudes and Perceptions

Business Survey

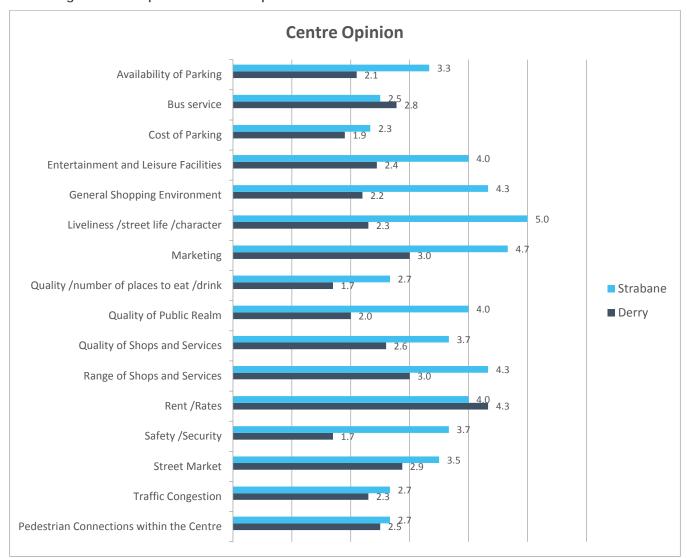
- 4.175 In addition, our Business Survey (see Appendix 6) was also sent out to businesses located within Strabane town centre. Generally, the responses received for Strabane echoed those received for Derry Londonderry. There were however a small number of differences between the centres.
- 4.176 The responses from Strabane identified the following differences between centres:
 - Generally there is a larger percentage of more independent shops within Strabane
 - The town centre quality in Strabane is considered to be 'poor'
 - The location where the main trade for the centre comes from is also considered to be different. A
 comparison between Derry Londonderry and Strabane is shown in the table below. (Please note
 numbers may not add to 100% given rounding.)

Table 4.14: Comparison of Customer Origin

Trade Locations	Percentage	Percentage	
	Derry-Londonderry	Strabane	
Local residents	50%	36%	
Other residents (within council area)	9%	26%	
Residents in the Republic of Ireland	13%	19%	
Local employees	8%	13%	
Tourist/ Leisure Visitors	17%	6%	
Other - internet	2%	0%	

4.177 In terms of characteristics of the town centre, the chart below shows how Derry-Londonderry and Strabane compare. From this chart it is clear that Derry – Londonderry is perceived to outperform Strabane in almost every category, with the exception of rent/ rates and bus services, although this difference is very minimal.

Figure 4.3: Comparison of Centre Opinion



4.178 Regarding how the centre could be improved, respondents in Strabane sought more cultural facilities and more shops in general.

Stakeholder Events

4.179 A Stakeholder Event was also held for interests located within Strabane town centre. Please refer to Appendix 10 for details of the responses received.

Report Title: Retail / Centres Study

C. Castlederg Health Check

Overview

4.180 Castlederg has a population of 2,976 (Census 2011). The Strabane Area Plan (SAP) 2001 designated the settlement as a 'town.' The SAP designated a compact town centre limit which extends northwards from the river to include Main Street, part of Lower Strabane Road, Meetinghouse Lane, The Diamond, William Street, John Street, High Street, Priests Lane and Ferguson Crescent. The DCSDC LDP Preferred Options Paper (May 2017) proposed designating Castlederg as a 'town' in the Council settlement hierarchy. The health check study focused on the SAP town centre limit having regard to the surrounding areas.

Diversity of Uses

- 4.181 The health-check survey identified seventy units in the town centre including retail comparison, convenience and service uses. The health-check survey noted seven convenience units. At the junction of High Street and William Street there is a Cooperative foodstore which provides a range of convenience goods with additional functions as an off-licence and post-office. A short distance from the Coop store is a Vivo-Extra store providing convenience goods, deli with butchers' counter, in-store bakery and a home delivery service. There is dedicated car parking available for both stores. The Spar petrol filling station along Strabane Road complements the convenience retail provision in the centre, with a Day Today store located on John Street.
- 4.182 There is a range of local comparison retail (twenty units) in the traditional town core along Main Street (RJ Coulters Carpet and S. Calley and Co Hardware and Garden Improvement) and John Street (Wilkinson Chemists). The health check survey recorded twenty comparison retail units in the town centre, however, the closure of W.J Kyle along The Diamond represents a high-profile vacancy. Retail service provision is provided throughout the town centre along Main Street/ John Street/ The Diamond with a number of notable pubs, restaurants and cafes. There are a number of financial/ professional businesses located within the town centre with the town library located in a central location. Appendix 5 details the retail units within the centre.
- 4.183 The vacant former Police Station (located along Castlefin Road) is located outside the existing town centre limit (located directly north of the town centre boundary). The council undertook initial consultations with the public on the potential re-use of the site in late 2017, though there was limited interest in the site. The site may be released for sale to the private market or indeed there is a limited possibility that the station may be retained in case it is required for a police/ border station post-Brexit.

Vacancy

4.184 The health-check survey identified seven vacancies within the town centre. Notable high profile vacancies included the Ulsterbank building along Main Street and the 'W.J. Arcade Building' on The

disrepair.

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Physical Structure and Environmental Quality

- 4.185 The compact town centre benefits from a sizable central civic space area/ public realm area which positively contributes to the central shopping environment. The open space area consists of a mixture of hard and soft landscaping, public art and a war memorial. On street car parking is provided on the road adjoining The Diamond which detracts from the area's physical quality.
- 4.186 The town centre core streets (John Street/ The Diamond/ Main Street) have traditional shop frontages, however a number of the frontages appear dated and in need of repair. High profile vacancies on The Diamond further diminishes the physical shopping environment. There is a decline in the quality of shopfronts moving further from the central area (along Upper Strabane Street).
- 4.187 There is a limited signage available in the town centre. Traffic dominates the physical environment in the town centre and there is limited pedestrian permeability with no pedestrian crossings in the centre.
- 4.188 On street car parking is available throughout the town centre. There is public car parking area at town centre at McCay Court (approx. 70 spaces- no charge) and car parking provision at the Coop store and Vivoxtra stores (approx. 80 spaces- no charge).

Retailer Representation

4.189 With the exception of the noted convenience retailers, (the Cooperative foodstore, VivoXtra and Spar) the retail provision in the town centre is dominated by local independent traders.

D. Newtownstewart Health Check

Overview

4.190 Newtownstewart is located approximately ten miles north of Omagh and ten miles south of Strabane located on the banks of the River Mourne. The population of the settlement was recorded as 1,551 persons within the last Census (2011). The settlement was designated as a town in the Strabane Area Plan 2001, though the Plan did not designate a town centre limit. The Derry City & Strabane District Council LDP Preferred Options Paper (May 2017) identifies the settlement as a 'town' in the Council settlement hierarchy. In the absence of a town centre designation the health check assessment focused on the core of the settlement including Main Street, Townhall Street, St. Eugenes Street and Castlebrae Rd.

Diversity of Uses

4.191 Retailing activity in Newtownstewart is concentrated along Main Street, the northern end of St. Eugene's Street and the eastern end of Townhall Street. The town centre provides a range of local convenience and comparison retailing. Convenience retailing is provided by two small retail outlets (Centra and Nisa Local) along Main Street and a local butcher (The Meat Store). Beyond the centre there is a larger Spar Store though it is located outside the main thoroughfare. There is also a local comparison retail offer with Hood and Co. homeware store occupying a prominent position along Main Street. There is an optician,

- giftware store (Giftware B McNamee and Co), and pharmacy (Newtownstewart Pharmacy) that provide a local comparison retail offer. One charity shop was noted along Main Street.
- 4.192 The dominant use in the town centre is retail service provision which comprises a mortgage provider, local accountancy practice, four public houses, two fast food takeaways, three hairdressers and a hotel. There are a number of residential units pepper-potted along Main Street with a more significant residential population in the surrounding areas. There is limited café/ coffee shop provision in the town centre with the only provision being a small café in Hood and Co and a small unit in the Nisa store. Newtownstewart Credit Union is also located along Main Street. Appendix 5 outlines the profile of retail uses in the town centre.
- 4.193 The ruins of Stewart Castle are located south of Main Street representing a cultural asset for the town.

Vacancy

4.194 The town health check survey identified three vacant units within the town centre area. Of particular note was the vacant Northern Bank building on Main Street which represents a redevelopment opportunity in the town centre. Vacant units were also noted on Castlebrae Road (adjoining Main Street).

Physical Structure and Environmental Quality

- 4.195 The town has a wide main street where much of the original architectural character has been preserved. The town centre encompasses a Conservation Area designation (including Main Street, Castle Street, Townhall Street and St Eugene's Street). The historic buildings within the town centre have been well maintained and this is a key asset of the town centre. Several Listed Buildings are dotted throughout the settlement including St Eugene's Church of Ireland, Northern Bank and Newtownstewart Old Bridge. There are traditional shop frontages throughout the town centre which contribute towards an attractive streetscape.
- 4.196 There is provision of on-street car parking along Main Street (free of charge). During the town-centre health survey it was noted that most spaces were occupied along Main Street. The public realm environment was dominated by traffic throughout the town centre. There was no formal pedestrian crossing in town centre and limited signage which undermines the pedestrian experience in the town centre.

Retailer Representation

- 4.197 Retailing provision in the town centre is primarily local independent convenience and comparison with the Centra and Nisa being the only multiple presence in the centre.
- 4.198 Newtownstewart town centre makes provision for local comparison and convenience retailing. It offers an historic ambience though the traffic through the centre undermines the public realm environment.

E. Claudy Health Check

4.199 Claudy is located approximately 16km south-east of Derry-Londonderry. The settlement has a population of 1,340 persons (Census 2011). Claudy was designated as a 'village' in the Derry Area Plan 2011 though

a village centre was not defined by the Plan. The DCSDC LDP Preferred Options Paper (May 2017) proposed designating Claudy as 'town' in the District settlement hierarchy. In the absence of a defined centre designation the health check study concentrated on the main thoroughfares in the centre, namely Main Street, Church Street and Baranailt Road.

Diversity of Uses

4.200 Claudy has a number of retail convenience units including Day Today (Church Street), Centra (Main Street) and a Spar store with a post office (Main Street) which provide a local convenience offer. There is also a local butchers (O'Kane Meats) and bakery in the centre. There is a limited comparison retail offer in the town with seven units including a local florist, a car sales/ garage, a building materials supplier, a pharmacy, opticians, bookmakers and a local electrical appliances retailer. There is a range of retail service provision (sixteen units) in the centre including a credit union, an accountancy practice and insurance provider, four hairdressers, a vape shop, three public houses, three takeaways and an off-licence. St. Patricks and St. Brigid's College (secondary school) is located in close proximity to the town centre. There are a number of residential units located within the town centre. Appendix 5 outlines the profile of retail uses in the town centre.

Vacancy

4.201 Three vacant units were identified along Main Street however the units were interspersed along the street.

The former Northern Bank Building (Listed) on Church Rd is a high profile vacant unit within the town centre area.

Physical Structure and Environmental Quality

- 4.202 The built form of the centre is primarily traditional two storey buildings with some three storey and one storey buildings providing variation in the streetscape. The vacant Northern Bank Building represents a redevelopment opportunity for the town centre.
- 4.203 There is on-street car parking available along Main Street (free of charge) with a public car provided along Church Street to service the Centra and Day Today Stores. A number of the units along Main Street have traditional shopfronts which help create a positive environment. There is no signage in the centre. The town centre is dominated by traffic which undermines the pedestrian environment. There are no traffic calming measures along Main Street.

Retailer Representation

4.204 Retailing provision in the town centre is primarily local independent convenience and comparison with the Centra, Day Today, Spar, Lloyds Pharmacy being the only multiple presence in the centre.

F. Sion Mills Health Check

Overview

4.205 Sion Mills is located two miles south of Strabane and is located immediately to the west of the River Mourne. Sion Mills has a population of 1,907 persons (Census 2011). It was designated as a 'town' in the Strabane Area Plan 1986-2001 though the Plan did not identify a town centre boundary. The DCSDC

Preferred Options Paper (May 2017) proposes designation of Sion Mills as a 'Village' in the District's settlement hierarchy. However, it is included in this study of 'towns' because of its current status and in case it remains designated in the final LDP. In the absence of a defined town centre designation the health-check survey concentrated along the A5 which runs through the settlement core and comprises several small nodes of business rather than an obvious 'centre'.

Diversity of Uses

4.206 The centre has a limited retail offer with four convenience retail units (Spar, local butcher, flower shop and off-sales store) and nine comparison retail stores which vary in use from car sales to fish tackle shops. The Spar retail unit has dedicated off-road car parking. Appendix 5 details the retail units within the centre.

Physical Structure and Environmental Quality

4.207 Sion Mills has a designated Conservation Area which encompasses a large proportion of the central settlement area including the listed flax spinning mill complex to the east of the village stretching across the Strabane/ Newtownstewart Road beyond St. Theresa's Church and existing Presbyterian Church to the west. There is a high quality public realm in the town centre. Sion Mills is part of the 'H.E.A.R.T Public Art Trail' and boasts a 'Flax Spinner' public art sculpture located at the top of Mill Lane. DCSDC commissioned a "Heritage Led Regeneration Masterplan" which is currently in progress.

Vacancy

4.208 Vacancy was not identified as an issue during the health-check survey.

Retailer Representation

4.209 There was limited convenience and comparison retail provision in Sion Mills. Spar is the noted retail multiple in the centre, as well as a Mace at the petrol filling station and a Lloyds Pharmacy.

G. Eglinton Health Check

Overview

4.210 Eglinton is located in close proximity to Derry and has a population of 3,679 (Census 2011). The settlement was designated as a 'village' in the Derry Area Plan 2011, and as such, the Plan did not designate a village centre boundary. The DCSDC LDP Preferred Options Paper (May 2017) proposed to designat Eglinton as a 'village' in the District's settlement hierarchy. However, there have been requests for its inclusion as a town and hence it is included in this study of 'towns', to aid this consideration, in case it is designated in the final LDP. In the absence of a defined village centre boundary the health-check study concentrated on the established village core area of Main Street.

Diversity of Uses

4.211 Eglinton has a large supermarket- SuperValu (Longs), located off Main Street. The supermarket has shared car parking with neighbouring smaller retail units. There is also a small Spar store located on the opposite side of Main Street and bakery (The Green Cat Bakery). The comparison retail offer includes an optician,

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Vacancy

4.212 Vacancy was not identified as an issue during the health-check survey.

Physical Structure and Environmental Quality

4.213 The Derry Area Plan designated an 'Area of Townscape Character' centred on Main Street in recognition of the quality village centre environment which includes six listed buildings (the Rectory, St. Canices Church, Eglinton Post Office, Northern bank, The Manor House and former School Master House). The historic buildings along Main Street contribute to a quality streetscape and contribute to the character of Eglinton. There is a mixture of traditional and modern shopfronts allied throughout the village centre which positively contribute to the physical shopping environment. The provision of the play-park in the village centre is a complementary feature. On street car parking is provided along Main Street with a public car park available off Main Street beside the SuperValu supermarket. A pedestrian crossing is located along Main Street.

Retailer Representation

4.214 Retailing provision is primarily local service, comparison and convenience. SuperValu supermarket and Spar are the noted multiples in the village.

Conclusions on Health Check Assessments

- 4.215 In summary the main conclusions for each centre are set out below:
 - Derry city centre has a good representation of national retailers within the main shopping centres, though there is notable absence, with the exception of Primark, on the traditional streets. There are a notable number of national retailers not represented in the city centre. The number of convenience stores within Derry city centre is below the national average, although comparison stores and retail services are comparable to the national average. Derry City Centre has a good range of non-retail uses within the city centre such the Historic Walls, the Guildhall, Museums and Theatres. Vacancy rates are above the national average with figure of 16.95% in comparison to the average of 12.24%. Footfall is highest in the main thoroughfare between Richmond Centre and Foyleside and there is very low footfall count in the Waterside. In terms of physical structure and environmental quality, the quality of the built environment and the public realm is commended, however it was somewhat undermined by car-dominated nature of areas like the Diamond, vacancy and poor shop fronts. City centre is accessible by bus and train, has numerous car parking options, though it was not noted that there was a lack of wayfinding /signage within the city centre.

• Strabane town has two distinct areas of retailing, with the traditional town centre largely made up of independent retailers, with a smaller national presence such as Boots. The edge of centre retail parks are dominated by Asda, as well other nationals such Argos, Sports Direct and New Look. Strabane town centre has a lower than average convenience offering and a comparable offering in terms of comparison and retail services. Vacancy rates are above the national average with figure of 19.52% in comparison to the average of 12.24%. Footfall counts showed that Main St was the busiest of the areas surveyed. The public realm environment was considered to be car-dominated, with high levels of traffic, on-street parking and surface level car parks. The town centre is not fully connected to the public transport network and in particular it was noted that the bus centre is located outside the town centre at the other side of the River Mourne. There are a number of public car parks, as well on-street parking, within the town centres. Pedestrian linkage to the retail parks is noted as poor and the environment at these locations is not considered to be particularly good for pedestrians also.

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- In relation to the four District Centres within Derry, it was noted that in terms of diversity of uses they all have a convenience anchor and the remainder of the centres are made up of smaller convenience units and retail service uses. With the exception of Springtown, vacancy rates are reasonably low. Springtown has a significant vacancy issue. All the centres have similar issues in terms of physical structure and environmental quality, with dated appearance and car dominated environments being noted.
- In relation to the other four centres, where health checks were carried out, the diversity of uses is strongest in Castlederg, with a good range of independents, retail services and convenience stores. Of the other settlements, Claudy, Newtownstewart and Eglinton have a similar offer, with Sion Mills having a more limited range and diversity of uses. Castlederg, Newtownstewart and Claudy have similar moderate to low levels of vacancy, whilst the other two settlements have no particular issues in terms of vacancy. The quality of the built heritage and public realm are fairly good in these settlements, although the prevalence of on-street parking, traffic domination and poor pedestrian provision is noted.
- 4.216 These qualitative assessments are now fed into the Evidence Base, as required by SPPS in paragraph 6.285. The findings will assist in forming the proposals and policies within the LDP and will also form the baseline for the ongoing monitoring of the town centres in the years ahead.

5. Assessment of Need for Retail Floorspace Part 1

Introduction

5.1 This section of the report will consider the population and available convenience and comparison expenditure within the areas broadly comprising both the Council boundary and wider Study Area, the latter relating to zones that immediately neighbour the authority boundary. The methodology for calculating future expenditure will also be set out, given its importance to the quantitative model for forecasting retail capacity over the Plan period that will be discussed within the next Section.

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Study Area

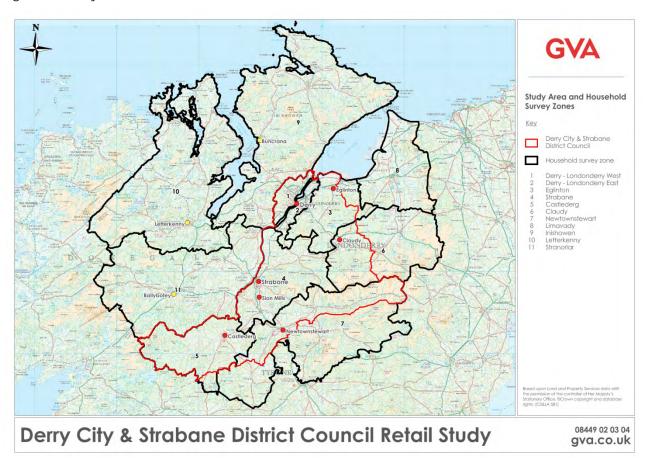
- The selection of the Study Area was informed by past retail studies completed relating to the Council area and drivetime maps relating to the principal centres, Derry-Londonderry and Strabane. The definition of the Study Area extends beyond the Council boundary to also capture those who live beyond but who may wish to visit the area to satisfy both their food and non-food shopping needs. This area is then sub-divided into distinct zones, often around a town/ village, to allow for an analysis of trade inflow and outflow between these areas.
- 5.3 The Study Area covers eleven zones, based around postcode sectors within Northern Ireland and Local Electoral Areas (LEAs) in the Republic of Ireland. Zones 1-7 most closely represent the Council boundary area based on postal areas, although there are some minor differences in geographic extent. Zones 1 and 2 represent Derry-Londonderry city and Zone 4 represents Strabane. The relevant postcode sectors for each are described in the table below.

Table 5.1: Zone Breakdown

Zone	Postcode Sectors
Zone 1 – Derry /	BT48 O, BT48 6, BT48 7, BT48 8, BT48 9
Londonderry West	D140 U, D140 U, D140 I, D140 O, D140 Y
Zone 2 – Derry /	BT47 2, BT47 5, BT47 6
Londonderry East	D147 Z, D147 J, D147 U
Zone 3 - Eglinton	BT47 3
Zone 4 - Strabane	BT82 0, BT82 8, BT82 9
Zone 5 - Castlederg	BT81 7
Zone 6 -Claudy	BT47 4
Zone 7 - Newtownstewart	BT78 4, BT79 7, BT79 8
Zone 8 - Limavady	BT49 0, BT49 9
Zone 9 –Inishowen	N/A
Zone 10 - Letterkenny	N/A
Zone 11 - Stranorlar	N/A
(Ballybofey)	IV/A

5.4 The geographic extent of the Study Area is shown on the map below. A larger scale copy is also enclosed at Appendix 1.

Figure 5.1: Study Area



Population

- In order to calculate the relevant population figures, Experian software Location Analyst is utilised to provide specific figures for each postcode sector. These are based on Census data from 2011 and projected forward by Experian. For Zones 9-11, bespoke reports (Appendix 12) were commissioned by Experian to provide population figures for the Republic of Ireland. This data is based on Republic of Ireland Census data from 2011.
- We note that there are differences between the Council boundary area and Zones 1-7, which we will utilise to model capacity, with the two population figures for comparison purposes being 180,106 for Zones 1-7 and 150,302 for the Derry City & Strabane District Council area at 2018 (based on NISRA 2016 Population based Projections for areas in Northern Ireland). This geographical difference is demonstrated on the map above.
- In order to calculate population growth across the various zones, Experian population projections (based on Census data) were used, providing information for the key test years of 2022, 2027 and 2032. For the zones within ROI (9-11), the CSO 'Population Projections 2016-31' was consulted. Based on the Traditional 'worst case scenario' for population growth (M2F2 Traditional), the population within the 'Border' area is anticipated to grow by 0.2% annually up to 2031.
- In summary, the Experian population projections anticipate that there will be 0.93% growth in population between 2018-32, increasing the overall total population from 180,106 to 181,781. According to NISRA projections (source highlighted above), the population within the Council area is anticipated to fall a

small degree from 150,302 to 149,050 for the same period. This represents a 0.83% decline in population over this period. This minor difference in population projections is noted but not considered to affect the findings of the retail capacity analysis. Against this context, it should also be noted that the DCSDC Strategic Growth Plan and the LDP POP both target higher levels of population growth through new housing developments over the period. (It should be noted that the DCSDC Strategic Growth Plan and the LDP POP both forecast / target higher levels of population growth over the period; see Paragraph 6.50.)

5.9 The population changes across the zones are summarised within the table below.

Table 5.2 - Population Growth

Zone	2018	2022	2027	2032	% Change
Zone 1 – Derry-	62,458	62,79	62,949	62,802	+0.6%
Londonderry West	02,436	02,79	02,949	02,802	+0.076
Zone 2 – Derry-	31,773	31,856	31,839	31,600	-0.5%
Londonderry East	31,773	31,030	31,037	31,000	-0.570
Zone 3 - Eglinton	16,326	16,472	16,556	16,513	+1%
Zone 4 - Strabane	27,488	27,652	27,678	27,612	+0.5%
Zone 5 - Castlederg	8,523	8,571	8,584	8,543	+0.2%
Zone 6 -Claudy	13,482	13,601	13,684	13,708	+1.7%
Zone 7 - Newtownstewart	20,056	20,360	20,732	21,003	**+4.7%
Total Zones 1-7	180,106	181,302	182,022	181,781	+0.9%
Zone 8 - Limavady (in	23,697	23,909	24,109	24,154	+1.9%
Northern Ireland)	23,097	23,909	24,109	24,154	+1.970
Zone 9 –Inishowen	41,540	41,873	42,294	42,718	+2.8%
Zone 10 - Letterkenny	42,116	42,454	42,880	43,310	+2.8%
Zone 11 - Stranorlar	26,396	26,608	26,875	27,145	+2.8%

Source: Experian Population Projections

Expenditure Potential

- 5.10 In order to calculate the total retail expenditure potential of the Study Area, data on convenience (food) and comparison (non-food) spending per capita has been sourced from Experian. This information reflects the localised economic characteristics of the subject area and information is provided to reflect the individual postcode sectors and grouped across the 8 zones within Northern Ireland.
- 5.11 In respect to the 3 zones within the ROI, as comparable data is unavailable for these areas and to ensure consistency, an average spend per person was calculated using the data from neighbouring zones in Northern Ireland. This was considered a robust approach for modelling expenditure potential given the absence of other comparable sources.
- 5.12 Experian data for 2016 is provided in 2016 prices, a price year that has been adopted throughout all of the retail tables. This information is then projected forward to the 2018 base year, using growth projections from Experian's Briefing Note November 2017.
- 5.13 Annual growth projections are summarised in the following table.

Table 5.3 - Expenditure Growth Rates

Year	Convenience Growth Rate	Comparison Growth Rate
2016	1%	5%
2017	0.1%	2.4%
2018	-0.7%	0.8%
2019	-0.2%	2.1%
2020	0.2%	2.9%
2021	0.2%	3.3%
2022	0.1%	3.4%
2023	-0.1%	3.4%
2024	0.1%	3.3%
2025	0.1%	3.2%
2026	0.1%	3.2%
2027	0.1%	3.1%
2028	0.1%	3.0%
2029	0.0%	3.1%
2030	0.0%	3.2%
2031	0.2%	3.4%
2032	0.1%	3.3%

Source: Experian Retail Planner Briefing Note 15 - December 2017: Figure 6

- 5.14 The table above makes clear that convenience spending is not projected to grow considerably over the period of the Local Development Plan. At most this will reach 0.2% in the latter years of the analysis and for many years will be in negative figures. This is reflective of the competitive nature of the convenience retail market and growth of the German discounters like Lidl and Aldi, discussed within the market commentary section of this report.
- In terms of comparison spending, Experian explain that spending growth has slowed since the European Union Referendum in 2016, with this falling from 5% in 2016 to 2.4% in 2017. Household incomes are estimated to have declined due to inflation and a lack of commensurate level of wage growth. Notwithstanding, it is anticipated that inflation should ease, enabling incomes to gradually recover. Consumer spending is therefore anticipated to pick up after 2019 as uncertainty passes, with stronger annual growth expected from 2021 onwards.

Non-Store Retailing/SFT

In respect to Special Forms of Trading (SFT), such as internet retailing, the household survey was used to ask questions about destinations for the various categories of goods described as convenience or comparison goods. This included an opportunity to state these goods were bought via the internet. No specific reduction has therefore been made for SFT/ internet sales as a result, with internet spending as a destination specifically noted within the retail tables.

Convenience Goods Expenditure

5.17 To calculate the convenience goods expenditure potential of the Study Area and Zones 1-7 (approx. Derry City & Strabane District Council area), the per capita expenditure information is multiplied by the population growth. This has been completed for 2018 as the base year, and subsequent years at 2022, 2027 and 2032. This is summarised as below.

Table 5.4 - Total Convenience Expenditure

Convenience Expenditure Growth 2018-2032	2018	2022	2027	2032	Growth 2018-2032
Zones 1-7 (Council Area)	£391.9m	£395.7m	£398.4m	£399.9m	+£8m
Study Area	£682.7m	£689.8m	£696.3m	£701.8m	+£19.1m

- 5.18 Across Zones 1-7 the total convenience expenditure potential is projected at £391.9m, with this expected to rise modestly to 2032. By this time, the total expenditure available is projected to be £399.9m, indicating an increase of £8m (+2%) over the period.
- 5.19 For the entire Study Area, at 2018 there is projected to be £682.7m of convenience expenditure, reflecting the sizeable areas representing zones 9-11 within ROI. Over the same period, this is anticipated to increase by £19.1m, to £701.8m by 2032.
- In order to calculate market shares and retail destination turnover, this figure is divided across the main food shopping destination (49%), the secondary food shopping destination (21%) and 'top-up' shopping destination (30%). The NEMS Household survey findings are used to produce these figures. This breakdown is considered to be more reflective of modern day shopping patterns, whereby customers will visit a number of destinations to complete their typical convenience requirements.

Comparison Goods Expenditure

- 5.21 In terms of comparison spending, Experian breaks this down across a range of categories comprising bulky goods such as major tools, audio-visuals, materials for repair and maintenance of homes, small tools, furniture and floor covering, major appliances and bicycles. Non-bulky items comprise clothing, small appliances, books, stationary etc., utensils, footwear, therapeutics, jewellery, recording media, personal care goods, textiles, medical goods, other personal effects and other recreational goods.
- 5.22 Given the relationships between individual categories of goods, these are grouped together as part of the household survey and reflected in the retail tables. These category groupings are 'Clothing and Footwear', 'Furniture, Floor Coverings, Carpets and Textiles', 'Household Appliances', 'Audio and Visual Equipment', 'DIY', 'Chemist and Medical Goods', 'Books, CDs, China, Jewellery and other items', 'Luxury Goods, Toys and Sports'.

Table 5.5 - Total Comparison Expenditure

Comparison Expenditure Growth 2018-2032	2018	2022	2027	2032	Growth 2018-2032
Zones 1-7	£603.8m	£682.1m	£803.3m	£940m	+£336.2m
Study Area	£1,066m	£1,205m	£1,422m	£1,651m	+£585m

5.23 The table above reveals that at 2018, the Study Area boasts a comparison expenditure potential total of £1,066m, with Zones 1-7 broadly comprising the Council area generating £603.8m. For both areas, this will increase considerably over the Plan period, to £1,651m and £940m respectively. In respect to Zones 1-7, this represents a £336.2m increase (56%).

Methodology for Needs Assessment

Scope and Methodology

Household Shopping Survey

NEMS Market Research Ltd were appointed in February 2018 to undertake a household shopping survey of 1,000 people living within the Study Area. This comprised a telephone survey of 800 residents living within Northern Ireland and a 'door to door' survey of 200 residents within the Republic of Ireland ('ROI'). This sampling was spread across the 11 zones, in accordance with NEMS recommendations, to provide representative samples of each, with more interviews taking place within the most populous parts of the Study Area to increase the accuracy of the findings.

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- 5.25 The information gathered within the survey is then used as the foundation of the capacity modelling by presenting current shopping patterns and market shares for both convenience and comparison goods destinations. The results are weighted by NEMS to take account of population differences and profiles within each zone. The household survey results therefore provide the most robust approach to understand shopping patterns within a retail capacity model.
- 5.26 The results of the household survey are utilised to provide market shares across the Study Area and identify leakage to destinations beyond. Utilising population and expenditure growth rates allows this to be projected forward to 2022, 2027 and 2032 and as presented in the following Section of this report, identify capacity for additional convenience or comparison goods floorspace.

Retail Capacity Tables

- 5.27 The quantitative need assessment tables informing the study are structured in the following same manner:
 - Table 1 Population Forecasts;
 - Tables 2a-2i Per capita expenditure forecasts;
 - Tables 3a 3j Total available retail expenditure forecasts;
 - Table4 Market share of convenience shopping facilities;
 - Table 5a-d Turnover of convenience goods expenditure forecasts;
 - Table 6 Market share of comparison shopping facilities;
 - Table 7a-d: Turnover of comparison goods expenditure forecasts;
 - Table 8a Benchmark Turnover of convenience goods facilities in Zones 1-8;
 - Table 8b Commitments for new retail floorspace in Derry city and Strabane;
 - Tables 9a-c Quantitative need/ capacity forecast for convenience retailing in Zones 1-7/ Derry -Londonderry Catchment (Zones 1 - 3)/ Strabane (Zone 4);
 - Tables 10a-c Quantitative need/capacity forecast for comparison retailing in Zones 1-7/ Derry Londonderry Catchment (Zones1 – 3)/ Strabane (Zone 4);

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- Tables 12a-c Sensitivity Analysis B LDP Preferred Options Paper Population Growth (+2K, +5K, +10K)
- 5.28 The full capacity model is enclosed at Appendix 3 of this report.

Leisure Usage

5.29 The household survey was also used to examine leisure usage patterns and on a qualitative basis, to inform the findings of the town centre healthchecks for the major shopping destinations. This will be discussed within Section 7 of this Report.

Shopping Patterns

- In order to calculate turnovers for each shopping destination, the market share information (discussed above) is then applied to the expenditure potential within each zone (within tables 5a-5d), as discussed earlier. It should be noted though that one of the limitations of the household survey approach is that the results often underestimate trade to smaller centres and retail destinations. The questionnaire was therefore designed to counteract this by asking specifically about the main food shopping destination, second choice destination and top-up shopping locations. Likewise for clothing and shoes shopping, as the primary comparison expenditure category, both the primary and secondary destinations were queried to better inform the retail capacity model.
- 5.31 These survey based estimates of turnover are then compared with existing retail floorspace to determine whether there is a surplus in expenditure, which would suggest there is a quantitative need to plan for additional retail floorspace. When undertaking this exercise, judgements can be made regarding the future market share level of existing, committed and proposed facilities in any particular area. This is explained in more detail below.
- 5.32 In addition to the above, an allowance is also made for spending at retail facilities in Derry-Londonderry city and Strabane by visitors travelling the area. This is considered reasonable given Derry-Londonderry's attraction as a visitor destination and the small number of pass-by trade entering Strabane on route to Derry-Londonderry.

Visitor Expenditure

- 5.33 Given the size of the study area, an allowance for 4% inflow for comparison goods shopping has been made for the Council area (Zones 1-7), 5% for Derry-Londonderry due to its tourism credentials and 3% in Strabane. This is important for considering future retail expenditure capacity in future years. This is evident in Tables 10a-10c at Appendix 3.
- Due to the smaller catchment for food shops, only a very small allowance has been made for expenditure inflow (1%) for the convenience goods assessment.

Existing Shop Floorspace

5.35 To inform the capacity assessment for convenience goods, details of existing shop floorspace have been collated from various Council documents across the Council area. This was sourced from the most recent

version of the Institute of Grocery Distribution ('IGD') database, Council information, the DOE's Retail Study from 2012 for Derry-Londonderry, planning records and GVA estimates. This data is show in Table 8a within Appendix 3.

5.36 For convenience and comparison retail commitments included in the Study, these were confirmed through discussions with the Council and reviews of the individual planning records. This information is shown in Table 8b.

Sales Densities and Benchmark Turnover Levels

- 5.37 A key component of the quantitative assessment of retail floorspace is the need to set out benchmark turnover levels.
- 5.38 To calculate benchmark turnovers for foodstores we have applied the latest estimates of company average performance levels (£/ sq.m) provided by Verdict Research for existing foodstores and supermarkets. These estimates are based on the average performance level of each retailers convenience goods floorspace stock, rather than its overall retail floorspace offer. For other convenience floorspace, where accurate data on current convenience goods floorspace is not available we have assumed that existing (2018) turnover levels are in equilibrium with benchmark turnover levels.
- 5.39 For the comparison goods assessment within Tables 10a-10d, we have assumed that the 2018 total turnover potential level for all comparison goods stores/ floorspace is also the benchmark turnover of existing stores/ floorspace. Given the difficulty in obtaining company average performance data for all comparison goods stores in any given area, due to the number of businesses involved, it is common practice for comparison goods capacity assessments to assume an equilibrium position at the base year of assessment (i.e. 2018 in this case) unless there is clear evidence of under or overtrading in stores.

Commitments

5.40 The commitments which have been included in the convenience and comparison goods floorspace assessments are listed in Table 8b within Appendix 3. As the table shows, this is principally comprised of speculative retail commitments. Some of the speculative commitments are not constrained to selling any particular type of retail goods and in such cases we have made judgements about how the permitted Class A1 floorspace will be split in terms of convenience or comparison goods sales or other Class A1 uses.

Assessment of Quantitative Need

- 5.41 Using the data from the preceding tables, our forecasts for quantitative need for convenience goods floorspace are contained in Tables 9a-9c at Appendix 3, whilst Tables 10a-10c provide the comparison floorspace forecasts. The next section of this report examines in detail the content of these tables although before we do so it is important to provide further information on how the floorspace capacity figures are calculated.
- In order to translate surplus expenditure capacity levels in the Council area into floorspace equivalents, we have used indicative sales densities for convenience and comparison goods floorspace. For new convenience goods floorspace, we have adopted a sales density of £12,000/ sq.m at 2018 and then changing over time to allow for changes (per annum) in floorspace efficiency (as outlined above). This

sales density is broadly equivalent to grocery operators such as Sainsburys, Morrisons and Tesco, although ASDA and Waitrose have company average sales which are materially higher than this level and operators such as Lidl and Co-op (and to a lesser extent ALDI) have lower company averages.

- 5.43 Therefore, the floorspace capacity figures can only ever be indicative as the level will change depending on the density adopted. However, the use of a £12,000/ sq.m density (at 2018) is considered to be a sensible average although we would recommend that it will therefore be necessary to review the implications for retail capacity in each location as and when specific proposals for new floorspace come forward, taking account of the format of the proposed store and their likely occupiers and sales densities.
- 5.44 Similar principles apply for certain types of comparison goods floorspace, where we have used an indicative density of £7,500/ sq.m for Derry-Londonderry city and £5,000/ sq.m for Strabane. In particular, trading densities vary across different types of comparison goods sales and will also vary across the format and location of floorspace (i.e. city/ town centre and retail warehouses). Therefore, the principles outlined in the previous paragraph will apply.
- 5.45 In relation to the format of the quantitative capacity forecasts, we have provided the forecasts for the whole of the approximate Council District.

6. Assessment of Need for Retail Floorspace Part 2

6.1 This section reviews and assesses the quantitative and qualitative need for retail floorspace across the Council area.

Quantitative Need Assessment for Convenience Retail Floorspace: Zones 1-7 the Approx. Council Area (Table 9a)

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- 6.2 The convenience goods need assessment is based on current population projections by Experian. Three further sensitivity analyses, considering both 'Hard Brexit' and population growth scenarios (+2K, +5K and +10K) identified by the Council.
- Table 9a considers the approximate Council area (zones 1-7). Later analyses will consider the capacity position within Derry-Londonderry city (Table 9b) and Strabane town alone (Table 9c).
- Table 9a indicates that all convenience goods stores within the approximate Council area (Zones 1-7), currently attract £330.1m of expenditure from this area. This represents 84.2% of total expenditure from those zones and is considered to be a strong level of expenditure retention.
- 6.5 When compared with the level of benchmark turnover of existing stores (£319.5m), it is necessary to take into account the turnover associated with relevant commitments. Based upon the contents of Table 8b within Appendix 3, Table 9a makes an allowance for £105.8m for commitments, comprising schemes at Springtown District Centre, the former Arntz Belting site in Derry city and at the Camel's Hump site in Strabane, known as the 'Three Rivers' project.
- 6.6 A comparison of the benchmark turnover of existing facilities and the turnover of commitments with the current (2018) turnover of existing convenience goods stores indicates that there is a deficit of expenditure of -£79.8m at 2018.
- 6.7 Moving forwards across the assessment period, Table 9a indicates that based on a constant market share over the assessment period, the amount of 'surplus' convenience goods expenditure associated with stores across Zones 1-7 will not change considerably. There still remains a deficit of -£74.2m in 2032. This deficit across each year is in large part to the quantum of committed retail floorspace yet to be built. Therefore, if a number of these permissions were not to be implemented over the Plan period, this may potentially free up some capacity in future years.
- 6.8 It is also notable that these figures are based only on a small level of expenditure inflow coming from the wider Study Area, approx. £12.2m in 2018, based on the findings of the household shopping survey. At present, the ongoing discussions over Brexit mean that it is challenging to be conclusive about future inflow and outflow scenarios. These will however be explored in a sensitivity analysis.

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- 6.9 Given the large extent of the Council area, more-focused analyses have been completed covering Derry-Londonderry city and Strabane town. Table 9b looks specifically at Derry-Londonderry.
- 6.10 Based on the market shares draw, it is clear that Zones 1-2 comprise the primary catchment for Derry city's convenience offer. Zone 3 forms the secondary catchment. This is demonstrated in the table below, where it is also clear that Zones 1 and 2 benefit from a high level of expenditure retention for these types of goods.

Table 6.1 - Market Shares

				Zone			
	1	2	3	4	5	6	7
1st choice main							
food shopping							
Retained	72.96%	72.95%	13.46%	93.79%	82.3%	41.41%	8.26%
Internet	0%	1.93%	4.86%	1.09%	1.01%	3.71%	1.74%
2 nd choice main							
food shopping							
Retained	60.4%	67.99%	9.31%	86.57%	81.74%	34.87%	11.48%
Internet	0%	2.97%	2.97%	1.09%	1.02%	2.9%	1.73%
Top-up food							
shopping							
Retained	72.43%	63.40%	36.6%	80.97%	94.77%	86.72%	63.35%
Internet	0%	0%	0%	0%	0%	0%	0%

6.11 The catchment area for convenience goods is shown on the plan below, indicating both the primary and secondary catchment extents.

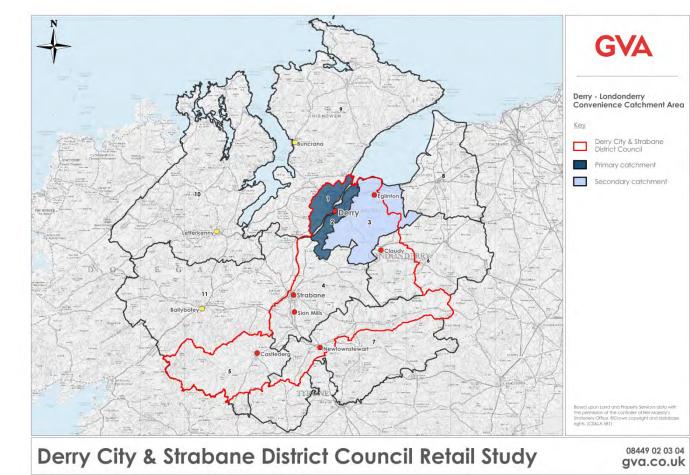


Figure 6.1 - Derry - Londonderry Convenience Catchment

- 6.12 In summary, from the primary catchment Table 9b demonstrates that of the total available expenditure £204.9m, £184.8m is retained comprising 90.2%. The household survey also identifies that there is an inflow of £34.5m from elsewhere in the Study Area.
- Once expenditure inflow from beyond the Study Area is factored in, linked to tourism expenditure, the total turnover potential at 2018 is £221.1m. This is higher than the benchmark turnover of existing facilities (£185.7m), although once commitments are factored in (£49.1m), there is no residual expenditure potential. This remains the case throughout the Plan period, assuming all commitments are implemented. The residual expenditure across the years is -£13.6m in 2018, -£11.1 m in 2022, -£10.4m in 2027 and -£11.2m in 2032.
- 6.14 As above, if not all of the commitments are implemented, within the latter years of the Plan period, some capacity is anticipated to become available.

Quantitative Need Assessment for Convenience Retail Floorspace: Strabane area (Table 9c)

6.15 A similar assessment has been undertaken for Strabane as found on Table 9c of Appendix 3. The household survey results indicate that the primary catchment for Strabane comprises only Zone 4. The

survey results indicate that there is a degree of inflow from the wider Study Area including those living in Zone 11.

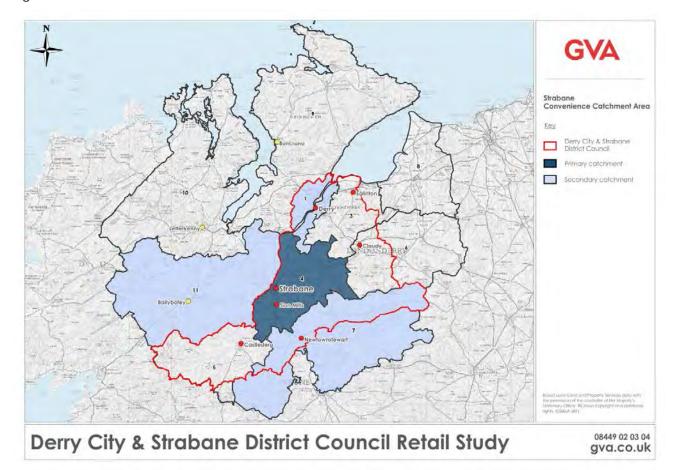


Figure 6.2 - Strabane Convenience Catchment

- 6.16 From Table 9c it is apparent that the convenience goods expenditure potential of the zone is £59.8m in 2018. Of this, 88.4% of expenditure is retained within the zone, comprising £52.9m. From Zones 8-11, there is an inflow into Zone 4 of £15.8m of additional expenditure. An extra 1% of expenditure from those living beyond the Study Area is also factored in given the draw of Derry-Londonderry city nearby, as a tourism destination.
- 6.17 In light of the above, the total turnover potential is £69.3m, which is lower than the benchmark turnover of £85.6m. In addition, once the commitments at the Camel's Hump site are factored in from Table 8b, there remains a significant deficit in residual expenditure of £54.8m at 2018.
- 6.18 Over the plan period, assuming market shares stay consistent, this will not change, with there being deficits in 2022 (-£53.8m), 2027 (-£53.6m) and 2032 (-£54m). These figures would also remain negative, even if commitments were not implemented over the Plan period.

Quantitative Need Assessment for Comparison Retail Floorspace: Council Area (Table 10a)

6.19 The quantitative capacity assessment for comparison floorspace is provided within Tables 10a-c at Appendix 3. These focus on a Council-wide assessment (Table 10a), a Derry-Londonderry focused

assessment (Table 10b) and a similar exercise focusing on the need requirements for Strabane (Table 10c).

- Table 10a at Appendix 3 outlines the assessment of comparison goods floorspace capacity based upon a forecast population growth in line with Experian projections. As explained in the previous section, the assessment assumes that actual total turnover levels at 2018 represent the benchmark turnover of existing floorspace and moving towards 2022, 2027 and 2032 we have assumed that this turnover level changes in line with floorspace efficiency forecasts provided by Experian. The table assumes that the overall market share remains consistent across the years and that expenditure inflow matches the levels found in 2018, but grown accordingly with the expenditure projections. The table also assumes that there is an increase in productivity within existing and committed floorspace.
- 6.21 A consistent market share across the Plan period is based on the following assumptions:
 - The area is not able to increase its share of comparison goods shopping trips across the study area;
 - The area does not lose any of its current share of shopping trips;
 - If there are any gains/ losses, they are counter-balanced by corresponding gains/ losses.
- 6.22 Based on this constant market share, Table 10a indicates that all comparison goods stores in the Council area attract £448.8m (74.3%) of expenditure at 2018. This increases by £121.7m when inflow from Zones 8-11 is factored in. Furthermore, inflow from beyond the study area further increases the total turnover potential to £588.4m. The latter assumes that tourist spending and others from beyond the Study area will contribute £17.95 million that year.
- 6.23 In relation to the composition of this turnover, Table 7a provides a breakdown of in-centre and out-of-centre comparison goods stores. From this it is clear that Derry-Londonderry city centre is the major shopping destination within the Study Area, with a turnover of £331.3m. Crescent Link Retail Park is in second place with £86.8m, followed by Strabane Town Centre (comprising the traditional core and retail parks) with £65.1m.
- When assessing total comparison goods expenditure/ floorspace capacity across the city as a whole, Table 10a at Appendix 3 takes into account several commitments for new floorspace across the Council area, principally focused in Derry-Londonderry city and Strabane. These include the developments at Springtown, land next to Faustina Retail Park and the Camel's Hump site in Strabane which has provision for a garden centre. Collectively, the commitments are projected to have a turnover of £49.3m in 2018, which is fed into the capacity analysis at the base assessment year of 2018.
- On the basis of a constant market share for the Council area, the inclusion of these commitments indicates that there will be a deficit in expenditure capacity within the early years of the Plan (2018-22) and a large part of expenditure growth up to 2027 will be used to accommodate these commitments. However, by 2027 there will be surplus level of expenditure capacity of £21.6m which, using a sales density of £9,196 per sq.m, translates to an indicative floorspace capacity of 2,350sq.m.

- 6.26 By 2032, this expenditure capacity has risen further to £60.3m, On the basis of an anticipated sales density of £10,253 per sq.m, this level of surplus translates into a floorspace capacity of 5,886sq.m. Beyond 2032, it is anticipated that these figures will rise further although we caution too much reliance on these given that they are based on very long-term economic forecasts.
- 6.27 The analysis in Table 10a is based on all comparison goods stores/ floorspace within the Council area collectively maintaining a constant market share over the assessment period 2018-32.
- 6.28 In terms of the potential to further increase the market share and retention levels of expenditure, we consider that a range of factors should be considered. These include competing developments beyond the Council area, including projects within Omagh and Fermanagh District Council and Donegal County Council, given their current influence on shopping patterns within the wider Study Area.
- As the primary comparison destination within the Council area and wider Study Area, the strength and appeal of Derry-Londonderry city centre is clear. Currently 84% of residents within Zones 1 and 2 undertake their shopping within the city catchment, with strong appeal also to residents living in Zones 3, 4, 6, 8 and Zone 11.
- 6.30 As the major comparison retailing destination within this part of Northern Ireland, there are strong levels of trade inflow from Zone 9 (Inishowen in particular), with zones 1 and 2 achieving a 56% market share of comparison spending from this area. Given the uncertainty surrounding the Brexit and the final border position, a sensitivity analysis has been completed assuming both a hard/ physical border as a 'worst case scenario'. Please refer to latter sections of this chapter for more details of this.

Quantitative Need Assessment for Comparison Retail Floorspace: Derry-Londonderry city (Table 10b)

6.31 In order to assess specifically the need requirements for Derry – Londonderry, a primary catchment was defined based on the findings of the household survey. Due to the significant level of contribution to the turnover of the city, Zones 1 and 2 are the primary catchment. The secondary catchment comprises Zones 3, 4, 6, 8 and 9. This is shown on the map below and enclosed at Appendix 2.

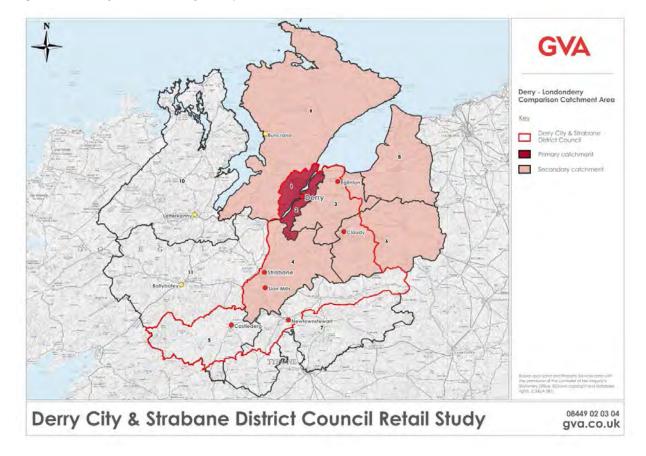


Figure 6.3 - Derry - Londonderry Comparison Catchment

- 6.32 Based on constant market share, Table 10b indicates that there is £308.5m of available expenditure within the primary catchment, with destinations turning over £259m from this, representing a market share of 84% from Zones 1 and 2. In addition, the household survey found that an additional £211.1m worth of expenditure flows into the city from the wider Study Area. Once tourist/ other expenditure from beyond the Study Area is factored in, representing an additional £12.95m of expenditure, the total turnover potential is £483.1m.
- As explained in the previous section, given the scale of comparison floorspace across the catchment, assumptions are made that the benchmark turnover is represented by the total turnover potential at the 2018 base year. Commitments within Derry-Londonderry for comparison floorspace comprise proposals at Springtown District Centre, the former Arntz Belting site and Faustina Retail Park. It is projected these will collectively turnover approximately £31.6m.
- 6.34 Given this, there is not anticipated to be any expenditure capacity at the base year (-£31.6m). At 2022, this figure has reduced to -£9.4m but importantly, improves to +£31m at 2027 and +£51m at 2032, in the latter years of the Plan period. Based on average sales density figures, this generates a capacity of approximately 3,430sq.m in 2027 and 5,071sq.m in 2032.

Quantitative Need Assessment for Comparison Retail Floorspace: Strabane (Table 10c)

6.35 To understand the potential future capacity within Strabane, a primary catchment was defined for the area, which was based on the findings of the household survey. This comprised Zone 4 only, although it is notable that the town has a secondary catchment for comparison goods comprising Zones 3, 5, 7 and 11. This is shown on the map below and enclosed at Appendix 2.

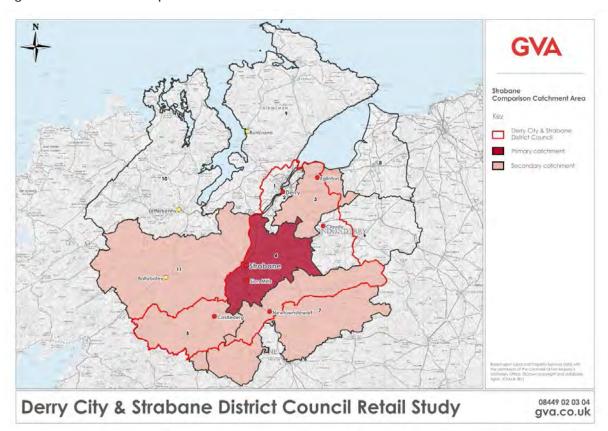


Figure 6.4 - Strabane Comparison Catchment

- Based on constant market share, Table 10c indicates that there is £92.2m of available expenditure within Zone 4, with destinations turning over £42.6m from this, representing a market share of 46.2%. The household survey found that an additional £24.1m inflows to the town from the wider Study Area. A modest proportion of additional expenditure from beyond the Study Area is also factored in (£1.28m), generating an overall turnover potential of £68m.
- 6.37 Once commitments for comparison floorspace are considered, comprising the 'Three Rivers' site with an estimated turnover of £17.7m, there is projected to be no capacity at 2018 for further comparison floorspace development. This position does not change across the Plan period, with a deficit evident in each of the test years; 2022, 2027, 2032. In 2018, this is estimated to be -£17.7m, at 2022 -£18m, at 2027 -£10m and -£9.1m in 2032.

6.38 Given the current political uncertainty involved with the United Kingdom exiting the European Union ('EU')as discussed in earlier sections, a sensitivity analysis has been has been undertaken to consider a 'hard Brexit' worst case scenario. It is clear that there is still progress to be made in negotiations to minimise any impact on cross-border travel between Northern Ireland and the Republic of Ireland, once the United Kingdom has left the EU.

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- 6.39 Our approach, as set out within Tables 11a and 11b have therefore considered the impact on the capacity/ needs analysis if a hard border was the final outcome of the negotiations. It is considered that this would have impact on cross-border shopping patterns, particularly for comparison 'non-food' shopping, as a significant number of residents within the Republic of Ireland (Zone 9 principally) are travelling into Northern Ireland presently to access the shopping offer within Derry-Londonderry.
- As the outcome of the Brexit process is very uncertain at this time and so is the level of impact that may result from the final deal struck, we caution that this section of the analysis must not be relied upon too strongly in future forecasting given the many different permutations that could result. The assumptions made are naturally high level and provide an indication of the potential outcomes that may result for future needs across the area if hard border is the product of the final settlement.
- 6.41 Table 11a considers the impact on convenience capacity and Table 11b considers comparison capacity.
- Table 11a presents the capacity analysis within this scenario considering convenience goods only. Firstly, it is important to note that from the household survey, it is clear that there is only a modest level of cross-border shopping trips occurring for the purchase of food items from the Republic of Ireland presently. This is not surprising given that convenience is often the key motivator when it comes to selecting a destination to undertake food shopping and most shoppers visit destinations within close proximity to where they live. This represented only £12m worth of inflow at 2018.
- 6.43 Our analysis considers future years within the Plan period, as there is still some time before the formal departure of the U.K from the European Union. This is therefore modelled at the test years of 2022, 2027 and 2032 only.
- To reflect that the wider Study Area included Zone 8, which as part of Northern Ireland will not be affected by any border in terms of shopping trips into the Derry City & Strabane District Council boundary, a worst case scenario figure of a 70% reduction in trade inflow is assumed. This reduces expenditure inflow from £12m in 2018 to £3.7m in 2022. The figures for 2027 and 2032 are £3.36m and £3.37m respectively.
- 6.45 As a result, the expenditure capacity within the area reduces further, with this being -£83.8m in 2022, -£82.2m in 2027 and -£83.1m in 2027.
- 6.46 In respect to comparison goods, there are currently considerable levels of trade inflow across the border visiting Derry-Londonderry city in particular, with those trips largely coming from Zone 9. In this scenario, it is assumed that there will still be cross-border shopping patterns as shoppers generally are willing to travel

further for non-food shopping and modern trends indicate that consumers seek a scale of offer when choosing where to shop. As a result, Table 11b examines these matters further.

- As with Table 11a, the 2018 base year maintains current levels of trade inflow and it is only at future test years that the impact of a hard border on shopping patterns is assessed. Based on the shopping trends noted above, in this scenario it is still considered that cross-border shopping patterns will continue albeit at a reduced rate. This is due to the offer of Derry-Londonderry city and its scale as the key regional retailing destination in the North West of Northern Ireland. As a result, an assumption is made that trade inflow may reduce by approximately 50% and this is modelled at 2022, 2027 and 2032.
- Based on the scenario explained above, Table 11b indicates that there is no capacity at any of the test years as a result of the reduced trade inflow. It is therefore very apparent that Derry-Londonderry city is largely reliant on the cross-border shopping to sustain its future growth. At 2022, the available capacity is projected to be -90.5m, at 2027 this falls to -£62.4m and at 2032 it falls further to -£34.3m.
- 6.49 The results of these exercises reveal that it is within the comparison shopping category that would be most impacted by a hard border outcome from the Brexit negotiations, with this wiping out any future available capacity for additional floorspace in future years within the Council area.

Sensitivity Analysis 2 – Population Growth Scenarios (+2k, +5K and +10K Growth)

- 6.50 In addition to the above analysis, to accord with the potential growth scenarios set out within the LDP 'Preferred Options Paper', which involve an increase in the population by 2,000, 5,000 and 10,000 people up to 2032, a second sensitivity analysis has been undertaken.
- 6.51 The population growth has been spread amongst the Council boundary (approx. zones 1-7), on a prorata basis, to reflect the existing population spread across the zones. For each growth scenario, a summary table is provided to set out the main findings of the exercise.

Table 6.2- Current Population Growth Scenario - Convenience Goods

Current Population Growth Scenario - Convenience Goods								
Derry City & Strabane Council Area (Zones 1-7)								
Year 2018 2022 2027 2032								
Population	180,106	181.302	182.022	181,781				
(Council Area) Zones 1-7	160,100	101,302	102,022	101,701				
Population	313,855	316.146	318.180	319.109				
(Total Study Area)	313,000	310,140	310,100	319,109				
Available Convenience	f391.9m	f395.7m	f398.4m	f399.9m				
Expenditure	E391.9III	E393./III	E390.4111	E399.9111				
Total Turnover Potential	£345.6m	£348.9m	£351.5m	£352.9m				
Residual Expenditure	-£79.8m	-£75.2m	-£73.5m	-£74.2m				
Retail Floorspace Capacity (sq.m)	-6,649	-6,314	-6,168	-6,195				

Table 6.3- +2K Population Growth Scenario - Convenience Goods

+2K Population Growth Scenario – Convenience Goods Derry City & Strabane Council Area (Zones 1-7)										
Year	Year 2018 2022 2027 2032									
Population (Council Area) Zones 1-7	180,106	181,873	183,308	183,781						
Population (Total Study Area)	313,855	316,426	318,872	320,365						
Available Convenience Expenditure	£391.9m	£396.9m	£401.3m	£404.3m						
Total Turnover Potential	£345.6m	£350m	£353.8m	£356.5m						
Residual Expenditure	-£79.8m	-£74.1m	-£71.2m	-£70.5m						
Retail Floorspace Capacity (sq.m)	-6,649	-6,227	-5,971	-5,889						

Table 6.4- +5K Population Growth Scenario - Convenience Goods

+5K Population Growth Scenario - Convenience Goods Derry City & Strabane Council Area (Zones 1-7)								
Year	2018	2022	2027	2032				
Population (Council Area) Zones 1-7	180,106	181,873	183,308	186,781				
Population (Total Study Area)	313,855	316,416	318,180	319,109				
Available Convenience Expenditure	£391.9m	£398.8m	£405.5m	£410.9m				
Total Turnover Potential	£345.6m	£351.6m	£357.5m	£362.4m				
Residual Expenditure	-£79.8m	-£72.5m	-£67.4m	-£64.7m				
Retail Floorspace Capacity (sq.m)	-6,649	-6,227	-5,971	-5,889				

Table 6.5- +10K Population Growth Scenario - Convenience Goods

+10K Population Growth Scenario – Convenience Goods Derry City & Strabane Council Area (Zones 1-7)										
Year 2018 2022 2027 2032										
Population (Council Area) Zones 1-7	180,106	184,159	188,451	191,781						
Population (Total Study Area)	313,855	316,146	318,180	319,109						
Available Convenience Expenditure	£391.9m	£401.9	£412.5	£421.9						
Total Turnover Potential	£345.6m	£354.4	£363.7	£372.1						
Residual Expenditure	-£79.8m	-£69.7m	-£61.2m	-£55m						
Retail Floorspace Capacity (sq.m)	-6,649	-5,857	-5,138	-4,593						

6.52 In all scenarios set out, it is apparent that the increase in population will not change the conclusion that across the Council area, there will be no quantitative capacity for additional convenience floorspace within the period of the Plan. The sensitivity analysis also considers comparison floorspace below.

Table 6.6- Current Growth Scenario - Comparison Goods

Current Population Growth Scenario – Comparison Goods Derry City & Strabane Council Area (Zones 1-7)										
Year	Year 2018 2022 2027 2032									
Population (Council Area) Zones 1-7	180,106	181,302	182,022	181,781						
Population (Total Study Area)	313,855	316,146	318,180	319,109						
Available Comparison Expenditure	£603.8m	£682.1m	£803.3m	£940m						
Total Turnover Potential	£588.4m	£661.5m	£789m	£915.9m						
Residual Expenditure	-£49.3m	-£23.4m	£21.6m	£60.3m						
Retail Floorspace Capacity (sq.m)	-6,570	-2,843	2,350	5,886						

Table 6.7- +2K Population Growth Scenario - Comparison Goods

+2k Population Growth Scenario – Comparison Goods Derry City & Strabane Council Area (Zones 1-7)									
Year 2018 2022 2027 2032									
Population (Council Area) Zones 1-7	180,106	181,873	183,308	183,781					
Population (Total Study Area)	313,855	316,426	318,872	320,365					
Available Comparison Expenditure	£603.8m	£684.3m	£808.9m	£950.3m					
Total Turnover Potential	£588.4m	£662.9m	£792.6m	£922.9m					
Residual Expenditure	-£49.3m	-£21.9m	£25.2m	£67.3m					
Retail Floorspace Capacity (sq.m)	-6,570	-2,665	2,745	6,569					

Table 6.8- +5K Population Growth Scenario - Comparison Goods

4	+5k Population Growth Scenario – Comparison Goods								
	Derry City & Strabane Council Area (Zones 1-7)								
Year	Year 2018 2022 2027 2032								
Population	180.106	181.873	183.308	183.781					
(Council Area) Zones 1-7	100,100	101,073	103,300	103,701					
Population	313.855	316,416	318.180	319,109					
(Total Study Area)	313,000	310,410	310,100	317,107					
Available Comparison	f603.8m	f687.5m	f817.4m	f965.8m					
Expenditure	L003.0111	1007.5111	L017.4111	L705.0111					
Total Turnover Potential	£588.4m	£665.9m	£801m	£937.8m					
Residual Expenditure	-£49.3m	-£19m	£33.7m	£82.3m					
Retail Floorspace Capacity	-6,570	-2.303	3.660	8.024					
(sq.m)	-0,570	-2,303	3,000	0,024					

+10k Population Growth Scenario – Comparison Goods Derry City & Strabane Council Area (Zones 1-7)								
Year	2018	2022	2027	2032				
Population (Council Area) Zones 1-7	180,106	184,159	188,451	191,781				
Population (Total Study Area)	313,855	316,146	318,180	319,109				
Available Comparison Expenditure	£603.8m	£692.9m	£831.6m	£991.7m				
Total Turnover Potential	£588.4m	£671m	£815.4m	£963.2m				
Residual Expenditure	-£49.3m	-£13.9m	£48m	£107.7m				
Retail Floorspace Capacity (sq.m)	-6,570	-1,690	5,222	10,504				

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6.53 The above sensitivity analysis has demonstrated the significant increase in available expenditure capacity within each of the additional population scenarios investigated. In each scenario this forecast capacity arises by 2027 and increases significantly by 2032. Based on an average sales density of £7,500 per sq.m this would generate a need of 10,504sq.m of comparison goods floorspace across Zones 1-7.

Qualitative Need

- Alongside the assessment of quantitative capacity (or need), national policy requires consideration of qualitative aspects of retail floorspace provision. In order to understand qualitative aspects of provision, the following indicators should be examined; the standard of existing retail provision (including available retail formats), the range and mix of goods on offer, the distribution of retail provision and accessibility.
- 6.55 These factors are considered in relation to convenience and comparison goods floorspace provision for Derry-Londonderry city and Strabane below.

Convenience Goods Floorspace Provision

- 6.56 In terms of overall provision of convenience goods floorspace, Derry-Londonderry has an extensive number of stores, ranging from the main supermarket brands comprising the 'big 4', with both Tesco and Sainsbury's present and a number of smaller convenience outlets, including one discount store.
- 6.57 Turnover figures from Table 8a (Appendix 3) in terms of benchmark turnovers are helpful in allowing for comparison of the household survey answers against the company average expectations for major retailing destinations. Of note are particularly strong overtrading performances by the Tesco store at Lisnagelvin, Sainsbury's at Strand Road and Lidl on Buncrana Road. The latter indicating the continuing appeal, discussed within the retail trends section, of the discounters and changes to shopping habits as a result. This overtrading does suggest some qualitative improvements in provision may be beneficial within the catchment.
- 6.58 Strabane is also well catered for with the presence of a large ASDA store, Lidl store and SuperValu on the Main Street. This is a good level of offer given the size of the town and population.

- 6.59 In relation to locational aspects of provision, we have examined the results of the survey to understand the distances that local residents are travelling to undertake their main food shopping:
 - Zone 1 (Derry-Londonderry West) Covering the western half of the city, the area benefits from a good range of convenience provision. This is evident in the level of market share retention within the area (72.96%), of main food shopping trips. Similar high levels of retention are evident in the second choice main food shopping destination and top-up shopping. Beyond Zone 1, the majority of consumers travel to Zone 2 to complete their main choice convenience shopping requirements (21.13%), principally to the large Tesco store at Lisnagelvin District Centre.

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- Zone 2 (Derry-Londonderry East) With the location of Lisnagelvin District Centre, offering both a large scale Tesco store and Long's SuperValu, in addition to the offer at Crescent Link, 72.95% of main food shopping trips from Zone 2 stay in Zone 2. 67.99% do the same for their second choice main food shop and 63.4% for top-up shopping. The majority of other residents visit Zone 1 to complete this shopping, with Sainsbury's Strand Road and the Lidl at Buncrana Road both drawing trade.
- Zone 3 (Eglinton) Eglinton has a very limited food retail offer and as a result only 20% of main food shopping trips take place there. Over 40% of spending takes place in Zone 2, principally at the Tesco at Lisnagelvin, the nearest large scale foodstore. The Zone 3 provision caters more for top-up shopping, with 37% of spending from this zone being retained. Given the proximity to Derry-Londonderry, and the scale of provision on offer these findings are not a surprise.
- Zone 4 (Strabane) This zone mainly covers Strabane town. It borders the Republic of Ireland, with Lifford in close proximity and a larger scale town at Ballybofey also present nearby. The convenience expenditure within the town is very self-contained, with 93.9% of expenditure from the zone being retained for the first choice main food shopping. A small proportion of food shopping trips also take place in Zone 2. The impressive levels of expenditure retention indicate that the catchment is well provided for and can satisfy the needs of the local population.
- Zone 5 (Castlederg) Zone 5 contains the small town of Castlederg and also occupies a location on the border with the Republic of Ireland, neighbouring Zone 11 (Ballybofey). Provision within the town includes a Co-op, Spar and Vivo Xtra. 82.3%of first choice main food shopping takes place within the Zone, with the Spar and Vivo Xtra proving popular. A percentage of shoppers (12.3%) also visit Zone 4, shopping exclusively at the large ASDA store.
- Zone 6 (Claudy) Zone 6 is located in the eastern part of the Study Area. The area benefits from a range of small shops within Claudy and Dungiven. 41.4% of first choice main food shopping trips take place within Zone 6 and the area retains 86% of top-up shopping expenditure, indicating its primary role as meeting smaller basket shopping needs. Other convenience spending takes place at the Tesco, Limavady (20.36%) or Tesco, Lisnagelvin (9.75%). Whilst these figures indicate a modest level of leakage, the scale of larger town and offers nearby, mean that these shopping trips are likely to continue.
- Zone 7 (Newtownstewart) Zone 7 covers a large area, with Strabane to the north and Omagh to the south. These areas both act as large draws for the population to satisfy their convenience shopping needs. Only 8.26% of first choice main food shopping requirements are satisfied within Zone 7. The majority visit Omagh to satisfy these requirements, with a smaller number (13.64%) visiting Strabane.

- 6.60 Given the above analysis, we consider it reasonable to conclude that most areas of the Council have good access to a range of convenience destinations for both main food and top-up shopping. This is demonstrated by the location of shopping facilities and the survey, which identified that most shopping trips remain in individual zones or where there is leakage travel to stores in the 'next door' zone.
- 6.61 The household survey results also reveal the strength of convenience retail offer beyond the current Central Area, which are a major draw for those living in Zones 1 and 2.
- Turning now to the consideration of the trading performance, this is an aspect which has traditionally been considered as part of both quantitative and qualitative assessments of need. Trading levels which are significantly above benchmark levels can be a sign that there is a need for additional floorspace although, from a qualitative perspective, a range of factors need to be taken into account. First, it is very common for foodstores to trade above or below their respective company average or assumed benchmark levels. Simply because a store trades above its company average is not, in itself, a clear sign of a qualitative need for additional floorspace. Indeed, this must be compared against the other stores in the catchment which might be trading below average which might counter-act any suggestion of a qualitative deficiency. Therefore, for over-trading to be used as a clear sign of a qualitative need, we consider that there should be evidence of the majority of stores trading above average and also supported by evidence of congestion in stores.
- In relation to evidence of trading conditions in Derry-Londonderry, using the household survey data, our quantitative assessment shows a mixed picture with convenience goods in the City Centre, particularly at Quayside Shopping Centre trading below average. This is also matched by some of the District Centres, but not Lisnagelvin. The two shops at the Crescent Link Local Centre are however performing very well. Outside of the defined retail hierarchy, some out-of-centre stores are trading above average, with good (survey derived) performance levels in the Lidl store at Buncrana Road for example. However, because of this mixed picture, and the commitments already in place, along with the possibility that the survey is overestimating the market penetration of some convenience goods stores in the wider catchment, we do not consider that the trading performance of stores in Derry-Londonderry prompts a conclusion that there is a definitive qualitative need. This should however be assessed on a case by case basis as planning applications are submitted.
- In relation to the requirements of the grocery retail sector, there has been a significant slowdown in the construction of new large supermarkets by the 'big four' retailers, with new stores being built on a very selective basis. With all the main grocers represented, we consider it unlikely that there will be demand in the foreseeable future for another large supermarket in the city, beyond current commitments. Instead, the current focus of demand is from the two discount foodstore operators, although Aldi currently do not have any presence in Northern Ireland.
- 6.65 Indeed, we are aware from the stakeholder sessions that Lidl are looking to relocate within the city to a better site with more space and also seeking a second store to be located on the eastern side of the river.
- 6.66 Overall, and in light of the foregoing analysis, we have reached the view that there is not a strong qualitative deficiency in convenience goods provision although this should be assessed on a case by

case basis. We consider that there is a good level of choice and distribution of stores across the city, leading to easy access for local residents. So whilst it should be important to ensure that choice and competition are promoted, we do not consider that, on a qualitative basis, there is any particular need to plan for new convenience goods stores or centres.

One further area of potential future qualitative need could be focused around the development of new communities across the city, as the Council identifies and allocates land to meet its assessed housing need. Such new communities may not, due to their location, have the same level of accessibility to convenience goods stores as existing residents and therefore, as part of the plan-making process we would encourage the Council to consider accessibility levels as part of allocations for new homes. Where there is an area with the potential for a significant amount of change and growth in population, there is likely to be merit in ensuring that this growth is delivered alongside new facilities in the form of a new local centre. The Council should ensure that such centres provide a mix of shops, services and other community uses and that the overall scale of the centre is limited in size and scale to just serve the needs of the local catchment. This can be judged in a number of ways including an examination of the number of individual units within a proposed 'centre', the size of these units and the range of goods and services which will be provided.

Comparison Goods Floorspace Provision

- In relation to the qualitative aspects of comparison goods provision in Derry-Londonderry and Strabane, it is useful to consider the overall provision across each location. In similarity with most towns, Derry-Londonderry boasts a strong city centre, a range of smaller District Centres, and Local Centres together with a dominant retail park at Crescent Link. The retail park facilities at Lisnagelvin also cater for non-food shopping requirements for the entire city and surrounding hinterland.
- 6.69 When considered overall, the city benefits from a range of typical national multiple retailers found across most UK high streets. The only notable mid-market exceptions are brands such as Waterstones and some of the Arcadia Group. The general view from across the business surveys and feedback from stakeholder events is that the city's offer is too down-market, however, this most likely refers to the peripheral locations across the city centre. We consider that the city may benefit from a high quality department store and greater representation of higher brand national multiple retailers. These are also not found at the city's peripheral retail destinations, such as Crescent Link.
- 6.70 We therefore consider that the City Council should be focusing on creating a retail space environment of sufficient quality to attract these types of upmarket retailers. We consider that this would further improve the city's attractiveness as a regional shopping destination and attract different types of custom that may currently visit Belfast for this kind of offer.
- 6.71 The lack of a significant overall qualitative deficiency is supported by the results of the 2018 household survey. The table below shows the proportion of comparison goods expenditure, generated by Derry-Londonderry residents which is either: retained by all stores across Derry -Londonderry, or attracted by internet spending, and finally, attracted to other physical stores/ centres.

Sector	Retained by Stores in Derry-Londonderry (Zones 1+2)	Internet Shopping	Other Physical Stores Elsewhere
Clothes and Shoes			
1st choice	78.85%	13.9%	7.3%
2 nd choice	75.23%	16.8%	7.97%
Furniture and Floor Coverings	83.8%	4.4%	11.8%
Household Appliances	83.22%	9.7%	7.1%
Audio-visual Equipment	87.9%	10%	2.1%
DIY	100%	0%	0%
Medical Goods	97.5	2.5%	0%
Books	69.47%	29.9	0.63%
Luxury Goods and Sports Goods	82.12%	15.8%	2.1%

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- 6.72 The data above indicates very high retention rates across all categories of comparison goods.
- 6.73 Within the Derry-Londonderry city area, the city centre also dominates most comparison categories of goods, with Crescent Link Retail Park also performing well in terms of a range of bulky forms of goods. Where Crescent Link outperforms the city centre, this only relates to household appliances, DIY, audiovisual and luxury and sports goods.
- 6.74 In respect to Strabane, the town also benefits from a traditional town centre core and retail park provision that is also located within the town centre boundary. Stakeholder views were also that the retail offer was too down-market.
- 6.75 However, in light of the scale of the town's population, the range of national multiple retailers is strong and is considered to sufficiently cater for the needs of the resident population, whilst also attracting cross-border trips from the Republic of Ireland, as evidenced by the findings of the household shopping survey. It is inevitable that due to the scale of offer within Derry-Londonderry to the north, that there will be a level of leakage from the town, particularly for categories of goods such as clothing. This is not considered unusual and we do not consider is indicative of a clear qualitative deficiency within that catchment area.

7. Leisure Assessment

7.1 The Strategic Planning Policy Statement for Northern Ireland (SPPS) highlights the importance in which town centres play as central hubs for a range of land uses and activities. It also highlights the range of related facilities town centres provide including retailing, employment, leisure and cultural uses. As a key regional strategic objective, SPPS states that town centres should be protected and enhance their diversity of facilities appropriate to their role and function including leisure and cultural facilities.

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- 7.2 In light of this, it is important to understand the current provision of leisure services within Derry-Londonderry and Strabane from a quantitative and qualitative point of view, to help forecast the likely future need for new commercial leisure floorspace. This has been supported by survey results from a household survey of residents living within the study area and to the west of the Study area undertaken by NEMS in 2018.
- 7.3 For the purposes of this assessment, we have offered commentary on the following key elements:
 - Review of the key changes within the market and their impact on demand within the sector,
 - An audit of the existing provision within the catchment to help identify any potential qualitative and quantitative deficiencies
 - An assessment of the household survey findings to determine any perceived deficiencies
 - Consideration of the expenditure potential for further additional facilities within the catchment area
- 1.4 It should be noted that there is no robust or exacting methodology for assessing the requirements of the leisure sector due to the constant and evolving way in which the sector operates. To provide an indication of future leisure need, we have considered the future growth based on the current knowledge of today's market expenditure, growing that to future years of 2022, 2027 and 2032.

Leisure Expenditure Growth

- 7.5 The leisure market within the UK has over the last ten years witnessed significant growth both in terms of consumer and market demand. This was fuelled by a generally improving economy and an increase in disposable income after the recession, with consumers having the ability and funds to partake in an increasingly wide range of leisure activities. However, following the European Union referendum outcome the sector has been more volatile, which makes it difficult to demonstrate or interpret potential growth.
- 7.6 Table 7.1 provides an outline of the current available average expenditure per person within the study area, and to provide a comparison, the whole of the UK. These figures are taken from custom Experian 2017 area summaries, which consider the expenditure per head across a range of areas within the leisure sector. It is generally these areas which we have based our assessment on.

Table 7.1: Leisure Expenditure Estimates 2018

		Leisure Evne	nditure Estimate	2018 (f. per Ca	anita)		
Zone	Accommo -dation	Cultural Services (includes cinema)	Games of Chance - Clubs/ Bingo	Hairdressing and personal grooming	Recreation/ Sports (inc health clubs)	Restaurants/ Cafes Etc	Total
	Holidays Abroad, Holidays in UK, Room Hire	Cinema, Live Entertainment, Museums, gardens, theme parks, houses	Bingo, Bookmakers, Lottery		Leisure fees, participant sports, spectator sports	Meals out, Takeaway meals, alcoholic drinks (away from home)/ pubs	
1 - Derry- Londonderry West	67	223	188	112	85	1135	1810
2 - Derry- Londonderry East	77	244	209	139	97	1260	2026
3 - Eglinton	100	257	210	132	111	1328	2138
4 - Strabane	84	225	216	115	87	1205	1931
5 - Castlederg	88	209	221	111	83	1237	1948
6 - Claudy	102	216	215	105	99	1202	1938
7 - Newtonstew art	106	221	177	117	104	1247	1972
Council Area (Zones 1-7) Average	89	228	205	119	95	1231	1967
% of Total	4.52%	11.59%	10.43%	6.04%	4.83%	62.59%	
UK Average	199	289	179	105	115	1130	2016
% of total	9.86%	14.31%	8.86%	5.21%	5.71%	56.06%	

7.7 Based on expected growth rates for UK leisure spend of 0.9% per annum between 2018 and 2026; and 1.2% from 2027 to 2032, it is possible to determine the future expenditure levels at various years. For the purpose of this study, these years (test years) start at 2022 and then increase by 5 yearly increments up to 2032. This is based on the initial average of all zones from the base year of 2018 (Table 7.1 above). For comparison, both the study area and the UK average are also shown in tables 7.2 and 7.3.

Table 7.2: Anticipated Total Leisure Expenditure in the Council Area (Zones 1-7)

	Total Leisure Expenditure – Council Area Average								
Year	Accommodation	Cultural Services (inc cinema)	Games of Chance - Clubs/ Bingo	Hairdressing and Personal Grooming	Recreation/ Sports (inc health clubs)	Restaurants/ Cafes etc	Total		
2022	93	238	212	124	100	1282	2049		
2027	98	250	222	130	105	1344	2149		
2032	104	265	236	138	111	1427	2281		

	Total Leisure Expenditure - UK Average											
Year	Accommodation	Cultural Services (inc cinema)	Games of Chance - Clubs/ Bingo	Hairdressing and Personal Grooming	Recreation/ Sports (inc health clubs)	Restaurants/ Cafes etc	Total					
2022	206	299	185	109	119	1171	2090					
2027	216	314	194	114	125	1229	2192					
2032	229	333	206	121	133	1304	2326					

- Looking at the above tables, they show that generally the study area lags behind the rest of the UK in terms of its yearly spend on leisure provision within most categories, with the exception of restaurants/cafes, Hairdressing and personal grooming, games of chance etc where the study area exceeds the UK average figures.
- 7.9 It is also clear there is expected to be significant growth of £314 per person (16%) within the study area between 2018 and 2032.
- 7.10 Table 7.4 below demonstrates the expected population growth within the approximate council area (zones 1-7)

Table 7.4: Anticipated Population Growth

Population Growth					
Year	Population				
2018	180,106				
2022	181,302				
2027	182,022				
2032	181,787				

7.11 When these figures are considered in population terms, the total available amount of leisure expenditure is significant, as shown on table 7.5. This demonstrates that expenditure is forecast to grow by £58.7 million or 16% between 2018 and 2032. This equates to an average of £4.2m per annum.

Table 7.5: Total Leisure Expenditure Forecasts

	Population Total Expenditure										
Year	Accommodation	Cultural Services (includes cinema)	Games of Chance - Clubs/ Bingo	Hairdressing and personal grooming	Recreation/ Sports (inc health clubs)	Restaurants/ Cafes etc	Total				
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)				
2018	16.2	41.4	36.8	21.5	17.4	222.7	356.0				
2022	16.9	43.2	38.4	22.4	18.1	232.3	371.5				
2027	17.8	45.5	40.4	23.6	19.1	244.7	391.2				
2032	18.9	48.3	42.9	25.1	20.2	259.4	414.7				

Leisure Need

Cinema Provision

7.12 The UK Cinema market has increased rapidly since the early 1990's with a number of new chain cinema companies coming forward. This extensive growth has been assisted by the ever changing technology used in films, with the introduction of IMAX (2002), 3D cinema experiences (late 2000's), and more recently the 4DX cinema experience (2016).

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- 7.13 According to the British Film Industry, Dodona research and the UK Cinema Association there has been a dramatic increase in cinema screens since 1999 rising from 2,758 to 4,309 in 2017, with a significant increase in sites, particularly multiplex cinema sites.
- 7.14 The multiplex market is generally dominated by a number of large operators, notably:
 - Odeon (Owned by AMC Cinemas) 122 sites within the UK and 11 within Ireland.
 - Vue Cinemas 87 sites across within the UK
 - Cineworld 82 sites across the UK and 1 within Ireland

(Sources: http://www.odeon.co.uk/about-us/, https://www.myvue.com/about-vue/about-us, http://www.cineworldplc.com/about-us)

7.15 Table 7.6 provides a summary of the changing nature of the cinema sector from 1999 to 2017.

Table 7.6: UK Cinema Market 1999-2017

	UK Cinema Market 1999-2017																		
	(Source: https://www.cinemauk.org.uk/)																		
	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Multiplex	1,624	1,874	2,115	2,299	2,362	2,426	2,453	2,512	2,578	2,689	2,735	2,767	2,833	2,851	2,915	2,959	3,096	3,209	*
Traditional and mixed use	1,134	1,080	1,049	959	956	916	904	928	936	921	916	904	934	966	952	950	950	941	*
Total Screens	2,758	2,954	3,164	3,258	3,318	3,342	3,357	3,440	3,514	3,610	3,651	3,671	3,767	3,817	3,867	3,909	4,046	4,150	4,309
% Multiplex	58.9%	63.4%	66.8%	70.6%	71.2%	72.6%	73.1%	73.0%	73.4%	74.5%	74.9%	75.4%	75.2%	74.7%	75.4%	75.7%	76.5%	77.3%	*
% decline traditional		4.8%	2.9%	8.6%	0.3%	4.2%	1.3%	-2.7%	-0.9%	1.6%	0.5%	1.3%	-3.3%	-3.4%	1.4%	0.2%	0.0%	0.9%	*
Admissions (£m)	139.1	142.5	155.9	175.9	167.3	171.3	164.7	156.6	162.4	164.2	173.5	169.2	171.6	172.5	165.5	157.5	171.9	168.3	*
Box office (£ million)	563	583	645	755	742	770	770	762	821	850	944	955	1,040	1,099	1,083	1,058	1,242	1,228	*
Admissions per screen (£)	50,435	48,240	49,273	53,990	50,422	51,257	49,062	45,523	46,215	45,485	47,521	46,091	45,553	45,193	42,798	40,292	42,486	40,554	*
Notes	.la																		

*Not available

7.16 As the table below demonstrates, within the UK, there is a growing predominance of large multiplex sites, with a gradual reduction in traditional cinemas. For the purpose of this assessment, traditional cinemas

are sites with 4 screens or less. Over the past 18 years, the cinema market has grown extensively, almost doubling the total number of screens across the UK. It is however noted, that the admission income per screen has decreased by 20% over the same period, despite a significant increase in box office takings. The reasons for this decline are not clear, but the speed in which films are available to purchase on other forms of media and the rising cost of cinema tickets may have resulted in the decrease of admissions per screen.

- 7.17 As with the whole of the leisure sector, growth was subdued during the 2008-2011 recessionary period with a slow increase from 2011 onwards. To combat this, cinemas are undergoing further reform with operators offering an improved experience to consumers. Both Cineworld and Odeon now offer monthly subscription services throughout the UK which allow the users to watch as many films for a fixed fee, encouraging consumers to visit the cinema regularly.
- 7.18 There has also been significant improvement within the majority of multiplexes, through the introduction of new VIP seating. VUE cinemas have launched a range of screen types, including Extreme Screens offering larger screens, better visual and audio; and Scene Screens which provide a VIP experience for private screenings of films for the corporate market. The introduction of 4Dx screens at an increasingly larger number of multiplex's, offers moving seats and special effects including wind, fog, lighting and water synchronised with what is happening on screen, has the potential to change the market further.
- 7.19 Table 7.7 shows the cinemas located within the catchment, demonstrating a mix of traditional and multiplex sites:

Table 7.7: Cinema Provision within Derry-Londonderry and Strabane

	Cinema Provision - Derry	y-Londonderry and Strabane	
	Cinema		Screens
	Omniplex	Strand Road, Derry-Londonderry	7
	Brunswick Movie Bowl	Brunswick Lane, Derry-	7
		Londonderry	
Within Council	Nerve Centre	7-8 Magazine St, Derry-	1
Area (Zones 1-7)	Tronvo donino	Londonderry	·
	Waterside Theatre	Glendermott Road, Derry-	1
	Waterside inteatre	Londonderry	
		Total Screens	16
	Movie House	Riverside Regional Centre,	8
	Cinemas	Coleraine	
	Century Cinemas	Leck View, Letterkenny	8
Ctudy Area and	Eclipse Cinemas	Station Rd, Lifford	7
Study Area and Beyond	Buncrana Cinema	St Marys Rd, Ardaravan	1
Doyona	Omniplex Cinema	Kevlin Road, Omagh	7
	(IMAX)		
	IMC	Gillygooly Road, Omagh	7
		Total Screens	38
		Overall Total	54

- 7.20 The results from the household survey for the Council area (Zones 1-7) identified that in terms of frequency of cinema visits, generally this activity was limited to between once a month and once every 6 months. Visits more regular than once a month were limited to 5.2% of respondents, with the most common response of people who visited once a month, at 16%. Notably, 48% of respondents identified they don't visit cinemas.
- 7.21 Regarding which cinemas were utilised, it is clear that a proportion of respondents within Zones 1-7 visit cinemas outside the Council area, with 29.2% of respondents visiting cinemas beyond the Council area.
- 7.22 The results from the household survey also show that Derry-Londonderry performs as a draw to those who reside within the study area, particularly those who reside in Zone 9 (Inishowen), adjacent to Derry-Londonderry where 18% of those respondents indicated they visited Derry-Londonderry for cinema provision.
- 7.23 Regarding those who visit cinemas outside the Council area there is a significant draw from Zone 4 (Strabane) to cinema provision in Zone 11 (Stranorlar), where there is a cinema of 7 screens in Lifford. This accounts for 60% of respondents within Zone 4. The same is also true of respondents within Zone 5 (Castlederg), where 70% of respondents travel to Zone 11. It is also noted that 64% of those respondents in Zone 7 (Newtonstewart) travel outside the study area to Omagh for their cinema provision,
- 7.24 For the purposes of this assessment, and in line with a standard methodology used to assess the current level of cinema provision and future need, a national and regional screen density calculation has been used. This enables a calculation of the potential for future cinema growth within the catchment, based on expected population growth. The screen density figure across all test years is based on the current year (2018).

Table 7.8: Potential Cinema Screen Provision

Potential Cinema Screen Capacity									
	2018	2022	2027	2032					
Potential Cinema Catchment Population (Zones 1-7)	180,106	181,302	182,022	181,787					
UK Average Cinema Screen Density (Screens per 100,000)	11.8	11.8	11.8	11.8					
Cinema Screen potential (Population/ UK Average)	21	21	21	21					
Existing Screens (identified in table 7.7)	16	16	16	16					
Net Screen Potential Increase	5	5	5	5					

As table 7.8 identifies, there is a capacity across the Council area for additional screen provision, amounting to an extra 5 screens, based on UK averages. This is supported by findings from the household survey where a number of respondents stated that a multi-screen cinema would improve the area's leisure offer and improve leisure activity participation. Potentially this deficit could be dealt with by a single multiplex site or an extension to an existing facility.

Eating and Drinking Out

7.26 Comprising restaurants, cafes, bars and pubs (Sui Generis use), the sector forms a large part of the town centre leisure market, complimenting other traditional town centre uses such as retail and offices. A mix

of uses within town centres is important in terms of vitality and viability as they are considered to help improve 'dwell time' of consumers, therefore having the ability to increase expenditure.

- 7.27 As already identified, there are a number of changes within the sector over recent years.
 - Restaurants this sector has continued to see mixed fortunes over the past decade, with a significant rise in chain restaurants and improvements to the availability of takeaways through market improvements such as Just Eat and more recently Deliveroo. These improvements make it faster and easier to order takeaway food. Just Eat in particularly has seen significant growth through the acquisition of rival companies and rapid expansion across not just the UK but worldwide.
 - Back on the UK high-street, in recent months there has been a radical change in the market sector with a number of well-known chains struggling with loss making operations requiring the closure of restaurants. These chains had been doing well in the first part of this decade but due to external influences and economic changes such as Brexit, they are now struggling. Notably this has affected Jamie's Italian, Strada, Bella Italia, Byron and Prezzo to name but a few. Notably Jamie's Italian have indicated the loss making is due to the cost of goods and the weak British pound when compared to the Euro.
 - Coffee Shops this sector has seen extensive growth in the last few years with a substantial amount of new outlets opening across the UK. Generally, the sector is dominated by 3 big operators. The largest is Costa who current operate 2,121 branches in the UK, with aspirations to increase this to over 3,000 in the medium term. Starbucks are the next largest, and although they have a much larger global presence, there are currently 898 Starbucks stores within the UK. Café Nero is the third largest player with 613 stores within the UK. Overall, the amount of independent coffee shops far outstrips that of the three big retailers, with an estimated 22,845 coffee shop outlets within the UK at the end of 2016. (Source: Project Café 2017 UK report http://www.ukcoffeeleadersummit.com/yet-growth-uk-coffee-shop-market-coffee-shops-become-new-local/)
 - Looking into the future, it is forecast that the UK coffee market will reach 9,400 outlets by 2021, with continued strong growth by the three largest chains. However the full impact of external economic impacts such as Brexit may dampen this projected growth.
 - Bars and Pubs of all the eating and drinking market, pubs in particular have seen a substantial decline in sales and popularity over the last few decades. Research indicates that between 1982 and 2015 there was a loss of over 15,000 pubs, with a reduction from 67,800 in 1982, to 50,880 in 2015 (Source: British Beer and Pub Association http://www.beerandpub.com/statistics).
 - There has also been an increase in the sale of pubs for alternative uses, particularly retail over recent years. Fuelled by the changing nature of the retail market this has led to a further loss of pubs according to CAMRA research, although it is not clear whether the potential conversion is causing the loss of pubs or whether existing but closed pubs are being converted.
- 7.28 Table 7.1 above clearly shows a dominant amount of leisure expenditure is spent eating and drinking out; in the study area over 60% of total leisure expenditure.
- 7.29 The findings from the household survey identified that 60% of respondents participating within the Council area (Zones 1-7) visited Derry-Londonderry City centre which was by far the most common location for

visits to cafes and restaurants. These respondents originated generally from those zones within close proximity to Derry-Londonderry. Notably, those within Zone 1 (Derry-Londonderry West) and Zone 2 (Derry-Londonderry East) visited the city centre for their pub/ bar provision with 83% and 80% respectively.

- 7.30 Other centres both within and outwith the study area were popular, particularly those of Buncrana and Letterkenny, where 10.1% and 12.9% of respondents (Zones 1-11) visited. These visitors are drawn from the zones the settlements are located within, with only a very small percentage from other zones travelling to these centres. Whilst there were a number of other centres which draw trade from Derry-Londonderry City centre, Derry-Londonderry was by far the most popular location which is to be expected given its dominant settlement within this part of Northern Ireland, and therefore acting as a major draw.
- 7.31 This is supported by a relatively high percentage of all respondents from the majority of zones travelling to Derry-Londonderry for café and restaurant provision. Also of note is that overall, Strabane town centre saw a very small amount of trade, with only 6.2% of all respondents (Zones 1-11) visiting this location for café and restaurants. However the vast majority of this trade of 60% was drawn from Zone 4 of Strabane demonstrating that the town retains a large amount of its resident's expenditure. Finally, a large proportion of people from Zone 7 (77% of zone 7 respondents) leave the catchment area to visit Omagh for their café and restaurant provision, presumably due to proximity and scale of offer.
- Regarding pub or bar visits, a similar story can be seen to that of café or restaurant usage, where there is a general predominance of visits to Derry-Londonderry city centre with 64% of respondents within zones 1-7 visiting here. Likewise, centres elsewhere within the study area saw mixed results, but with respondents generally visiting other larger towns such as Buncrana and Letterkenny. Strabane saw only a low response with only 9.4% of respondents from zones 1-7 visiting here for pubs etc. With the exception of Derry-Londonderry city centre generally, centres see most of their trade from residents within the same zone, indicating that respondents don't travel long distance to visit pubs/ bars etc. It is noted that those respondents in Zone 7 (Newtonstewart) travel out with the catchment area for their pub/ bar provision, with 69% of respondents visiting Omagh.
- 7.33 The household survey identified that the catchment would benefit from more cafes and restaurants, although respondents who requested this generally resided within zones outside the study area. Potentially if the offering was improved within the study area, additional trade could be drawn from outside the study area given there appears to be a quantitative deficiency.
- 7.34 Looking forward, there is an expected increase in total leisure expenditure across all sectors as shown in table 7.2. This is particularly the case for the eating and drinking out sector, where over £290m is forecast to be available to expend within the catchment by 2032, which is an additional £30m on current expenditure levels.
- 7.35 It is very difficult to determine what impact this will have in terms of requirement for additional facilities within the catchment, but it is clear that substantial growth is expected within the sector.

Health and Fitness Need

7.36 Recent research by the Leisure Database Company (March 2018) (Source: http://www.leisuredb.com/blog/2018/4/10/project-fitness-uk-2018) has identified that there are now over

7,000 health and fitness outlets across the UK, which is expected to increase by a further 5% in the next 5 years the sector currently serves an estimated total of over 10.2 million members. Over half of this market is made up from the private sector, where there are an estimated 6.8 million members across 4,300 gyms.

- 7.37 Growth within the sector is now much more focussed on low-cost, flexible gym membership models with the likes of the Gym Group, PureGym and Anytime Fitness, who attract over 300,000 new members each year.
- 7.38 The drive behind this growth is thought to have stemmed from increased health awareness of the population, with a recent survey suggesting that 86% of respondents claim that exercise is essential to their wellbeing. Furthermore, 23% of respondents believe a gym membership is necessary to keep fit.
- 7.39 Notably, the cost of gym membership varies across the whole of the UK, with an average monthly cost of membership ranging from £41.07 to £22.75 across differing regions.
- 7.40 Both within and immediately outside the study area there is a substantial amount of gym and health centre provision, as demonstrated by table 7.9.

Table 7.9: Health and Fitness provision

		Health and	Fitness P	rovision - Derry-Londonde	rry and	Strabane	
Area	Туре	Name	Owner	Address	Gym	Pool	Other Facility
Within Council	Community Centre	Prehen Lifestyle Centre	Private	55 Prehen Road, Derry- Londonderry	- J	100.	Fitness Classes
Area	Gym	Crawford Fitness	Private	10 Crawford Sq, Derry- Londonderry	Υ		
	Gym	Crossfit Derry- Londonderry	Private	14 Pennyburn Ind Est, Derry-Londonderry	Υ		
	Gym	DW Fitness First	Private	Crescent Link Retail Park, Derry-Londonderry	Υ	Y - details not available	
	Gym	Fit Fast Gym	Private	5 Dublin Road Ind Est, Strabane	Υ		
	Gym	MJ's Total Fitness	Private	15 Carrakeel Drive, Derry- Londonderry	Υ		
	Gym	Nspire Fitness	Private	26c Catherine St, Limavady	Υ		
	Gym	Pure Gym	Private	Lesley Retail Park, Derry- Londonderry	Υ		
	Gym	Raw Muscle Derry- Londonderry	Private	5 Orchard Business Park, Derry-Londonderry			Personal Training
	Gym	Transition Training Centre	Private	5 Swilly House, Springtown, Derry-Londonderry	Υ		
	Gym	Twister Gymnastics	Private	11 Pennyburn Ind Est, Derry-Londonderry	Υ		
	Gym	Xtreme Gym	Private	2 Distillery Brae, Derry- Londonderry	Υ		
	Leisure Centre	Brooke Park Leisure Centre	Public	Rosemount Av, Derry- Londonderry	Υ		
	Leisure Centre	City Baths	Public	William Street, Derry- Londonderry		25M	Climbing wall
	Leisure Centre	Derg Valley Leisure Centre	Public	7 Strabane Road, Castlederg	Υ		
	Leisure Centre	Foyle Arena	Public	Limavady Road, Derry- Londonderry	Υ	25M and learner pool	Climbing Wall
	Leisure Centre	Melvin Sports Complex	Public	Melvin Road, Strabane			Athletics Track
	Leisure Centre	Riversdale Leisure Centre	Public	Lisnafin Park, Strabane	Υ		
	Leisure Centre	Templemore Sports Complex	Public	Buncrana Road, Templemore, Derry- Londonderry	Υ	25M and learner pool	Athletic Track Outdoor Pitches
	Sports Centre	Bishops Field	Public	Central Drive, Derry- Londonderry			Outdoor Pitches
Beyond Council Area	Gym	Declan Gallagher Strength	Private	Ballyraine Retail Park, Letterkenny	Υ		
	Gym	Fithub Letterkenny	Private	Pinehill Business Park, Letterkenny	Υ		
	Gym	Fitness Express	Private	Tobins Offices, Letterkenny	Υ		
	Gym	Irl Fitness	Private	Forte Lynn House, Letterkenny	Υ		
	Gym	Railway Gym	Private	Roughan, Co Donegal	Υ		
	Leisure Centre	Aura Leisure	Public	Letterkenny Complex, Letterkenny	Υ	25M and learner pool	Athletics Track
	Leisure Centre	Finn Valley Leisure Centre	Public	Stranorlar, Co Donegal	Υ	25M and learner pool	
	Leisure Centre	Roe Valley Leisure Centre	Public	9 Greystone Park, Limavady	Υ	25M and learner pool	
	Leisure Centre	Omagh Leisure Centre	Public	Old Mountfield Road, Omagh	Υ	25M and learner pool	Athletics Track Outdoor Pitches
	Gym	Personal Health & Fitness	Private	19 Gortrush Industrial Estate, Omagh	Υ		
	Gym	RAW Performance	Private	23d Gortrush Industrial Estate, Omagh	Υ		

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- 7.41 The household survey results identified that less than 16% of respondents within the Council area (zones 1-7) regularly exercised at a gym or health club, with those who do undertake this activity visiting generally at least once a week. This low level of participation is supported by the leisure expenditure calculations in Table 7.1 and Table 7.2, which demonstrate that expenditure is approximately 20% lower in the study area than the rest of the UK.
- 7.42 From those who do attend the health and fitness facilities, the majority of attendees use publically owned facilities, such as the Foyle Arena and Riversdale Leisure Centre. This accounts for 20% of respondents within zones 1-7.
- 7.43 Regarding additional provision, the survey identified that changes to facilities would be welcomed by residents this included a number of ways and included:
 - Better swimming pools, although 68% of respondents who answered this live outwith the Council area
 - More local sports and recreational facilities, with 39% of those respondents living out with the Council
 area
 - Better facilities including badminton courts
- 7.44 The survey results identified a quantitative deficiency out with the study area. Improving provision within the study area therefore may improve draw from outwith the catchment.

Bingo and Gambling Needs

- 7.45 The UK Gambling market covers a wide range of types of gambling, from playing the National Lottery and other lottery competitions, to sweepstake gambling or scratch cards. Research by the Gambling Commission in 2017 (Source: Gambling Commission Gambling Participation in 2017: behaviour, awareness and attitudes. Annual Report (February 2018)) highlighted that within the past 4 weeks of the survey being undertaken, 45% of people over 16 surveyed undertook some form of gambling within the UK. This is a decrease of 3% from a survey undertaken in 2016. Key findings showed that the most popular gambling was taking part in the National Lottery Draw, there was a significant increase in online participation and in-person participation has declined for most activities.
- 7.46 Although there has been a general decline across the majority of gambling activities between 2016 and 2017, between 2014 and 2017 there has been an increase in a number of gambling activities. Within this assessment it was considered that there has been an increase in the following categories:

- Fruit or Slot Machines
- Bingo
- Dog Races
- Sports Betting
- Casino betting
- 7.47 It is noted that within Northern Ireland there is no casino provision due to legislative restrictions.
- As a result of legislation, there are also strict regulations covering both bingo and gaming machines in particularly regards to the costs associated with participating and the maximum amounts that can be won.
- 7.49 Given this legislation, the assessment of the UK average expenditure is skewed somewhat and is therefore not an accurate comparator for gambling within the catchment. Therefore it is difficult to determine if the current or future provision is sufficient, other than utilising the household survey results.
- 7.50 Table 7.10 provides a list of bingo facilities within the catchment.

Table 7.10: Game of Chance and Gambling Provision

	Game of Chance and Gambling provision								
	Туре	Location	Name	Address					
	Bingo	Northern Ireland	Strand Bingo	70C Strand Road, Derry- Londonderry					
Within Council	Bingo	Northern Ireland	Pennyburn Bingo and Amusements	1 Pennyburn Ind Est, Derry- Londonderry					
Area	Bingo	Northern Ireland	Commodore Bingo	69 Main St, Strabane					
	Dog Track	Northern Ireland	Brandywell Stadium	Lone Moor Road, Derry- Londonderry					
	Bingo	Northern Ireland	Omagh Bingo	82 Derry Rd, Omagh					
Outside	Bingo	Republic of Ireland	Pulse Venue	Letterkenny, Co Donegal					
Council	Bingo	Northern Ireland	Regal Bingo	9 Catherine Street, Limavady					
Area	Casino	Republic of Ireland	The Blackthorn Amusements	Bridgend, Co Donegal					
	Dog Track	Republic of Ireland	Lifford Dog Track	Lifford, Co Donegal					

- 7.51 The household survey only asked respondents regarding gambling out with their own home, and therefore does not cover expenditure such as online gambling or the lottery. The survey indicated that participation in bingo and other forms of gambling is very limited within the study area, with over 90% of the respondents not participating at all. Of those who do participate, the participation is relatively regularly with 50% of respondents gambling at least once a week. Locations for participation are limited, with the majority of locations outside the Council area.
- 7.52 The limited participation is likely to be due to the very tight restrictions within Northern Ireland regarding gambling

7.53 Results from the survey also indicated there was very limited support for further gambling provision with only 0.5% of respondents seeking further bingo provision all of which who were located within Zone 11 (Stranorlar) outwith the study area. In addition, improvement from a quantitative perspective and reducing leakage from the catchment may be difficult given the current legislative position within Northern Ireland.

Other Commercial Leisure Need

- 7.54 The provision of other family entertainment is also an important consideration within the leisure market, with a wide range of activities falling under this category.
- 7.55 Within the catchment there is a wide provision of family entertainment destinations, with a number of activity centres offering a variety of activities. Table 8.11 highlights these in more detail.

Table 7.11: Family Entertainment

	Family Entertainment							
	Туре	Name	Address					
	Trampoline	Jump Planes Trampoline Park	3C Altnagelvin Park, Derry-Londonderry					
	Aquarium	Riverwatch Aquarium	22 Victoria Rd, Derry-Londonderry					
Within	Activity Centre	Sperrin Fun Farm	574 Glenshane Rd, Feeny, Feeny					
Council Area	Activity centre	Brunswick Moviebowl	Pennyburn Industrial Estate, Derry- Londonderry					
	Activity centre	Campsie Karting Centre	Campsie Industrial Estate, Derry- Londonderry					
	Play Centre, inc bowling	Johnny Rockos	35 Main Street, Irvinestown, Enniskillen					
	Trampoline	Jump Planes Trampoline Park	Score FC, Hillmans Way, Coleraine					
Outside Council	Amusement Arcade	Barrys Amusements	16 Eglinton St, Portrush, Portrush					
Area	Play Centre, inc bowling	Arena 7 Entertainment Complex	1-4 Ballyraine Ind Est, 4 Iona Road, Letterkenny					
	Go Karts	Halfway Karting	Burnfoot, Co. Donegal					
	Go Karts	Castlefin Xtreme Karting	Sessiagh, Castlefin, Co. Donegal					

- 7.56 A vast proportion of the respondents from the household survey identified that they travelled to locations within the study area for family entertainment. The key location was the Brunswick Moviebowl and activity centre where 83% of respondents in the Council area visited for family entertainment.
- 7.57 Some leakage from the study area was identified although this only accounted for 15% of respondents from the Council area. It is also noted that generally those who visit venues outside the study area originated from the zone in which the venue was located.
- 7.58 From a further review of the survey, there is a view from respondents that there is a lack of family entertainment within the study area, with a variety of new or alternative family entertainment types identified by respondents which would improve provision and choice. Although the percentages are relatively low, this is due to the large array of answers received.

Cultural Activities

7.59 In 2013, Derry-Londonderry was selected as first ever UK City of Culture, following the success of Liverpool as the European Capital of Culture in 2008, which was considered to bring significant social and economic benefits to the area. As part of the year-long event, the city held a variety of artistic and cultural events throughout the year to celebrate the city.

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- 7.60 Prior to the start of the year of culture, the new Peace Bridge was designed and completed in 2011 was a symbol of unity between both sides of the city.
- 7.61 Notable events held as a part of the City of Culture included:
 - Hosting the Turner Prize award Ceremony, which is the premiere award presented to a British artist annually
 - Luminere, a four night festival showcasing collaborations between city residents, with light installations and projections on historic buildings
 - Hofesh Shecter, a renowned contemporary dance and music company brought together a number of dances and musicians across the city putting on performances
- 7.62 Although 2013 saw a peak in overnight visits, generally Derry-Londonderry has seen a gradual increase in tourism between 2011 and 2015 (latest available information), both in terms of overnight trips and expenditure from overnight trips, as shown by Table 7.12.

Table 7.12: Derry-Londonderry Tourism Statistics

	Derry-Londonderry Tourism Statistics									
Year	Overnight trips	Nights spent on overnight trips	Expenditure spent on overnight trips (£)							
2011	168,064	767,880	29,582,184							
2012	164,264	704,042	26,718,843							
2013	254,315	936,200	46,814,887							
2014	230,983	810,310	39,744,803							
2015	223,172	889,416	42,502,028							
2016	282,939	909,898	50,200,000							

Source: 2011-2015 - http://www.visitDerry-Londonderry.com/Business/About-Visit-Derry-Londonderry/Annual-Reports, 2016 - https://www.tourismni.com/globalassets/facts-andfigures/research-reports/tourism-performance-statistics/local-government-district-tourismstatistics/lgd-all-fact-cards-2014-2016.pdf

7.63 The success of the tourism market is directly relevant to the success of cultural facilities. This is supported by research undertaken by Tourism Northern Ireland (Source: https://www.tourismni.com/globalassets/facts-and-figures/research-reports/tourism-performancestatistics/tourism-industry-barometer/tourism-barometer-wave-3-december-2017.pdf) which found that in 2017, 77% of attractions reported an improvement on visitor numbers compared to 2016. 44% of respondents from the Tourism Northern Ireland survey are expecting an increase in visitor volumes within

2018. However there is still some concern over the potential impact from the ever changing economic market.

7.64 Within the catchment there is a large variety of types of attractions, mostly concentrated around Derry-Londonderry, but with some within outlying locations. Table 7.13 below highlights some of the key facilities within the catchment:

Table 7.13: Key Cultural and Tourist Sites

Key Cultural and Tourist site							
	Туре	Name	Location				
	Cultural	Derry-Londonderry City Walls	Derry-Londonderry				
	Cultural	First Derry-Londonderry Presbyterian Church	Derry-Londonderry				
	Cultural	St Columbs Cathedral	Derry-Londonderry				
	Cultural	The Guildhall	Derry-Londonderry				
	Landmark	Peace Bridge	Derry-Londonderry				
	Museum	Heritage Tower Museum	Derry-Londonderry				
	Museum	Museum of Free Derry- Londonderry	Derry-Londonderry				
Within Council	Museum	National Trust - Gray's Printing Press	Strabane				
Area	Cultural	President Wilson's Ancestral Homestead	Strabane				
	Museum	Sion Stables	Strabane				
	Museum	The Siege Museum	Derry-Londonderry				
	Museum	The St Columba Heritage Centre	Derry-Londonderry				
	Museum	Tower Museum	Derry-Londonderry				
	Theatre	Millennium Forum	Derry-Londonderry				
	Theatre	The Playhouse Theatre	Derry-Londonderry				
	Theatre	Waterside Theatre	Derry-Londonderry				
	Museum	Donegal County Museum	Letterkenny				
	Museum	Fort Dunree Military Museum	Buncrana				
	Museum	Green Lane Museum	Limavady				
	Museum	Inishowen Maritime Museum and Planetarium	Co. Donegal				
Outside Council	Museum	Mussenden Temple	Coleraine				
Area	Theatre	An Grianan Theatre	Letterkenny				
	Theatre	Roe Valley Arts and Cultural Centre	Limavady				
	Garden	Dunmore Gardens	Co. Donegal				
	Museum	Ulster American Folk Park	Omagh				
	Landmark	Giant's Causeway	Coleraine				

Only a small number of respondents from the household survey zones 1-7 (38%) identified they visited theatre, concert or live music venues. Of those that visited, generally they visited locations within Derry-

Londonderry city, with the Millennium Forum the most visited location. It was also clear that those who visited the Millennium Forum were from all zones within the catchment demonstrating it acts as a major draw.

- 7.66 A further question sought responses on the location where respondents visited cultural locations. Only a small percentage of respondents (14%) said they visited cultural locations. Those who did generally visited less frequently than once a week.
- 7.67 Regarding both questions, there was an element of leakage from the Council area to other major cities across the UK including Belfast City Centre (3.4% for theatres and 16% for culture), Grand Opera House, Belfast (2.9% for theatres) and London (1.4% for theatres and 4.3% for culture).
- 7.68 The household survey didn't identify any individual ways in which this sector could be improved.

Hotel Provision

7.69 Hotel provision is widely available within the catchment with a clear focus around the key cities including Derry-Londonderry, Strabane, Limavady and Letterkenny. Generally there is a predominance of independent operators, although a number of national operators are present within the catchment. Table 8.14 shows the hotel provision within the catchment, showing hotels of 10 or more rooms only. For the purpose of this assessment, BandB provision is not listed due to the flexibility of their use, small number of rooms per facility and their vast number.

Table 7.14: Hotel Provision

Hotel Provision							
	Name	Address	Star	Beds			
Within Council Area	Banks of the Faughan Motel	69 Clooney Road, Derry-Londonderry, BT46 3PA	2	12			
	Beech Hill Country House	32 Ardmore Road, Derry-Londonderry, BT47 3QP	4	-			
	Best Western Plus Whitehorse Hotel	68 Clooney Road, Derry-Londonderry, BT47 3PA	4	58			
	Bishops Gate Hotel	24 Bishop Street, Derry-Londonderry, BT48 6PP	-	30			
	BT48 Aparthotel	112 Strand Rd, Derry-Londonderry BT48 7NR	5	-			
	City Hotel Derry-Londonderry	Queens Quay, Derry-Londonderry, BT48 7AS	4	158			
	Derry-Londonderry City Independent Hostel	12 Princes St, Derry-Londonderry BT48 7EY	4	24			
	Fir Trees Hotel	Dublin Road, Strabane, BT2 9EA	3	23			
	Hogg and Mitchell Apartments	15 Great James St, Derry-Londonderry BT48	4	26			
	Hostel Connect	51 Stand Street, Derry-Londonderry, BT48 7BN	-	64			
	Maldron Hotel Derry-Londonderry	Butcher Street, Derry-Londonderry, BT48 6HL	4	93			
	Premier Inn	Crescent Link, Derry-Londonderry, BT47 6BF	3	-			
	Ramada Da Vinci's Hotel Derry- Londonderry	15 Culmore Rd, Derry-Londonderry BT48 8JB	4	-			
	Shipquay Hotel	15-17 Shipquay Street, Derry-Londonderry, BT48 6DJ	3	21			
	The lona Inn	17-19 Spencer Road, Derry-Londonderry, BT47 6AA	3	10			

		Hotel Provision			
	Name	Address	Star	Beds	
	The Waterfoot Hotel	14 Clooney Road, Derry-Londonderry, BT47 6TB	3	44	
	Travelodge Derry-Londonderry	22-24 Strand Rd, Derry-Londonderry BT48 7AB	3	-	
	Walled City Apartments	3 Carlisle Road, Derry-Londonderry, BT48	-	-	
		Total Provision within Council Area (Zones 1-7) +52			
	Caisealmara Hotel	Foyle Street, Inishowen, Co. Donegal	3	-	
	Drummond Hotel	481 Clooney Road, Limavady, BT49 9HP	3	40	
	Clanree Hotel	Derry-Londonderry Road, Letterkenny, Co. Donegal	4	120	
	Downings Bay Hotel	Main Street, Downings, Co. Donegal	4	40	
	Drummond Hotel	481 Clooney Road, Limavady, BT49 9HP	3	40	
Within Study Area	Inishowen Gateway Hotel	Buncrana, Co. Donegal	3	80	
	Kee's Hotel	Main Street, Ballybofey, Co. Donegal	3	53	
	Lake of Shadows Hotel	Grianan Park, Buncrana, Co. Donegal	2	23	
	McGettigans Hotel	Letterkenny, Co. Donegal	3	82	
	Mount Errigal Hotel	Letterkenny, Co. Donegal	3	-	
	Radisson Blu	Letterkenny Retail Park, Co. Donegal	4	114	
	Radisson Blue Road Park Resort	Lisnakilly Road, Limavady, BT49 9FB	4	118	
	Rathemullan House	Rathmullan, Co. Donegal	4	34	
	Redcastle Hotel	Redcastle, Moville, Co. Donegal	4	93	
	Rosapenna Hotel	Sheephaven Bay, Letterkenny, Co. Donegal	4	-	
	Silver Tassie	Ramelton Road, Letterkenny	4	36	
	Station House Hotel	Lower Main Street, Letterkenny, Co. Donegal	4	81	
	The Frontier Hotel	Bonemaine, Bridgend, Co. Donegal	3	16	
	Total Provision within Study Area (Zones 8-11)				

- 7.70 From the above table, it is clear that the market is dominated by mid-market hotels, with a very limited number of 5* hotels both within Derry-Londonderry and Strabane and elsewhere within the catchment. There may therefore be an opportunity for new 5* hotels within the area purely from a qualitative basis, should the market allow. Further independent analysis would be required to confirm.
- 7.71 undertaken According to research by Visit Northern Ireland (Source: https://www.tourismni.com/globalassets/facts-and-figures/research-reports/tourism-performancestatistics/local-government-district-tourism-statistics/lgd-all-fact-cards-2014-2016.pdf), hotels within Derry-Londonderry and Strabane saw an average room occupancy rate of 65%, and a bed space occupancy rate of 50%. When compared to Belfast, which has a room occupancy of 79% and bed-space occupancy of 64%, this may suggest that Derry-Londonderry and Strabane have more rooms than required to meet demand.
- 7.72 In conclusion and based on the above figures, it is clear that there is not a quantitative need, although there may be an opportunity for qualitative improvements in provision should the market allow for this.
- 7.73 The household survey didn't ask respondents questions regarding hotel provision.

Conclusions

- 7.74 This assessment has considered the existing and potential future provision for a wide range of leisure activities across the council area. Whilst not all sectors have been subject to a detailed quantitative and qualitative analysis, a number of conclusions can be drawn from this sections findings:
 - A substantial growth is expected between 2018 and 2032 of 16% in terms of leisure expenditure. This should also be considered in terms of the expected population growth.

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- Expenditure on restaurants and cafes forms a significant portion of expenditure in the leisure sector and efforts to retain this expenditure should be encouraged, particularly in view of the responses received to the household survey.
- Cinema provision is lacking in terms of the UK average with potential to increase capacity in screen provision within the council area.
- Family activity provision is generally considered to be lacking, with a relatively short number of attractions within the council area.
- Tourism and culture is clearly an important part of the economy, although it is clear there is potential to improve facilities for the tourist market.
- Although the household survey could not identify hotel demand or provision, the research undertaken has found that there may be potential for qualitative improvements to the offer, particularly in the upmarket sector.
- 7.75 Generally, the provision of leisure offering within the Council area is extensive and sufficient to support the population. There may however be limited opportunities to improve provision as identified above.

8. Comparator City Analysis

8.1 This section of the report considers a small number of other cities across the U.K. and Republic of Ireland, where these offer interesting comparables to inform the final policy recommendations. The proposed methodology for this exercise is set out below, together with a summary of the overall findings. A supporting matrix is also enclosed at Appendix 8.

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8.2 Prior to considering the methodology, it is important to note that only a small amount of information can be drawn from such analyses, given the very different history, demographics and dynamics that coalesce to create each place. Only a broader commentary can therefore be offered on key differences and where a strategy can be developed to seek to emulate or replicate certain characteristics.

Methodology

- 8.3 Based on the broad objectives of the exercise, the following locations were selected:
 - Belfast City The capital city and economic driver of Northern Ireland. A centre for industry, as well
 as the arts, higher education, business, and law. Belfast is still a major port.
 - **Galway** Also known as 'Ireland's Cultural Heart,' Galway is renowned for its vibrant lifestyle and numerous festivals, celebrations and events. With a strong university presence and technological industries the city is a regional centre, in similarity to Derry-Londonderry.
 - Dundee City Once an important Scottish North East coast trading port (focussed on jute, jam and journalism industries), today Dundee is reinventing itself as a cultural centre. This includes a major public sector led regeneration of its waterfront and the Victoria and Albert Museum opening in September 2018.
- A range of vitality and viability indicators and wider information was selected to compare the location's sense of place/identity, quality of life, reputation and visitor experience. The data was sourced from numerous online resources and set out within a master table included at Appendix 8.
- 8.5 The comparison below should be read alongside the data master table. The exercise is structured around the following four themes;
 - Retail Provision and Strategy
 - People and city
 - Tourism and leisure
 - Culture

Retail Provision and Strategy

8.6 In order to compare the retail offer within each location, VenueScore was reviewed. This provides a weighted count of multiple retailer presence by UK venues, contained within an annually updated

database and is considered to be a robust rating system for the strength of retail destinations across the U.K.

- 8.7 Within this, Belfast has the highest rating (388), Dundee is next (234) then Derry-Londonderry (148). (Note figures are not available for Galway/ Ireland). The VenueScore 2016 UK Rankings assign a rating to each of the 620 town centres in the UK, with 1st place being the best overall performing centre in terms of retail. Belfast is ranked 17th and Dundee is ranked 52nd. Derry-Londonderry is a much smaller population centre than Belfast and Dundee. It scores a rank of 150, sharing its position with Glasgow Silverburn shopping centre, as well as Leeds White Rose shopping centre and Carmarthen. For context, Durham and Hemel Hempstead town centres are both placed immediately below Derry-Londonderry at 154th place. Other town centres ranked very similarly to Derry-Londonderry are Perth and Ballymena, which share 147th place.
- 8.8 Derry-Londonderry town centre is ranked within the top 24% of the total 620 locations in the UK. It's retail offer is therefore within the top quarter of all the UK town centres. Contributing factors to these rankings are considered below.
- 8.9 Firstly, there are 23 major retailers present in Derry-Londonderry, which whilst far fewer than in Belfast (50) and less than Dundee (33) is comparable with Galway (26). These major retailers are all detailed for interest within a spreadsheet at Appendix 8.
- 8.10 In each location considered it is notable that there is a far greater amount of comparison shops (non-food goods) than convenience (food). The various floorspace figures and numbers of units for each location are not compared here but can be viewed within the master table. We note that from these figures there is a comparatively low number of convenience units in Derry-Londonderry (8).
- 8.11 To give a reflection of how the floorspace is accommodated physically within the locations we have calculated the average size of a comparison unit. Interestingly, Derry-Londonderry and Dundee have very similar sized units (4,708sq.ft/ 437sq.m and 4,781sq.ft/ 444sq.m respectively). Belfast, being by far the largest city, has a larger average figure of 5,001sq.ft/ 465sq.m for its comparison retail units. However in Galway the comparison goods shops are noticeably much smaller than in Derry-Londonderry with an average unit size of 1,037sq.ft/ 96sq.m. Nevertheless as mentioned above, there are a slightly higher number of major retailers in Galway (26) than in Derry-Londonderry (23). Our commentary on the qualitative offer within Derry-Londonderry is also covered within latter sections of this report.
- 8.12 Secondly, the number of vacant units is an important indicator of a town centre's health, its vitality and viability. Galway performs best in this regard; 12% of its floorspace is vacant. Derry-Londonderry has a 16.95% vacancy rate (according to 2018 healthchecks). Only Dundee has a higher vacancy rates at 17%.
- 8.13 Thirdly, the annual retail expenditure per capita (average £ per person) assists in understanding how much people are spending on retail in these locations. The lowest average annual spend on retail per person in 2018 is projected in Dundee to be £5,229. The highest is in Belfast at £5,975. Meanwhile the level in Derry-Londonderry lies between these at £5,463. (Data for Galway is not available).

- 8.14 The figures above reveal that generally, the population of Derry-Londonderry city spend more on retail goods on average than Dundee but unsurprisingly, this is less than residents in Belfast and will be a result of the demographics within each area.
- 8.15 It is notable that the only city operating a Business Improvement District (BID) amongst the four, is Belfast, where this was established in April 2016, known as 'Belfast One.' Whilst Derry-Londonderry benefits from the City Centre Initiative, BIDs are an alternative model to lever in private sector contributions for the benefit of the wider area. These are widespread in the United States, Canada, UK and Germany. There are no BIDs in Galway or Dundee, however we note that Dundee is currently preparing one.

People and City

- 8.16 The population in 2016 of Derry-Londonderry (85,104) is closest to that of Galway (79,504), whilst both cities are significantly smaller than Dundee (148,270) and Belfast (339,579). By comparing these figures to the 2011 populations, it is apparent that all four places are growing. In those five years Derry-Londonderry's population grew by +2.3%, which is a greater percentage increase than both in Dundee (0.73%) and Belfast (1.67%). Galway stands out as the fastest growing city with an increase of +5%. Galway also has the highest average house price (£201,820) of the four locations. These factors indicate that demand to live in Galway is high.
- 8.17 The city with the highest percentage of students is Derry-Londonderry (18% of the population) which suggests a lively mix of young people are located in the city, attending Ulster University Magee Campus and North West Regional College. It is notable however that the majority of these are resident at home, meaning that demand for student accommodation to development within the city has been more muted than in the comparator cities. This compares with the lower proportions recorded in Belfast and Galway (both 14%) and in Dundee (13%).
- 8.18 The unemployment level in Derry-Londonderry and Galway was found to be similar (5.25% and 5.70% of the population respectively). However this was substantially lower in Belfast (2.10%) and Dundee (2.22%).

Leisure and Tourism

- 8.19 This section offers some observations on the tourism and leisure offer of each location. It is supported by the review of leisure provision within the city, located elsewhere within the report.
- 8.20 Firstly, the number of hotels and total number of bedrooms in a place are indicators of the strength of a location's tourism offer.
- 8.21 From this data it is apparent that Galway has a significant number of hotels and guesthouses (100) located within the local area, as well as the highest number of total bedrooms than in the other cities (4,822). Whilst the visitor numbers and visitor spend are not available for Galway, these figures are significant, indicating that the city draws a large number of overnight visitors, due to its regional position.
- 8.22 By contrast Derry-Londonderry has 23 hotels, Dundee has 30 and Belfast has 48. Furthermore, we note that Belfast records 36 hotels in the development project pipeline (planned, not yet built) which will

expand its tourism offer. This is substantially more than in Derry-Londonderry (10 hotels in pipeline Source; www.ampm.hotels.com) and in Dundee (16).

- 8.23 Secondly, the visitor numbers to the locations in 2016 (overnight trips) and how much they spent there are set out within the master table. It is clear that Belfast is attracting a far greater number of overnight visitors and spend than Derry-Londonderry. Part of this will be due to Belfast's high accessibility by air travel bringing in more people, with two airports (Belfast City and Belfast International) and a high number of destination connections at each (27 and 58 respectively). Derry-Londonderry does benefit from its own airport, the City of Derry-Londonderry Airport, which is only 12km from the city centre, however this has far fewer destination connections (only 18) than Belfast. Galway has access to 24 destinations by air at the Ireland West Airport, but is disadvantaged by the fact that this is 87km away. Similarly, as Dundee airport has only 1 flight route (to London Stansted) international visitors therefore tend to reach Dundee from Edinburgh or Aberdeen airports instead, then using rail or road. The position of Derry-Londonderry Airport is a significant asset for the city, and further improvements to the links and the generation of new routes would further improve the accessibility of the city to visitors.
- An average amount spent per overnight visitor can be derived by dividing the total visitor spend figures in 2016 by the visitor numbers for the same year. As such, it is notable that visitors spent most in Dundee (£232.86), a similar amount in Belfast (£228.80) but spent significantly less in Derry-Londonderry (£176.72). This suggests that there are fewer 'spending opportunities' easily available in Derry-Londonderry than in the other places, or that overnight visitors to Derry-Londonderry are less inclined to spend money. Further improvements to the day-time and night-time economies targeting travellers would therefore be of benefit to improving dwell time and visitor spending.
- In terms of the leisure/ visitor offer, the number of outlets and floorspace (as identified by GOAD) are recorded in the master table. It is notable that Galway has double the number of these (24 units) than Derry-Londonderry (12 units). In terms of 'restaurants, cafes and fast food,' the four locations record a broadly similar percentage for this across the city's total floorspace. Belfast and Galway both have 17% of the city floorspace in this use. Dundee has a lesser amount (15%) and Derry-Londonderry below that (14%). Galway benefits from 125 restaurants whilst Dundee, a much larger city than Galway, has only 81. For comparison Derry-Londonderry has 58 such premises. These findings are consistent with those above, and helpful for considering the policy recommendation in future sections of this Study.
- 8.26 In terms of the nightlife offer, the TripAdvisor website is used to identify the number of 'places to go' at night in each location. Galway offers 87 venues, in comparison with Dundee (29) and Derry-Londonderry (18). Belfast has 102 units, a city which has a population over four times Galway's size. This demonstrates that a vibrant evening economy is contributing to Galway's success.

Culture

8.27 In the UK, visitor attractions are 'quality assured,' which means they are assessed and graded according to quality by the award of 5, 4 or 3 stars. Information from Tourism Northern Ireland and Visit Scotland establishes that there are a total of 6 quality assured visitor attractions in Derry-Londonderry, 16 in Belfast and 23 in Dundee. Whilst Ireland does not quality assure its visitor attractions in the same way, we sourced from Failte Ireland that there is a total of 35 heritage sites, 31 museums and 10 art galleries in

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Galway City and County. The detailed breakdown of star ratings by location for the three UK locations are included in the matrix.

- 8.28 In general, having a high number of visitor attractions builds the tourist offering in a location, establishes its reputation as a place to visit and improves its ability to retain visitors for longer. While the number of visitor attractions in Dundee are more numerous, there are more 5 star attractions in Belfast (6) than in Dundee (2).
- 8.29 Further information which is useful in this benchmarking exercise as regards culture can be drawn from the Royal Society of Arts Heritage Index (2016). (Royal Society for the Encouragement of Arts, Manufactures and Commerce) This makes a comprehensive assessment of UK towns and cities' heritage assets and activity, to identify an 'overall ranking' for the location, a rank for its museums, archives and artefacts and a rank for its parks and open space.
- 8.30 The index compares Derry-Londonderry City and Strabane District across the 10 other local authorities in Northern Ireland. As such Derry-Londonderry's 'overall ranking' is 10th place out of the 11 local authority areas in Northern Ireland. It takes 9th place for historic built environment and a notable 2nd place for museums, archives and artefacts. Derry-Londonderry is ranked lowest (11th) for its parks and open space in comparison with the rest of Northern Ireland. Belfast performs very well taking 1st place in each of the four categories. Dundee is considered separately, within the Scottish context, across the 32 Scottish local authorities. Rather surprisingly Dundee is ranked in 2nd place overall. This is due to its strengths in museums, archives and artefacts (1st place in Scotland) as well as excellent parks and open space (1st place in Scotland).
- 8.31 Derry-Londonderry is very active in terms of its events programme, with a total of 31 festivals, including the 'Derry-Londonderry Halloween' festival which is particularly famous. We are aware that Derry-Londonderry co-ordinates a lively, imaginative programme of festivals and events which draw in visitors, providing entertainment and learning opportunities further cementing the city's attractions as visitor destination. Similarly, Belfast holds 97 festivals every year but Dundee only 14. Derry-Londonderry therefore holds twice as many festivals than Dundee, despite their difference in population size and is clearly a strength to be further encouraged.
- 8.32 In comparison, despite its smaller size, Galway offers approx. 122 festivals per year, mainly focused on the arts. The city is known as the Festival Capital of Ireland and this helps to explain the large hotel provision serving the city.

Commentary

- 8.33 Based on the above findings, a number of points are relevant for consideration:
 - In comparison with other locations, the city's retail offer is performing modestly, with comparable vacancy rates and a reasonable level of national multiple and independent unit provision. Improvements to the city centre in broadening its offer, to encourage greater dwell time and to access other amenities will be important to maximise visitors trips.

There is scope to further develop the city's tourism potential as a more competitive destination, focused around existing heritage assets and the strong festival culture. Additional visitor attractions could be of benefit to encourage more overnight stays. This is the approach of Dundee city centre, through the public sector level investment at Dundee Waterfront, anchored by the new V+A Museum of Design. Belfast also invested significantly with the Titanic Museum, resulting in similar benefits being realised.

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- Although the city benefits from the presence of an Airport, good infrastructure connections are key to encouraging visitors to extend their stay past Belfast city into wider Northern Ireland.
- The evening economy needs improved to enhance the city's ability to attract a wider demographic to visit. Identifying gaps in provision and provide for a wider target market (e.g. families) will be important.
- Investments in improving the quality and maintenance of existing parks and open space within the city centre may also be beneficial with potential to link these into the wider city festival programme.

9. Summary and Conclusions

9.1 The Study has undertaken a comprehensive review of retail provision and capacity to help inform the preparation of the Council's emerging Local Development Plan. It has involved a detailed assessment of the current performance of key retailing destinations across the Council area and also considered future opportunities for growth.

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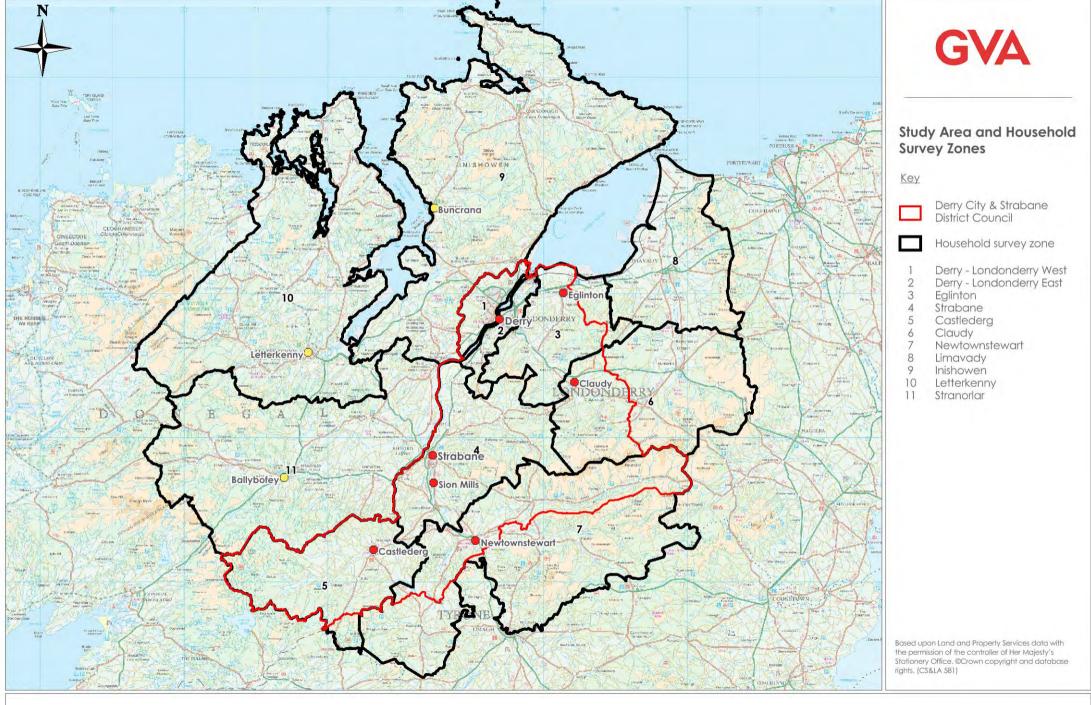
- 9.2 The Study has found that, overall, the area is performing modestly, with a range of retail choice and scale of offer commensurate with its catchment population, and one that also benefits from cross-border shopping trips. The household survey findings demonstrate that from a qualitative perspective, the area is able to retain the majority of spending for food and non-food items, whilst also proving an attraction for visitors from the Republic of Ireland for comparison shopping in particular.
- 9.3 The healthcheck exercises undertaken demonstrate that Derry-Londonderry provides a range of offer that is anticipated for a centre of its size and consistent with UK averages in terms of the mix of non-food (comparison) shops and service units, although notably, it also has a higher than UK average vacancy level. This has however improved since previous studies were undertaken in 2016.
- 9.4 For Strabane, the Study has found that the general retailing offer is good for the size of town, although issues remain around the location of the majority of this space which is beyond the traditional town centre core, with limited linked trip opportunities existing between the two distinct areas. It is recommend that this form a key part of any future retailing strategy for the town, to better integrate the traditional core with the retail parks to the west.
- 9.5 The retail capacity exercise indicates that there will be some population growth, although modest, across the Plan period to 2032. During this time, expenditure growth is anticipated for both food and non-food goods categories, with non-food (comparison) spending expected to grow considerably.
- 9.6 Due to existing retail commitments across the Council area, there is projected to be no capacity for additional convenience floorspace up to 2032. For comparison goods, there is anticipated to be capacity from 2027 onwards, with this rising to £60.3m by 2032. This may allow for the development of new floorspace within the Derry-Londonderry city area towards the end of the Plan period.
- 9.7 In addition, two sensitivity analyses have been completed to consider population growth scenarios (as set out within the Preferred Options Paper) and also, as a worst case scenario, if the Brexit process was to result in a 'hard border'. In terms of Brexit, high level assumptions have been made on the likely effects of more challenging cross border shopping trips, with the potential for these impacting spending within Derry-Londonderry city. In short, this highlighted the significance of expenditure inflow from the Republic of Ireland to the city's retail economy with the analysis concluding that the capacity identified for additional comparison floorspace after 2027 will not be available under this scenario. This will therefore require further examination in future years, once the outcome of the Brexit process is better known.
- 9.8 Within the second sensitivity analysis, where 3 population growth scenarios were considered, these serve to further amplify the scale of additional comparison floorspace that would be required after 2027. These

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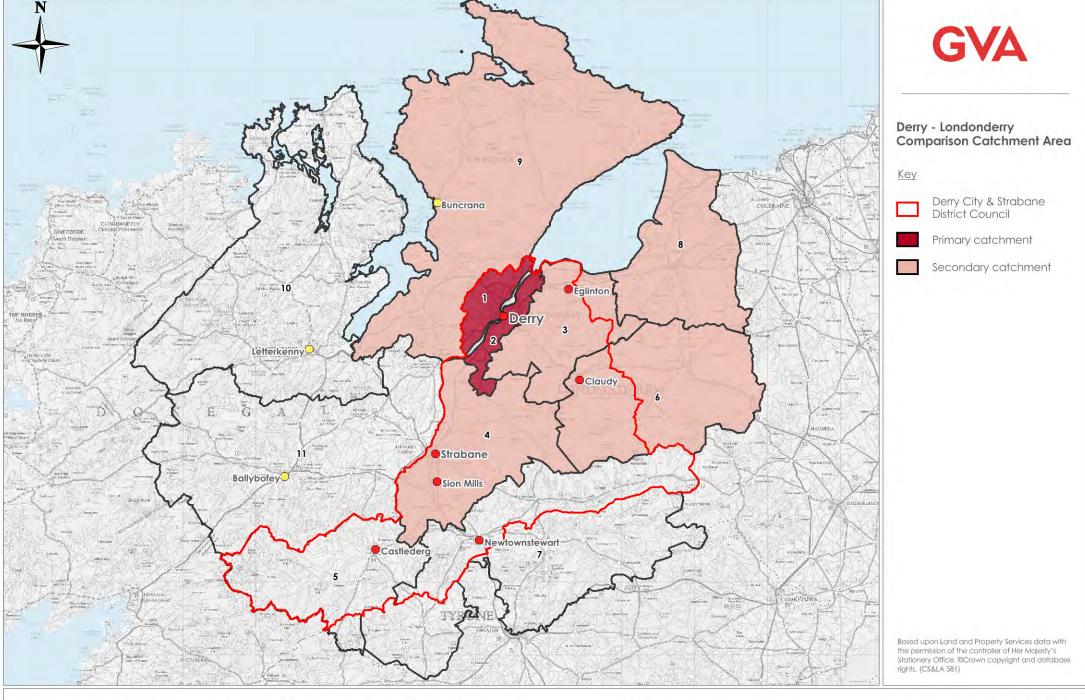
optimistic population growth scenarios do not however affect the position in respect to convenience floorspace capacity.

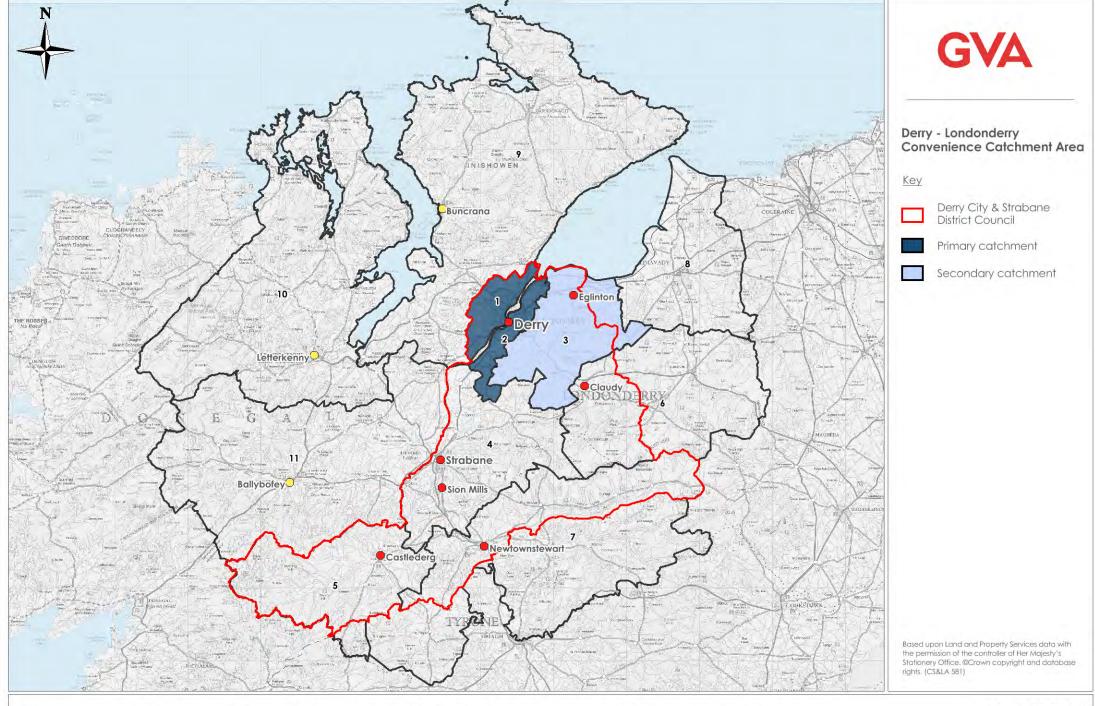
- 9.9 Finally, the high level leisure assessment undertaken identified that expenditure growth is anticipated to continue into the future and that there is potential to Plan for this, to better meet the needs of the local and tourist population visiting the area. This will be increasingly important as retailing continues to evolve into quasi-leisure with the Study indicating that cinema, bingo and gambling facilities could benefit from some enhancements in future that might further strengthen and support the retailing function of the city centre.
- 9.10 The results of this Retail / Centres study is presented in two reports; This Part 1 report presents the findings of the quantitative and qualitative surveys and analysis as set out below. The Part 2 report sets out the recommendations in relation to the various centres, the appropriate uses and the planning policies to manage those uses.

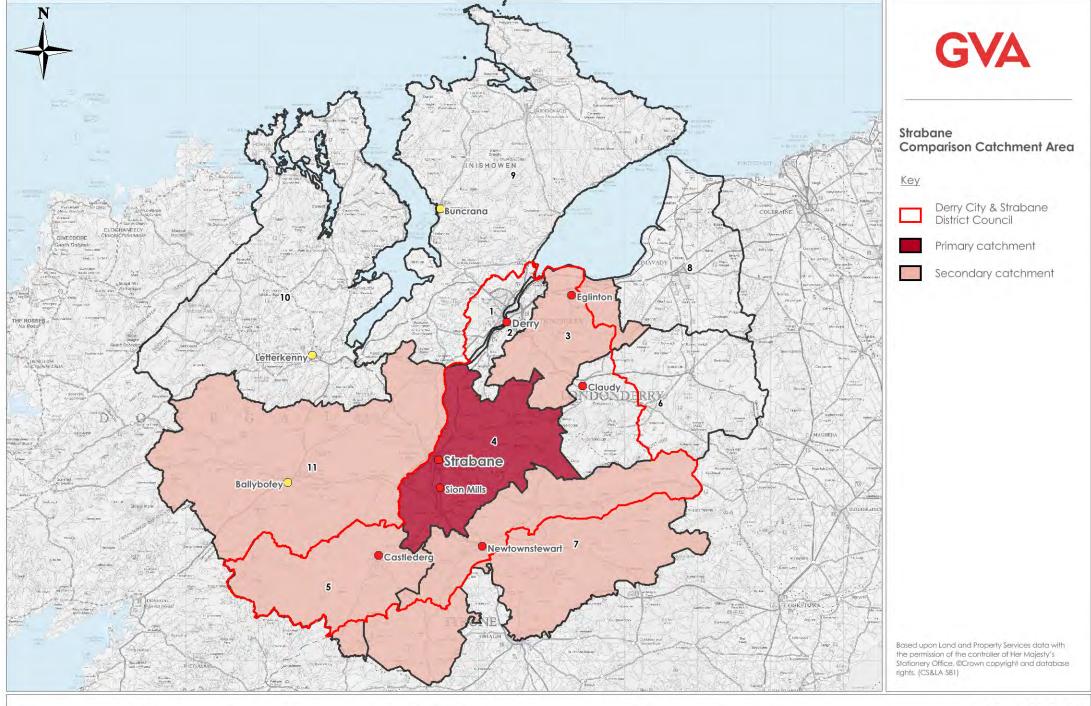
Appendix 1 Study Area

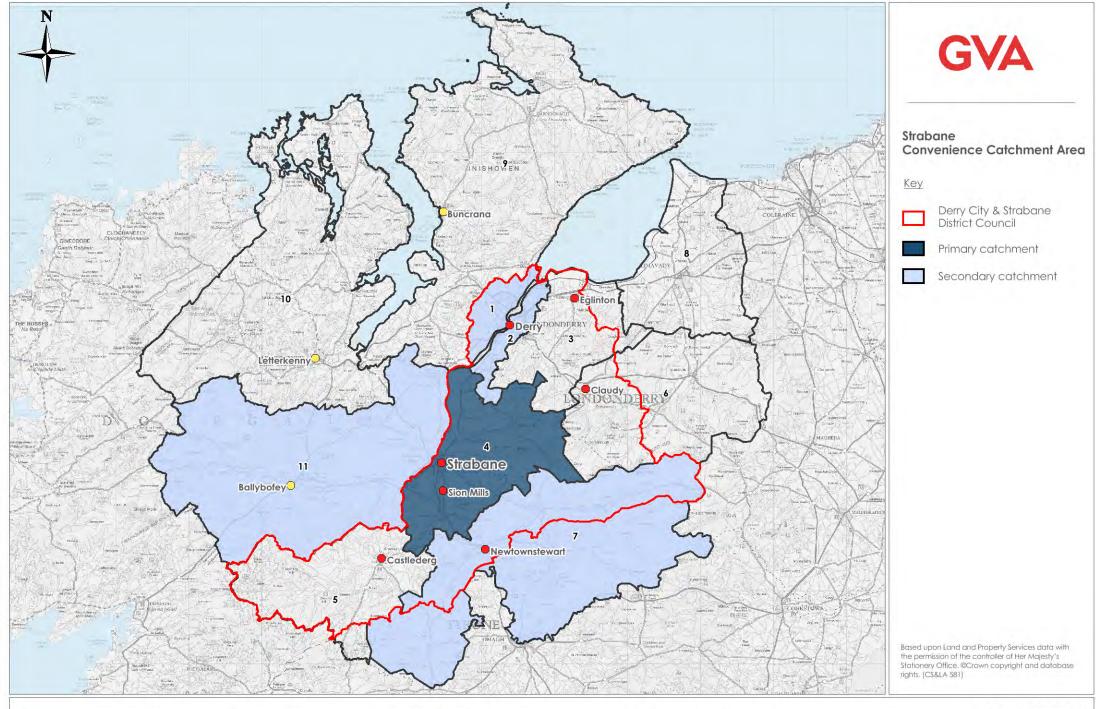


Appendix 2 Catchment Maps









Appendix 3 Retail Tables

TABLE 1: POPULATION WITHIN THE STUDY AREA, BY ZONE

YEAR	DE	RRY CITY AI	ND STRABAI	NE DISTRICT	COUNCIL	AREA (Appr	ох)	RE	MAINDER O	F STUDY AR	EA
	1	2	3	4	5	6	7	8	9	10	11
0010				.=							
2018	62,458	31,773	16,326	27,488	8,523	13,482	20,056	23,697	41,540	42,116	26,396
2019	62,571	31,811	16,372	27,530	8,541	13,512	20,133	23,777	41,623	42,200	26,449
2020	62,673	31,821	16,418	27,580	8,547	13,537	20,207	23,831	41,706	42,284	26,502
2021	62,741	31,844	16,457	27,610	8,566	13,575	20,284	23,874	41,790	42,369	26,555
2022	62,790	31,856	16,472	27,652	8,571	13,601	20,360	23,909	41,873	42,454	26,608
2023	62,856	31,875	16,484	27,673	8,577	13,627	20,445	23,959	41,957	42,538	26,661
2024	62,886	31,889	16,516	27,689	8,579	13,648	20,519	24,005	42,041	42,624	26,715
2025	62,941	31,866	16,533	27,675	8,582	13,659	20,599	24,031	42,125	42,709	26,768
2026	62,957	31,862	16,549	27,669	5,850	13,673	20,676	24,075	42,209	42,794	26,822
2027	62,949	31,839	16,556	27,678	8,584	13,684	20,732	24,109	42,294	42,880	26,875
2028	62,929	31,797	16,561	27,679	8,577	13,714	20,800	24,129	42,378	42,966	26,929
2029	62,899	31,764	16,554	27,678	8,581	13,711	20,846	24,132	42,463	43,052	26,983
2030	62,865	31,709	16,549	27,666	8,575	13,712	20,901	24,155	42,548	43,138	27,037
2031	62,849	31,654	16,534	27,635	8,566	13,699	20,951	24,156	42,633	43,224	27,091
2032	62,802	31,600	16,513	27,612	8,543	13,708	21,003	24,154	42,718	43,310	27,145
Change, 2018-2022	332	83	146	164	48	119	304	212	333	338	212
%	0.5%	0.3%	0.9%	0.6%	0.6%	0.9%	1.5%	0.9%	0.8%	0.8%	0.8%
Change, 2018-2027	491	66	230	190	61	202	676	412	754	764	479
%	0.8%	0.2%	1.4%	0.7%	0.7%	1.5%	3.4%	1.7%	1.8%	1.8%	1.8%
Change, 2018-2032	344	-173	187	124	20	226	947	457	1,178	1,195	749
%	0.6%	-0.5%	1.1%	0.5%	0.2%	1.7%	4.7%	1.9%	2.8%	2.8%	2.8%

Population based on 2011 Census data and projected forward using data supplied by Experian for zones 1-8. Population for zones 9-11 based on bespoke Experian profile report (March 2018). Population grown at 0.2% annually in accordance with CSO Release Population Projections 2016-31. Traditional "worst case scenario" for population growth used - M2F2 Traditional.



TABLE 2a: PER CAPITA CONVENIENCE GOODS EXPENDITURE, BY ZONE

YEAR	DEI	RRY CITY AI	ID STRABAI	NE DISTRICT	COUNCIL A	AREA (Appr	ох)	RE	MAINDER C	F STUDY AF	REA
	1	2	3	4	5	6	7	8	9	10	11
2018	£2,174	£2,175	£2,176	£2,177	£2,178	£2,179	£2,180	£2,181	£2,173	£2,173	£2,173
2019	£2,170	£2,171	£2,171	£2,172	£2,173	£2,174	£2,175	£2,176	£2,169	£2,169	£2,169
2020	£2,174	£2,175	£2,176	£2,177	£2,178	£2,179	£2,180	£2,181	£2,173	£2,173	£2,173
2021	£2,178	£2,179	£2,180	£2,181	£2,182	£2,183	£2,184	£2,185	£2,177	£2,177	£2,177
2022	£2,180	£2,181	£2,182	£2,183	£2,184	£2,185	£2,186	£2,187	£2,180	£2,180	£2,180
2023	£2,178	£2,179	£2,180	£2,181	£2,182	£2,183	£2,184	£2,185	£2,177	£2,177	£2,177
2024	£2,180	£2,181	£2,182	£2,183	£2,184	£2,185	£2,186	£2,187	£2,180	£2,180	£2,180
2025	£2,183	£2,184	£2,185	£2,186	£2,187	£2,188	£2,189	£2,190	£2,182	£2,182	£2,182
2026	£2,185	£2,186	£2,187	£2,188	£2,189	£2,190	£2,191	£2,192	£2,184	£2,184	£2,184
2027	£2,187	£2,188	£2,189	£2,190	£2,191	£2,192	£2,193	£2,194	£2,186	£2,186	£2,186
2028	£2,189	£2,190	£2,191	£2,192	£2,193	£2,194	£2,195	£2,196	£2,188	£2,188	£2,188
2029	£2,189	£2,190	£2,191	£2,192	£2,193	£2,194	£2,195	£2,196	£2,188	£2,188	£2,188
2030	£2,191	£2,192	£2,193	£2,194	£2,195	£2,196	£2,197	£2,198	£2,190	£2,190	£2,190
2031	£2,196	£2,197	£2,198	£2,199	£2,200	£2,201	£2,202	£2,203	£2,195	£2,195	£2,195
2032	£2,198	£2,199	£2,200	£2,201	£2,202	£2,203	£2,204	£2,205	£2,197	£2,197	£2,197

Base 2016 per capita expenditure data obtained from Experian and then projected forwards using forecasts provided by Experian in December 2017.



TABLE 2b: PER CAPITA COMPARISON GOODS EXPENDITURE ON CLOTHES, FOOTWEAR AND OTHER FASHION GOODS, BY ZONE

YEAR	DE	RRY CITY AI	ND STRABAI	NE DISTRICT	COUNCIL A	AREA (Appr	ох)	RE	MAINDER C	F STUDY AR	EA
	1	2	3	4	5	6	7	8	9	10	11
2018	£1,292	£1,391	£1,380	£1,276	£1,229	£1,164	£1,321	£1,369	£1,303	£1,303	£1,303
2019	£1,319	£1,421	£1,409	£1,303	£1,255	£1,189	£1,349	£1,397	£1,330	£1,330	£1,330
2020	£1,358	£1,462	£1,450	£1,340	£1,292	£1,223	£1,388	£1,438	£1,369	£1,369	£1,369
2021	£1,403	£1,510	£1,498	£1,385	£1,334	£1,264	£1,434	£1,485	£1,414	£1,414	£1,414
2022	£1,450	£1,561	£1,549	£1,432	£1,380	£1,307	£1,483	£1,536	£1,462	£1,462	£1,462
2023	£1,500	£1,614	£1,601	£1,480	£1,426	£1,351	£1,533	£1,588	£1,512	£1,512	£1,512
2024	£1,549	£1,668	£1,654	£1,529	£1,474	£1,396	£1,584	£1,641	£1,562	£1,562	£1,562
2025	£1,599	£1,721	£1,707	£1,578	£1,521	£1,440	£1,634	£1,693	£1,612	£1,612	£1,612
2026	£1,650	£1,776	£1,762	£1,629	£1,569	£1,486	£1,687	£1,747	£1,663	£1,663	£1,663
2027	£1,701	£1,831	£1,816	£1,679	£1,618	£1,532	£1,739	£1,801	£1,715	£1,715	£1,715
2028	£1,754	£1,888	£1,873	£1,731	£1,668	£1,580	£1,793	£1,857	£1,768	£1,768	£1,768
2029	£1,808	£1,947	£1,931	£1,785	£1,720	£1,629	£1,848	£1,915	£1,823	£1,823	£1,823
2030	£1,866	£2,009	£1,992	£1,842	£1,775	£1,681	£1,908	£1,976	£1,881	£1,881	£1,881
2031	£1,929	£2,077	£2,060	£1,905	£1,835	£1,738	£1,972	£2,043	£1,945	£1,945	£1,945
2032	£1,993	£2,146	£2,128	£1,967	£1,896	£1,796	£2,037	£2,111	£2,009	£2,009	£2,009

Base 2016 per capita expenditure data obtained from Experian and then projected forwards using forecasts provided by Experian in December 2017.



TABLE 2c: PER CAPITA COMPARISON GOODS EXPENDITURE ON FURNITURE, FLOOR COVERINGS, CARPETS + TEXTILES, BY ZONE

YEAR	DEI	RRY CITY AI	ND STRABAI	NE DISTRICT	COUNCIL A	AREA (Appr	ох)	RE	MAINDER C	F STUDY AR	EA
	1	2	3	4	5	6	7	8	9	10	11
2018	£267	£303	£312	£283	£271	£277	£320	£312	£293	£293	£293
2019	£272	£310	£319	£289	£277	£283	£327	£318	£299	£299	£299
2020	£280	£319	£328	£297	£285	£291	£336	£327	£308	£308	£308
2021	£289	£329	£339	£307	£294	£301	£347	£338	£318	£318	£318
2022	£299	£341	£351	£317	£304	£311	£359	£350	£329	£329	£329
2023	£309	£352	£363	£328	£315	£321	£371	£361	£340	£340	£340
2024	£319	£364	£375	£339	£325	£332	£384	£373	£351	£351	£351
2025	£330	£375	£386	£350	£335	£343	£396	£385	£363	£363	£363
2026	£340	£387	£399	£361	£346	£354	£408	£398	£374	£374	£374
2027	£351	£399	£411	£372	£357	£364	£421	£410	£386	£386	£386
2028	£362	£412	£424	£384	£368	£376	£434	£423	£398	£398	£398
2029	£373	£425	£437	£396	£379	£387	£448	£436	£410	£410	£410
2030	£385	£438	£451	£408	£391	£400	£462	£450	£423	£423	£423
2031	£398	£453	£466	£422	£405	£413	£478	£465	£438	£438	£438
2032	£411	£468	£482	£436	£418	£427	£493	£480	£452	£452	£452

Base 2016 per capita expenditure data obtained from Experian and then projected forwards using forecasts provided by Experian in December 2017.



TABLE 2d: PER CAPITA COMPARISON GOODS EXPENDITURE ON HOUSEHOLD APPLIANCES, BY ZONE

YEAR	DEI	RRY CITY AI	ND STRABAI	NE DISTRICT	COUNCIL A	AREA (Appr	ох)	RE	MAINDER C	of Study Ar	REA
	1	2	3	4	5	6	7	8	9	10	11
2018	£114	£119	£113	£116	£113	£106	£116	£114	£115	£114	£113
2019	£116	£122	£116	£118	£116	£108	£118	£116	£117	£116	£116
2020	£120	£125	£119	£121	£119	£111	£121	£120	£121	£120	£119
2021	£124	£129	£123	£125	£123	£115	£125	£124	£125	£124	£123
2022	£128	£134	£127	£130	£127	£119	£130	£128	£129	£128	£127
2023	£132	£138	£131	£134	£131	£123	£134	£132	£134	£132	£131
2024	£136	£143	£136	£139	£136	£127	£139	£136	£138	£137	£136
2025	£141	£147	£140	£143	£140	£131	£143	£141	£142	£141	£140
2026	£145	£152	£144	£148	£145	£135	£148	£145	£147	£145	£145
2027	£150	£157	£149	£152	£149	£140	£152	£150	£151	£150	£149
2028	£154	£161	£154	£157	£154	£144	£157	£154	£156	£155	£154
2029	£159	£166	£158	£162	£158	£148	£162	£159	£161	£159	£159
2030	£164	£172	£163	£167	£163	£153	£167	£164	£166	£165	£164
2031	£170	£178	£169	£173	£169	£158	£173	£170	£172	£170	£169
2032	£176	£184	£174	£178	£175	£163	£178	£176	£177	£176	£175

Base 2016 per capita expenditure data obtained from Experian and then projected forwards using forecasts provided by Experian in December 2017.



TABLE 2e: PER CAPITA COMPARISON GOODS EXPENDITURE ON AUDIO VISUAL EQUIPMENT, BY ZONE

YEAR	DEI	RRY CITY AI	ND STRABAI	NE DISTRICT	COUNCIL A	AREA (Appr	ox)	RE	MAINDER C	F STUDY AR	EA
	1	2	3	4	5	6	7	8	9	10	11
2018	£224	£259	£328	£282	£289	£328	£311	£314	£292	£292	£292
2019	£229	£265	£335	£288	£295	£335	£317	£320	£298	£298	£298
2020	£235	£272	£345	£296	£304	£345	£326	£330	£307	£307	£307
2021	£243	£281	£356	£306	£314	£356	£337	£341	£317	£317	£317
2022	£251	£291	£368	£316	£324	£368	£349	£352	£328	£328	£328
2023	£260	£301	£381	£327	£335	£381	£361	£364	£339	£339	£339
2024	£268	£311	£393	£338	£346	£393	£372	£376	£350	£350	£350
2025	£277	£320	£406	£349	£358	£406	£384	£388	£361	£361	£361
2026	£286	£331	£419	£360	£369	£419	£397	£401	£373	£373	£373
2027	£295	£341	£432	£371	£380	£432	£409	£413	£384	£384	£384
2028	£304	£352	£445	£382	£392	£445	£422	£426	£396	£396	£396
2029	£313	£362	£459	£394	£404	£459	£435	£439	£408	£408	£408
2030	£323	£374	£474	£407	£417	£474	£449	£453	£421	£421	£421
2031	£334	£387	£490	£421	£431	£490	£464	£468	£436	£436	£436
2032	£345	£400	£506	£435	£446	£506	£479	£484	£450	£450	£450

Base 2016 per capita expenditure data obtained from Experian and then projected forwards using forecasts provided by Experian in December 2017.



TABLE 2f: PER CAPITA COMPARISON GOODS EXPENDITURE ON DIY, BY ZONE

YEAR	DEI	RRY CITY AI	ND STRABAN	NE DISTRICT	COUNCIL A	AREA (Appr	ох)	RE	MAINDER C	F STUDY AR	REA
	1	2	3	4	5	6	7	8	9	10	11
2018	£138	£155	£168	£164	£165	£174	£191	£173	£166	£169	£171
2019	£141	£158	£171	£167	£168	£178	£195	£176	£169	£173	£175
2020	£145	£163	£176	£172	£173	£183	£201	£181	£174	£178	£180
2021	£150	£168	£182	£178	£179	£189	£207	£187	£180	£184	£186
2022	£155	£174	£188	£184	£185	£195	£214	£194	£186	£190	£192
2023	£160	£180	£194	£190	£191	£202	£222	£200	£192	£196	£199
2024	£166	£186	£201	£197	£197	£209	£229	£207	£199	£203	£205
2025	£171	£192	£207	£203	£204	£215	£236	£213	£205	£209	£212
2026	£176	£198	£214	£209	£210	£222	£244	£220	£212	£216	£218
2027	£182	£204	£220	£216	£217	£229	£251	£227	£218	£223	£225
2028	£187	£210	£227	£223	£223	£236	£259	£234	£225	£230	£232
2029	£193	£217	£234	£229	£230	£244	£267	£241	£232	£237	£239
2030	£199	£224	£242	£237	£238	£251	£276	£249	£239	£244	£247
2031	£206	£231	£250	£245	£246	£260	£285	£258	£248	£253	£255
2032	£213	£239	£258	£253	£254	£269	£294	£266	£256	£261	£264

Base 2016 per capita expenditure data obtained from Experian and then projected forwards using forecasts provided by Experian in December 2017.



TABLE 2g: PER CAPITA COMPARISON GOODS EXPENDITURE ON CHEMIST AND MEDICAL GOODS, BY ZONE

YEAR	DEI	RRY CITY AI	ND STRABAI	NE DISTRICT	COUNCIL A	AREA (Appr	ox)	RE	MAINDER C	F STUDY AR	EA
	1	2	3	4	5	6	7	8	9	10	11
2018	£467	£503	£546	£499	£468	£478	£504	£523	£499	£499	£499
2019	£477	£514	£557	£509	£478	£488	£515	£534	£509	£509	£509
2020	£491	£529	£574	£524	£492	£502	£530	£550	£524	£524	£524
2021	£507	£546	£593	£541	£508	£519	£547	£568	£541	£541	£541
2022	£524	£565	£613	£560	£525	£536	£566	£587	£560	£560	£560
2023	£542	£584	£634	£579	£543	£555	£585	£607	£579	£579	£579
2024	£560	£603	£654	£598	£561	£573	£605	£627	£598	£598	£598
2025	£578	£622	£675	£617	£579	£591	£624	£647	£617	£617	£617
2026	£597	£642	£697	£637	£597	£610	£644	£668	£636	£636	£636
2027	£615	£662	£719	£657	£616	£629	£664	£689	£656	£656	£656
2028	£634	£683	£741	£677	£635	£648	£684	£710	£677	£677	£677
2029	£654	£704	£764	£698	£655	£669	£706	£732	£698	£698	£698
2030	£675	£726	£788	£720	£676	£690	£728	£755	£720	£720	£720
2031	£698	£751	£815	£745	£698	£713	£753	£781	£744	£744	£744
2032	£721	£776	£842	£769	£722	£737	£778	£807	£769	£769	£769

Notes:

Base 2016 per capita expenditure data obtained from Experian and then projected forwards using forecasts provided by Experian in December 2017.



TABLE 2h: PER CAPITA COMPARISON GOODS EXPENDITURE ON BOOKS, JEWELLERY, GLASSWARE BY ZONE

YEAR	DEI	RRY CITY AI	ND STRABAN	NE DISTRICT	COUNCIL A	AREA (Appr	ox)	RE	MAINDER O	F STUDY AR	EA
	1	2	3	4	5	6	7	8	9	10	11
2018	£223	£259	£259	£233	£215	£213	£263	£254	£240	£240	£240
2019	£228	£265	£265	£238	£219	£217	£269	£259	£245	£245	£245
2020	£234	£272	£272	£245	£226	£223	£277	£267	£252	£252	£252
2021	£242	£281	£281	£253	£233	£231	£286	£276	£260	£260	£260
2022	£250	£291	£291	£262	£241	£239	£295	£285	£269	£269	£269
2023	£259	£301	£301	£271	£249	£247	£305	£295	£278	£278	£278
2024	£267	£311	£311	£280	£257	£255	£315	£304	£287	£287	£287
2025	£276	£320	£320	£289	£266	£263	£326	£314	£297	£297	£297
2026	£285	£331	£331	£298	£274	£271	£336	£324	£306	£306	£306
2027	£293	£341	£341	£307	£283	£280	£346	£334	£316	£316	£316
2028	£303	£352	£352	£317	£291	£289	£357	£345	£325	£325	£325
2029	£312	£362	£362	£326	£300	£297	£368	£355	£336	£336	£336
2030	£322	£374	£374	£337	£310	£307	£380	£367	£346	£346	£346
2031	£333	£387	£387	£348	£321	£317	£393	£379	£358	£358	£358
2032	£344	£400	£400	£360	£331	£328	£406	£392	£370	£370	£370

Base 2016 per capita expenditure data obtained from Experian and then projected forwards using forecasts provided by Experian in December 2017.



TABLE 2i: PER CAPITA COMPARISON GOODS EXPENDITURE ON LUXURY GOODS AND SPORTS GOODS, BY ZONE

YEAR	DEI	RRY CITY AI	ND STRABAN	NE DISTRICT	COUNCIL A	AREA (Appr	ox)	RE	MAINDER C	F STUDY AR	EA
	1	2	3	4	5	6	7	8	9	10	11
2018	£447	£484	£550	£503	£516	£548	£524	£535	£513	£513	£513
2019	£456	£494	£562	£513	£527	£560	£535	£546	£524	£524	£524
2020	£470	£509	£578	£528	£542	£576	£551	£562	£539	£539	£539
2021	£485	£525	£597	£546	£560	£595	£569	£580	£557	£557	£557
2022	£502	£543	£617	£564	£579	£615	£588	£600	£576	£576	£576
2023	£519	£562	£638	£583	£599	£636	£608	£620	£596	£596	£596
2024	£536	£580	£659	£603	£619	£657	£629	£641	£615	£615	£615
2025	£553	£599	£681	£622	£638	£678	£649	£661	£635	£635	£635
2026	£571	£618	£702	£642	£659	£700	£669	£683	£655	£655	£655
2027	£588	£637	£724	£662	£679	£721	£690	£704	£676	£676	£676
2028	£606	£657	£747	£682	£700	£744	£712	£726	£697	£697	£697
2029	£625	£677	£770	£703	£722	£767	£734	£748	£718	£718	£718
2030	£645	£699	£794	£726	£745	£791	£757	£772	£741	£741	£741
2031	£667	£723	£821	£750	£770	£818	£783	£798	£766	£766	£766
2032	£689	£747	£848	£775	£796	£845	£809	£825	£792	£792	£792

Base 2016 per capita expenditure data obtained from Experian and then projected forwards using forecasts provided by Experian in December 2017.



TABLE 3a: TOTAL CONVENIENCE GOODS EXPENDITURE, BY ZONE

YEAR	DEF	RRY CITY AI	ND STRABAN	NE DISTRICT	COUNCIL A	AREA (Appr	ох)	RE	MAINDER C	F STUDY AR	EA
	1	2	3	4	5	6	7	8	9	10	11
2018	£135.8	£69.1	£35.5	£59.8	£18.6	£29.4	£43.7	£51.7	£90.3	£91.5	£57.4
2019	£135.7	£69.0	£35.6	£59.8	£18.6	£29.4	£43.8	£51.7	£90.3	£91.5	£57.4
2020	£136.2	£69.2	£35.7	£60.0	£18.6	£29.5	£44.0	£52.0	£90.6	£91.9	£57.6
2021	£136.7	£69.4	£35.9	£60.2	£18.7	£29.6	£44.3	£52.2	£91.0	£92.3	£57.8
2022	£136.9	£69.5	£35.9	£60.4	£18.7	£29.7	£44.5	£52.3	£91.3	£92.5	£58.0
2023	£136.9	£69.5	£35.9	£60.4	£18.7	£29.8	£44.7	£52.4	£91.4	£92.6	£58.1
2024	£137.1	£69.6	£36.0	£60.5	£18.7	£29.8	£44.9	£52.5	£91.6	£92.9	£58.2
2025	£137.4	£69.6	£36.1	£60.5	£18.8	£29.9	£45.1	£52.6	£91.9	£93.2	£58.4
2026	£137.5	£69.6	£36.2	£60.5	£12.8	£29.9	£45.3	£52.8	£92.2	£93.5	£58.6
2027	£137.7	£69.7	£36.2	£60.6	£18.8	£30.0	£45.5	£52.9	£92.5	£93.7	£58.8
2028	£137.8	£69.6	£36.3	£60.7	£18.8	£30.1	£45.7	£53.0	£92.7	£94.0	£58.9
2029	£137.7	£69.6	£36.3	£60.7	£18.8	£30.1	£45.8	£53.0	£92.9	£94.2	£59.0
2030	£137.8	£69.5	£36.3	£60.7	£18.8	£30.1	£45.9	£53.1	£93.2	£94.5	£59.2
2031	£138.0	£69.5	£36.3	£60.8	£18.8	£30.1	£46.1	£53.2	£93.6	£94.9	£59.5
2032	£138.0	£69.5	£36.3	£60.8	£18.8	£30.2	£46.3	£53.3	£93.9	£95.2	£59.6



TABLE 3b: TOTAL COMPARISON GOODS EXPENDITURE ON CLOTHES AND SHOES, BY ZONE

YEAR	DEF	RRY CITY AI	ND STRABAI	NE DISTRICT	COUNCIL A	AREA (Appr	ox)	RE	MAINDER C	F STUDY AR	EA
	1	2	3	4	5	6	7	8	9	10	11
2018	£80.7	£44.2	£22.5	£35.1	£10.5	£15.7	£26.5	£32.4	£54.1	£54.9	£34.4
2019	£82.6	£45.2	£23.1	£35.9	£10.7	£16.1	£27.2	£33.2	£55.4	£56.1	£35.2
2020	£85.1	£46.5	£23.8	£37.0	£11.0	£16.6	£28.0	£34.3	£57.1	£57.9	£36.3
2021	£88.0	£48.1	£24.6	£38.2	£11.4	£17.2	£29.1	£35.5	£59.1	£59.9	£37.5
2022	£91.1	£49.7	£25.5	£39.6	£11.8	£17.8	£30.2	£36.7	£61.2	£62.1	£38.9
2023	£94.3	£51.5	£26.4	£41.0	£12.2	£18.4	£31.3	£38.1	£63.4	£64.3	£40.3
2024	£97.4	£53.2	£27.3	£42.3	£12.6	£19.0	£32.5	£39.4	£65.7	£66.6	£41.7
2025	£100.6	£54.8	£28.2	£43.7	£13.1	£19.7	£33.7	£40.7	£67.9	£68.8	£43.1
2026	£103.9	£56.6	£29.2	£45.1	£9.2	£20.3	£34.9	£42.1	£70.2	£71.2	£44.6
2027	£107.1	£58.3	£30.1	£46.5	£13.9	£21.0	£36.1	£43.4	£72.5	£73.5	£46.1
2028	£110.4	£60.0	£31.0	£47.9	£14.3	£21.7	£37.3	£44.8	£74.9	£76.0	£47.6
2029	£113.7	£61.8	£32.0	£49.4	£14.8	£22.3	£38.5	£46.2	£77.4	£78.5	£49.2
2030	£117.3	£63.7	£33.0	£51.0	£15.2	£23.0	£39.9	£47.7	£80.0	£81.1	£50.9
2031	£121.2	£65.8	£34.1	£52.6	£15.7	£23.8	£41.3	£49.4	£82.9	£84.1	£52.7
2032	£125.2	£67.8	£35.1	£54.3	£16.2	£24.6	£42.8	£51.0	£85.8	£87.0	£54.5



TABLE 3c: TOTAL COMPARISON GOODS EXPENDITURE ON FURNITURE, FLOOR COVERINGS AND CARPETS + TEXTILES, BY ZONE

YEAR	DEI	RRY CITY AN	ID STRABAI	NE DISTRICT	COUNCIL A	AREA (Appr	ох)	RE	MAINDER C	F STUDY AR	EA
	1	2	3	4	5	6	7	8	9	10	11
2016	£16.0	£9.3	£4.9	£7.5	£2.2	£3.6	£6.2	£7.1	£11.8	£11.9	£7.5
2017	£16.5	£9.6	£5.0	£7.7	£2.3	£3.7	£6.3	£7.3	£12.1	£12.2	£7.7
2018	£16.6	£9.6	£5.1	£7.8	£2.3	£3.7	£6.4	£7.4	£12.2	£12.3	£7.7
2019	£17.0	£9.9	£5.2	£8.0	£2.4	£3.8	£6.6	£7.6	£12.5	£12.6	£7.9
2020	£17.5	£10.1	£5.4	£8.2	£2.4	£3.9	£6.8	£7.8	£12.8	£13.0	£8.2
2021	£18.1	£10.5	£5.6	£8.5	£2.5	£4.1	£7.0	£8.1	£13.3	£13.5	£8.4
2022	£18.8	£10.8	£5.8	£8.8	£2.6	£4.2	£7.3	£8.4	£13.8	£14.0	£8.8
2023	£19.4	£11.2	£6.0	£9.1	£2.7	£4.4	£7.6	£8.7	£14.3	£14.5	£9.1
2024	£20.1	£11.6	£6.2	£9.4	£2.8	£4.5	£7.9	£9.0	£14.8	£15.0	£9.4
2025	£20.7	£12.0	£6.4	£9.7	£2.9	£4.7	£8.2	£9.3	£15.3	£15.5	£9.7
2026	£21.4	£12.3	£6.6	£10.0	£2.0	£4.8	£8.4	£9.6	£15.8	£16.0	£10.0
2027	£22.1	£12.7	£6.8	£10.3	£3.1	£5.0	£8.7	£9.9	£16.3	£16.5	£10.4
2028	£22.8	£13.1	£7.0	£10.6	£3.2	£5.2	£9.0	£10.2	£16.9	£17.1	£10.7
2029	£23.5	£13.5	£7.2	£11.0	£3.3	£5.3	£9.3	£10.5	£17.4	£17.7	£11.1
2030	£24.2	£13.9	£7.5	£11.3	£3.4	£5.5	£9.7	£10.9	£18.0	£18.3	£11.4
2031	£25.0	£14.3	£7.7	£11.7	£3.5	£5.7	£10.0	£11.2	£18.7	£18.9	£11.9
2032	£25.8	£14.8	£8.0	£12.0	£3.6	£5.9	£10.4	£11.6	£19.3	£19.6	£12.3



TABLE 3d: TOTAL COMPARISON GOODS EXPENDITURE ON HOUSEHOLD APPLIANCES, BY ZONE

YEAR	DEF	RRY CITY AI	ND STRABAN	NE DISTRICT	COUNCIL A	AREA (Appr	ox)	RE	MAINDER O	F STUDY AR	EA
	1	2	3	4	5	6	7	8	9	10	11
2018	£7.1	£3.8	£1.8	£3.2	£1.0	£1.4	£2.3	£2.7	£4.8	£4.8	£3.0
2019	£7.3	£3.9	£1.9	£3.2	£1.0	£1.5	£2.4	£2.8	£4.9	£4.9	£3.1
2020	£7.5	£4.0	£2.0	£3.3	£1.0	£1.5	£2.5	£2.9	£5.1	£5.1	£3.2
2021	£7.8	£4.1	£2.0	£3.5	£1.1	£1.6	£2.5	£2.9	£5.2	£5.3	£3.3
2022	£8.0	£4.3	£2.1	£3.6	£1.1	£1.6	£2.6	£3.1	£5.4	£5.4	£3.4
2023	£8.3	£4.4	£2.2	£3.7	£1.1	£1.7	£2.7	£3.2	£5.6	£5.6	£3.5
2024	£8.6	£4.5	£2.2	£3.8	£1.2	£1.7	£2.8	£3.3	£5.8	£5.8	£3.6
2025	£8.9	£4.7	£2.3	£4.0	£1.2	£1.8	£2.9	£3.4	£6.0	£6.0	£3.8
2026	£9.2	£4.8	£2.4	£4.1	£0.8	£1.9	£3.1	£3.5	£6.2	£6.2	£3.9
2027	£9.4	£5.0	£2.5	£4.2	£1.3	£1.9	£3.2	£3.6	£6.4	£6.5	£4.0
2028	£9.7	£5.1	£2.5	£4.3	£1.3	£2.0	£3.3	£3.7	£6.6	£6.7	£4.2
2029	£10.0	£5.3	£2.6	£4.5	£1.4	£2.0	£3.4	£3.8	£6.9	£6.9	£4.3
2030	£10.3	£5.4	£2.7	£4.6	£1.4	£2.1	£3.5	£4.0	£7.1	£7.1	£4.4
2031	£10.7	£5.6	£2.8	£4.8	£1.4	£2.2	£3.6	£4.1	£0.0	£0.0	£0.0
2032	£11.0	£5.8	£2.9	£4.9	£1.5	£2.2	£3.7	£4.2	£0.1	£0.1	£0.0



TABLE 3e: TOTAL COMPARISON GOODS EXPENDITURE ON AUDIO VISUAL EQUIPMENT, BY ZONE

YEAR	DEF	RRY CITY AN	ID STRABAI	NE DISTRICT	COUNCIL A	AREA (Appr	ох)	RE	MAINDER O	F STUDY AR	REA
	1	2	3	4	5	6	7	8	9	10	11
2018	£14.0	£8.2	£5.4	£7.7	£2.5	£4.4	£6.2	£7.4	£12.1	£12.3	£7.7
2019	£14.3	£8.4	£5.5	£7.9	£2.5	£4.5	£6.4	£7.6	£12.4	£12.6	£7.9
2020	£14.7	£8.7	£5.7	£8.2	£2.6	£4.7	£6.6	£7.9	£12.8	£13.0	£8.1
2021	£15.3	£9.0	£5.9	£8.4	£2.7	£4.8	£6.8	£8.1	£13.2	£13.4	£8.4
2022	£15.8	£9.3	£6.1	£8.7	£2.8	£5.0	£7.1	£8.4	£13.7	£13.9	£8.7
2023	£16.3	£9.6	£6.3	£9.0	£2.9	£5.2	£7.4	£8.7	£14.2	£14.4	£9.0
2024	£16.9	£9.9	£6.5	£9.4	£3.0	£5.4	£7.6	£9.0	£14.7	£14.9	£9.3
2025	£17.4	£10.2	£6.7	£9.6	£3.1	£5.5	£7.9	£9.3	£15.2	£15.4	£9.7
2026	£18.0	£10.5	£6.9	£10.0	£2.2	£5.7	£8.2	£9.6	£15.7	£15.9	£10.0
2027	£18.6	£10.9	£7.2	£10.3	£3.3	£5.9	£8.5	£10.0	£16.2	£16.5	£10.3
2028	£19.1	£11.2	£7.4	£10.6	£3.4	£6.1	£8.8	£10.3	£16.8	£17.0	£10.7
2029	£19.7	£11.5	£7.6	£10.9	£3.5	£6.3	£9.1	£10.6	£17.3	£17.6	£11.0
2030	£20.3	£11.9	£7.8	£11.3	£3.6	£6.5	£9.4	£10.9	£17.9	£18.2	£11.4
2031	£21.0	£12.2	£8.1	£11.6	£3.7	£6.7	£9.7	£11.3	£18.6	£18.8	£11.8
2032	£21.7	£12.6	£8.4	£12.0	£3.8	£6.9	£10.1	£11.7	£19.2	£19.5	£12.2



TABLE 3f: TOTAL COMPARISON GOODS EXPENDITURE ON DIY, BY ZONE

YEAR	DEF	RRY CITY AI	ND STRABAN	NE DISTRICT	COUNCIL A	AREA (Appr	ох)	RE	MAINDER O	F STUDY AR	EA
	1	2	3	4	5	6	7	8	9	10	11
2018	£8.6	£4.9	£2.7	£4.5	£1.4	£2.3	£3.8	£4.1	£6.9	£7.1	£4.5
2019	8.8£	£5.0	£2.8	£4.6	£1.4	£2.4	£3.9	£4.2	£7.0	£7.3	£4.6
2020	£9.1	£5.2	£2.9	£4.8	£1.5	£2.5	£4.1	£4.3	£7.3	£7.5	£4.8
2021	£9.4	£5.4	£3.0	£4.9	£1.5	£2.6	£4.2	£4.5	£7.5	£7.8	£4.9
2022	£9.7	£5.5	£3.1	£5.1	£1.6	£2.7	£4.4	£4.6	£7.8	£8.1	£5.1
2023	£10.1	£5.7	£3.2	£5.3	£1.6	£2.8	£4.5	£4.8	£8.1	£8.4	£5.3
2024	£10.4	£5.9	£3.3	£5.4	£1.7	£2.8	£4.7	£5.0	£8.4	£8.6	£5.5
2025	£10.8	£6.1	£3.4	£5.6	£1.7	£2.9	£4.9	£5.1	£8.6	£8.9	£5.7
2026	£11.1	£6.3	£3.5	£5.8	£1.2	£3.0	£5.0	£5.3	£8.9	£9.2	£5.9
2027	£11.4	£6.5	£3.7	£6.0	£1.9	£3.1	£5.2	£5.5	£9.2	£9.6	£6.1
2028	£11.8	£6.7	£3.8	£6.2	£1.9	£3.2	£5.4	£5.7	£9.5	£9.9	£6.3
2029	£12.2	£6.9	£3.9	£6.4	£2.0	£3.3	£5.6	£5.8	£9.9	£10.2	£6.5
2030	£12.5	£7.1	£4.0	£6.6	£2.0	£3.4	£5.8	£6.0	£10.2	£10.5	£6.7
2031	£13.0	£7.3	£4.1	£6.8	£2.1	£3.6	£6.0	£6.2	£10.6	£10.9	£6.9
2032	£13.4	£7.5	£4.3	£7.0	£2.2	£3.7	£6.2	£6.4	£10.9	£11.3	£7.2



TABLE 3g: TOTAL COMPARISON GOODS EXPENDITURE ON CHEMIST AND MEDICAL GOODS, BY ZONE

YEAR	DE	RRY CITY AI	ND STRABAI	NE DISTRICT	COUNCIL	AREA (Appr	ox)	RE	REMAINDER OF STUDY AREA				
	1	2	3	4	5	6	7	8	9	10	11		
0017	000.4	045.5	60.7	640.0	00.0	64.0	00.7	640.0	0000	0000	040 7		
2016	£28.1	£15.5	£8.6	£13.2	£3.8	£6.2	£9.7	£12.0	£20.0	£20.3	£12.7		
2017	£28.9	£15.8	£8.8	£13.6	£3.9	£6.4	£10.0	£12.3	£20.5	£20.8	£13.1		
2018	£29.2	£16.0	£8.9	£13.7	£4.0	£6.4	£10.1	£12.4	£20.7	£21.0	£13.2		
2019	£29.9	£16.3	£9.1	£14.0	£4.1	£6.6	£10.4	£12.7	£21.2	£21.5	£13.5		
2020	£30.8	£16.8	£9.4	£14.5	£4.2	£6.8	£10.7	£13.1	£21.8	£22.1	£13.9		
2021	£31.8	£17.4	£9.8	£14.9	£4.3	£7.0	£11.1	£13.6	£22.6	£22.9	£14.4		
2022	£32.9	£18.0	£10.1	£15.5	£4.5	£7.3	£11.5	£14.0	£23.4	£23.8	£14.9		
2023	£34.1	£18.6	£10.4	£16.0	£4.7	£7.6	£12.0	£14.5	£24.3	£24.6	£15.4		
2024	£35.2	£19.2	£10.8	£16.6	£4.8	£7.8	£12.4	£15.1	£25.1	£25.5	£16.0		
2025	£36.4	£19.8	£11.2	£17.1	£5.0	£8.1	£12.9	£15.6	£26.0	£26.3	£16.5		
2026	£37.6	£20.5	£11.5	£17.6	£3.5	£8.3	£13.3	£16.1	£26.9	£27.2	£17.1		
2027	£38.7	£21.1	£11.9	£18.2	£5.3	£8.6	£13.8	£16.6	£27.8	£28.1	£17.6		
2028	£39.9	£21.7	£12.3	£18.7	£5.4	£8.9	£14.2	£17.1	£28.7	£29.1	£18.2		
2029	£41.1	£22.4	£12.6	£19.3	£5.6	£9.2	£14.7	£17.7	£29.6	£30.0	£18.8		
2030	£42.4	£23.0	£13.0	£19.9	£5.8	£9.5	£15.2	£18.2	£30.6	£31.1	£19.5		
2031	£43.8	£23.8	£13.5	£20.6	£6.0	£9.8	£15.8	£18.9	£31.7	£32.2	£20.2		
2032	£45.3	£24.5	£13.9	£21.2	£6.2	£10.1	£16.3	£19.5	£32.8	£33.3	£20.9		



TABLE 3h: TOTAL COMPARISON GOODS EXPENDITURE ON BOOKS, CDS, JEWELLERY, CHINA BY ZONE

YEAR	DE	RRY CITY AN	ID STRABAI	NE DISTRICT	COUNCIL A	AREA (Appr	ox)	RE	MAINDER C	REMAINDER OF STUDY AREA				
	1	2	3	4	5	6	7	8	9	10	11			
2016	£13.4	£8.0	£4.1	£6.2	£1.8	£2.8	£5.1	£5.8	£9.6	£9.8	£6.1			
2017	£13.8	£8.2	£4.2	£6.3	£1.8	£2.8	£5.2	£6.0	£9.9	£10.0	£6.3			
2018	£13.9	£8.2	£4.2	£6.4	£1.8	£2.9	£5.3	£6.0	£10.0	£10.1	£6.3			
2019	£14.2	£8.4	£4.3	£6.6	£1.9	£2.9	£5.4	£6.2	£10.2	£10.3	£6.5			
2020	£14.7	£8.7	£4.5	£6.8	£1.9	£3.0	£5.6	£6.4	£10.5	£10.7	£6.7			
2021	£15.2	£9.0	£4.6	£7.0	£2.0	£3.1	£5.8	£6.6	£10.9	£11.0	£6.9			
2022	£15.7	£9.3	£4.8	£7.2	£2.1	£3.2	£6.0	£6.8	£11.3	£11.4	£7.2			
2023	£16.3	£9.6	£5.0	£7.5	£2.1	£3.4	£6.2	£7.1	£11.7	£11.8	£7.4			
2024	£16.8	£9.9	£5.1	£7.7	£2.2	£3.5	£6.5	£7.3	£12.1	£12.3	£7.7			
2025	£17.4	£10.2	£5.3	£8.0	£2.3	£3.6	£6.7	£7.5	£12.5	£12.7	£7.9			
2026	£17.9	£10.5	£5.5	£8.2	£1.6	£3.7	£6.9	£7.8	£12.9	£13.1	£8.2			
2027	£18.5	£10.9	£5.6	£8.5	£2.4	£3.8	£7.2	£8.1	£13.4	£13.5	£8.5			
2028	£19.0	£11.2	£5.8	£8.8	£2.5	£4.0	£7.4	£8.3	£13.8	£14.0	£8.8			
2029	£19.6	£11.5	£6.0	£9.0	£2.6	£4.1	£7.7	£8.6	£14.2	£14.4	£9.1			
2030	£20.2	£11.9	£6.2	£9.3	£2.7	£4.2	£7.9	£8.9	£14.7	£14.9	£9.4			
2031	£20.9	£12.2	£6.4	£9.6	£2.7	£4.3	£8.2	£9.2	£15.3	£15.5	£9.7			
2032	£21.6	£12.6	£6.6	£9.9	£2.8	£4.5	£8.5	£9.5	£15.8	£16.0	£10.0			



TABLE 3i: TOTAL COMPARISON GOODS EXPENDITURE ON LUXURY GOODS AND SPORTS GOODS, BY ZONE

YEAR	DEI	RRY CITY AI	ND STRABAI	NE DISTRICT	COUNCIL	AREA (Appr	ох)	RE	MAINDER C	F STUDY AR	REA
	1	2	3	4	5	6	7	8	9	10	11
2018	£27.9	£15.4	£9.0	£13.8	£4.4	£7.4	£10.5	£12.7	£21.3	£21.6	£13.6
2019	£28.6	£15.7	£9.2	£14.1	£4.5	£7.6	£10.8	£13.0	£21.8	£22.1	£13.9
2020	£29.4	£16.2	£9.5	£14.6	£4.6	£7.8	£11.1	£13.4	£22.5	£22.8	£14.3
2021	£30.4	£16.7	£9.8	£15.1	£4.8	£8.1	£11.5	£13.9	£23.3	£23.6	£14.8
2022	£31.5	£17.3	£10.2	£15.6	£5.0	£8.4	£12.0	£14.3	£24.1	£24.5	£15.3
2023	£32.6	£17.9	£10.5	£16.1	£5.1	£8.7	£12.4	£14.9	£25.0	£25.3	£15.9
2024	£33.7	£18.5	£10.9	£16.7	£5.3	£9.0	£12.9	£15.4	£25.9	£26.2	£16.4
2025	£34.8	£19.1	£11.3	£17.2	£5.5	£9.3	£13.4	£15.9	£26.8	£27.1	£17.0
2026	£35.9	£19.7	£11.6	£17.8	£3.9	£9.6	£13.8	£16.4	£27.7	£28.0	£17.6
2027	£37.0	£20.3	£12.0	£18.3	£5.8	£9.9	£14.3	£17.0	£28.6	£29.0	£18.2
2028	£38.2	£20.9	£12.4	£18.9	£6.0	£10.2	£14.8	£17.5	£29.5	£29.9	£18.8
2029	£39.3	£21.5	£12.7	£19.5	£6.2	£10.5	£15.3	£18.1	£30.5	£30.9	£19.4
2030	£40.6	£22.2	£13.1	£20.1	£6.4	£10.9	£15.8	£18.6	£31.5	£32.0	£20.0
2031	£41.9	£22.9	£13.6	£20.7	£6.6	£11.2	£16.4	£19.3	£32.7	£33.1	£20.8
2032	£43.3	£23.6	£14.0	£21.4	£6.8	£11.6	£17.0	£19.9	£33.8	£34.3	£21.5



TABLE 3j: TOTAL COMPARISON GOODS EXPENDITURE, BY ZONE

YEAR	DEF	RRY CITY AN	ID STRABAI	NE DISTRICT	COUNCIL A	AREA (Appı	rox)	RE	MAINDER C	F STUDY AR	REA	TOTAL
ILAK	1	2	3	4	5	6	7	8	9	10	11	IOIAL
2018	£198.1	£110.4	£59.7	£92.2	£27.8	£44.3	£71.2	£85.1	£142.1	£144.2	£90.4	£1,066
2019	£202.6	£112.8	£61.1	£94.3	£28.5	£45.4	£73.0	£87.2	£145.4	£147.5	£92.5	£1,090
2020	£208.9	£116.1	£63.1	£97.2	£29.3	£46.8	£75.4	£89.9	£149.9	£152.1	£95.4	£1,124
2021	£216.0	£120.1	£65.3	£100.5	£30.4	£48.4	£78.2	£93.1	£155.2	£157.4	£98.7	£1,163
2022	£223.5	£124.2	£67.6	£104.1	£31.4	£50.2	£81.1	£96.4	£160.8	£163.1	£102.3	£1,205
2023	£231.3	£128.5	£69.9	£107.7	£32.5	£52.0	£84.2	£99.9	£166.5	£169.0	£105.9	£1,248
2024	£239.1	£132.8	£72.4	£111.3	£33.6	£53.8	£87.3	£103.4	£172.4	£174.9	£109.7	£1,291
2025	£247.0	£136.9	£74.8	£114.9	£34.7	£55.6	£90.5	£106.8	£178.3	£180.9	£113.4	£1,334
2026	£254.9	£141.3	£77.2	£118.5	£24.4	£57.4	£93.7	£110.4	£184.3	£187.0	£117.3	£1,366
2027	£262.8	£145.6	£79.7	£122.2	£36.9	£59.2	£96.9	£114.0	£190.4	£193.2	£121.1	£1,422
2028	£270.9	£149.9	£82.2	£126.0	£38.0	£61.2	£100.2	£117.6	£196.7	£199.6	£125.1	£1,467
2029	£279.1	£154.4	£84.7	£129.9	£39.2	£63.1	£103.5	£121.3	£203.2	£206.2	£129.3	£1,514
2030	£287.9	£159.0	£87.4	£134.0	£40.4	£65.1	£107.1	£125.3	£210.2	£213.2	£133.7	£1,563
2031	£297.6	£164.2	£90.3	£138.4	£41.8	£67.2	£111.0	£129.5	£210.4	£213.5	£133.9	£1,598
2032	£307.2	£169.3	£93.1	£142.9	£43.0	£69.5	£115.0	£133.8	£217.8	£221.1	£138.6	£1,651



TABLE 4: CONVENIENCE GOODS MARKET SHARES, BY ZONE

SHARES, DT ZOIVE				FII	RST CHOICE	E MAIN FOO	DD SHOPPIN	IG								SEC	OND CHOI	CE MAIN F	OOD SHOPE	ING			
			C	OUNCIL ARI	EA			RE	MAINDER C	OF STUDY AR	EA				CC	DUNCIL ARE	ΕA			RE	MAINDER C	OF STUDY AF	REA
STORE/ CENTRE	1	2	3	4	5	6	7	8	q	10	11		1 :		3	4	5	6	7	8	9	10	11
ZONE 1 - DERRY - LONDONDERRY WEST				4		0	,		7	10					3	4		0	,		7	10	- ''
DERRY CENTRAL AREA (as defined by the adopted Derry Local Plan Proposals Map)	46.04%	13.71%	8.96%	0.72%	0.00%	4.97%	0.00%	0.00%	7.91%	0.00%	0.00%	41.3	31% 13.3	8%	9.04%	2.53%	0.00%	1.81%	1.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Foyleside Shopping Centre M+S Simply Food, Foyleside Shopping Centre	2.50% 0.94%	0.00%	2.82% 0.00%	0.00%	0.00%	0.91%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.9 4.2	3% 0.9 3% 1.9		0.98%	0.00%	0.00%	0.91%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%
Sainsburys, Strand Road	34.05%	12.76%	6.14%	0.72%	0.00%	3.11%	0.00%	0.00%	0.00%	0.00%	0.00%	26.2	23% 10.4	9%	8.06%	2.53%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%
Supervalu, Meadowbank Court, Strand Rd	1.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.8	3% 0.0	0%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Supervalu, Waterloo Place	1.44%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0	0.0	0%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Quayside Shopping Centre	5.45%	0.00%	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%	7.91%	0.00%	0.00%	6.1	6% 0.0	0%	0.00%	0.00%	0.00%	0.90%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.9	3% 0.0	0%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NORTHSIDE DISTRICT CENTRE																							
Supervalu, Glengalliagh Road	0.00%	0.00%	0.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0	0.0	0%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
RATH MOR DISTRICT CENTRE																							
Costcutter	2.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.6	2% 0.0	0%	0.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SPRINGTOWN DISTRICT CENTRE																							
Dunnes	1.44%	1.67%	0.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.88%	0.00%	1.6	5% 2.8	9%	0.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.09%	0.00%
MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/DERRY CITY CENTRE, DISTRICT CENTRES & LOCAL CENTRES																							
Costcutter, Beechwood Avenue	0.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.29%	0.00%	0.0	0.0	0%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.36%	0.00%
Iceland, Buncrana Road	6.44%	0.72%	0.00%	0.00%	0.00%	2.57%	0.00%	0.00%	1.48%	0.00%	0.00%	3.9	1% 0.7	1%	1.66%	0.00%	0.00%	1.06%	0.00%	0.00%	1.48%	0.00%	0.00%
Lidl, Buncrana Road	13.54%	3.86%	6.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.0	1.0	1%	5.24%	0.00%	0.00%	2.20%	0.00%	0.00%	0.00%	0.00%	0.00%
Mace, Bishop Street	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0	0.0	0%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mace, Clooney Terrace	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0	0.0	0%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mace, Messines Terrace	0.00%	0.00%	0.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0	0.0	0%	0.94%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Creggan Road	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0	0.0	0%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Park Avenue	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0	0.0		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Supervalu, Greenhaw Road	1.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.9	0.0	0%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.94%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.9	7% 1.9	3%	0.00%	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 1 TOTAL	72.96%	19.96%	18.35%	0.72%	0.00%	7.54%	0.00%	0.00%	9.39%	5.17%	0.00%	60.4	40% 18.0	2%	18.76%	2.53%	0.00%	5.07%	1.00%	0.00%	1.48%	5.45%	0.00%
ZONE 2 - DERRY / LONDONDERRY EAST																							
LISNAGELVIN DISTRICT CENTRE																							
Supervalu (Long's), Lisnagelvin	1.66%	6.48%	0.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.6	5% 5.7	5%	0.94%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Lisnagelvin	12.50%	50.12%	33.66%	0.98%	0.00%	9.75%	1.74%	0.00%	0.00%	0.00%	0.00%		03% 41.		36.36%	4.90%	0.00%	19.21%	0.00%	1.00%	0.00%	0.00%	0.00%
CRESCENT LINK LOCAL CENTRE																							
M+S Simply Food	1.88%	2.66%	0.93%	1.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.2	4% 5.8	0%	3.43%	1.56%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express	5.09%	9.24%	2.61%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.6	8% 10.9	0%	1.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/DERRY CITY CENTRE, DISTRICT CENTRES & LOCAL CENTRES	0.00%	3.50%	0.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0	0% 0.0	0%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Centra, Trench Road SC	0.00%	1.83%	0.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0	0% 3.0		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Costcutter, Crescent Link	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Church Brae (Tullyally SC) Spar, Rossdowney Park	0.00% 0.00%	0.72% 0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0			0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%
OTHER	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0	0 % 0.0	0%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Supervalu, Duncastle Rd	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0	0.0	0%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0	0.0	0%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 2 TOTAL	21.13%	72.95%	39.10%	2.54%	0.00%	9.75%	1.74%	0.00%	0.00%	0.00%	0.00%	32.6	60% 67.9	9%	42.64%	6.46%	0.00%	20.16%	0.00%	1.00%	0.00%	0.00%	0.00%
ZONE 3 - EGLINTON											$\neg \neg$												
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0	0.0	0%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local Shops Drumahoe	0.0076										Į												ı
Supervalu, Main Street	0.00%	0.00%	13.46%	0.00%	0.00%	0.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0			9.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
·			13.46% 0.00%	0.00% 0.00%	0.00% 0.00%	0.91% 0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00% 0.00%	0.0			9.31% 0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00% 0.00%



DERRY CITY AND STRABANE DISTRICT COUNCIL RETAIL STUDY

TABLE 4: CONVENIENCE GOODS MARKET SHARES, BY ZONE

					TOP UP	FOOD SHO	OPPING				
			C	OUNCIL AR	EA			RE	MAINDER C	F STUDY AR	REA
STORE/ CENTRE	1	2	3	4	5	6	7	8	9	10	11
ZONE 1 - DERRY - LONDONDERRY WEST			-			-					
DERRY CENTRAL AREA (as defined by the adopted Derry	28.83%	10.36%	2.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local Plan Proposals Map)	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/
Iceland, Foyleside Shopping Centre M+S Simply Food, Foyleside Shopping Centre	0.00% 2.96%	0.00% 5.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsburys, Strand Road	13.06%	2.38%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Supervalu, Meadowbank Court, Strand Rd	2.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Supervalu, Waterloo Place	2.22%	1.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Quayside Shopping Centre	1.45%	0.00%	1.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	6.58%	1.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NORTHSIDE DISTRICT CENTRE											
Supervalu, Glengalliagh Road	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
RATH MOR DISTRICT CENTRE	0.0404	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/
Costcutter	2.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SPRINGTOWN DISTRICT CENTRE Dunnes	2.56%	1.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	2.50%	1.4370	0.00%	0.00%	0.00%	0.00%	0.0076	0.00%	0.00%	0.00%	0.0070
MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/DERRY CITY CENTRE, DISTRICT CENTRES & LOCAL CENTRES											
Costcutter, Beechwood Avenue	5.03%	1.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Buncrana Road	7.54%	3.81%	0.91%	0.00%	0.00%	0.00%	1.44%	0.00%	0.00%	0.00%	0.00%
Lidl, Buncrana Road	4.97%	1.43%	0.00%	0.00%	0.00%	0.90%	0.00%	0.00%	1.58%	0.00%	0.00%
Mace, Bishop Street	1.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mace, Clooney Terrace	0.00%	1.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mace, Messines Terrace	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Creggan Road Spar, Park Avenue	5.43% 2.22%	5.30% 1.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Supervalu, Greenhaw Road	11.38%	1.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	17.99%	2.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 1 TOTAL	72.43%	27.78%	3.32%	0.00%	0.00%	0.90%	1.44%	0.00%	1.58%	0.00%	0.00%
ZONE 2 - DERRY / LONDONDERRY EAST											
LISNAGELVIN DISTRICT CENTRE											
Supervalu (Long's), Lisnagelvin	0.00%	5.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Lisnagelvin	4.01%	12.45%	5.74%	1.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
·,g-····											
CRESCENT LINK LOCAL CENTRE	0.4004	40.400/	0.070/	0.000/	0.000/	4.000/	0.000/	4.070/	0.000/	0.000/	0.000/
M+S Simply Food Tesco Express	2.62% 0.00%	13.13% 10.55%	3.37% 5.12%	2.23% 0.00%	0.00%	1.23% 2.05%	0.00%	1.27% 0.00%	0.00%	0.00%	0.00%
Teseo Express	0.00%	10.5570	J.1270	0.0070	0.0070	2.0370	0.0070	0.00%	0.0070	0.0070	0.0070
MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/DERRY CITY CENTRE, DISTRICT CENTRES & LOCAL CENTRES	0.00%	15.94%	6.71%	0.00%	0.00%	1.10%	0.00%	0.00%	0.00%	0.00%	0.00%
Centra, Trench Road SC	0.00%	9.05%	4.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Costcutter, Crescent Link	1.45%	1.10%	2.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Church Brae (Tullyally SC)	0.00%	1.10%	2.37%	0.00%	0.00%	1.10%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Rossdowney Park	0.00%	5.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
OTHER	0.00%	4.72%	2.41%	2.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Supervalu, Duncastle Rd	0.00%	1.10%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Zone 2	0.00%	3.62%	1.23%	2.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 2 TOTAL	8.08%	63.40%	25.72%	5.86%	0.00%	4.38%	0.00%	1.27%	0.00%	0.00%	0.00%
ZONE 3 - EGLINTON											
Local Shops Drumahoe	0.00%	0.00%	11.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Supervalu, Main Street	0.00%	0.00%	36.60%	0.00%	0.00%	0.00%	0.00%	2.11%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	8.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	0.00%	0.00%	36.60%	0.00%	0.00%	0.00%	0.00%	2.11%	0.00%	0.00%	0.00%



TABLE 4: CONVENIENCE GOODS MARKET SHARES, BY ZONE

				FII	RST CHOICE	E MAIN FOO	DD SHOPPIN	IG				L				SEC	OND CHOI	CE MAIN FO	OOD SHOPE	ING			
			С	OUNCIL ARI	EA			REI	MAINDER C	F STUDY AR	EA				C	OUNCIL ARE	EΑ			RE	MAINDER C	F STUDY AR	REA
STORE/ CENTRE	1	2	3	4	5	6	7	8	9	10	11		1	2	3	4	5	6	7	8	9	10	11
ZONE 4 - STRABANE																							
STRABANE TOWN CENTRE (Strabane Area Plan 1986-2001 Policies Map)	2.50%	3.24%	4.86%	77.84%	12.31%	3.15%	13.64%	0.00%	0.00%	0.00%	7.87%		3.41%	4.91%	3.93%	68.22%	11.78%	2.20%	8.25%	1.00%	0.00%	0.00%	8.43%
ASDA, Branch Road, Strabane	2.50%	3.24%	4.86%	72.44%	12.31%	3.15%	13.64%	0.00%	0.00%	0.00%	4.51%		3.41%	4.91%	3.93%	60.97%	11.03%	2.20%	8.25%	1.00%	0.00%	0.00%	6.46%
B+M, Castle Street, Strabane	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Home Bargains, College Walk, Rotherham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Railway Street	0.00%	0.00%	0.00%	0.94%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.36%		0.00%	0.00%	0.00%	2.63%	0.75%	0.00%	0.00%	0.00%	0.00%	0.00%	1.97%
Local Shops, Strabane TC	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Supervalu, Main Street	0.00%	0.00%	0.00%	4.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	4.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
OUT OF CENTRE	0.00%	0.00%	0.00%	14.86%	0.97%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	17.26%	1.02%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%
Costcutter, Ballycolman Avenue	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Costcutter, Meetinghouse Street	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Bradley Way	0.00%	0.00%	0.00%	13.92%	0.00%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	15.39%	1.02%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%
Spar, Derry Road	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Fountain Street	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Urney Road	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
эраг, оттеу коай	0.00%	0.00%	0.00%	0.94%	0.00%	0.00%	U.UU%	U.UU%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.0/%	U.UU%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Strabane other																							
Spar, Berryhill Road, Artigarvan	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
-	I																						
OTHER	0.00%	0.00%	0.00%	1.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 4 - TOTAL	2.50%	3.24%	4.86%	93.79%	13.28%	3.15%	14.65%	0.00%	0.00%	0.00%	7.87%		3.41%	0.00%	3.93%	86.57%	12.80%	2.20%	9.25%	1.00%	0.00%	0.00%	8.43%
ZONE 5 - CASTLEDERG												ſ											
CASTLEDERG TOWN CENTRE (as defined by Strabane Area Plan 1986-2001)	0.00%	0.00%	0.00%	0.00%	78.66%	0.00%	2.45%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.72%	77.94%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%
Coop, High Street	0.00%	0.00%	0.00%	0.00%	15.66%	0.00%	0.74%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	22.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Dergvalley Shopping Centre	0.00%	0.00%	0.00%	0.00%	26.91%	0.00%	0.74%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	30.32%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%
Vivo Xtra, William Street	0.00%	0.00%	0.00%	0.00%	36.09%	0.00%	0.97%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.72%	25.42%	0.00%	0.96%	0.00%	0.00%	0.00%	0.00%
CASTLEDERG OUT OF CENTRE	0.00%	0.00%	0.00%	0.00%	2 4 40/	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	3.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	0.00%	0.00%			3.64%			0.00%	0.00%				0.00%	0.00%		0.00%				0.00%			0.00%
Costcutter, Castlefin Road	0.00%	0.00%	0.00%	0.00%	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mace, Strabane Road	0.00%	0.00%	0.00%	0.00%	0.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	2.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	1.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 5 TOTAL	0.00%	0.00%	0.00%	0.00%	82.30%	0.00%	2.45%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.72%	81.74%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%
ZONE 6 - CLAUDY												┝											
CLAUDY VIII ACE CENTRE	0.000/	0.000/	0.000/	0.000/	0.000/	11 0/0/	0.000/	0.000/	0.000/	0.000/	0.000/		0.000/	0.00%	0.000/	0.000/	0.000/	4 040/	0.000/	0.000/	0.000/	0.000/	0.000/
CLAUDY VILLAGE CENTRE	0.00%	0.00%	0.00%	0.00%	0.00%	7.02%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	6.04%	0.00%	0.00%	0.00%	0.00%	0.00%
Centra, Claudy	0.00%	0.00%	0.00%	0.00%	0.00%	1.92%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	6.04%	0.00%	0.00%	0.00%	0.00%	0.00%
Costcutter, Main Street	0.00%	0.00%	0.00%	0.00%	0.00%	1.85%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.91%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Main Street, Claudy	0.00%	0.00%	0.00%	0.00%	0.00%	2.09%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	3.40%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Main Street, Feeny	0.00%	0.00%	0.00%	0.00%	0.00%	2.20%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Main Street, Dungiven	0.00%	0.00%	0.00%	0.00%	0.00%	3.75%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	7.34%	0.00%	0.00%	0.00%	0.00%	0.00%
Supervalu, Garvagh Rd, Dungiven	0.00%	0.00%	1.54%	0.00%	0.00%	19.50%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	1.56%	0.00%	0.00%	13.08%	0.00%	0.00%	0.00%	0.00%	0.00%
Local Shops, Dungiven town centre	0.00%	0.00%	0.00%	0.00%	0.00%	3.40%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	3.40%	0.00%	0.00%	0.00%	0.00%	0.00%
	0.0076	0.0076	0.0076	0.0076	0.0070	J.7U/0	0.0070	0.0070	0.0070	0.0070	0.0070		0.0070	0.0070	0.0070	0.0070	0.0070	J.+U/0	0.0070	0.0076	0.0070	0.0070	0.00%
Other Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%



DERRY CITY AND STRABANE DISTRICT COUNCIL RETAIL STUDY

TABLE 4: CONVENIENCE GOODS MARKET SHARES, BY ZONE

SHARLS, DT ZONL					TOP UF	FOOD SHO	PPING				
			С	OUNCIL AR	EA			RE	MAINDER C	F STUDY AR	EA
STORE/ CENTRE	1	2	3	4	5	6	7	8	9	10	11
ZONE 4 - STRABANE											
STRABANE TOWN CENTRE (Strabane Area Plan 1986-2001 Policies Map)	0.00%	0.00%	1.23%	33.56%	3.45%	1.29%	0.00%	0.00%	0.00%	0.00%	0.00%
ASDA, Branch Road, Strabane	0.00%	0.00%	0.00%	17.47%	1.69%	1.29%	0.00%	0.00%	0.00%	0.00%	0.00%
B+M, Castle Street, Strabane	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Home Bargains, College Walk, Rotherham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Railway Street	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local Shops, Strabane TC	0.00%	0.00%	0.00%	7.33%	1.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Supervalu, Main Street	0.00%	0.00%	1.23%	8.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
OUT OF CENTRE	0.00%	1.49%	1.97%	24.19%	0.00%	0.00%	1.44%	0.00%	0.00%	0.00%	0.00%
Costcutter, Ballycolman Avenue	0.00%	0.00%	0.00%	2.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Costcutter, Meetinghouse Street	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Bradley Way	0.00%	1.49%	1.97%	6.82%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Derry Road	0.00%	0.00%	0.00%	8.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Fountain Street	0.00%	0.00%	0.00%	1.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Urney Road	0.00%	0.00%	0.00%	4.79%	0.00%	0.00%	1.44%	0.00%	0.00%	0.00%	0.00%
STRABANE OTHER											
Spar, Berryhill Road, Artigarvan	0.00%	0.00%	0.00%	3.39%	0.00%	0.00%	1.44%	0.00%	0.00%	0.00%	0.00%
OTHER	0.00%	0.00%	0.00%	19.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 4 - TOTAL	0.00%	1.49%	3.20%	80.97%	3.45%	1.29%	2.88%	0.00%	0.00%	0.00%	0.00%
ZONE 5 - CASTLEDERG											
CASTLEDERG TOWN CENTRE (as defined by Strabane Area Plan 1986-2001)	0.00%	0.00%	0.00%	2.37%	65.92%	0.00%	1.39%	0.00%	0.00%	0.00%	0.00%
Coop, High Street	0.00%	0.00%	0.00%	1.34%	14.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Dergvalley Shopping Centre	0.00%	0.00%	0.00%	0.00%	31.46%	0.00%	1.39%	0.00%	0.00%	0.00%	0.00%
Vivo Xtra, William Street	0.00%	0.00%	0.00%	1.03%	19.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CASTIEDED COUT OF CENTRE	0.000/	0.000/	0.000/	0.000/	20.050/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/
CASTLEDERG OUT OF CENTRE Costcutter, Castlefin Road	0.00%	0.00%	0.00%	0.00%	28.85% 8.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mace, Strabane Road	0.00%	0.00%	0.00%	0.00%	8.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	11.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 5 TOTAL	0.00%	0.00%	0.00%	2.37%	94.77%	0.00%	1.39%	0.00%	0.00%	0.00%	0.00%
ZONE 6 - CLAUDY											
CLAUDY VILLAGE CENTRE	0.00%	0.00%	0.00%	0.00%	0.00%	12.17%	0.00%	0.00%	0.00%	0.00%	0.00%
Centra, Claudy	0.00%	0.00%	0.00%	0.00%	0.00%	12.17%	0.00%	0.00%	0.00%	0.00%	0.00%
Costcutter, Main Street	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Main Street, Claudy	0.00%	0.00%	1.23%	1.34%	0.00%	11.37%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Main Street, Feeny	0.00%	0.00%	0.00%	0.00%	0.00%	10.20%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Main Street, Dungiven	0.00%	0.00%	0.00%	0.00%	0.00%	5.40%	0.00%	0.00%	0.00%	0.00%	0.00%
Supervalu, Garvagh Rd, Dungiven	0.00%	0.00%	0.00%	0.00%	0.00%	25.28%	0.00%	0.00%	0.00%	0.00%	0.00%
Local Shops, Dungiven town centre	0.00%	0.00%	0.00%	0.00%	0.00%	12.61%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	9.69%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 6 TOTAL	0.00%	0.00%	1.23%	1.34%	0.00%	86.72%	0.00%	0.00%	0.00%	0.00%	0.00%



TABLE 4: CONVENIENCE **GOODS MARKET** SHARES, BY ZONE

				FI	RST CHOIC	E MAIN FOO	DD SHOPPIN	IG							SEC	OND CHOI	ICE MAIN FO	OOD SHOPE	PING			
			C	OUNCIL AR	EA			RE	MAINDER O	F STUDY AR	EA			C	OUNCIL AR	EA			RE	MAINDER C	F STUDY AR	tEA .
STORE/ CENTRE	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10	11
ZONE 7 - NEWTOWNSTEWART																						
NEWTOWNSTEWART TOWN CENTRE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.56%	0.00%	0.00%	0.00%	0.00%
Gallachers Nisa, Main Street	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%	0.00%	0.00%
Spar, Strabane Road	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.83%	0.00%	0.00%	0.00%	0.00%
SION MILLS	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Mellmount Road	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Village Stores and service station	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Zone 7	0.00%	0.00%	0.00%	0.00%	1.71%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%
Costcutter, Greencastle, Omagh	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mace, Gortin Road, Omagh	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Gortin Road, Omagh	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.96%	0.00%	0.00%	0.00%	0.00%
Spar, Old Mountfield Road, Mullaghmore, Omagh	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.96%	0.00%	0.00%	0.00%	0.00%
Spar Plumbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 7 TOTAL	0.00%	0.00%	0.00%	0.00%	1.71%	0.00%	8.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.48%	0.00%	0.00%	0.00%	0.00%
ZONE 8 - LIMAVADY																						\dashv
LIMAVADY																						
Costcutter, Catherine St	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Main St, Limavady	0.00%	0.00%	0.93%	0.00%	0.00%	3.11%	0.00%	5.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.06%	0.00%	10.59%	0.00%	0.00%	0.00%
Mace, Greystone Road	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.60%	0.00%	0.00%	0.00%
Spar, Anderson Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.66%	0.00%	0.00%	0.00%
Spar, Irish Green Street	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Supervalu, Market Street	0.00%	0.00%	0.00%	0.00%	0.00%	2.42%	0.00%	7.09%	0.00%	0.00%	0.00%	0.00%	0.74%	0.94%	0.00%	0.00%	1.51%	0.00%	11.08%	0.00%	0.00%	0.00%
Tesco Express, Limavady	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.96%	0.00%	0.00%	0.00%
Tesco Superstore, Main St, Limavady	0.00%	0.00%	10.52%	0.00%	0.00%	20.36%	0.00%	61.08%	0.00%	0.00%	0.00%	0.00%	0.00%	9.82%	0.00%	0.00%	22.44%	0.00%	46.60%	0.00%	0.00%	0.00%
Local Shops, Limavady town centre	1.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.66%	0.00%	0.00%	0.00%	0.00%	4.70%	0.00%	0.00%	0.00%
Other Zone 8	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 8 TOTAL	1.56%	0.00%	11.45%	0.00%	0.00%	25.89%	0.00%	80.46%	0.00%	0.00%	0.00%	0.00%	0.00%	12.42%	0.00%	0.00%	28.01%	0.00%	78.19%	0.00%	0.00%	0.00%
Other	0.94%	0.99%	6.43%	1.88%	1.71%	7.68%	71.19%	16.54%	90.61%	93.62%	92.14%	2.62%	0.00%	5.72%	0.94%	3.68%	6.76%	62.92%	14.37%	97.87%	94.55%	91.58%
Internet	0.00%	1.93%	4.86%	1.09%	1.01%	3.71%	1.74%	3.00%	0.00%	1.21%	0.00%	0.00%	2.97%	4.91%	1.09%	1.02%	2.90%	1.73%	3.97%	0.64%	0.00%	0.00%
Note	1																					

Note

Market shares taken from 2018 household survey. Only most popular stores shown under the sub-headings for each main location.



DERRY CITY AND STRABANE DISTRICT COUNCIL RETAIL STUDY

TABLE 4: CONVENIENCE **GOODS MARKET** SHARES, BY ZONE

					TOP UF	FOOD SHO	OPPING				
			С	OUNCIL AR	EA			RE	MAINDER C	of Study Ar	EA
STORE/ CENTRE	1	2	3	4	5	6	7	8	9	10	11
ZONE 7 - NEWTOWNSTEWART											
NEWTOWNSTEWART TOWN CENTRE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	17.11%	0.00%	0.00%	0.00%	0.00%
Gallachers Nisa, Main Street	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Strabane Road	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	17.11%	0.00%	0.00%	0.00%	0.00%
SION MILLS	0.00%	0.00%	0.00%	9.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Mellmount Road	0.00%	0.00%	0.00%	8.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Village Stores and service station	0.00%	0.00%	0.00%	1.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	40.000/	0.000/	0.000/	0.000/	0.000/
Other Zone 7	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	13.29%	0.00%	0.00%	0.00%	0.00%
Costcutter, Greencastle, Omagh	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.81%	0.00%	0.00%	0.00%	0.00%
Mace, Gortin Road, Omagh	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.12%	0.00%	0.00%	0.00%	0.00%
Spar, Gortin Road, Omagh	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.81%	0.00%	0.00%	0.00%	0.00%
Spar, Old Mountfield Road, Mullaghmore, Omagh	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.46%	0.00%	0.00%	0.00%	0.00%
Spar Plumbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.75%	0.00%	0.00%	0.00%	0.00%
ZONE 7 TOTAL	0.00%	0.00%	0.00%	9.47%	0.00%	0.00%	63.35%	0.00%	0.00%	0.00%	0.00%
ZONE 8 - LIMAVADY											
LIMAVADY											
Costcutter, Catherine St	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.93%	0.00%	0.00%	0.00%
Lidl, Main St, Limavady	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.14%	0.99%	0.00%	0.00%
Mace, Greystone Road	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Anderson Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	12.89%	0.00%	0.00%	0.00%
Spar, Irish Green Street	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.90%	0.00%	0.00%	0.00%
Supervalu, Market Street	0.00%	0.00%	1.23%	0.00%	0.00%	1.23%	0.00%	12.78%	0.00%	0.00%	0.00%
Tesco Express, Limavady	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.03%	0.00%	0.00%	0.00%
Tesco Superstore, Main St, Limavady	0.00%	0.00%	0.00%	0.00%	0.00%	2.72%	0.00%	12.30%	0.00%	0.00%	0.00%
Local Shops, Limavady town centre	0.00%	0.00%	1.81%	0.00%	0.00%	0.00%	2.30%	13.53%	0.00%	0.00%	0.00%
Other Zone 8	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.09%	0.00%	0.00%	0.00%
ZONE 8 TOTAL	0.00%	0.00%	3.04%	0.00%	0.00%	3.95%	2.30%	89.59%	0.99%	0.00%	0.00%
Other	0.00%	4.41%	4.24%	0.00%	0.00%	2.05%	21.30%	7.04%	93.33%	85.78%	97.83%
Internet	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Note								I			

Note Market shares taken from 2018 household survey. Only most



						FIRST (CHOICE MA	AIN FOOD S	HOPPING										SECONE	CHOICE M	AIN FOOD	SHOPPING	•				
				C	OUNCIL AR	EA			ZONES 1-7 TOTAL	RE	MAINDER C	F STUDY AR	EA	ZONES 8-11 TOTAL			C	OUNCIL ARE	EA			ZONES 1-7 TOTAL	RE	MAINDER C	F STUDY A	REA	ZONES 8-11 TOTAL
STORE/CENTRE		1	2	3	4	5	6	7		8	9	10	11		1	2	3	4	5	6	7		8	9	10	11	
•	£m) £m)	135.8 66.5	69.1 33.9	35.5 17.4	59.8 29.3	18.6 9.1	29.4 14.4	43.7 21.4	391.9 192.0	51.7 25.3	90.3 44.2	91.5 44.8	57.4 28.1	290.8 142.5	135.8 28.5	69.1 14.5	35.5 7.5	59.8 12.6	18.6 3.9	29.4 6.2	43.7 9.2	391.9 82.3	51.7 10.9	90.3 19.0	91.5 19.2	57.4 12.0	290.8 61.1
ONE 1 - DERRY - LONDONDERRY WEST		00.5	33.7	17.4	27.3	7.1	14.4	21.4	172.0	23.3	44.2	44.0	20.1	142.5	26.5	14.5	7.5	12.0	3.7	0.2	7.2	02.3	10.7	17.0	17.2	12.0	01.1
DERRY CENTRAL AREA (as defined by the adopted Derry ocal Plan Proposals Map)		£30.6	£4.6	£1.6	£0.2	£0.0	£0.7	£0.0	£37.8	£0.0	£3.5	£0.0	£0.0	3.5	£11.8	£1.9	£0.7	£0.3	£0.0	£0.1	£0.1	14.9	£0.0	£0.0	£0.0	£0.0	0.0
celand, Foyleside Shopping Centre		£1.7	£0.0	£0.5	£0.0	£0.0	£0.1	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.3	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0
M+S Simply Food, Foyleside Shopping Centre Sainsburys, Strand Road		£0.6	£0.0 £4.3	£0.0 £1.1	£0.0 £0.2	£0.0 £0.0	£0.0 £0.4	£0.0 £0.0	£0.6 £28.7	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0	£1.2 £7.5	£0.3 £1.5	£0.0 £0.6	£0.0 £0.3	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	1.5 10.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0
Supervalu, Meadowbank Court, Strand Rd		£22.7 £1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.8	£0.0	£0.0	£0.0	£0.0	0.0
Supervalu, Waterloo Place		£1.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
esco, Quayside Shopping Centre		£3.6	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£3.8	£0.0	£3.5	£0.0	£0.0	3.5	£1.8	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	1.8	£0.0	£0.0	£0.0	£0.0	0.0
Other		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.3	£0.0	£0.0	£0.0	£0.0	0.0
NORTHSIDE DISTRICT CENTRE Supervalu, Glengalliagh Road		£0.0 £0.0	£0.0 £0.0	£0.2 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.2 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£0.0 £0.0	0.0 0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0						
RATH MOR DISTRICT CENTRE Costcutter		£1.7 £1.7	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£1.7 £1.7	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£0.7 £0.7	£0.0 £0.0	£0.1 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.8 0.8	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0
SPRINGTOWN DISTRICT CENTRE Dunnes		£1.0 £1.0	£0.6 £0.6	£0.2 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£1.7 £1.7	£0.0 £0.0	£0.0 £0.0	£1.7 £1.7	£0.0 £0.0	1.7 1.7	£0.5 £0.5	£0.4 £0.4	£0.1 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	1.0 1.0	£0.0 £0.0	£0.0 £0.0	£0.8 £0.8	£0.0 £0.0	0.8
MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/DERRY CENTRE, DISTRICT CENTRES & LOCAL CENTRES	CITY	£15.2	£1.6	£1.3	£0.0	£0.0	£0.4	£0.0	£18.4	£0.0	£0.7	£0.6	£0.0	1.2	£4.2	£0.3	£0.6	£0.0	£0.0	£0.2	£0.0	5.3	£0.0	£0.3	£0.3	£0.0	0.5
Costcutter, Beechwood Avenue		£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.6	£0.0	0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	0.0£	£0.0	£0.3	£0.0	0.3
celand, Buncrana Road		£4.3	£0.2	£0.0 £1.1	£0.0 £0.0	£0.0 £0.0	£0.4	£0.0 £0.0	£4.9 £11.5	0.03	£0.7 £0.0	£0.0 £0.0	£0.0 £0.0	0.7	£1.1 £2.6	£0.1 £0.1	£0.1	£0.0 £0.0	£0.0 £0.0	£0.1 £0.1	£0.0 £0.0	1.4 3.2	£0.0 £0.0	£0.3 £0.0	£0.0	£0.0 £0.0	0.3 0.0
.idl, Buncrana Road Mace, Bishop Street		£9.0 £0.0	£1.3 £0.0	£0.0	£0.0	£0.0	£0.0 £0.0	£0.0	£11.5 £0.0	£0.0 £0.0	£0.0	£0.0	£0.0	0.0	£2.0 £0.0	£0.1	£0.4 £0.0	£0.0	£0.0	£0.1	£0.0	0.0	£0.0	£0.0	£0.0 £0.0	£0.0	0.0
Mace, Clooney Terrace		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Mace, Messines Terrace		£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	0.1	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Creggan Road		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Park Avenue		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Supervalu, Greenhaw Road		£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0
Other		£0.6	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	0.0	£0.3	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	0.6	£0.0	£0.0	£0.0	£0.0	0.0
ONE 1 TOTAL		£48.5	£6.8	£3.2	£0.2	£0.0	£1.1	£0.0	£59.8	£0.0	£4.2	£2.3	£0.0	6.5	£17.2	£2.6	£1.4	£0.3	£0.0	£0.3	£0.1	22.0	£0.0	£0.3	£1.0	£0.0	1.3
ONE 2 - DERRY - LONDONDERRY EAST																											
ISNAGELVIN DISTRICT CENTRE		£9.4	£19.2	£6.0	£0.3	£0.0	£1.4	£0.4	£36.7	£0.0	£0.0	£0.0	£0.0	0.0	£5.9	£6.9	£2.8	£0.6	£0.0	£1.2	£0.0	17.4	£0.1	£0.0	£0.0	£0.0	0.1
Supervalu (Long's), Lisnagelvin		£1.1	£2.2	£0.2	£0.0	£0.0	£0.0	£0.0	£3.5	£0.0	£0.0	£0.0	£0.0	0.0	£0.5	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	1.4	£0.0	£0.0	£0.0	£0.0	0.0
esco, Lisnagelvin		£8.3	£17.0	£5.9	£0.3	£0.0	£1.4	£0.4	£33.2	£0.0	£0.0	£0.0	£0.0	0.0	£5.4	£6.1	£2.7	£0.6	£0.0	£1.2	£0.0	16.0	£0.1	£0.0	£0.0	£0.0	0.1
CRESCENT LINK LOCAL CENTRE		£4.6	£4.0	£0.6	£0.5	£0.0	£0.0	£0.0	£9.7	£0.0	£0.0	£0.0	£0.0	0.0	£3.4	£2.4	£0.4	£0.2	£0.0	£0.1	£0.0	6.5	£0.0	£0.0	£0.0	£0.0	0.0
M+S Simply Food		£1.3	£0.9	£0.2	£0.5	£0.0	£0.0	£0.0	£2.8	£0.0	£0.0	£0.0	£0.0	0.0	£1.5	£0.8	£0.3	£0.2	£0.0	£0.1	£0.0	2.8	£0.0	£0.0	£0.0	£0.0	0.0
esco Express		£3.4	£3.1	£0.5	£0.0	£0.0	£0.0	£0.0	£7.0	£0.0	£0.0	£0.0	£0.0	0.0	£1.9	£1.6	£0.1	£0.0	£0.0	£0.0	£0.0	3.6	£0.0	£0.0	£0.0	£0.0	0.0
MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/DERRY (CENTRE, DISTRICT CENTRES & LOCAL CENTRES	CITY	£0.0	£1.2	£0.2	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Centra, Trench Road SC		£0.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	0.4	£0.0	£0.0	£0.0	£0.0	0.0
Costcutter, Crescent Link		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	0.1	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Church Brae (Tullyally SC)		£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Rossdowney Park		£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
OTHER		0.00	202	00.0	000	000	000				000				20.0	000	00.0	00.0	000	00.0	000			00.0			
OTHER		£0.0 £0.0	£0.3 £0.3	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.3 £0.3	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0	£0.0 £0.0	0.0 0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0						
Supervalu, Duncastle Rd Other Zone 2		£0.0	£0.3 £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3 £0.0	£0.0	£0.0	£0.0	£0.0	0.0 0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0 £0.0	£0.0	£0.0	£0.0	0.0
JUICE LOIG L	- 1	20.0	20.0	LU.U	20.0	20.0	20.0	20.0	15.0	10.0	20.0	10.0	20.0	5.5	20.0	20.0	LU.U	20.0	20.0	LU.U	20.0	3.0	10.0	10.0	LU.U	20.0	5.0



						TOP UP FO	DD SHOPPI	NG						TOTAL
			C	OUNCIL AR	EA			ZONES 1-7 TOTAL	RE	MAINDER C	OF STUDY AR	REA	ZONES 8-11 TOTAL	
STORE/CENTRE	1	2	3	4	5	6	7		8	9	10	11		
(£m) (£m)	135.8 40.7	69.1 20.7	35.5 10.7	59.8 18.0	18.6 5.6	29.4 8.8	43.7 13.1	391.9 117.6	51.7 15.5	90.3 27.1	91.5 27.5	57.4 17.2	290.8 87.2	
ZONE 1 - DERRY - LONDONDERRY WEST	40.7	20.7	10.7	10.0	3.0	0.0	13.1	117.0	15.5	27.1	21.5	17.2	67.2	
DERRY CENTRAL AREA (as defined by the adopted Derry Local Plan Proposals Map)	£11.7	£2.1	£0.3	£0.0	£0.0	£0.0	£0.0	14.1	£0.0	£0.0	£0.0	£0.0	0.0	£70.3
Iceland, Foyleside Shopping Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£2.8
M+S Simply Food, Foyleside Shopping Centre	£1.2	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	2.3	£0.0	£0.0	£0.0	£0.0	0.0	£4.4
Sainsburys, Strand Road	£5.3	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	5.9	£0.0	£0.0	£0.0	£0.0	0.0	£44.7
Supervalu, Meadowbank Court, Strand Rd	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1.0	£0.0	£0.0	£0.0	£0.0	0.0	£3.0
Supervalu, Waterloo Place	£0.9	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£2.5
Tesco, Quayside Shopping Centre Other	£0.6 £2.7	£0.0 £0.3	£0.1 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.7 3.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£9.8 £3.3
Ottlei	LZ.7	10.5	10.0	10.0	10.0	10.0	10.0	3.0	LU.U	10.0	10.0	LU.U	0.0	LJ.J
NORTHSIDE DISTRICT CENTRE Supervalu, Glengalliagh Road	£0.0 £0.0	0.0 0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£0.2 £0.2						
RATH MOR DISTRICT CENTRE	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£3.7
Costcutter	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£3.7
SPRINGTOWN DISTRICT CENTRE	£1.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	1.3	£0.0	£0.0	£0.0	£0.0	0.0	£6.5
Dunnes	£1.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	1.3	£0.0	£0.0	£0.0	£0.0	0.0	£6.5
MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/DERRY CITY CENTRE, DISTRICT CENTRES & LOCAL CENTRES	£15.5	£3.3	£0.1	£0.0	£0.0	£0.1	£0.2	19.2	£0.0	£0.4	£0.0	£0.0	0.4	£45.1
Costcutter, Beechwood Avenue	£2.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	2.4	£0.0	£0.0	£0.0	£0.0	0.0	£3.8
Iceland, Buncrana Road	£3.1	£0.8	£0.1	£0.0	£0.0	£0.0	£0.2	4.1	£0.0	£0.0	£0.0	£0.0	0.0	£11.4
Lidl, Buncrana Road	£2.0	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	2.4	£0.0	£0.4	£0.0	£0.0	0.4	£17.5
Mace, Bishop Street	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.6	£0.0	£0.0	£0.0	£0.0	0.0	£0.6
Mace, Clooney Terrace	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	0.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.3
Mace, Messines Terrace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.2
Spar, Creggan Road	£2.2	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	3.3	£0.0	£0.0	£0.0	£0.0	0.0	£3.3
Spar, Park Avenue	£0.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£1.1
Supervalu, Greenhaw Road	£4.6	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	4.9	£0.0	£0.0	£0.0	£0.0	0.0	£6.8
Other	£7.3	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	7.9	£0.0	£0.0	£0.0	£0.0	0.0	£9.5
ZONE 1 TOTAL	£29.5	£5.8	£0.4	£0.0	£0.0	£0.1	£0.2	35.9	£0.0	£0.4	£0.0	£0.0	0.4	£125.9
ZONE 2 - DERRY - LONDONDERRY EAST														
LISNAGELVIN DISTRICT CENTRE	£1.6	£3.7	£0.6	£0.3	£0.0	£0.0	£0.0	6.2	£0.0	£0.0	£0.0	£0.0	0.0	£60.4
Supervalu (Long's), Lisnagelvin	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£6.0
Tesco, Lisnagelvin	£1.6	£2.6	£0.6	£0.3	£0.0	£0.0	£0.0	5.1	£0.0	£0.0	£0.0	£0.0	0.0	£54.4
	04.4	04.0	00.0	00.4	00.0	000	00.0	.		000	00.0	00.0		2010
CRESCENT LINK LOCAL CENTRE	£1.1	£4.9	£0.9	£0.4	£0.0	£0.3	£0.0	7.6	£0.2	£0.0	£0.0	£0.0	0.2	£24.0
M+S Simply Food Tesco Express	£1.1 £0.0	£2.7 £2.2	£0.4 £0.5	£0.4 £0.0	£0.0 £0.0	£0.1 £0.2	£0.0 £0.0	4.7 2.9	£0.2 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.2 0.0	£10.5 £13.5
Tesco Express	10.0	LZ.Z	10.5	10.0	10.0	LU.2	10.0	2.7	10.0	LU.U	10.0	10.0	0.0	L13.5
MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/DERRY CITY CENTRE, DISTRICT CENTRES & LOCAL CENTRES	£0.0	£3.3	£0.7	£0.0	£0.0	£0.1	£0.0	4.1	£0.0	£0.0	£0.0	£0.0	0.0	£5.5
Centra, Trench Road SC	£0.0	£1.9	£0.5	£0.0	£0.0	£0.0	£0.0	2.3	£0.0	£0.0	£0.0	£0.0	0.0	£3.6
Costcutter, Crescent Link	£0.6	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£1.2
Spar, Church Brae (Tullyally SC)	£0.0	£0.2	£0.3	£0.0	£0.0	£0.1	£0.0	0.6	£0.0	£0.0	£0.0	£0.0	0.0	8.0£
Spar, Rossdowney Park	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£1.5
OTHER	£0.0	£1.0	£0.3	£0.4	£0.0	£0.0	£0.0	1.6	£0.0	£0.0	£0.0	£0.0	0.0	£2.0
Supervalu, Duncastle Rd	£0.0	£0.2	£0.3	£0.4	£0.0	£0.0	£0.0	0.4	£0.0	£0.0	£0.0	£0.0	0.0	£0.7
Other Zone 2	£0.0	£0.8	£0.1	£0.4	£0.0	£0.0	£0.0	1.3	£0.0	£0.0	£0.0	£0.0	0.0	£1.3
ZONE 2 TOTAL	£3.3	£13.1	£2.7	£1.1	£0.0	£0.4	£0.0	20.6	£0.2	£0.0	£0.0	£0.0	0.2	£93.4



					FIRST (CHOICE MA	AIN FOOD S	HOPPING											SECONE	CHOICE N	MAIN FOOD	SHOPPING					
			С	OUNCIL ARE	EA			ZONES 1-7 TOTAL	RE	MAINDER C	OF STUDY AR	REA	ZONES 8-11 TOTAL				C	OUNCIL ARE	ΕA			ZONES 1-7 TOTAL	REI	MAINDER C	OF STUDY A	REA	ZONES 8-11 TOTAL
STORE/CENTRE	1	2	3	4	5	6	7	IOIAL	8	9	10	11	IOIAL		1	2	3	4	5	6	7	IOIAL	8	9	10	11	IOIAL
(£m) (£m)	135.8 66.5	69.1 33.9	35.5 17.4	59.8 29.3	18.6 9.1	29.4 14.4	43.7 21.4	391.9 192.0	51.7 25.3	90.3 44.2	91.5 44.8	57.4 28.1	290.8 142.5	Ī	135.8 28.5	69.1 14.5	35.5 7.5	59.8 12.6	18.6 3.9	29.4 6.2	43.7 9.2	391.9 82.3	51.7 10.9	90.3 19.0	91.5 19.2	57.4 12.0	290.8 61.1
ZONE 3 - EGLINTON	00.5	33.7	17.4	29.3	9.1	14.4	21.4	192.0	25.5	44.2	44.0	20.1	142.5	ŀ	20.5	14.5	7.5	12.0	3.9	0.2	9.2	62.3	10.9	19.0	19.2	12.0	01.1
Local Shops Drumahoe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Supervalu, Main Street Other	£0.0 £0.0	£0.0 £0.0	£2.3 £0.0	£0.0 £0.0	£0.0 £0.0	£0.1 £0.0	£0.0 £0.0	£2.5 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0		£0.0 £0.0	£0.0 £0.0	£0.7 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.7 0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0
ZONE 3 TOTAL	£0.0	£0.0	£2.3	£0.0	£0.0	£0.1	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	0.7	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 4 - STRABANE																											
STRABANE TOWN CENTRE (Strabane Area Plan 1986-2001 Policies Map) ASDA, Branch Road, Strabane Iceland, Railway Street Local Shops, Strabane TC Supervalu, Main Street	£1.7 £1.7 £0.0 £0.0 £0.0	£1.1 £1.1 £0.0 £0.0 £0.0	£0.8 £0.8 £0.0 £0.0	£22.8 £21.2 £0.3 £0.0 £1.3	£1.1 £1.1 £0.0 £0.0 £0.0	£0.5 £0.5 £0.0 £0.0	£2.9 £2.9 £0.0 £0.0	£30.9 £29.3 £0.3 £0.0 £1.3	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£2.2 £1.3 £0.9 £0.0	2.2 1.3 0.9 0.0 0.0		£1.0 £1.0 £0.0 £0.0 £0.0	£0.7 £0.7 £0.0 £0.0 £0.0	£0.3 £0.0 £0.0 £0.0	£8.6 £7.7 £0.3 £0.0 £0.6	£0.5 £0.4 £0.0 £0.0	£0.1 £0.1 £0.0 £0.0	£0.8 £0.0 £0.0 £0.0	11.9 11.0 0.4 0.0 0.6	£0.1 £0.1 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£1.0 £0.8 £0.2 £0.0 £0.0	1.1 0.9 0.2 0.0 0.0
OUT OF CENTRE Costcutter, Ballycolman Avenue Lidl, Bradley Way Spar, Derry Road Spar, Fountain Street Spar, Urney Road	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£4.4 £0.0 £4.1 £0.0 £0.0 £0.3	£0.1 £0.0 £0.1 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.2 £0.0 £0.2 £0.0 £0.0	£4.7 £0.0 £4.4 £0.0 £0.0 £0.3	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	0.0 0.0 0.0 0.0 0.0 0.0		£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.1 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£2.2 £0.0 £1.9 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.1 £0.0 £0.1 £0.0 £0.0	2.3 0.0 2.1 0.1 0.0 0.2	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	0.0 0.0 0.0 0.0 0.0 0.0
STRABANE OTHER Spar, Berryhill Road, Artigarvan	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0		£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0
OTHER	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	0.1	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 4 - TOTAL	£1.7	£1.1	£0.8	£27.5	£1.2	£0.5	£3.1	£35.9	£0.0	£0.0	£0.0	£2.2	2.2		£1.0	£0.0	£0.3	£10.9	£0.5	£0.1	£0.8	13.6	£0.1	£0.0	£0.0	£1.0	1.1
ZONE 5 - CASTLEDERG														ŀ													
CASTLEDERG TOWN CENTRE (as defined by Strabane Area Plan 1986-2001) Coop, High Street Spar, Dergvalley Shopping Centre Vivo Xtra, William Street	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£7.2 £1.4 £2.4 £3.3	£0.0 £0.0 £0.0	£0.5 £0.2 £0.2 £0.2	£7.7 £1.6 £2.6 £3.5	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0 0.0		0.03 0.03 0.03 0.03	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.1 £0.0 £0.0 £0.1	£3.0 £0.9 £1.2 £1.0	£0.0 £0.0 £0.0	£0.2 £0.0 £0.1 £0.1	3.4 0.9 1.3 1.2	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0 0.0
CASTLEDERG OUT OF CENTRE Costcutter, Castlefin Road Mace, Strabane Road	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.3 £0.1 £0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.3 £0.1 £0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0		£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.1 £0.0 £0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.1 0.0 0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 5 TOTAL	£0.0	£0.0	£0.0	£0.0	£7.5	£0.0	£0.5	£8.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.1	£3.2	£0.0	£0.2	3.5	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 6 - CLAUDY													$\vdash \vdash \vdash$														
CLAUDY VILLAGE CENTRE Centra, Claudy Costcutter, Main Street Spar, Main Street, Claudy	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£1.7 £1.1 £0.3 £0.3	£0.0 £0.0 £0.0	£1.7 £1.1 £0.3 £0.3	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0± 0.0± 0.0± 0.0±	£0.0 £0.0 £0.0	0.0 0.0 0.0 0.0		£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.4 £0.4 £0.1 £0.2	£0.0 £0.0 £0.0	0.4 0.4 0.1 0.2	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0 0.0
Spar, Main Street, Feeny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Main Street, Dungiven Supervalu, Garvagh Rd, Dungiven Local Shops, Dungiven town centre	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.3 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.5 £2.8 £0.5	£0.0 £0.0 £0.0	£0.5 £3.1 £0.5	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.03 0.03 0.03	£0.0 £0.0 £0.0	0.0 0.0 0.0		£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.1 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.5 £0.8 £0.2	£0.0 £0.0 £0.0	0.5 0.9 0.2	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0
Other Zone 6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 6 TOTAL	£0.0	£0.0	£0.3	£0.0	£0.0	£6.0	£0.0	£6.2	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.1	£0.0	£0.0	£2.2	£0.0	2.3	£0.0	£0.0	£0.0	£0.0	0.0



						TOP UP FO	OD SHOPPI	NG						TOTAL
			С	OUNCIL AR	EA			ZONES 1-7 TOTAL	RE	MAINDER C	OF STUDY AR	REA	ZONES 8-11 TOTAL	
STORE/CENTRE	1	2	3	4	5	6	7		8	9	10	11		
(£m) (£m)	135.8 40.7	69.1 20.7	35.5 10.7	59.8 18.0	18.6 5.6	29.4 8.8	43.7 13.1	391.9 117.6	51.7 15.5	90.3 27.1	91.5 27.5	57.4 17.2	290.8 87.2	
ZONE 3 - EGLINTON														
Local Shops Drumahoe	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£1.2
Supervalu, Main Street	£0.0	£0.0	£3.9	£0.0	£0.0	£0.0	£0.0	3.9	£0.3	£0.0	£0.0	£0.0	0.3	£7.4
Other	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	0.9	£0.0	£0.0	£0.0	£0.0	0.0	£0.9
ZONE 3 TOTAL	£0.0	£0.0	£3.9	£0.0	£0.0	£0.0	£0.0	3.9	£0.3	£0.0	£0.0	£0.0	0.3	£7.4
ZONE 4 - STRABANE														
STRABANE TOWN CENTRE (Strabane Area Plan 1986-2001	£0.0	£0.0	£0.1	£6.0	£0.2	£0.1	50.0	6.5	£0.0	£0.0	£0.0	£0.0	0.0	£52.6
Policies Map)							£0.0							
ASDA, Branch Road, Strabane	£0.0	£0.0	£0.0	£3.1	£0.1	£0.1	£0.0	3.3	£0.0	£0.0	£0.0	£0.0	0.0	£45.8
Iceland, Railway Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£1.8
Local Shops, Strabane TC	£0.0	£0.0	£0.0	£1.3	£0.1	£0.0	£0.0	1.4	£0.0	£0.0	£0.0	£0.0	0.0	£1.4
Supervalu, Main Street	£0.0	£0.0	£0.1	£1.6	£0.0	£0.0	£0.0	1.7	£0.0	£0.0	£0.0	£0.0	0.0	£3.6
OUT OF CENTRE	£0.0	£0.3	£0.2	£4.3	£0.0	£0.0	£0.2	5.1	£0.0	£0.0	£0.0	£0.0	0.0	£12.0
Costcutter, Ballycolman Avenue	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0	£0.5
Lidl, Bradley Way	£0.0	£0.3	£0.2	£1.2	£0.0	£0.0	£0.0	1.7	£0.0	£0.0	£0.0	£0.0	0.0	£8.2
Spar, Derry Road	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	1.5	£0.0	£0.0	£0.0	£0.0	0.0	£1.6
Spar, Fountain Street	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	0.2	£0.0	£0.0	£0.0	£0.0	0.0	£0.2
Spar, Urney Road	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.2	1.0	£0.0	£0.0	£0.0	£0.0	0.0	£1.6
spai, onley road	10.0	10.0	L0.0	LU.7	10.0	10.0	LU.2	1.0	10.0	10.0	10.0	10.0	0.0	11.0
Strabane other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0
Spar, Berryhill Road, Artigarvan	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.2	0.8	£0.0	£0.0	£0.0	£0.0	0.0	£0.8
OTHER	£0.0	£0.0	£0.0	£3.6	£0.0	£0.0	£0.0	3.6	£0.0	£0.0	£0.0	£0.0	0.0	£4.0
ZONE 4 - TOTAL	£0.0	£0.3	£0.3	£14.5	£0.2	£0.1	£0.4	15.9	£0.0	£0.0	£0.0	£0.0	0.0	£68.7
	10.0	20.5	10.0	214.0	10.2	20.1	20.4	10.7	10.0	20.0	20.0	10.0	0.0	200.7
ZONE 5 - CASTLEDERG														
CASTLEDERG TOWN CENTRE (as defined by Strabane Area	£0.0	£0.0	£0.0	£0.4	£3.7	£0.0	£0.2	4.3	£0.0	£0.0	£0.0	£0.0	0.0	£15.3
Plan 1986-2001)														
Coop, High Street	£0.0	£0.0	£0.0	£0.2	£0.8	£0.0	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£3.5
Spar, Dergvalley Shopping Centre	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.2	1.9	£0.0	£0.0	£0.0	£0.0	0.0	£5.9
Vivo Xtra, William Street	£0.0	£0.0	£0.0	£0.2	£1.1	£0.0	£0.0	1.3	£0.0	£0.0	£0.0	£0.0	0.0	£5.9
CASTLEDERG OUT OF CENTRE	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	1.6	£0.0	£0.0	£0.0	£0.0	0.0	£2.1
Costcutter, Castlefin Road	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0	£0.6
Mace, Strabane Road	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0	£0.7
Other	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	0.6	£0.0	£0.0	£0.0	£0.0	0.0	£0.8
ZONE 5 TOTAL	£0.0	£0.0	£0.0	£0.4	£5.3	£0.0	£0.2	5.9	£0.0	£0.0	£0.0	£0.0	0.0	£17.4
ZONE 6 - CLAUDY														
CLAUDY VILLAGE CENTRE	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£3.2
Centra, Claudy	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£2.6
Costcutter, Main Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.3
Spar, Main Street, Claudy	£0.0	£0.0	£0.1	£0.2	£0.0	£1.0	£0.0	1.4	£0.0	£0.0	£0.0	£0.0	0.0	£1.9
Spar, Main Street, Feeny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	0.9	£0.0	£0.0	£0.0	£0.0	0.0	£1.3
Corner Made Charact Door	60.5	00.7			00 -	00 =	00 -		60.5	60.5	60.5	00 -		
Spar, Main Street, Dungiven	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0	£1.5
Supervalu, Garvagh Rd, Dungiven	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	2.2	£0.0	£0.0	£0.0	£0.0	0.0	£6.2
Local Shops, Dungiven town centre	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£1.8
Other Zone 6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	0.9	£0.0	£0.0	£0.0	£0.0	0.0	£1.0
ZONE 6 TOTAL	£0.0	£0.0	£0.1	£0.2	£0.0	£7.6	£0.0	8.0	£0.0	£0.0	£0.0	£0.0	0.0	£16.5
		_5.0			_5.0	_,.0	_0.0	1		_ 3.0	_3.0	_0.0	1	



					FIRST C	CHOICE MA	IN FOOD SI	HOPPING											SECONI	CHOICE N	AIN FOOD	SHOPPING	Ī				
			c	OUNCIL AR	EA			ZONES 1-7 TOTAL	RE	MAINDER C	F STUDY AR	REA	ZONES 8-11 TOTAL				C	OUNCIL ARE	EA			ZONES 1-7 TOTAL	RE	MAINDER C	F STUDY AF	REA	ZONES 8-11 TOTAL
STORE/CENTRE	1	2	3	4	5	6	7		8	9	10	11			1	2	3	4	5	6	7		8	9	10	11	
(£m)		69.1	35.5	59.8	18.6	29.4	43.7	391.9	51.7	90.3	91.5	57.4	290.8	1	135.8	69.1	35.5	59.8	18.6	29.4	43.7	391.9	51.7	90.3	91.5	57.4	290.8
(£m)	66.5	33.9	17.4	29.3	9.1	14.4	21.4	192.0	25.3	44.2	44.8	28.1	142.5	l	28.5	14.5	7.5	12.6	3.9	6.2	9.2	82.3	10.9	19.0	19.2	12.0	61.1
ZONE 7 - NEWTOWNSTEWART																											
NEWTOWNSTEWART TOWN CENTRE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.9	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	0.8	£0.0	£0.0	£0.0	£0.0	0.0
Gallachers Nisa, Main Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	0.1	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Strabane Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.9	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	0.7	£0.0	£0.0	£0.0	£0.0	0.0
SION MILLS	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Mellmount Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Village Stores and service station	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Other Zone 7	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.4	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	0.1	£0.0	£0.0	£0.0	£0.0	0.0
Costcutter, Greencastle, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Mace, Gortin Road, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Gortin Road, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	0.1	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Old Mountfield Road, Mullaghmore, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	0.1	£0.0	£0.0	£0.0	£0.0	0.0
Spar Plumbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.8	£1.9	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	1.1	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 8 - LIMAVADY														1													
LIMAVADY																											
Costcutter, Catherine St	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Lidl, Main St, Limavady	£0.0	£0.0	£0.2	£0.0	£0.0	£0.4	£0.0	£0.6	£1.3	£0.0	£0.0	£0.0	1.3		£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	0.3	£1.1	£0.0	£0.0	£0.0	1.1
Mace, Greystone Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	0.3		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.2	£0.0	£0.0	£0.0	0.2
Spar, Anderson Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.3	£0.0	£0.0	£0.0	0.3
Spar, Irish Green Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Supervalu, Market Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£1.8	£0.0	£0.0	£0.0	1.8	l	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	0.3	£1.2	£0.0	£0.0	£0.0	1.2
Tesco Express, Limavady	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	1.3	l	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.1	£0.0	£0.0	£0.0	0.1
Tesco Superstore, Main St, Limavady	£0.0	£0.0	£1.8	£0.0	£0.0	£2.9	£0.0	£4.8	£15.5	£0.0	£0.0	£0.0	15.5	l	£0.0	£0.0	£0.7	£0.0	£0.0	£1.4	£0.0	2.1	£5.1	£0.0	£0.0	£0.0	5.1
Local Shops, Limavady town centre	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.3	£0.0	£0.0	£0.0	0.3		£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	0.1	£0.5	£0.0	£0.0	£0.0	0.5
Other Zone 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 8 TOTAL	£1.0	£0.0	£2.0	£0.0	£0.0	£3.7	£0.0	£6.8	£20.4	£0.0	£0.0	£0.0	20.4		£0.0	£0.0	£0.9	£0.0	£0.0	£1.7	£0.0	2.7	£8.5	£0.0	£0.0	£0.0	8.5
Other	£0.6	£0.3	£1.1	£0.6	£0.2	£1.1	£15.3	£19.1	£4.2	£40.1	£42.0	£25.9	112.1		£0.7	£0.0	£0.4	£0.1	£0.1	£0.4	£5.8	7.6	£1.6	£18.6	£18.2	£11.0	49.3
Internet	£0.0	£0.7	£0.8	£0.3	£0.1	£0.5	£0.4	£2.8	£0.8	£0.0	£0.5	£0.0	1.3		£0.0	£0.4	£0.4	£0.1	£0.0	£0.2	£0.2	1.3	£0.4	£0.1	£0.0	£0.0	0.6

Note.
Turnover calculated by applying market shares (Table 4) to available expenditure (Table 3a)



						TOP UP FO	OD SHOPPI	NG						TOTAL
			С	OUNCIL AR	EA			ZONES 1-7 TOTAL	RE	MAINDER C	OF STUDY AR	EA	ZONES 8-11 TOTAL	
STORE/CENTRE	1	2	3	4	5	6	7		8	9	10	11		
(£m		69.1	35.5	59.8	18.6	29.4	43.7	391.9	51.7	90.3	91.5	57.4	290.8	
(£m	40.7	20.7	10.7	18.0	5.6	8.8	13.1	117.6	15.5	27.1	27.5	17.2	87.2	
ZONE 7 - NEWTOWNSTEWART														
NEWTOWNSTEWART TOWN CENTRE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	2.2	£0.0	£0.0	£0.0	£0.0	0.0	£4.0
Gallachers Nisa, Main Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.1
Spar, Strabane Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	2.2	£0.0	£0.0	£0.0	£0.0	0.0	£3.9
SION MILLS	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	1.7	£0.0	£0.0	£0.0	£0.0	0.0	£1.7
Spar, Mellmount Road	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	1.5	£0.0	£0.0	£0.0	£0.0	0.0	£1.5
Village Stores and service station	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	0.2	£0.0	£0.0	£0.0	£0.0	0.0	£0.2
Other Zone 7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	1.7	£0.0	£0.0	£0.0	£0.0	0.0	£2.2
Costcutter, Greencastle, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	0.6	£0.0	£0.0	£0.0	£0.0	0.0	£0.6
Mace, Gortin Road, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	0.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.3
Spar, Gortin Road, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£1.5
Spar, Old Mountfield Road, Mullaghmore, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	1.4	£0.0	£0.0	£0.0	£0.0	0.0	£1.9
Spar Plumbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	0.9	£0.0	£0.0	£0.0	£0.0	0.0	£0.9
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£8.3	10.0	£0.0	£0.0	£0.0	£0.0	0.0	£13.0
ZONE 8 - LIMAVADY														
LIMAVADY														
Costcutter, Catherine St	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.8	£0.0	£0.0	£0.0	0.8	£0.8
Lidl, Main St, Limavady	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£1.0	£0.3	£0.0	£0.0	1.2	£4.5
Mace, Greystone Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.4
Spar, Anderson Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£2.0	£0.0	£0.0	£0.0	2.0	£2.3
Spar, Irish Green Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£1.5	£0.0	£0.0	£0.0	1.5	£1.5
Supervalu, Market Street	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	0.2	£2.0	£0.0	£0.0	£0.0	2.0	£5.8
Tesco Express, Limavady	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£1.7	£0.0	£0.0	£0.0	1.7	£3.1
Tesco Superstore, Main St, Limavady	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	0.2	£1.9	£0.0	£0.0	£0.0	1.9	£29.5
Local Shops, Limavady town centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.3	0.5	£2.1	£0.0	£0.0	£0.0	2.1	£4.5
Other Zone 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.9	£0.0	£0.0	£0.0	0.9	£0.9
ZONE 8 TOTAL	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.3	1.0	£13.9	£0.3	£0.0	£0.0	14.2	£53.4
Other	£0.0	£0.9	£0.5	£0.0	£0.0	£0.2	£2.8	4.3	£1.1	£25.3	£23.6	£16.8	66.8	£259.3
Internet	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£6.0

Note.Turnover calculated by applying market shares (Table 4) to available expenditure (Table 3a)



STORE/CENTRE (Ém) 1			CC																							
	_			OUNCIL ARE	EA			ZONES 1-7 TOTAL	RE	MAINDER O	F STUDY ARI	EA	ZONES 8-11 TOTAL			C	OUNCIL ARE	Α			ZONES 1-7 TOTAL	RE	MAINDER O	f study ar	ĒΑ	ZONES 8-11 TOTAL
(+mil 1	101.0	2	3	4	5	6	7	205.7	8	9	10	11	2211	1	2	3	4	5	6	7	205.7	8	9	10	11	2011
	136.9 67.1	69.5 34.1	35.9 17.6	60.4 29.6	18.7 9.2	29.7 14.6	44.5 21.8	395.7 193.9	52.3 25.6	91.3 44.7	92.5 45.3	58.0 28.4	294.1 144.1	136.9 28.8	69.5 14.6	35.9 7.5	60.4 12.7	18.7 3.9	29.7 6.2	44.5 9.3	395.7 83.1	52.3 11.0	91.3 19.2	92.5 19.4	58.0 12.2	294.1 61.8
ZONE 1 - DERRY - LONDONDERRY WEST																										
DERRY CENTRAL AREA (as defined by the adopted Derry Local Plan Proposals Map)	£30.9	£4.7	£1.6	£0.2	£0.0	£0.7	£0.0	£38.1	£0.0	£3.5	£0.0	£0.0	3.5	£11.9	£2.0	£0.7	£0.3	£0.0	£0.1	£0.1	15.0	£0.0	£0.0	£0.0	£0.0	0.0
11 3	£1.7	£0.0	£0.5	£0.0	£0.0	£0.1	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.3	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0
13 . 3 . 11 3	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	0.0	£1.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	1.5	£0.0	£0.0	£0.0	£0.0	0.0
I	£22.8	£4.3	£1.1	£0.2	0.03	£0.5	0.03	£28.9	0.03	0.03	0.03	0.03	0.0	£7.5	£1.5	6.0£	£0.3	0.03	0.03	£0.1	10.1	0.03	0.03	0.03	0.03	0.0
	£1.1 £1.0	£0.0 £0.3	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£1.1 £1.3	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0	£0.8 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.8 0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0
· · · ·	£3.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£0.0	£3.5	£0.0	£0.0	3.5	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1.8	£0.0	£0.0	£0.0	£0.0	0.0
11 9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.3	£0.0	£0.0	£0.0	£0.0	0.0
	£0.0 £0.0	£0.0 £0.0	£0.2 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.2 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£0.0 £0.0	0.0 0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0						
RATH MOR DISTRICT CENTRE	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	0.0	£0.8	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	0.8	£0.0	£0.0	£0.0	£0.0	0.0
Costcutter	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	0.0	£0.8	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	0.8	£0.0	£0.0	£0.0	£0.0	0.0
SPRINGTOWN DISTRICT CENTRE	£1.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£1.8	£0.0	1.8	£0.5	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	1.0	£0.0	£0.0	£0.8	£0.0	0.8
Dunnes	£1.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£1.8	£0.0	1.8	£0.5	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	1.0	£0.0	£0.0	£0.8	£0.0	8.0
MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/DERRY CITY CENTRE, DISTRICT CENTRES & LOCAL CENTRES	£15.3	£1.6	£1.3	£0.0	£0.0	£0.4	£0.0	£18.6	£0.0	£0.7	£0.6	£0.0	1.2	£4.3	£0.3	£0.6	£0.0	£0.0	£0.2	£0.0	5.3	£0.0	£0.3	£0.3	£0.0	0.5
Costcutter, Beechwood Avenue	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.6	£0.0	0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.3	£0.0	0.3
Iceland, Buncrana Road	£4.3	£0.2	£0.0	£0.0	£0.0	£0.4	£0.0	£4.9	£0.0	£0.7	£0.0	£0.0	0.7	£1.1	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	1.4	£0.0	£0.3	£0.0	£0.0	0.3
Lidl, Buncrana Road	£9.1	£1.3	£1.1	£0.0	£0.0	£0.0	£0.0	£11.5	£0.0	£0.0	£0.0	£0.0	0.0	£2.6	£0.1	£0.4	£0.0	£0.0	£0.1	£0.0	3.3	£0.0	£0.0	£0.0	£0.0	0.0
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
	0.0£	0.03	£0.2	0.03	£0.0	£0.0	0.03	£0.2	0.03	0.03	0.03	0.03	0.0	£0.0	0.03	£0.1	£0.0	£0.0	£0.0	0.03	0.1	£0.0	0.03	£0.0	0.03	0.0
1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1	£0.0	£0.0	£0.0	0.03	0.03	£0.0	0.03	£0.0	£0.0	0.03	£0.0	0.03	0.0	£0.0	£0.0	0.03	0.03	0.0£	0.03	0.03	0.0	£0.0	£0.0	0.0£	£0.0 £0.0	0.0 0.0
	£0.0 £1.3	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £1.3	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0	£0.0 £0.5	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.5	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	0.0
	£0.6	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.3	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	0.7	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 1 TOTAL	£48.9	£6.8	£3.2	£0.2	£0.0	£1.1	£0.0	£60.3	£0.0	£4.2	£2.3	£0.0	6.5	£17.4	£2.6	£1.4	£0.3	£0.0	£0.3	£0.1	22.1	£0.0	£0.3	£1.1	£0.0	1.3
ZONE 2 - DERRY - LONDONDERRY EAST																										
LISNAGELVIN DISTRICT CENTRE	£9.5	£19.3	£6.1	£0.3	£0.0	£1.4	£0.4	£37.0	£0.0	£0.0	£0.0	£0.0	0.0	£5.9	£6.9	£2.8	£0.6	£0.0	£1.2	£0.0	17.5	£0.1	£0.0	£0.0	£0.0	0.1
	£1.1	£2.2	£0.2	£0.0	£0.0	£0.0	£0.0	£3.5	£0.0	£0.0	£0.0	£0.0	0.0	£0.5	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	1.4	£0.0	£0.0	£0.0	£0.0	0.0
	£8.4	£17.1	£5.9	£0.3	£0.0	£1.4	£0.4	£33.5	£0.0	£0.0	£0.0	£0.0	0.0	£5.5	£6.1	£2.7	£0.6	£0.0	£1.2	£0.0	16.1	£0.1	£0.0	£0.0	£0.0	0.1
ODEROCENT LINIU LO O AL OFINEDE			20.1	00.5	20.0		20.0												00.4		, -					
	£4.7	£4.1 £0.9	£0.6	£0.5 £0.5	£0.0 £0.0	0.03	£0.0 £0.0	£9.8	£0.0	£0.0 £0.0	£0.0	£0.0 £0.0	0.0	£3.4	£2.4 £0.8	£0.4	£0.2 £0.2	0.0£	£0.1 £0.1	£0.0 £0.0	6.5	0.0£	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0
M+S Simply Food Tesco Express	£3.4	£3.1	£0.2 £0.5	£0.0	£0.0	£0.0 £0.0	£0.0	£2.8 £7.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0	0.0	£1.9	£1.6	£0.3 £0.1	£0.0	£0.0 £0.0	£0.0	£0.0	3.7	£0.0	£0.0	£0.0	£0.0	0.0
MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/DERRY CITY	£0.0	£1.2	£0.2	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
CENTRE, DISTRICT CENTRES & LOCAL CENTRES																										
	£0.0 £0.0	£0.6 £0.0	£0.2 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.8 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0	£0.0 £0.0	£0.4 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.4 0.1	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	0.0 0.0
	£0.0	£0.0 £0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0 £0.2	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	0.1	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0	0.0
	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
OTHER	tu u	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	0.0	50.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
	£0.0 £0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.0 £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0 0.0	£0.0	£0.0	£0.0	£0.0	0.0
· ·	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
	£14.2	£24.8	£6.9	£0.8	£0.0	£1.4	£0.4	£48.5	£0.0	£0.0	£0.0	£0.0	0.0	£9.4	£9.9	£3.2	£0.8	£0.0	£1.3	£0.0	24.6	£0.1	£0.0	£0.0	£0.0	0.1



						TO	D 11D 500D	CHODDING						70741
						10	DOD140 AD AI	SHOPPING	I					TOTAL
			С	OUNCIL AR	EA			ZONES 1-7	RE	MAINDER C	F STUDY AR	REA.	ZONES 8-11	
STORE/CENTRE	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL	
(£m)	136.9	69.1	35.5	59.8	18.6	29.4	43.7	393.0	52.3	91.3	92.5	58.0	294.1	
(£m)	41.1	20.8	10.8	18.1	5.6	8.9	13.4	118.7	15.7	27.4	27.8	17.4	88.2	
ZONE 1 - DERRY - LONDONDERRY WEST														
DERRY CENTRAL AREA (as defined by the adopted Derry	C44.0	60.0	00.0	0.00	0.00	0.00	0.00	44.2	0.00	0.00	0.00	0.00		C00 F
Local Plan Proposals Map)	£11.8	£2.2	£0.3	£0.0	£0.0	£0.0	£0.0	14.3	£0.0	£0.0	£0.0	£0.0	0.0	£89.5
Iceland, Foyleside Shopping Centre	£0.0	£0.0	£0.0	0.03	0.03	0.03	£0.0	0.0	0.03	£0.0	0.03	£0.0	0.0	£3.4 £5.9
M+S Simply Food, Foyleside Shopping Centre Sainsburys, Strand Road	£1.2 £5.4	£1.1 £0.5	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	2.3 6.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£55.1
Supervalu, Meadowbank Court, Strand Rd	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£3.8
Supervalu, Waterloo Place	£0.9	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£2.5
Tesco, Quayside Shopping Centre	£0.6	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	0.7	£0.0	£0.0	£0.0	£0.0	0.0	£15.3
Other	£2.7	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	3.0	£0.0	£0.0	£0.0	£0.0	0.0	£3.5
NORTHSIDE DISTRICT CENTRE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.2
Supervalu, Glengalliagh Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.2
		05 -	05 -	05 -	05.5	05 -	05 -		05.5	05.5	05.5	05.5		
RATH MOR DISTRICT CENTRE Costcutter	£1.2 £1.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	1.2 1.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£4.6 £4.6
Costcutter	£1.2	EU.U	EU.U	EU.U	EU.U	EU.U	EU.U	1.2	EU.U	EU.U	EU.U	EU.U	0.0	£4.0
SPRINGTOWN DISTRICT CENTRE	£1.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	1.3	£0.0	£0.0	£0.0	£0.0	0.0	£9.3
Dunnes	£1.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	1.3	£0.0	£0.0	£0.0	£0.0	0.0	£9.3
MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/DERRY CITY														
CENTRE, DISTRICT CENTRES & LOCAL CENTRES	£15.6	£3.3	£0.1	£0.0	£0.0	£0.1	£0.2	19.3	£0.0	£0.4	£0.0	£0.0	0.4	£51.6
Costcutter, Beechwood Avenue	£2.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	2.4	£0.0	£0.0	£0.0	£0.0	0.0	£4.5
Iceland, Buncrana Road	£3.1	£0.8	£0.1	£0.0	£0.0	£0.0	£0.2	4.2	£0.0	£0.0	£0.0	£0.0	0.0	£13.6
Lidl, Buncrana Road	£2.0	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	2.4	£0.0	£0.4	£0.0	£0.0	0.4	£20.5
Mace, Bishop Street	£0.6 £0.0	£0.0 £0.3	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.6 0.3	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£0.6 £0.3
Mace, Clooney Terrace Mace, Messines Terrace	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.3
Spar, Creggan Road	£2.2	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	3.3	£0.0	£0.0	£0.0	£0.0	0.0	£3.3
Spar, Park Avenue	£0.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£1.1
Supervalu, Greenhaw Road	£4.7	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	5.0	£0.0	£0.0	£0.0	£0.0	0.0	£7.4
Other	£7.4	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	8.0	£0.0	£0.0	£0.0	£0.0	0.0	£10.3
Other	L7.4	LU.0	LU.U	LU.U	LU.U	LU.U	LU.U	0.0	10.0	10.0	10.0	LU.U	0.0	110.3
ZONE 1 TOTAL	£29.7	£5.8	£0.4	£0.0	£0.0	£0.1	£0.2	36.2	£0.0	£0.4	£0.0	£0.0	0.4	£155.2
ZONE 2 - DERRY - LONDONDERRY EAST														
ZONE 2 - DERRY - LONDONDERRY EASI														
LISNAGELVIN DISTRICT CENTRE	£1.6	£3.7	£0.6	£0.3	£0.0	£0.0	£0.0	6.3	£0.0	£0.0	£0.0	£0.0	0.0	£78.3
Supervalu (Long's), Lisnagelvin	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£7.4
Tesco, Lisnagelvin	£1.6	£2.6	£0.6	£0.3	£0.0	£0.0	£0.0	5.1	£0.0	£0.0	£0.0	£0.0	0.0	£70.9
CRESCENT LINK LOCAL CENTRE	£1.1	£4.9	£0.9	£0.4	£0.0	£0.3	£0.0	7.6	£0.0	£0.0	£0.0	£0.0	0.0	£30.5
M+S Simply Food	£1.1	£2.7	£0.4	£0.4	£0.0	£0.1	£0.0	4.7	£0.2	£0.0	£0.0	£0.0	0.2	£13.2
Tesco Express	£0.0	£2.2	£0.6	£0.0	£0.0	£0.2	£0.0	2.9	£0.0	£0.0	£0.0	£0.0	0.0	£17.3
MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/DERRY CITY														
CENTRE, DISTRICT CENTRES & LOCAL CENTRES	£0.0	£3.3	£0.7	£0.0	£0.0	£0.1	£0.0	4.1	£0.0	£0.0	£0.0	£0.0	0.0	£5.5
Centra, Trench Road SC	£0.0	£1.9	£0.5	£0.0	£0.0	£0.0	£0.0	2.4	£0.0	£0.0	£0.0	£0.0	0.0	£4.0
Costcutter, Crescent Link	£0.6	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£1.3
Spar, Church Brae (Tullyally SC)	£0.0	£0.2	£0.3	0.03	0.03	£0.1	£0.0	0.6	£0.0	£0.0	0.03	£0.0	0.0	£0.8
Spar, Rossdowney Park	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£1.5
OTHER	£0.0	£1.0	£0.3	£0.4	£0.0	£0.0	£0.0	1.6	£0.0	£0.0	£0.0	£0.0	0.0	£2.0
Supervalu, Duncastle Rd	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	0.4	£0.0	£0.0	£0.0	£0.0	0.0	£0.7
Other Zone 2	£0.0	8.0£	£0.1	£0.4	£0.0	£0.0	£0.0	1.3	£0.0	£0.0	£0.0	£0.0	0.0	£1.3
ZONE 2 TOTAL	£3.3	£13.2	£2.8	£1.1	£0.0	£0.4	£0.0	20.8	£0.2	£0.0	£0.0	£0.0	0.2	£118.5
20.22 101/12		L13.2				20.4		25.0	20.2	20.0	20.0	20.0	0.2	2.10.5



					FIRST (CHOICE MA	AIN FOOD S	HOPPING											SECOND C	CHOICE MAI	IN FOOD SHOPE	PING				
			С	OUNCIL ARI	EA			ZONES 1-7 TOTAL	RE	MAINDER C	OF STUDY AR	REA	ZONES 8-11 TOTAL				COUNCIL A	REA			ZONES 1-7 TOTAL	RE	MAINDER C	OF STUDY AF	REA	ZONES 8-11 TOTAL
STORE/CENTRE (Em)	1 136.9	2 69.5	3 35.9	4 60.4	5 18.7	6 29.7	7 44.5	395.7	8 52.3	9 91.3	10 92.5	11 58.0	294.1	1 136	9 69.	3 35.9	4 60.4	5 18.7	6 29.7	7 44.5	395.7	8 52.3	9 91.3	10 92.5	11 58.0	294.1
(£m)	67.1	34.1	17.6	29.6	9.2	14.6	21.8	193.9	25.6	44.7	45.3	28.4	144.1	28.			12.7	3.9	6.2	9.3	83.1	11.0	19.2	19.4	12.2	61.8
ZONE 3 - EGLINTON													1 1													
Local Shops Drumahoe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.	£0.	0.03	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Supervalu, Main Street Other	£0.0 £0.0	£0.0 £0.0	£2.4 £0.0	£0.0 £0.0	£0.0 £0.0	£0.1 £0.0	£0.0 £0.0	£2.5 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£0. £0.			£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.7 0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0
ZONE 3 TOTAL	£0.0	£0.0	£2.4	£0.0	£0.0	£0.1	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	0.0	£0.	£0.	£0.7	£0.0	£0.0	£0.0	£0.0	0.7	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 4 - STRABANE																										
STRABANE TOWN CENTRE (Strabane Area Plan 1986-2001 Policies Map) ASDA, Branch Road, Strabane Iceland, Railway Street Local Shops, Strabane TC Supervalu, Main Street	£1.7 £1.7 £0.0 £0.0 £0.0	£1.1 £1.1 £0.0 £0.0 £0.0	£0.9 £0.9 £0.0 £0.0	£23.0 £21.4 £0.3 £0.0 £1.3	£1.1 £1.1 £0.0 £0.0 £0.0	£0.5 £0.5 £0.0 £0.0	£3.0 £3.0 £0.0 £0.0	£31.2 £29.6 £0.3 £0.0 £1.3	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£2.2 £1.3 £1.0 £0.0 £0.0	2.2 1.3 1.0 0.0 0.0	£1. £1. £0. £0.	£0. £0. £0.	7 £0.3 0 £0.0 0 £0.0	£8.6 £7.7 £0.3 £0.0 £0.6	£0.5 £0.4 £0.0 £0.0 £0.0	£0.1 £0.1 £0.0 £0.0 £0.0	£0.8 £0.8 £0.0 £0.0	12.0 11.1 0.4 0.0 0.6	£0.1 £0.1 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£1.0 £0.8 £0.2 £0.0 £0.0	1.1 0.9 0.2 0.0 0.0
OUT OF CENTRE Costcutter, Ballycolman Avenue Lidl, Bradley Way Spar, Derry Road Spar, Fountain Street Spar, Urney Road	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£4.4 £0.0 £4.1 £0.0 £0.0 £0.3	£0.1 £0.0 £0.1 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.2 £0.0 £0.2 £0.0 £0.0	£4.7 £0.0 £4.4 £0.0 £0.0 £0.3	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	0.0 0.0 0.0 0.0 0.0 0.0	£0. £0. £0. £0. £0.	£0. £0. £0. £0.	0 £0.0 0 £0.0 1 £0.0 0 £0.0	£2.2 £0.0 £2.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.1 £0.0 £0.1 £0.0 £0.0	2.3 0.0 2.1 0.1 0.0 0.2	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	0.0 0.0 0.0 0.0 0.0 0.0
STRABANE OTHER Spar, Berryhill Road, Artigarvan	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£0.			£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0
OTHER	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.	£0.	0.03	£0.1	£0.0	£0.0	£0.0	0.1	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 4 - TOTAL	£1.7	£1.1	£0.9	£27.7	£1.2	£0.5	£3.2	£36.3	£0.0	£0.0	£0.0	£2.2	2.2	£1.	£0.	£0.3	£11.0	£0.5	£0.1	£0.9	13.8	£0.1	£0.0	£0.0	£1.0	1.1
ZONE 5 - CASTLEDERG																										
CASTLEDERG TOWN CENTRE (as defined by Strabane Area Plan 1986-2001) Coop, High Street Spar, Dergvalley Shopping Centre Vivo Xtra, William Street	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£7.2 £1.4 £2.5 £3.3	£0.0 £0.0 £0.0 £0.0	£0.5 £0.2 £0.2 £0.2	£7.8 £1.6 £2.6 £3.5	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0 0.0	£0. £0. £0.	£0.	£0.0 £0.0	£0.1 £0.0 £0.0 £0.1	£3.1 £0.9 £1.2 £1.0	£0.0 £0.0 £0.0 £0.0	£0.2 £0.0 £0.1 £0.1	3.4 0.9 1.3 1.2	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0 0.0
CASTLEDERG OUT OF CENTRE Costcutter, Castlefin Road Mace, Strabane Road	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.3 £0.1 £0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.3 £0.1 £0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0	£0. £0.	£0.	0.03	£0.0 £0.0 £0.0	£0.1 £0.0 £0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.1 0.0 0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	0.0	£0.	£0.	0.03	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 5 TOTAL	£0.0	£0.0	£0.0	£0.0	£7.6	£0.0	£0.5	£8.1	£0.0	£0.0	£0.0	£0.0	0.0	£0.	£0.	0.03	£0.1	£3.2	£0.0	£0.2	3.5	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 6 - CLAUDY									 				 	+							 					
CLAUDY VILLAGE CENTRE Centra, Claudy Costcutter, Main Street Spar, Main Street, Claudy	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£1.7 £1.2 £0.3 £0.3	£0.0 £0.0 £0.0	£1.7 £1.2 £0.3 £0.3	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0 0.0	£0. £0. £0.	£0.	£0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.4 £0.4 £0.1 £0.2	£0.0 £0.0 £0.0 £0.0	0.4 0.4 0.1 0.2	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	0.0 0.0 0.0 0.0
Spar, Main Street, Feeny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.	£0.	0.03	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Main Street, Dungiven Supervalu, Garvagh Rd, Dungiven Local Shops, Dungiven town centre	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.3 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.5 £2.8 £0.5	£0.0 £0.0 £0.0	£0.5 £3.1 £0.5	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0	£0. £0.	£0.	£0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.5 £0.8 £0.2	£0.0 £0.0 £0.0	0.5 0.9 0.2	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0
Other Zone 6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	0.0	£0.	£0.	0.03	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 6 TOTAL	£0.0	£0.0	£0.3	£0.0	£0.0	£6.0	£0.0	£6.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.) £0.	£0.1	£0.0	£0.0	£2.2	£0.0	2.3	£0.0	£0.0	£0.0	£0.0	0.0



						TO	P UP FOOD	SHOPPING						TOTAL
			C	OUNCIL AR	FΔ			70NFC 4 7	DE	MAINDER O	NE STIINV AR	DF Δ	70NFC 0 44	
			C.	OUNCIL AK	LA			ZONES 1-7 TOTAL	KL	IVIAINDER O	JI SIUDI AN	LA	ZONES 8-11 TOTAL	
STORE/CENTRE	1	2	3	4	5	6	7		8	9	10	11		
(£m) (£m)	136.9 41.1	69.1 20.8	35.5 10.8	59.8 18.1	18.6 5.6	29.4 8.9	43.7 13.4	393.0 118.7	52.3 15.7	91.3 27.4	92.5 27.8	58.0 17.4	294.1 88.2	
ZONE 3 - EGLINTON														
Local Shops Drumahoe	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£1.2
	00.0					00.0	00.0					00.0		
Supervalu, Main Street Other	£0.0 £0.0	£0.0 £0.0	£3.9 £0.9	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	3.9 0.9	£0.3 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.3 0.0	£7.9 £0.9
ZONE 3 TOTAL	£0.0	£0.0	£3.9	£0.0	£0.0	£0.0	£0.0	3.9	£0.3	£0.0	£0.0	£0.0	0.3	£7.9
ZONE 4 - STRABANE														
STRABANE TOWN CENTRE (Strabane Area Plan 1986-2001														
Policies Map)	£0.0	£0.0	£0.1	£6.1	£0.2	£0.1	£0.0	6.5	£0.0	£0.0	£0.0	£0.0	0.0	£67.4
ASDA, Branch Road, Strabane	£0.0	£0.0	£0.0	£3.2	£0.1	£0.1	£0.0	3.4	£0.0	£0.0	£0.0	£0.0	0.0	£58.6
Iceland, Railway Street	0.0£	0.03	0.03	£0.0	£0.0	0.03	0.03	0.0	0.03	0.03	0.03	0.03	0.0	£3.2
Local Shops, Strabane TC	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	£1.3 £1.6	£0.1 £0.0	£0.0 £0.0	£0.0 £0.0	1.4 1.7	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£1.4 £4.2
Supervalu, Main Street	EU.U	EU.U	EU. I	E1.0	EU.U	EU.U	EU.U	1./	EU.U	EU.U	EU.U	EU.U	0.0	£4.Z
OUT OF CENTRE	£0.0	£0.3	£0.2	£4.4	£0.0	£0.0	£0.2	5.1	£0.0	£0.0	£0.0	£0.0	0.0	£14.4
Costcutter, Ballycolman Avenue	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0	£0.5
Lidl, Bradley Way	£0.0	£0.3	£0.2	£1.2	£0.0	£0.0	£0.0	1.8	£0.0	£0.0	£0.0	£0.0	0.0	£10.4
Spar, Derry Road	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	1.6	£0.0	£0.0	£0.0	£0.0	0.0	£1.8
Spar, Fountain Street	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	0.2	£0.0	£0.0	£0.0	£0.0	0.0	£0.2
Spar, Urney Road	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.2	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£1.8
STRABANE OTHER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0
Spar, Berryhill Road, Artigarvan	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.2	0.8	£0.0	£0.0	£0.0	£0.0	0.0	£0.8
OTHER	£0.0	£0.0	£0.0	£3.6	£0.0	£0.0	£0.0	3.6	£0.0	£0.0	£0.0	£0.0	0.0	£4.2
ZONE 4 - TOTAL	£0.0	£0.3	£0.3	£14.7	£0.2	£0.1	£0.4	16.0	£0.0	£0.0	£0.0	£0.0	0.0	£85.4
ZONE 5 - CASTLEDERG														
CASTLEDERG TOWN CENTRE (as defined by Strabane Area	£0.0	£0.0	£0.0	£0.4	£3.7	£0.0	£0.2	4.3	£0.0	£0.0	£0.0	£0.0	0.0	£18.8
Plan 1986-2001)														
Coop, High Street	£0.0	£0.0	£0.0	£0.2	£0.8	£0.0	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£4.4
Spar, Dergvalley Shopping Centre	0.0£	£0.0	0.03	0.03	£1.8	£0.0	£0.2	2.0	0.03	0.03	0.03	£0.0	0.0	£7.2
Vivo Xtra, William Street	£0.0	£0.0	£0.0	£0.2	£1.1	£0.0	£0.0	1.3	£0.0	£0.0	£0.0	£0.0	0.0	£7.2
CASTLEDERG OUT OF CENTRE	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	1.6	£0.0	£0.0	£0.0	£0.0	0.0	£2.3
Costcutter, Castlefin Road	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0	£0.6
Mace, Strabane Road	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0	£0.8
Other	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	0.6	£0.0	£0.0	£0.0	£0.0	0.0	£0.9
ZONE 5 TOTAL	£0.0	£0.0	£0.0	£0.4	£5.3	£0.0	£0.2	5.9	£0.0	£0.0	£0.0	£0.0	0.0	£21.1
ZONE 6 - CLAUDY														
CLAUDY VILLAGE CENTRE	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£3.6
Centra, Claudy	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£3.0
Costcutter, Main Street	£0.0 £0.0	£0.0	£0.0	£0.0	0.03	£0.0	0.03	0.0	£0.0 £0.0	£0.0	0.03	0.03	0.0	£0.4 £2.1
Spar, Main Street, Claudy	£0.0	£0.0	£0.1	£0.2	£0.0	£1.0	£0.0	1.4	£0.0	£0.0	£0.0	£0.0	0.0	£Z.I
Spar, Main Street, Feeny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	0.9	£0.0	£0.0	£0.0	£0.0	0.0	£1.3
Spar, Main Street, Dungiven	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0	£1.9
Spar, Main Street, Dungiven Supervalu, Garvagh Rd, Dungiven	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£0.0	2.3	£0.0	£0.0	£0.0	£0.0	0.0	£7.2
Local Shops, Dungiven town centre	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£2.0
Other Zone 6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	0.9	£0.0	£0.0	£0.0	£0.0	0.0	£1.0
ZONE 6 TOTAL	£0.0	£0.0	£0.1	£0.2	£0.0	£7.7	£0.0	8.1	£0.0	£0.0	£0.0	£0.0	0.0	£19.0
<u> </u>								I.						



					FIRST	CHOICE MA	AIN FOOD S	HOPPING											SECOND C	CHOICE MA	IN FOOD SHOPE	ING				
			C	COUNCIL AR	EA			ZONES 1-7 TOTAL	RE	EMAINDER C	OF STUDY AF	REA	ZONES 8-11 TOTAL			С	OUNCIL ARI	EA			ZONES 1-7 TOTAL	RE	MAINDER C	OF STUDY AF	EA	ZONES 8-11 TOTAL
STORE/CENTRE	1	2	3	4	5	6	7		8	9	10	11		1	2	3	4	5	6	7		8	9	10	11	<u> </u>
(£m (£m	,	69.5 34.1	35.9 17.6	60.4 29.6	18.7 9.2	29.7 14.6	44.5 21.8	395.7 193.9	52.3 25.6	91.3 44.7	92.5 45.3	58.0 28.4	294.1 144.1	136.9 28.8	69.5 14.6	35.9 7.5	60.4 12.7	18.7 3.9	29.7 6.2	44.5 9.3	395.7 83.1	52.3 11.0	91.3 19.2	92.5 19.4	58.0 12.2	294.1 61.8
ZONE 7 - NEWTOWNSTEWART																										
NEWTOWNSTEWART TOWN CENTRE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.9	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	0.8	£0.0	£0.0	£0.0	£0.0	0.0
Gallachers Nisa, Main Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	0.1	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Strabane Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.9	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	0.0±	£0.0	£0.0	£0.0	£0.7	0.7	£0.0	£0.0	£0.0	£0.0	0.0
SION MILLS	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Mellmount Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Village Stores and service station	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Other Zone 7	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.4	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	0.1	£0.0	£0.0	£0.0	£0.0	0.0
Costcutter, Greencastle, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Mace, Gortin Road, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Gortin Road, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	0.1	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Old Mountfield Road, Mullaghmore, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	0.1	£0.0	£0.0	£0.0	£0.0	0.0
Spar Plumbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.8	£2.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	1.1	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 8 - LIMAVADY																										
LIMAVADY																										
Costcutter, Catherine St	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Lidl, Main St, Limavady	£0.0	£0.0	£0.2	£0.0	£0.0	£0.5	£0.0	£0.6	£1.3	£0.0	£0.0	£0.0	1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	0.3	£1.2	£0.0	£0.0	£0.0	1.2
Mace, Greystone Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.2	£0.0	£0.0	£0.0	0.2
Spar, Anderson Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.3	£0.0	£0.0	£0.0	0.3
Spar, Irish Green Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Supervalu, Market Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4	£1.8	£0.0	£0.0	£0.0	1.8	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	0.3	£1.2	£0.0	£0.0	£0.0	1.2
Tesco Express, Limavady	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.1	£0.0	£0.0	£0.0	0.1
Tesco Superstore, Main St, Limavady	£0.0	£0.0	£1.9	£0.0	£0.0	£3.0	£0.0	£4.8	£15.7	£0.0	£0.0	£0.0	15.7	£0.0	£0.0	£0.7	£0.0	£0.0	£1.4	£0.0	2.1	£5.1	£0.0	£0.0	£0.0	5.1
Local Shops, Limavady town centre	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.3	£0.0	£0.0	£0.0	0.3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	0.1	£0.5	£0.0	£0.0	£0.0	0.5
Other Zone 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 8 TOTAL	£1.0	£0.0	£2.0	£0.0	£0.0	£3.8	£0.0	£6.8	£20.6	£0.0	£0.0	£0.0	20.6	£0.0	£0.0	£0.9	£0.0	£0.0	£1.7	£0.0	2.7	£8.6	£0.0	£0.0	£0.0	8.6
Other	£0.6	£0.3	£1.1	£0.6	£0.2	£1.1	£15.5	£19.5	£4.2	£40.5	£42.4	£26.2	113.4	£0.8	£0.0	£0.4	£0.1	£0.1	£0.4	£5.9	7.8	£1.6	£18.8	£18.4	£11.2	49.9
Internet	£0.0	£0.7	£0.9	£0.3	£0.1	£0.5	£0.4	£2.8	£0.8	£0.0	£0.5	£0.0	1.3	£0.0	£0.4	£0.4	£0.1	£0.0	£0.2	£0.2	1.3	£0.4	£0.1	£0.0	£0.0	0.6
Note.																										

Note.
Turnover calculated by applying market shares (Table 4) to available expenditure (Table 3a)



	I						TC	P UP FOOD	SHOPPING						TOTAL
				С	OUNCIL AR	EA			ZONES 1-7 TOTAL	RE	MAINDER C	OF STUDY AR	REA	ZONES 8-11 TOTAL	
STORE/CENTRE		1	2	3	4	5	6	7		8	9	10	11		
	(£m)	136.9	69.1	35.5	59.8	18.6	29.4	43.7	393.0	52.3	91.3	92.5	58.0	294.1	
ZONE 7 - NEWTOWNSTEWART	(£m)	41.1	20.8	10.8	18.1	5.6	8.9	13.4	118.7	15.7	27.4	27.8	17.4	88.2	
NEWTOWNSTEWART TOWN CENTRE		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	2.3	£0.0	£0.0	£0.0	£0.0	0.0	£4.8
Gallachers Nisa, Main Street		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.1
Spar, Strabane Road		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	2.3	£0.0	£0.0	£0.0	£0.0	0.0	£4.7
SION MILLS		£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	1.7	£0.0	£0.0	£0.0	£0.0	0.0	£1.7
Spar, Mellmount Road		£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	1.5	£0.0	£0.0	£0.0	£0.0	0.0	£1.5
Village Stores and service station		£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	0.2	£0.0	£0.0	£0.0	£0.0	0.0	£0.2
Other Zone 7		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	1.8	£0.0	£0.0	£0.0	£0.0	0.0	£2.3
Costcutter, Greencastle, Omagh		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	0.6	£0.0	£0.0	£0.0	£0.0	0.0	£0.6
Mace, Gortin Road, Omagh		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	0.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.3
Spar, Gortin Road, Omagh		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£1.6
Spar, Old Mountfield Road, Mullaghmore, Omagh		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	1.4	£0.0	£0.0	£0.0	£0.0	0.0	£2.0
Spar Plumbridge		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	0.9	£0.0	£0.0	£0.0	£0.0	0.0	£0.9
ZONE 7 TOTAL		£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£8.5	10.2	£0.0	£0.0	£0.0	£0.0	0.0	£14.3
ZONE 8 - LIMAVADY															
LIBAAYADY															
LIMAVADY		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0	£0.8	0.00	0.00	0.00	0.0	£0.0
Costcutter, Catherine St		£0.0 £0.0	0.0 0.0	£0.8 £1.0	£0.0 £0.3	£0.0 £0.0	£0.0 £0.0	0.8 1.2	£0.0 £4.9						
Lidl, Main St, Limavady		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.3	£0.0	£0.0	0.0	£0.7
Mace, Greystone Road Spar, Anderson Park		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0 £2.0	£0.0	£0.0	£0.0	2.0	£0.7 £0.3
Spar, Irish Green Street		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£1.6	£0.0	£0.0	£0.0	1.6	£0.0
Supervalu, Market Street		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£1.0	£0.0	£0.0	£0.0	2.0	£6.0
Tesco Express, Limavady		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£1.7	£0.0	£0.0	£0.0	1.7	£2.7
Tesco Superstore, Main St, Limavady		£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	0.2	£1.9	£0.0	£0.0	£0.0	1.9	£45.8
Local Shops, Limavady town centre		£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.3	0.5	£2.1	£0.0	£0.0	£0.0	2.1	£2.8
Other Zone 8		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£1.0	£0.0	£0.0	£0.0	1.0	£0.0
ZONE 8 TOTAL		£0.0	£0.0	£0.3	£0.0	£0.0	£0.4	£0.3	1.0	£14.1	£0.3	£0.0	£0.0	14.3	£63.0
Other		£0.0	£0.9	£0.5	£0.0	£0.0	£0.2	£2.8	4.4	£1.1	£25.6	£23.8	£17.0	67.5	£316.0
Internet		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£6.0
Note.									-					-	

Note.
Turnover calculated by applying market shares (Table 4) to available expenditure (Table 3a)



					FIRST C	HOICE MA	AIN FOOD	SHOPPING										SECOND	CHOICE N	MAIN FOO	D SHOPPING					
			C	OUNCIL AR	REA			ZONES 1-7 TOTAL	REN	MAINDER C	F STUDY A	REA	ZONES 8-11 TOTAL			cc	DUNCIL ARE	EΑ			ZONES 1-7 TOTAL	REM	MAINDER C	OF STUDY A	REA	ZONES 8-11 TOTAL
STORE/CENTRE (Em	1 137.7	2 69.7	3 36.2	60.6	5 18.8	6 30.0	7 45.5	398.4	8 52.9	9 92.5	10 93.7	11 58.8	297.8	1 137.7	2 69.7	3 36.2	60.6	5 18.8	6 30.0	7 45.5	398.4	8 52.9	9 92.5	10 93.7	11 58.8	297.8
(£m CONE 1 - DERRY - LONDONDERRY WEST	67.5	34.1	17.8	29.7	9.2	14.7	22.3	195.2	25.9	45.3	45.9	28.8	145.9	28.9	14.6	7.6	12.7	3.9	6.3	9.5	83.7	11.1	19.4	19.7	12.3	62.5
ONE 1 - DERRY - LONDONDERRY WEST																										
DERRY CENTRAL AREA (as defined by the adopted Derry Local Plan Proposals Map)	£31.1	£4.7	£1.6	£0.2	£0.0	£0.7	£0.0	£38.3	£0.0	£3.6	£0.0	£0.0	3.6	£11.9	£2.0	£0.7	£0.3	£0.0	£0.1	£0.1	15.1	£0.0	£0.0	£0.0	£0.0	0.0
celand, Foyleside Shopping Centre	£1.7	£0.0	£0.5	£0.0	£0.0	£0.1	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.3	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0
M+S Simply Food, Foyleside Shopping Centre	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	0.0	£1.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	1.5	£0.0	£0.0	£0.0	£0.0	0.0
Sainsburys, Strand Road	£23.0	£4.4	£1.1	£0.2	£0.0	£0.5	£0.0	£29.1	£0.0	£0.0	£0.0	£0.0	0.0	£7.6	£1.5	£0.6	£0.3	£0.0	£0.0	£0.1	10.1	£0.0	£0.0	£0.0	£0.0	0.0
Supervalu, Meadowbank Court, Strand Rd	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.8	£0.0	£0.0	£0.0	£0.0	0.0
Supervalu, Waterloo Place Tesco, Quayside Shopping Centre	£1.0 £3.7	£0.3 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	£0.0 £0.0	£1.3 £3.8	£0.0 £0.0	£0.0 £3.6	£0.0 £0.0	£0.0 £0.0	0.0 3.6	£0.0 £1.8	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	£0.0 £0.0	0.0 1.8	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.3	£0.0	£0.0	£0.0	£0.0	0.0
Strict	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	0.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	0.0	20.0	20.0	20.0	20.0	0.0
NORTHSIDE DISTRICT CENTRE Supervalu, Glengalliagh Road	£0.0 £0.0	£0.0 £0.0	£0.2 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.2 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£0.0 £0.0	0.0 0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0						
RATH MOR DISTRICT CENTRE	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	0.0	£0.8	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	0.8	£0.0	£0.0	£0.0	£0.0	0.0
Costcutter	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	0.0	£0.8	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	0.8	£0.0	£0.0	£0.0	£0.0	0.0
SPRINGTOWN DISTRICT CENTRE	£1.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£1.8	£0.0	1.8	£0.5	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	1.0	£0.0	£0.0	£0.8	£0.0	0.8
Dunnes	£1.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£1.8	£0.0	1.8	£0.5	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	1.0	£0.0	£0.0	£0.8	£0.0	0.8
MAIN FOODSTORES (OUTSIDE OF																										
ONDONDERRY/DERRY CITY CENTRE, DISTRICT CENTRES Local Centres	£15.4	£1.6	£1.3	£0.0	£0.0	£0.4	£0.0	£18.7	£0.0	£0.7	£0.6	£0.0	1.3	£4.3	£0.3	£0.6	£0.0	£0.0	£0.2	£0.0	5.3	£0.0	£0.3	£0.3	£0.0	0.6
Costcutter, Beechwood Avenue	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.6	£0.0	0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.3	£0.0	0.3
celand, Buncrana Road	£4.3	£0.2	£0.0	£0.0	£0.0	£0.4	£0.0	£5.0	£0.0	£0.7	£0.0	£0.0	0.7	£1.1	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	1.4	£0.0	£0.3	£0.0	£0.0	0.3
idl, Buncrana Road	£9.1	£1.3	£1.2	£0.0	£0.0	£0.0	£0.0	£11.6	£0.0	£0.0	£0.0	£0.0	0.0	£2.6	£0.1	£0.4	£0.0	£0.0	£0.1	£0.0	3.3	£0.0	£0.0	£0.0	£0.0	0.0
Mace, Bishop Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Mace, Clooney Terrace Mace, Messines Terrace	£0.0 £0.0	£0.0 £0.0	£0.0 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0
Spar, Creggan Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Park Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Supervalu, Greenhaw Road	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0
Other	£0.6	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.3	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	0.7	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 1 TOTAL	£49.2	£6.8	£3.3	£0.2	£0.0	£1.1	£0.0	£60.6	£0.0	£4.3	£2.4	£0.0	6.6	£17.5	£2.6	£1.4	£0.3	£0.0	£0.3	£0.1	22.3	£0.0	£0.3	£1.1	£0.0	1.4
ONE 2 - DERRY - LONDONDERRY EAST																										
ISNAGELVIN DISTRICT CENTRE	CO 4	£19.3	C4 1	CO 2	0.00	C1 4	CO 4	C27.1	0.00	0.00	0.00	0.00	0.0	0.40	C4 O	C2 0	۲۵،4	0.00	C1 2	0.00	17.4	CO 1	0.00	0.00	0.00	0.1
Supervalu (Long's), Lisnagelvin	£9.6 £1.1	£19.3 £2.2	£6.1 £0.2	£0.3 £0.0	£0.0 £0.0	£1.4 £0.0	£0.4 £0.0	£37.1 £3.5	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£6.0 £0.5	£6.9 £0.8	£2.8 £0.1	£0.6 £0.0	£0.0 £0.0	£1.2 £0.0	£0.0 £0.0	17.6 1.4	£0.1 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.1 0.0
Tesco, Lisnagelvin	£8.4	£17.1	£6.0	£0.3	£0.0	£1.4	£0.4	£33.6	£0.0	£0.0	£0.0	£0.0	0.0	£5.5	£6.1	£2.8	£0.6	£0.0	£1.2	£0.0	16.2	£0.1	£0.0	£0.0	£0.0	0.1
,																										
CRESCENT LINK LOCAL CENTRE	£4.7	£4.1	£0.6	£0.5	£0.0	£0.0	£0.0	£9.9	£0.0	£0.0	£0.0	£0.0	0.0	£3.4	£2.4	£0.4	£0.2	£0.0	£0.1	£0.0	6.6	£0.0	£0.0	£0.0	£0.0	0.0
M+S Simply Food	£1.3	£0.9	£0.2	£0.5	£0.0	£0.0	£0.0	£2.8	£0.0	£0.0	£0.0	£0.0	0.0	£1.5	£0.8	£0.3	£0.2	£0.0	£0.1	£0.0	2.9	£0.0	£0.0	£0.0	£0.0	0.0
Tesco Express	£3.4	£3.2	£0.5	£0.0	£0.0	£0.0	£0.0	£7.1	£0.0	£0.0	£0.0	£0.0	0.0	£1.9	£1.6	£0.1	£0.0	£0.0	£0.0	£0.0	3.7	£0.0	£0.0	£0.0	£0.0	0.0
MAIN FOODSTORES (OUTSIDE OF ONDONDERRY/DERRY CITY CENTRE, DISTRICT CENTRES	£0.0	£1.2	£0.2	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
& LOCAL CENTRES												-														
Centra, Trench Road SC	£0.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0
Costcutter, Crescent Link	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	0.1	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Church Brae (Tullyally SC)	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	0.0£	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Rossdowney Park	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
OTHER	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
U 11 1E13	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Supervalu, Duncastle Rd																										
Supervalu, Duncastle Rd Other Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
· ·	1	£0.0 £24.9	£0.0 £6.9	£0.0	£0.0	£0.0 £1.4	£0.0 £0.4	£0.0 £48.7	£0.0	£0.0	£0.0	£0.0	0.0	£0.0 £9.4	£0.0 £9.9	£0.0 £3.2	£0.0 £0.8	£0.0	£0.0 £1.3	£0.0	0.0 24.7	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0	0.0



						TOP UP FO	OD SHOPP	PING						TOTAL
			cc	DUNCIL AR	EA			ZONES 1-7 TOTAL	REM	IAINDER O	F STUDY A	REA	ZONES 8-11 TOTAL	
STORE/CENTRE	1	2	3	4	5	6	7		8	9	10	11		
(£m) (£m)	137.7 41.3	69.1 20.9	35.5 10.9	59.8 18.2	18.6 5.6	29.4 9.0	43.7 13.6	393.8 119.5	52.9 15.9	92.5 27.7	93.7 28.1	58.8 17.6	297.8 89.4	
ZONE 1 - DERRY - LONDONDERRY WEST	71.5	20.7	10.7	10.2	3.0	7.0	13.0	117.5	13.7	21.1	20.1	17.0	07.4	
DERRY CENTRAL AREA (as defined by the adopted	£11.9	£2.2	£0.3	£0.0	£0.0	£0.0	£0.0	14.3	£0.0	£0.0	£0.0	£0.0	0.0	£90.0
Derry Local Plan Proposals Map) Iceland, Foyleside Shopping Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£3.4
M+S Simply Food, Foyleside Shopping Centre	£1.2	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	2.3	£0.0	£0.0	£0.0	£0.0	0.0	£5.9
Sainsburys, Strand Road	£5.4	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	6.0	£0.0	£0.0	£0.0	£0.0	0.0	£55.4
Supervalu, Meadowbank Court, Strand Rd	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£3.8
Supervalu, Waterloo Place	£0.9	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£2.5
Tesco, Quayside Shopping Centre	£0.6	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	0.7	£0.0	£0.0	£0.0	£0.0	0.0	£15.4
Other	£2.7	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	3.0	£0.0	£0.0	£0.0	£0.0	0.0	£3.6
NORTHSIDE DISTRICT CENTRE Supervalu, Glengalliagh Road	£0.0 £0.0	0.0 0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£0.2 £0.2						
RATH MOR DISTRICT CENTRE	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£4.6
Costcutter	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£4.6
SPRINGTOWN DISTRICT CENTRE	£1.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	1.4	£0.0	£0.0	£0.0	£0.0	0.0	£9.4
Dunnes	£1.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	1.4	£0.0	£0.0	£0.0	£0.0	0.0	£9.4
MAIN FOODSTORES (OUTSIDE OF														
LONDONDERRY/DERRY CITY CENTRE, DISTRICT CENTRES & LOCAL CENTRES	£15.7	£3.3	£0.1	£0.0	£0.0	£0.1	£0.2	19.4	£0.0	£0.4	£0.0	£0.0	0.4	£51.9
Costcutter, Beechwood Avenue	£2.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	2.4	£0.0	£0.0	£0.0	£0.0	0.0	£4.5
Iceland, Buncrana Road	£3.1	£0.8	£0.1	£0.0	£0.0	£0.0	£0.2	4.2	£0.0	£0.0	£0.0	£0.0	0.0	£13.7
Lidl, Buncrana Road	£2.1	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	2.4	£0.0	£0.4	£0.0	£0.0	0.4	£20.6
Mace, Bishop Street	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.6	£0.0	£0.0	£0.0	£0.0	0.0	£0.6
Mace, Clooney Terrace	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	0.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.3
Mace, Messines Terrace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.3
Spar, Creggan Road	£2.2	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	3.4	£0.0	£0.0	£0.0	£0.0	0.0	£3.4
Spar, Park Avenue	£0.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£1.1
Supervalu, Greenhaw Road	£4.7	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	5.0	£0.0	£0.0	£0.0	£0.0	0.0	£7.4
Other	£7.4	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	8.0	£0.0	£0.0	£0.0	£0.0	0.0	£10.3
ZONE 1 TOTAL	£29.9	£5.8	£0.4	£0.0	£0.0	£0.1	£0.2	36.4	£0.0	£0.4	£0.0	£0.0	0.4	£156.1
ZONE 2 - DERRY - LONDONDERRY EAST														
LISNAGELVIN DISTRICT CENTRE	£1.7	£3.8	£0.6	£0.3	£0.0	£0.0	£0.0	6.3	£0.0	£0.0	£0.0	£0.0	0.0	£78.7
Supervalu (Long's), Lisnagelvin	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£7.4
Tesco, Lisnagelvin	£1.7	£2.6	£0.6	£0.3	£0.0	£0.0	£0.0	5.1	£0.0	£0.0	£0.0	£0.0	0.0	£71.3
CRESCENT LINK LOCAL CENTRE	£1.1	£4.9	£0.9	£0.4	£0.0	£0.3	£0.0	7.7	£0.2	£0.0	£0.0	£0.0	0.2	£30.6
M+S Simply Food	£1.1	£2.7	£0.4	£0.4	£0.0	£0.1	£0.0	4.7	£0.2	£0.0	£0.0	£0.0	0.2	£13.3
Tesco Express	£0.0	£2.2	£0.6	£0.0	£0.0	£0.2	£0.0	2.9	£0.0	£0.0	£0.0	£0.0	0.0	£17.3
MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/DERRY CITY CENTRE, DISTRICT CENTRES	£0.0	£3.3	£0.7	£0.0	£0.0	£0.1	£0.0	4.2	£0.0	£0.0	£0.0	£0.0	0.0	£5.5
& LOCAL CENTRES Centra, Trench Road SC	£0.0	£1.9	£0.5	£0.0	£0.0	£0.0	£0.0	2.4	£0.0	£0.0	£0.0	£0.0	0.0	£4.1
Costcutter, Crescent Link	£0.6	£1.9 £0.2	£0.5	£0.0	£0.0	£0.0	£0.0	2.4 1.1	£0.0	£0.0	£0.0	£0.0	0.0	£4.1 £1.3
Spar, Church Brae (Tullyally SC)	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	0.6	£0.0	£0.0	£0.0	£0.0	0.0	£0.8
Spar, Rossdowney Park	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£1.5
OTHER	£0.0	£1.0	£0.3	£0.4	£0.0	£0.0	£0.0	1.7	£0.0	£0.0	£0.0	£0.0	0.0	£2.0
Supervalu, Duncastle Rd	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	0.4	£0.0	£0.0	£0.0	£0.0	0.0	£0.7
Other Zone 2	£0.0	£0.8	£0.1	£0.4	£0.0	£0.0	£0.0	1.3	£0.0	£0.0	£0.0	£0.0	0.0	£1.3
ZONE 2 TOTAL	£3.3	£13.2	£2.8	£1.1	£0.0	£0.4	£0.0	20.8	£0.2	£0.0	£0.0	£0.0	0.2	£119.0



					FIRST C	CHOICE MA	AIN FOOD	SHOPPING	 I									SECOND	CHOICE	MAIN FOO	D SHOPPING	1				
			CO	OUNCIL AR	REA			ZONES 1-7 TOTAL	REI	MAINDER C	OF STUDY A	REA	ZONES 8-11 TOTAL			С	OUNCIL AR	REA			ZONES 1-7 TOTAL	REN	//AINDER C	F STUDY A	REA	ZONES 8-11 TOTAL
STORE/CENTRE	1	2	3	4	5	6	7		8	9	10	11		1	2	3	4	5	6	7		8	9	10	11	
(£m) (£m)		69.7 34.1	36.2 17.8	60.6 29.7	18.8 9.2	30.0 14.7	45.5 22.3	398.4 195.2	52.9 25.9	92.5 45.3	93.7 45.9	58.8 28.8	297.8 145.9	137.7 28.9	69.7 14.6	36.2 7.6	60.6 12.7	18.8 3.9	30.0 6.3	45.5 9.5	398.4 83.7	52.9 11.1	92.5 19.4	93.7 19.7	58.8 12.3	297.8 62.5
ZONE 3 - EGLINTON																										
Local Shops Drumahoe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Supervalu, Main Street Other	£0.0 £0.0	£0.0 £0.0	£2.4 £0.0	£0.0 £0.0	£0.0 £0.0	£0.1 £0.0	£0.0 £0.0	£2.5 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£0.0 £0.0	£0.0 £0.0	£0.7 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.7 0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0
ZONE 3 TOTAL	£0.0	£0.0	£2.4	£0.0	£0.0	£0.1	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	0.7	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 4 - STRABANE																										
STRABANE TOWN CENTRE (Strabane Area Plan 1986- 2001 Policies Map) ASDA, Branch Road, Strabane Iceland, Railway Street	£1.7 £1.7 £0.0	£1.1 £1.1 £0.0	£0.9 £0.9 £0.0	£23.1 £21.5 £0.3	£1.1 £1.1 £0.0	£0.5 £0.5 £0.0	£3.0 £3.0 £0.0	£31.4 £29.8 £0.3	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£2.3 £1.3 £1.0	2.3 1.3 1.0	£1.0 £1.0 £0.0	£0.7 £0.7 £0.0	£0.3 £0.3 £0.0	£8.7 £7.8 £0.3	£0.5 £0.4 £0.0	£0.1 £0.1 £0.0	£0.8 £0.8 £0.0	12.1 11.1 0.4	£0.1 £0.1 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£1.0 £0.8 £0.2	1.2 0.9 0.2
Local Shops, Strabane TC Supervalu, Main Street	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £1.3	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £1.3	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.6	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.6	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0
OUT OF CENTRE Costcutter, Ballycolman Avenue Lidl, Bradley Way Spar, Derry Road Spar, Fountain Street Spar, Urney Road	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£4.4 £0.0 £4.1 £0.0 £0.0 £0.3	£0.1 £0.0 £0.1 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.2 £0.0 £0.2 £0.0 £0.0	£4.7 £0.0 £4.4 £0.0 £0.0 £0.3	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	0.0 0.0 0.0 0.0 0.0 0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.1 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£2.2 £0.0 £2.0 £0.0 £0.0 £0.2	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.1 £0.0 £0.1 £0.0 £0.0	2.3 0.0 2.1 0.1 0.0 0.2	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	0.0 0.0 0.0 0.0 0.0 0.0
STRABANE OTHER Spar, Berryhill Road, Artigarvan	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0
OTHER	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	0.1	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 4 - TOTAL	£1.7	£1.1	£0.9	£27.9	£1.2	£0.5	£3.3	£36.5	£0.0	£0.0	£0.0	£2.3	2.3	£1.0	£0.0	£0.3	£11.0	£0.5	£0.1	£0.9	13.8	£0.1	£0.0	£0.0	£1.0	1.2
ZONE 5 - CASTLEDERG																										
CASTLEDERG TOWN CENTRE (as defined by Strabane Area Plan 1986-2001) Coop, High Street Spar, Dergvalley Shopping Centre Vivo Xtra, William Street	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£7.2 £1.4 £2.5 £3.3	£0.0 £0.0 £0.0 £0.0	£0.5 £0.2 £0.2 £0.2	£7.8 £1.6 £2.6 £3.5	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0 0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.1 £0.0 £0.0 £0.1	£3.1 £0.9 £1.2 £1.0	£0.0 £0.0 £0.0 £0.0	£0.2 £0.0 £0.1 £0.1	3.4 0.9 1.3 1.2	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0 0.0
CASTLEDERG OUT OF CENTRE Costcutter, Castlefin Road Mace, Strabane Road	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.3 £0.1 £0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.3 £0.1 £0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.2 £0.0 £0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.2 0.0 0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 5 TOTAL	£0.0	£0.0	£0.0	£0.0	£7.6	£0.0	£0.5	£8.1	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.1	£3.2	£0.0	£0.2	3.6	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 6 - CLAUDY																										†
CLAUDY VILLAGE CENTRE Centra, Claudy Costcutter, Main Street Spar, Main Street, Claudy	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£1.7 £1.2 £0.3 £0.3	£0.0 £0.0 £0.0	£1.7 £1.2 £0.3 £0.3	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0 0.0	£0.0 £0.0 £0.0		£0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.4 £0.4 £0.1 £0.2	£0.0 £0.0 £0.0 £0.0	0.4 0.4 0.1 0.2	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	0.0 0.0 0.0 0.0
Spar, Main Street, Feeny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Main Street, Dungiven Supervalu, Garvagh Rd, Dungiven Local Shops, Dungiven town centre	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.3 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.6 £2.9 £0.5	£0.0 £0.0 £0.0	£0.6 £3.1 £0.5	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0	£0.0 £0.0 £0.0	£0.0	£0.0 £0.1 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.5 £0.8 £0.2	£0.0 £0.0 £0.0	0.5 0.9 0.2	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0
Other Zone 6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 6 TOTAL	£0.0	£0.0	£0.3	£0.0	£0.0	£6.1	£0.0	£6.4	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£2.2	£0.0	2.3	£0.0	£0.0	£0.0	£0.0	0.0



						TOP UP FO	OD SHOP	PING						TOTAL
			CC	DUNCIL AR	EA			ZONES 1-7	REM	IAINDER C	F STUDY A	REA	ZONES 8-11	
STORE/CENTRE	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL	
(£m)	137.7	69.1	35.5	59.8	18.6	29.4	43.7	393.8	52.9	92.5	93.7	58.8	297.8	
ZONE 3 - EGLINTON	41.3	20.9	10.9	18.2	5.6	9.0	13.6	119.5	15.9	27.7	28.1	17.6	89.4	
Local Shops Drumahoe	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	1.3	£0.0	£0.0	£0.0	£0.0	0.0	£1.3
Supervalu, Main Street Other	£0.0 £0.0	£0.0 £0.0	£4.0 £0.9	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	4.0 0.9	£0.3 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.3 0.0	£7.9 £0.9
ZONE 3 TOTAL	£0.0	£0.0	£4.0	£0.0	£0.0	£0.0	£0.0	4.0	£0.3	£0.0	£0.0	£0.0	0.3	£7.9
ZONE 4 - STRABANE														
STRABANE TOWN CENTRE (Strabane Area Plan 1986-														
2001 Policies Map)	£0.0	£0.0	£0.1	£6.1	£0.2	£0.1	£0.0	6.5	£0.0	£0.0	£0.0	£0.0	0.0	£67.8
ASDA, Branch Road, Strabane Iceland, Railway Street	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£3.2 £0.0	£0.1 £0.0	£0.1 £0.0	£0.0 £0.0	3.4 0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£59.0 £3.2
Local Shops, Strabane TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1.4	£0.0	£0.0	£0.0	£0.0	0.0	£3.2 £1.4
Supervalu, Main Street	£0.0	£0.0	£0.1	£1.6	£0.0	£0.0	£0.0	1.7	£0.0	£0.0	£0.0	£0.0	0.0	£4.2
OUT OF CENTRE	£0.0	£0.3	£0.2	£4.4	£0.0	£0.0	£0.2	5.1	£0.0	£0.0	£0.0	£0.0	0.0	£14.5
Costcutter, Ballycolman Avenue	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0	£0.5
Lidl, Bradley Way	£0.0	£0.3	£0.2	£1.2	£0.0	£0.0	£0.0	1.8	£0.0	£0.0	£0.0	£0.0	0.0	£10.4
Spar, Derry Road	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	1.6	£0.0	£0.0	£0.0	£0.0	0.0	£1.8
Spar, Fountain Street	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	0.2	£0.0	£0.0	£0.0	£0.0	0.0	£0.2
Spar, Urney Road	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.2	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£1.8
STRABANE OTHER Spar, Berryhill Road, Artigarvan	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.6	£0.0 £0.0	£0.0 £0.0	£0.0 £0.2	0.0 0.8	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£0.0 £0.8
OTHER	£0.0	£0.0	£0.0	£3.6	£0.0	£0.0	£0.0	3.6	£0.0	£0.0	£0.0	£0.0	0.0	£4.2
ZONE 4 - TOTAL	£0.0	£0.3	£0.3	£14.7	£0.2	£0.1	£0.4	16.1	£0.0	£0.0	£0.0	£0.0	0.0	£85.9
ZONE 5 - CASTLEDERG														
CASTLEDERG TOWN CENTRE (as defined by Strabane	£0.0	£0.0	£0.0	£0.4	£3.7	£0.0	£0.2	4.3	£0.0	£0.0	£0.0	£0.0	0.0	£18.9
Area Plan 1986-2001)														
Coop, High Street Spar, Dergvalley Shopping Centre	£0.0 £0.0	£0.0 £0.0	0.0£	£0.2 £0.0	£0.8 £1.8	£0.0 £0.0	£0.0 £0.2	1.1 2.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£4.4 £7.3
Vivo Xtra, William Street	£0.0	£0.0	£0.0 £0.0	£0.0	£1.0	£0.0	£0.2	1.3	£0.0	£0.0	£0.0	£0.0	0.0	£7.2
CASTLEDERG OUT OF CENTRE	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	1.6	£0.0	£0.0	£0.0	£0.0	0.0	£2.3
Costcutter, Castlefin Road Mace. Strabane Road	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.5 £0.5	£0.0 £0.0	£0.0 £0.0	0.5 0.5	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£0.6 £0.8
Mace, Strabatte Road	10.0	L0.0	10.0	10.0	LU.5	10.0	10.0	0.5	L0.0	10.0	10.0	10.0	0.0	10.0
Other	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	0.6	£0.0	£0.0	£0.0	£0.0	0.0	£0.9
ZONE 5 TOTAL	£0.0	£0.0	£0.0	£0.4	£5.3	£0.0	£0.2	6.0	£0.0	£0.0	£0.0	£0.0	0.0	£21.2
ZONE 6 - CLAUDY														
CLAUDY VILLAGE CENTRE	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£3.6
Centra, Claudy Costcutter, Main Street	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£1.1 £0.0	£0.0	1.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£3.0
Spar, Main Street, Claudy	£0.0	£0.0	£0.0 £0.1	£0.0 £0.2	£0.0	£0.0 £1.0	£0.0 £0.0	0.0 1.4	£0.0	£0.0	£0.0	£0.0	0.0	£0.4 £2.1
Spar, Main Street, Feeny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	0.9	£0.0	£0.0	£0.0	£0.0	0.0	£1.3
Spar, Main Street, Dungiven	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0	£2.0
Supervalu, Garvagh Rd, Dungiven	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£0.0	2.3	£0.0	£0.0	£0.0	£0.0	0.0	£7.3
Local Shops, Dungiven town centre	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£2.1
Other Zone 6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	0.9	£0.0	£0.0	£0.0	£0.0	0.0	£1.0
ZONE 6 TOTAL	£0.0	£0.0	£0.1	£0.2	£0.0	£7.8	£0.0	8.2	£0.0	£0.0	£0.0	£0.0	0.0	£19.2



					FIRST C	HOICE MA	AIN FOOD	SHOPPING											SECOND	CHOICE I	MAIN FOO	D SHOPPING	i				
			CO	OUNCIL AF	REA			ZONES 1-7 TOTAL	REN	MAINDER (OF STUDY A	REA	ZONES 8-11 TOTAL				CC	OUNCIL AR	EA			ZONES 1-7 TOTAL	REM	MAINDER C	OF STUDY A	REA	ZONES 8-11 TOTAL
STORE/CENTRE	1	2	3	4	5	6	7		8	9	10	11		L	1	2	3	4	5	6	7		8	9	10	11	
(£m) (£m)	137.7 67.5	69.7 34.1	36.2 17.8	60.6 29.7	18.8 9.2	30.0 14.7	45.5 22.3	398.4 195.2	52.9 25.9	92.5 45.3	93.7 45.9	58.8 28.8	297.8 145.9		137.7 28.9	69.7 14.6	36.2 7.6	60.6 12.7	18.8 3.9	30.0 6.3	45.5 9.5	398.4 83.7	52.9 11.1	92.5 19.4	93.7 19.7	58.8 12.3	297.8 62.5
ZONE 7 - NEWTOWNSTEWART	07.0	•		2717	7.2		22.0	.70.2	2017	1010		20.0	1.0.7	Ī	2017		7.0		0.7	0.0	7.0	00.7		.,,,	.,,,	12.0	02.0
NEWTOWNSTEWART TOWN CENTRE Gallachers Nisa, Main Street Spar, Strabane Road	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£1.0 £0.0 £1.0	£1.0 £0.0 £1.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0		£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.8 £0.1 £0.7	0.8 0.1 0.7	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0
SION MILLS Spar, Mellmount Road Village Stores and service station	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0		£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0
Other Zone 7 Costcutter, Greencastle, Omagh Mace, Gortin Road, Omagh Spar, Gortin Road, Omagh Spar, Old Mountfield Road, Mullaghmore, Omagh Spar Plumbridge	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.2 £0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.2 £0.0 £0.0 £0.2 £0.4 £0.0	£0.4 £0.0 £0.0 £0.2 £0.4 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	0.0 0.0 0.0 0.0 0.0 0.0		£0.0 £0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0	£0.1 £0.0 £0.0 £0.1 £0.1	0.1 0.0 0.0 0.1 0.1 0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	0.0 0.0 0.0 0.0 0.0 0.0
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.8	£2.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	1.1	£0.0	£0.0	£0.0	£0.0	0.0
LIMAVADY Costcutter, Catherine St Lidl, Main St, Limavady Mace, Greystone Road Spar, Anderson Park Spar, Irish Green Street Supervalu, Market Street Tesco Express, Limavady Tesco Superstore, Main St, Limavady Local Shops, Limavady town centre Other Zone 8 ZONE 8 TOTAL	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £1.1 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.2 £0.0 £0.0 £0.0 £0.0 £1.9 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.5 £0.0 £0.0 £0.0 £0.4 £0.0 £3.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.6 £0.0 £0.0 £0.4 £0.0 £4.9 £1.1 £0.0	£0.0 £1.3 £0.0 £0.0 £1.8 £1.3 £15.8 £0.3	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	0.0 1.3 0.3 0.0 0.0 1.8 1.3 15.8 0.3		£0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0 £0.1 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0 £0.1 £0.0 £0.7 £0.1 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.3 £0.0 £0.0 £0.0 £0.1 £0.0 £1.4 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	0.0 0.3 0.0 0.0 0.0 0.3 0.0 2.2 0.1	£0.0 £1.2 £0.2 £0.3 £0.0 £1.2 £0.1 £5.2 £0.5 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	0.0 1.2 0.2 0.3 0.0 1.2 0.1 5.2 0.5
Other	£0.6	£0.3	£1.1	£0.6	£0.2	£1.1	£15.9	£19.8	£4.3	£41.0	£43.0	£26.5	114.9		£0.8	£0.0	£0.4	£0.1	£0.1	£0.4	£6.0	7.9	£1.6	£19.0	£18.6	£11.3	50.5
Internet Note.	£0.0	£0.7	£0.9	£0.3	£0.1	£0.5	£0.4	£2.9	£0.8	£0.0	£0.6	£0.0	1.3		£0.0	£0.4	£0.4	£0.1	£0.0	£0.2	£0.2	1.3	£0.4	£0.1	£0.0	£0.0	0.6

Note.
Turnover calculated by applying market shares
(Table 4) to available expenditure (Table 3a)



						TOP UP FO	OD SHOPE	ING						TOTAL
			CC	DUNCIL AR	EA			ZONES 1-7	REN	MAINDER C	OF STUDY A	REA	ZONES 8-11	
STORE/CENTRE	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL	
(£m)	137.7	69.1	35.5	59.8	18.6	29.4	43.7	393.8	52.9	92.5	93.7	58.8	297.8	
ZONE 7 - NEWTOWNSTEWART	41.3	20.9	10.9	18.2	5.6	9.0	13.6	119.5	15.9	27.7	28.1	17.6	89.4	
NEWTOWNSTEWART TOWN CENTRE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	2.3	£0.0	£0.0	£0.0	£0.0	0.0	£4.9
Gallachers Nisa, Main Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0 0.0	£0.1
Spar, Strabane Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	2.3	£0.0	£0.0	£0.0	£0.0	0.0	£4.8
SION MILLS	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	1.7	£0.0	£0.0	£0.0	£0.0	0.0	£1.7
Spar, Mellmount Road	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	1.5	£0.0	£0.0	£0.0	£0.0	0.0	£1.5
Village Stores and service station	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	0.2	£0.0	£0.0	£0.0	£0.0	0.0	£0.2
Other Zone 7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	1.8	£0.0	£0.0	£0.0	£0.0	0.0	£2.4
Costcutter, Greencastle, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	0.7	£0.0	£0.0	£0.0	£0.0	0.0	£0.7
Mace, Gortin Road, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	0.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.3
Spar, Gortin Road, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£1.6
Spar, Old Mountfield Road, Mullaghmore, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	1.4	£0.0	£0.0	£0.0	£0.0	0.0	£2.0
Spar Plumbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	0.9	£0.0	£0.0	£0.0	£0.0	0.0	£0.9
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£8.6	10.4	£0.0	£0.0	£0.0	£0.0	0.0	£14.6
ZONE 8 - LIMAVADY														
LIMAVADY														
Costcutter, Catherine St	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.8	£0.0	£0.0	£0.0	0.8	£0.0
Lidl, Main St, Limavady	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£1.0	£0.3	£0.0	£0.0	1.2	£5.0
Mace, Greystone Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.7
Spar, Anderson Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£2.0	£0.0	£0.0	£0.0	2.0	£0.3
Spar, Irish Green Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£1.6	£0.0	£0.0	£0.0	1.6	£0.0
Supervalu, Market Street	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	0.2	£2.0	£0.0	£0.0	£0.0	2.0	£6.1
Tesco Express, Limavady	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£1.8	£0.0	£0.0	£0.0	1.8	£2.8
Tesco Superstore, Main St, Limavady	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	0.2	£2.0	£0.0	£0.0	£0.0	2.0	£46.3
Local Shops, Limavady town centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.3	0.5	£2.1	£0.0	£0.0	£0.0	2.1	£2.9
Other Zone 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£1.0	£0.0	£0.0	£0.0	1.0	£0.0
ZONE 8 TOTAL	£0.0	£0.0	£0.3	£0.0	£0.0	£0.4	£0.3	1.0	£14.2	£0.3	£0.0	£0.0	14.5	£63.7
Other	£0.0	£0.9	£0.5	£0.0	£0.0	£0.2	£2.9	4.5	£1.1	£25.9	£24.1	£17.2	68.4	£320.3
Internet	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£6.11
Note.														

Note.
Turnover calculated by applying market shares
(Table 4) to available expenditure (Table 3a)



					FIRST	CHOICE MA	AIN FOOD S	SHOPPING						Т					SECON	D CHOICE	MAIN FOOI	D SHOPPING	-				
			С	OUNCIL AR	EA			ZONES 1-7 TOTAL	RE	MAINDER C	F STUDY AR	REA	ZONES 8-11 TOTAL				C	OUNCIL ARI	EΑ			ZONES 1-7 TOTAL	RE	MAINDER C	F STUDY AR	EA	ZONES 8- 11 TOTAL
STORE/CENTRE	1	2	3	4	5	6	7		8	9	10	11			1	2	3	4	5	6	7		8	9	10	11	
(£m) (£m)	138.0 67.6	69.5 34.0	36.3 17.8	60.8 29.8	18.8 9.2	30.2 14.8	46.3 22.7	399.9 196.0	53.3 26.1	93.9 46.0	95.2 46.6	59.6 29.2	301.9 147.9		138.0 29.0	69.5 14.6	36.3 7.6	60.8 12.8	18.8 4.0	30.2 6.3	46.3 9.7	399.9 84.0	53.3 11.2	93.9 19.7	95.2 20.0	59.6 12.5	301.9 63.4
ZONE 1 - DERRY - LONDONDERRY WEST	07.0	34.0	17.0	27.0	7.2	14.0	22.1	170.0	20.1	40.0	40.0	27.2	147.7	7	27.0	14.0	7.0	12.0	4.0	0.5	7.7	04.0	11.2	17.7	20.0	12.3	03.4
DERRY CENTRAL AREA (as defined by the adopted Derry	£31.1	£4.7	£1.6	£0.2	£0.0	£0.7	£0.0	£38.4	£0.0	£3.6	£0.0	£0.0	3.6		£12.0	£2.0	£0.7	£0.3	£0.0	£0.1	£0.1	15.2	£0.0	£0.0	£0.0	£0.0	0.0
Local Plan Proposals Map)																											
Iceland, Foyleside Shopping Centre	£1.7	£0.0	£0.5	£0.0	£0.0	£0.1	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	0.0		£0.3	£0.1	£0.1	0.0£	£0.0	£0.1	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0
M+S Simply Food, Foyleside Shopping Centre	£0.6	£0.0	£0.0	0.03	0.03	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	0.0		£1.2	£0.3	£0.0	0.03	£0.0	0.03	£0.0	1.5	£0.0	0.0£	0.0£	£0.0	0.0
Sainsburys, Strand Road	£23.0 £1.1	£4.3 £0.0	£1.1 £0.0	£0.2 £0.0	£0.0 £0.0	£0.5 £0.0	£0.0 £0.0	£29.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0		£7.6 £0.8	£1.5 £0.0	£0.6 £0.0	£0.3 £0.0	£0.0 £0.0	£0.0 £0.0	£0.1 £0.0	10.2 0.8	0.03	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0
Supervalu, Meadowbank Court, Strand Rd Supervalu, Waterloo Place	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1 £1.3	£0.0	£0.0	£0.0	£0.0	0.0 0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0 £0.0	£0.0	£0.0	£0.0	0.0
Tesco, Quayside Shopping Centre	£3.7	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£3.8	£0.0	£3.6	£0.0	£0.0	3.6		£1.8	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	1.8	£0.0	£0.0	£0.0	£0.0	0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.3	£0.0	£0.0	£0.0	£0.0	0.0
																											1 /
NORTHSIDE DISTRICT CENTRE	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Supervalu, Glengalliagh Road	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
RATH MOR DISTRICT CENTRE	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	0.0		£0.8	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	0.8	£0.0	£0.0	£0.0	£0.0	0.0
Costcutter	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	0.0		£0.8	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	0.8	£0.0	£0.0	£0.0	£0.0	0.0
SPRINGTOWN DISTRICT CENTRE	£1.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£1.8	£0.0	1.8		£0.5	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	1.0	£0.0	£0.0	£0.8	£0.0	0.8
Dunnes	£1.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£1.8	£0.0	1.8		£0.5	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	1.0	£0.0	£0.0	£0.8	£0.0	8.0
MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/DERRY CITY CENTRE, DISTRICT CENTRES & LOCAL CENTRES	£15.5	£1.6	£1.3	£0.0	£0.0	£0.4	£0.0	£18.7	£0.0	£0.7	£0.6	£0.0	1.3		£4.3	£0.3	£0.6	£0.0	£0.0	£0.2	£0.0	5.4	£0.0	£0.3	£0.3	£0.0	0.6
Costcutter, Beechwood Avenue	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.6	£0.0	0.6		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.3	£0.0	0.3
Iceland, Buncrana Road	£4.4	£0.2	£0.0	£0.0	£0.0	£0.4	£0.0	£5.0	£0.0	£0.7	£0.0	£0.0	0.7		£1.1	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	1.4	£0.0	£0.3	£0.0	£0.0	0.3
Lidl, Buncrana Road	£9.2	£1.3	£1.2	£0.0	£0.0	£0.0	£0.0	£11.6	£0.0	£0.0	£0.0	£0.0	0.0		£2.6	£0.1	£0.4	£0.0	£0.0	£0.1	£0.0	3.3	£0.0	£0.0	£0.0	£0.0	0.0
Mace, Bishop Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Mace, Clooney Terrace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Mace, Messines Terrace	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	0.1	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Creggan Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Park Avenue	£0.0	0.03	£0.0	0.03	0.03	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	0.03	0.03	£0.0	0.03	0.03	0.0	£0.0	0.0£	0.0£	0.03	0.0
Supervalu, Greenhaw Road	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	0.0		£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.6	£0.0	£0.0	£0.0	£0.0	0.0
Other	£0.6	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.3	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	0.7	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 1 TOTAL	£49.3	£6.8	£3.3	£0.2	£0.0	£1.1	£0.0	£60.7	£0.0	£4.3	£2.4	£0.0	6.7		£17.5	£2.6	£1.4	£0.3	£0.0	£0.3	£0.1	22.3	£0.0	£0.3	£1.1	£0.0	1.4
ZONE 2 - DERRY - LONDONDERRY EAST														Γ													
LISNAGELVIN DISTRICT CENTRE	£9.6	£19.3	£6.2	£0.3	£0.0	£1.4	£0.4	£37.1	£0.0	£0.0	£0.0	£0.0	0.0		£6.0	£6.9	£2.8	£0.6	£0.0	£1.2	£0.0	17.6	£0.1	£0.0	£0.0	£0.0	0.1
Supervalu (Long's), Lisnagelvin	£1.1	£2.2	£0.2	£0.0	£0.0	£0.0	£0.0	£3.5	£0.0	£0.0	£0.0	£0.0	0.0		£0.5	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	1.4	£0.0	£0.0	£0.0	£0.0	0.0
Tesco, Lisnagelvin	£8.5	£17.1	£6.0	£0.3	£0.0	£1.4	£0.4	£33.6	£0.0	£0.0	£0.0	£0.0	0.0		£5.5	£6.1	£2.8	£0.6	£0.0	£1.2	£0.0	16.2	£0.1	£0.0	£0.0	£0.0	0.1
CRESCENT LINK LOCAL CENTRE	£4.7	£4.1	£0.6	£0.5	£0.0	£0.0	£0.0	£9.9	£0.0	£0.0	£0.0	£0.0	0.0		£3.5	£2.4	£0.4	£0.2	£0.0	£0.1	£0.0	6.6	£0.0	£0.0	£0.0	£0.0	0.0
M+S Simply Food	£1.3	£0.9	£0.2	£0.5	£0.0	£0.0	£0.0	£2.8	£0.0	£0.0	£0.0	£0.0	0.0		£1.5	£0.8	£0.3	£0.2	£0.0	£0.1	£0.0	2.9	£0.0	£0.0	£0.0	£0.0	0.0
Tesco Express	£3.4	£3.1	£0.5	£0.0	£0.0	£0.0	£0.0	£7.1	£0.0	£0.0	£0.0	£0.0	0.0		£1.9	£1.6	£0.1	£0.0	£0.0	£0.0	£0.0	3.7	£0.0	£0.0	£0.0	£0.0	0.0
CENTRE, DISTRICT CENTRES & LOCAL CENTRES	£0.0	£1.2	£0.2	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Centra, Trench Road SC	£0.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	0.4	£0.0	£0.0	£0.0	£0.0	0.0
Costcutter, Crescent Link	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	0.1	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Church Brae (Tullyally SC)	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Rossdowney Park	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
OTHER	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Supervalu, Duncastle Rd	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Other Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 2 TOTAL	£14.3	£24.8	£7.0	£0.8	£0.0	£1.4	£0.4	£48.7	£0.0	£0.0	£0.0	£0.0	0.0		£9.4	£9.9	£3.3	£0.8	£0.0	£1.3	£0.0	24.7	£0.1	£0.0	£0.0	£0.0	0.1



						TOP UP FO	OD SHOPPI	ING						TOTAL
			C	OUNCIL ARI	EA			ZONES 1-7 TOTAL	REI	MAINDER O	F STUDY AR	EA	ZONES 8-11 TOTAL	
STORE/CENTRE	1	2	3	4	5	6	7		8	9	10	11		
(£m) (£m)	138.0 41.4	69.1 20.8	35.5 10.9	59.8 18.2	18.6 5.6	29.4 9.1	43.7 13.9	394.1 120.0	53.3 16.0	93.9 28.2	95.2 28.5	59.6 17.9	301.9 90.6	
ZONE 1 - DERRY - LONDONDERRY WEST	41.4	20.0	10.9	10.2	5.0	9.1	13.7	120.0	10.0	20.2	20.5	17.9	90.6	
DERRY CENTRAL AREA (as defined by the adopted Derry			60.0	00.0	00.0		00.0					00.0		200.0
Local Plan Proposals Map)	£11.9	£2.2	£0.3	£0.0	£0.0	£0.0	£0.0	14.4	£0.0	£0.0	£0.0	£0.0	0.0	£90.3
Iceland, Foyleside Shopping Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£3.4
M+S Simply Food, Foyleside Shopping Centre	£1.2	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	2.3	£0.0	£0.0	£0.0	£0.0	0.0	£5.9
Sainsburys, Strand Road	£5.4	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	6.0	£0.0	£0.0	£0.0	£0.0	0.0	£55.5
Supervalu, Meadowbank Court, Strand Rd	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£3.8
Supervalu, Waterloo Place	£0.9	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£2.5
Tesco, Quayside Shopping Centre	£0.6	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	0.7	£0.0	£0.0	£0.0	£0.0	0.0	£15.5
Other	£2.7	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	3.0	£0.0	£0.0	£0.0	£0.0	0.0	£3.6
NORTHSIDE DISTRICT CENTRE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.2
Supervalu, Glengalliagh Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.2
RATH MOR DISTRICT CENTRE	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£4.6
Costcutter	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£4.6
SPRINGTOWN DISTRICT CENTRE	£1.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	1.4	£0.0	£0.0	£0.0	£0.0	0.0	£9.5
Dunnes	£1.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	1.4	£0.0	£0.0	£0.0	£0.0	0.0	£9.5
MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/DERRY CITY CENTRE, DISTRICT CENTRES & LOCAL CENTRES	£15.8	£3.3	£0.1	£0.0	£0.0	£0.1	£0.2	19.5	£0.0	£0.4	£0.0	£0.0	0.4	£52.1
Costcutter, Beechwood Avenue	£2.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	2.4	£0.0	£0.0	£0.0	£0.0	0.0	£4.5
Iceland, Buncrana Road	£3.1	£0.8	£0.1	£0.0	£0.0	£0.0	£0.2	4.2	£0.0	£0.0	£0.0	£0.0	0.0	£13.7
Lidl, Buncrana Road	£2.1	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	2.4	£0.0	£0.4	£0.0	£0.0	0.4	£20.7
Mace, Bishop Street	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.6	£0.0	£0.0	£0.0	£0.0	0.0	£0.6
Mace, Clooney Terrace	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	0.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.3
Mace, Messines Terrace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.3
Spar, Creggan Road	£2.2	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	3.4	£0.0	£0.0	£0.0	£0.0	0.0	£3.4
Spar, Park Avenue	£0.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£1.1
Supervalu, Greenhaw Road	£4.7	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	5.0	£0.0	£0.0	£0.0	£0.0	0.0	£7.4
Supervalu, Greennaw Roau														
Other	£7.4	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	8.1	£0.0	£0.0	£0.0	£0.0	0.0	£10.3
ZONE 1 TOTAL	£30.0	£5.8	£0.4	£0.0	£0.0	£0.1	£0.2	36.4	£0.0	£0.4	£0.0	£0.0	0.4	£156.6
ZONE 2 - DERRY - LONDONDERRY EAST														
LISNAGELVIN DISTRICT CENTRE	£1.7	£3.7	£0.6	£0.3	£0.0	£0.0	£0.0	6.3	£0.0	£0.0	£0.0	£0.0	0.0	£78.8
Supervalu (Long's), Lisnagelvin	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£7.4
Tesco, Lisnagelvin	£1.7	£2.6	£0.6	£0.3	£0.0	£0.0	£0.0	5.1	£0.0	£0.0	£0.0	£0.0	0.0	£71.3
CRESCENT LINK LOCAL CENTRE	£1.1	£4.9	£0.9	£0.4	£0.0	£0.3	£0.0	7.7	£0.2	£0.0	£0.0	£0.0	0.2	£30.6
M+S Simply Food	£1.1	£2.7	£0.4	£0.4	£0.0	£0.1	£0.0	4.7	£0.2	£0.0	£0.0	£0.0	0.2	£13.3
Tesco Express	£0.0	£2.2	£0.6	£0.0	£0.0	£0.2	£0.0	2.9	£0.0	£0.0	£0.0	£0.0	0.0	£17.3
CENTRE, DISTRICT CENTRES & LOCAL CENTRES	£0.0	£3.3	£0.7	£0.0	£0.0	£0.1	£0.0	4.2	£0.0	£0.0	£0.0	£0.0	0.0	£5.5
Centra, Trench Road SC	£0.0	£1.9	£0.5	£0.0	£0.0	£0.0	£0.0	2.4	£0.0	£0.0	£0.0	£0.0	0.0	£4.1
Costcutter, Crescent Link	£0.6	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£1.3
Spar, Church Brae (Tullyally SC)	£0.0	£0.2	£0.3	£0.0	£0.0	£0.1	£0.0	0.6	£0.0	£0.0	£0.0	£0.0	0.0	£0.8
Spar, Rossdowney Park	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£1.5
OTHER	£0.0	£1.0	£0.3	£0.4	£0.0	£0.0	£0.0	1.7	£0.0	£0.0	£0.0	£0.0	0.0	£2.0
Supervalu, Duncastle Rd	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	0.4	£0.0	£0.0	£0.0	£0.0	0.0	£0.7
Other Zone 2	£0.0	£0.8	£0.1	£0.4	£0.0	£0.0	£0.0	1.3	£0.0	£0.0	£0.0	£0.0	0.0	£1.3
ZONE 2 TOTAL	£3.3	£13.2	£2.8	£1.1	£0.0	£0.4	£0.0	20.8	£0.2	£0.0	£0.0	£0.0	0.2	£119.1



					FIRST	CHOICE MA	AIN FOOD :	SHOPPING	_					1					SECON	ID CHOICE	MAIN FOO	D SHOPPING	_				
			C	COUNCIL AR	REA			ZONES 1-7 TOTAL	RE	MAINDER (OF STUDY AF	REA	ZONES 8-11 TOTAL				С	OUNCIL ARI	EA			ZONES 1-7 TOTAL	RI	EMAINDER C	OF STUDY AF	EA	ZONES 8- 11 TOTAL
STORE/CENTRE (0	1	2	3	4	5	6	7		8	9	10	11			1	2	3	4	5	6	7		8	9	10	11	
(£r (£r	,	69.5 34.0	36.3 17.8	60.8 29.8	18.8 9.2	30.2 14.8	46.3 22.7	399.9 196.0	53.3 26.1	93.9 46.0	95.2 46.6	59.6 29.2	301.9 147.9		138.0 29.0	69.5 14.6	36.3 7.6	60.8 12.8	18.8 4.0	30.2 6.3	46.3 9.7	399.9 84.0	53.3 11.2	93.9 19.7	95.2 20.0	59.6 12.5	301.9 63.4
ZONE 3 - EGLINTON																											
Local Shops Drumahoe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Supervalu, Main Street Other	£0.0 £0.0	£0.0 £0.0	£2.4 £0.0	£0.0 £0.0	£0.0 £0.0	£0.1 £0.0	£0.0 £0.0	£2.5 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0		£0.0 £0.0	£0.0 £0.0	£0.7 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.7 0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0
ZONE 3 TOTAL	£0.0	£0.0	£2.4	£0.0	£0.0	£0.1	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	0.7	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 4 - STRABANE														ı													
Policies Map) ASDA, Branch Road, Strabane Iceland, Railway Street Local Shops, Strabane TC Supervalu, Main Street	£1.7 £1.7 £0.0 £0.0	£1.1 £1.1 £0.0 £0.0	£0.9 £0.9 £0.0 £0.0	£23.2 £21.6 £0.3 £0.0 £1.3	£1.1 £1.1 £0.0 £0.0	£0.5 £0.5 £0.0 £0.0	£3.1 £3.1 £0.0 £0.0	£31.5 £29.9 £0.3 £0.0 £1.3	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£2.3 £1.3 £1.0 £0.0 £0.0	2.3 1.3 1.0 0.0		£1.0 £1.0 £0.0 £0.0 £0.0	£0.7 £0.7 £0.0 £0.0 £0.0	£0.3 £0.0 £0.0 £0.0	£8.7 £7.8 £0.3 £0.0 £0.6	£0.5 £0.4 £0.0 £0.0	£0.1 £0.1 £0.0 £0.0 £0.0	£0.8 £0.8 £0.0 £0.0	12.1 11.2 0.4 0.0 0.6	£0.1 £0.1 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£1.1 £0.8 £0.2 £0.0 £0.0	1.2 0.9 0.2 0.0 0.0
OUT OF CENTRE Costcutter, Ballycolman Avenue Lidl, Bradley Way Spar, Derry Road Spar, Fountain Street Spar, Urney Road	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£4.4 £0.0 £4.1 £0.0 £0.0 £0.0	£0.1 £0.0 £0.1 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.2 £0.0 £0.2 £0.0 £0.0	£4.7 £0.0 £4.5 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	0.0 0.0 0.0 0.0 0.0 0.0		£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.1 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£2.2 £0.0 £2.0 £0.0 £0.0 £0.2	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.1 £0.0 £0.1 £0.0 £0.0 £0.0	2.3 0.0 2.1 0.1 0.0 0.2	£0.0 £0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0 £0.0	0.0 0.0 0.0 0.0 0.0 0.0
STRABANE OTHER Spar, Berryhill Road, Artigarvan	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0		£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 0.0
OTHER	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	0.1	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 4 - TOTAL	£1.7	£1.1	£0.9	£27.9	£1.2	£0.5	£3.3	£36.6	£0.0	£0.0	£0.0	£2.3	2.3		£1.0	£0.0	£0.3	£11.0	£0.5	£0.1	£0.9	13.9	£0.1	£0.0	£0.0	£1.1	1.2
ZONE 5 - CASTLEDERG														ŀ													
Plan 1986-2001) Coop, High Street Spar, Dergvalley Shopping Centre Vivo Xtra, William Street	0.03 0.03 0.03 0.03	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£7.3 £1.4 £2.5 £3.3	£0.0 £0.0 £0.0 £0.0	£0.6 £0.2 £0.2 £0.2	£7.8 £1.6 £2.6 £3.5	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	0.0 0.0 0.0 0.0		0.03 0.03 0.03 0.03	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.1 £0.0 £0.0 £0.1	£3.1 £0.9 £1.2 £1.0	£0.0 £0.0 £0.0 £0.0	£0.2 £0.0 £0.1 £0.1	3.4 0.9 1.3 1.2	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	0.03 0.03 0.03 0.03	0.0 0.0 0.0 0.0
CASTLEDERG OUT OF CENTRE Costcutter, Castlefin Road Mace, Strabane Road	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.3 £0.1 £0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.3 £0.1 £0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0		£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0± 0.0± 0.0±	£0.2 £0.0 £0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.2 0.0 0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0± 0.0± 0.0±	£0.0 £0.0 £0.0	0.0 0.0 0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 5 TOTAL	£0.0	£0.0	£0.0	£0.0	£7.6	£0.0	£0.6	£8.1	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.1	£3.2	£0.0	£0.2	3.6	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 6 - CLAUDY	+													ŀ								1					
CLAUDY VILLAGE CENTRE Centra, Claudy Costcutter, Main Street Spar, Main Street, Claudy	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£1.8 £1.2 £0.3 £0.3	£0.0 £0.0 £0.0 £0.0	£1.8 £1.2 £0.3 £0.3	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	0.0 0.0 0.0 0.0		£0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.4 £0.4 £0.1 £0.2	£0.0 £0.0 £0.0	0.4 0.4 0.1 0.2	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0 0.0
Spar, Main Street, Feeny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Main Street, Dungiven Supervalu, Garvagh Rd, Dungiven Local Shops, Dungiven town centre	0.0± 0.0± 0.0±	0.0± 0.0± 0.0±	£0.0 £0.3 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.6 £2.9 £0.5	£0.0 £0.0 £0.0	£0.6 £3.2 £0.5	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0		£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.1 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.5 £0.8 £0.2	£0.0 £0.0 £0.0	0.5 0.9 0.2	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	0.0 0.0 0.0
Other Zone 6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 6 TOTAL	£0.0	£0.0	£0.3	£0.0	£0.0	£6.1	£0.0	£6.4	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.1	£0.0	£0.0	£2.2	£0.0	2.3	£0.0	£0.0	£0.0	£0.0	0.0



				_	_	TOP UP FO	OD SHOPP	NG	1	_		_		TOTAL
			С	OUNCIL ARI	EA			ZONES 1-7 TOTAL	RE	MAINDER C	F STUDY AR	EA	ZONES 8-11 TOTAL	
STORE/CENTRE	1	2	3	4	5	6	7		8	9	10	11		
•	Em) 138.0 Em) 41.4	69.1 20.8	35.5 10.9	59.8 18.2	18.6 5.6	29.4 9.1	43.7 13.9	394.1 120.0	53.3 16.0	93.9 28.2	95.2 28.5	59.6 17.9	301.9 90.6	
ZONE 3 - EGLINTON	-1.7	20.0	10.7	10.2	0.0	7.1	10.7	120.0	10.0	20.2	20.5	17.7	70.0	
Local Shops Drumahoe	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	1.3	£0.0	£0.0	£0.0	£0.0	0.0	£1.3
Supervalu, Main Street	£0.0	£0.0	£4.0	£0.0	£0.0	£0.0	£0.0	4.0	£0.3	£0.0	£0.0	£0.0	0.3	£7.9
Other	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	0.9	£0.0	£0.0	£0.0	£0.0	0.0	£0.9
ZONE 3 TOTAL	£0.0	£0.0	£4.0	£0.0	£0.0	£0.0	£0.0	4.0	£0.3	£0.0	£0.0	£0.0	0.3	£7.9
ZONE 4 - STRABANE														
Policies Map)	£0.0	£0.0	£0.1	£6.1	£0.2	£0.1	£0.0	6.6	£0.0	£0.0	£0.0	£0.0	0.0	£68.1
ASDA, Branch Road, Strabane	£0.0	£0.0	£0.0	£3.2	£0.1	£0.1	£0.0	3.4	£0.0	£0.0	£0.0	£0.0	0.0	£59.2
Iceland, Railway Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£3.2
Local Shops, Strabane TC	£0.0	£0.0	£0.0	£1.3	£0.1	£0.0	£0.0	1.4	£0.0	£0.0	£0.0	£0.0	0.0	£1.4
Supervalu, Main Street	£0.0	£0.0	£0.1	£1.6	£0.0	£0.0	£0.0	1.7	£0.0	£0.0	£0.0	£0.0	0.0	£4.2
OUT OF CENTRE	£0.0	£0.3	£0.2	£4.4	£0.0	£0.0	£0.2	5.1	£0.0	£0.0	£0.0	£0.0	0.0	£14.6
Costcutter, Ballycolman Avenue	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0	£0.5
idl, Bradley Way	£0.0	£0.3	£0.2	£1.2	£0.0	£0.0	£0.0	1.8	£0.0	£0.0	£0.0	£0.0	0.0	£10.4
Spar, Derry Road	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	1.6	£0.0	£0.0	£0.0	£0.0	0.0	£1.8
Spar, Fountain Street	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	0.2	£0.0	£0.0	£0.0	£0.0	0.0	£0.2
Spar, Urney Road	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.2	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£1.8
STRABANE OTHER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0
Spar, Berryhill Road, Artigarvan	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.2	0.8	£0.0	£0.0	£0.0	£0.0	0.0	£0.8
OTHER	£0.0	£0.0	£0.0	£3.6	£0.0	£0.0	£0.0	3.6	£0.0	£0.0	£0.0	£0.0	0.0	£4.2
	£0.0	£0.3	£0.3	£14.8	£0.2	£0.1	£0.4	16.1	£0.0	£0.0	£0.0	£0.0	0.0	£86.3
ZONE 4 - TOTAL	£0.0	EU.3	EU.3	E14.0	EU.Z	EU. I	EU.4	10.1	£0.0	£0.0	EU.U	EU.U	0.0	100.3
ZONE 5 - CASTLEDERG														
Plan 1986-2001)	£0.0	£0.0	£0.0	£0.4	£3.7	£0.0	£0.2	4.3	£0.0	£0.0	£0.0	£0.0	0.0	£19.0
Coop, High Street	£0.0	£0.0	£0.0	£0.2	£0.8	£0.0	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£4.5
Spar, Dergvalley Shopping Centre	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.2	2.0	£0.0	£0.0	£0.0	£0.0	0.0	£7.3
Vivo Xtra, William Street	£0.0	£0.0	£0.0	£0.2	£1.1	£0.0	£0.0	1.3	£0.0	£0.0	£0.0	£0.0	0.0	£7.2
CASTLEDERG OUT OF CENTRE	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	1.6	£0.0	£0.0	£0.0	£0.0	0.0	£2.3
Costcutter, Castlefin Road	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0	£0.6
Mace, Strabane Road	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0	£0.8
Other	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	0.6	£0.0	£0.0	£0.0	£0.0	0.0	£0.9
ZONE 5 TOTAL	£0.0	£0.0	£0.0	£0.4	£5.3	£0.0	£0.2	6.0	£0.0	£0.0	£0.0	£0.0	0.0	£21.2
ZONE 6 - CLAUDY														
CLAUDY VILLAGE CENTRE	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£3.6
Centra, Claudy	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£3.0
Costcutter, Main Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.4
Spar, Main Street, Claudy	£0.0	£0.0	£0.1	£0.2	£0.0	£1.0	£0.0	1.4	£0.0	£0.0	£0.0	£0.0	0.0	£2.1
Spar, Main Street, Feeny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	0.9	£0.0	£0.0	£0.0	£0.0	0.0	£1.3
Spar, Main Street, Dungiven	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	0.5	£0.0	£0.0	£0.0	£0.0	0.0	£2.0
Supervalu, Garvagh Rd, Dungiven	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£0.0	2.3	£0.0	£0.0	£0.0	£0.0	0.0	£7.3
Local Shops, Dungiven town centre	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	1.1	£0.0	£0.0	£0.0	£0.0	0.0	£2.1
· -														
Other Zone 6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	0.9	£0.0	£0.0	£0.0	£0.0	0.0	£1.0
		£0.0	£0.1	£0.2	£0.0	£7.9	£0.0	8.2	£0.0	£0.0	£0.0	£0.0	0.0	£19.3



					FIRST	CHOICE M	IAIN FOOD	SHOPPING											SECON	ID CHOICE	MAIN FOO	D SHOPPING	-				
			C	OUNCIL AR	REA			ZONES 1-7 TOTAL	RE	MAINDER C	OF STUDY AR	REA	ZONES 8-11 TOTAL				С	OUNCIL AR	EA			ZONES 1-7 TOTAL	RE	MAINDER C	OF STUDY AF	EA	ZONES 8- 11 TOTAL
STORE/CENTRE	1	2	3	4	5	6	7		8	9	10	11			1	2	3	4	5	6	7		8	9	10	11	
(£m)	138.0	69.5	36.3	60.8	18.8	30.2	46.3	399.9	53.3	93.9	95.2	59.6	301.9		138.0	69.5	36.3	60.8	18.8	30.2	46.3	399.9	53.3	93.9	95.2	59.6	301.9
(£m)	67.6	34.0	17.8	29.8	9.2	14.8	22.7	196.0	26.1	46.0	46.6	29.2	147.9		29.0	14.6	7.6	12.8	4.0	6.3	9.7	84.0	11.2	19.7	20.0	12.5	63.4
ZONE 7 - NEWTOWNSTEWART																											
NEWTOWNSTEWART TOWN CENTRE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	0.8	£0.0	£0.0	£0.0	£0.0	0.0
Gallachers Nisa, Main Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	0.1	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Strabane Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	0.8	£0.0	£0.0	£0.0	£0.0	0.0
SION MILLS	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Mellmount Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Village Stores and service station	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Other Zone 7	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.4	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	0.1	£0.0	£0.0	£0.0	£0.0	0.0
Costcutter, Greencastle, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Mace, Gortin Road, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Gortin Road, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	0.1	£0.0	£0.0	£0.0	£0.0	0.0
Spar, Old Mountfield Road, Mullaghmore, Omagh	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	0.1	£0.0	£0.0	£0.0	£0.0	0.0
Spar Plumbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.9	£2.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	1.1	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 8 - LIMAVADY														ı									 				
LIMAVADY																											
Costcutter, Catherine St	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Lidl, Main St, Limavady	£0.0	£0.0	£0.2	£0.0	£0.0	£0.5	£0.0	£0.6	£1.3	£0.0	£0.0	£0.0	1.3		£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	0.3	£1.2	£0.0	£0.0	£0.0	1.2
Mace, Greystone Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	0.3		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.2	£0.0	£0.0	£0.0	0.2
Spar, Anderson Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.3	£0.0	£0.0	£0.0	0.3
Spar, Irish Green Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
Supervalu, Market Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4	£1.9	£0.0	£0.0	£0.0	1.9		£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	0.3	£1.2	£0.0	£0.0	£0.0	1.2
Tesco Express, Limavady	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	1.3		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.1	£0.0	£0.0	£0.0	0.1
Tesco Superstore, Main St, Limavady	£0.0	£0.0	£1.9	£0.0	£0.0	£3.0	£0.0	£4.9	£15.9	£0.0	£0.0	£0.0	15.9		£0.0	£0.0	£0.7	£0.0	£0.0	£1.4	£0.0	2.2	£5.2	£0.0	£0.0	£0.0	5.2
Local Shops, Limavady town centre	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.3	£0.0	£0.0	£0.0	0.3		£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	0.1	£0.5	£0.0	£0.0	£0.0	0.5
Other Zone 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0
ZONE 8 TOTAL	£1.1	£0.0	£2.0	£0.0	£0.0	£3.8	£0.0	£6.9	£21.0	£0.0	£0.0	£0.0	21.0		£0.0	£0.0	£0.9	£0.0	£0.0	£1.8	£0.0	2.7	£8.7	£0.0	£0.0	£0.0	8.7
Other	£0.6	£0.3	£1.1	£0.6	£0.2	£1.1	£16.1	£20.1	£4.3	£41.7	£43.7	£26.9	116.6		£0.8	£0.0	£0.4	£0.1	£0.1	£0.4	£6.1	8.0	£1.6	£19.3	£18.9	£11.5	51.3
Internet	£0.0	£0.7	£0.9	£0.3	£0.1	£0.5	£0.4	£2.9	£0.8	£0.0	£0.6	£0.0	1.3		£0.0	£0.4	£0.4	£0.1	£0.0	£0.2	£0.2	1.3	£0.4	£0.1	£0.0	£0.0	0.6

Note.Turnover calculated by applying market shares (Table 4) to available expenditure (Table 3a).

							TOP UP FO	OD SHOPP	ING						TOTAL
				C	OUNCIL AR	EA			ZONES 1-7 TOTAL	RE	MAINDER C	OF STUDY AR	EA	ZONES 8-11 TOTAL	
STORE/CENTRE		1	2	3	4	5	6	7		8	9	10	11		
	(£m)	138.0	69.1	35.5	59.8	18.6	29.4	43.7	394.1	53.3	93.9	95.2	59.6	301.9	
	(£m)	41.4	20.8	10.9	18.2	5.6	9.1	13.9	120.0	16.0	28.2	28.5	17.9	90.6	
ZONE 7 - NEWTOWNSTEWART															
NEWTOWNSTEWART TOWN CENTRE		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	2.4	£0.0	£0.0	£0.0	£0.0	0.0	£5.0
Gallachers Nisa, Main Street		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.1
Spar, Strabane Road		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	2.4	£0.0	£0.0	£0.0	£0.0	0.0	£4.9
SION MILLS		£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	1.7	£0.0	£0.0	£0.0	£0.0	0.0	£1.7
Spar, Mellmount Road		£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	1.5	£0.0	£0.0	£0.0	£0.0	0.0	£1.5
Village Stores and service station		£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	0.2	£0.0	£0.0	£0.0	£0.0	0.0	£0.2
Other Zone 7		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	1.8	£0.0	£0.0	£0.0	£0.0	0.0	£2.4
Costcutter, Greencastle, Omagh		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	0.7	£0.0	£0.0	£0.0	£0.0	0.0	£0.7
Mace, Gortin Road, Omagh		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	0.3	£0.0	£0.0	£0.0	£0.0	0.0	£0.3
Spar, Gortin Road, Omagh		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	1.2	£0.0	£0.0	£0.0	£0.0	0.0	£1.6
Spar, Old Mountfield Road, Mullaghmore, Omagh		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	1.5	£0.0	£0.0	£0.0	£0.0	0.0	£2.1
Spar Plumbridge		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	0.9	£0.0	£0.0	£0.0	£0.0	0.0	£0.9
ZONE 7 TOTAL		£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£8.8	10.5	£0.0	£0.0	£0.0	£0.0	0.0	£14.8
ZONE 8 - LIMAVADY															
LIMAVADY															
Costcutter, Catherine St		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.8	£0.0	£0.0	£0.0	0.8	£0.0
Lidl, Main St, Limavady		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£1.0	£0.3	£0.0	£0.0	1.3	£5.0
Mace, Greystone Road		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.7
Spar, Anderson Park		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£2.1	£0.0	£0.0	£0.0	2.1	£0.3
Spar, Irish Green Street		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£1.6	£0.0	£0.0	£0.0	1.6	£0.0
Supervalu, Market Street		£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	0.2	£2.0	£0.0	£0.0	£0.0	2.0	£6.1
Tesco Express, Limavady		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£1.8	£0.0	£0.0	£0.0	1.8	£2.8
Tesco Superstore, Main St, Limavady		£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	0.2	£2.0	£0.0	£0.0	£0.0	2.0	£46.6
Local Shops, Limavady town centre		£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.3	0.5	£2.2	£0.0	£0.0	£0.0	2.2	£2.9
Other Zone 8		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£1.0	£0.0	£0.0	£0.0	1.0	£0.0
ZONE 8 TOTAL		£0.0	£0.0	£0.3	£0.0	£0.0	£0.4	£0.3	1.0	£14.3	£0.3	£0.0	£0.0	14.6	£64.1
Other		£0.0	£0.9	£0.5	£0.0	£0.0	£0.2	£3.0	4.5	£1.1	£26.3	£24.5	£17.5	69.4	£325.0
Internet		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0	£0.0	£0.0	£0.0	£0.0	0.0	£6.1

Note.Turnover calculated by applying market shares (Table 4) to available expenditure (Table 3a).



STORE / CENTRE	1	2	3	4	Clothes a	ind Shoes - 6	1st choice 7	8	9	10	11	1	2	3	4	Clothes ar	id Shoes - 2 6	2nd choice 7	8	9	10	11	1	2	F 3	urniture, Flo 4	or Covering	gs, Carpets 6	and Housel 7	hold Textile 8	es 9	10	11
ZONE 1 - DERRY - LONDONDERRY WEST LONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area Plan 2011 Proposals Map)	67.51%	60.41%	61.51%	37.26%	9.35%	52.87%	4.79%	38.33%	80.26%	7.68%	4.26%	70.97%	56.72%	65.66%	40.47%	15.46%	59.46%	13.05%	39.75%	77.43%	6.82%	0.00%	33.549	28.68%	31.29%	29.98%	2.38%	27.21%	10.21%	14.21%	32.95%	5.48%	12.18%
Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	43.82%	33.59%	24.34%	16.19%	9.35%	24.92%	1.22%	12.15%	11.54%	7.68%	4.26%	31.13%	29.63%	29.27%	10.75%	12.28%	25.08%	5.54%	10.83%	9.31%	6.82%	0.00%	2.76%	0.00%	3.71%	0.00%	2.38%	0.00%	0.00%	0.00%	0.00%	5.48%	0.00%
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	1.90%	1.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	0.00%	1.00%	1.04%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	1.09%	1.09%	0.00%	0.00%	0.00%	0.00%	1.09%	0.00%	0.00%	0.00%	0.00%	2.45%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%
Derry-Londonderry CITY CENTRE	21.79%	24.06%	36.13%	21.07%	0.00%	27.95%	3.57%	25.41%	68.72%	0.00%	0.00%	29.20%	26.00%	35.30%	29.72%	3.18%	34.38%	7.51%	27.83%	67.44%	0.00%	0.00%	30.789	26.23%	27.58%	29.98%	0.00%	26.16%	10.21%	14.21%	32.95%	0.00%	12.18%
Northside District Centre Rath Mor District Centre Springtown District Centre	0.00% 0.00% 0.00%	0.00% 0.00% 0.00%	1.04% 0.00% 0.00%	0.00% 0.00% 0.00%	0.00% 0.00% 0.00%	0.73% 0.00% 0.00%	0.00% 0.00% 0.00%	1.09% 0.00% 0.00%	0.00% 0.00% 0.00%	0.00% 0.00% 0.00%	0.76% 0.00% 0.00%	0.00% 0.00% 0.00%	0.00% 0.00% 0.00%	0.00% 0.00% 0.00%	0.00% 0.00% 0.00%	0.00% 0.00% 0.00%	0.00% 1.53% 3.06%	0.00%	0.00% 0.00% 0.00%														
Ballyarnett Local Centre Buncrana Road EAST Local Centre Buncrana Road WEST Local Centre Lower Galliagh Road Local Centre	0.00% 0.00% 0.00% 0.00%	0.00% 0.00% 0.00% 0.00%	0.00% 0.00% 0.00% 1.00%	0.00% 0.00% 0.00% 0.00%	0.00% 0.00% 0.00% 0.00%	0.00% 0.00% 0.00% 0.00%	0.00% 0.00% 0.00% 0.00%	1.68% 0.00% 0.00% 0.00%	0.00% 0.00% 0.00% 0.00%	0.00% 0.00% 0.00% 0.00%	0.00% 0.00% 0.00% 0.00%	0.00% 0.00% 0.00% 0.00%	0.00% 1.05% 0.00% 0.00%	0.00% 0.00% 0.00% 1.04%	0.00% 0.00% 0.00% 0.00%	0.00% 0.00% 0.00% 0.00%	0.00% 0.00% 0.00% 0.00%	0.00% 0.00% 0.00% 0.00%	0.00% 0.00% 0.00% 0.00%	0.00% 0.00% 0.00% 1.56%	0.00% 0.00% 0.00% 0.00%	0.00% 0.00% 0.00% 0.00%	1.59% 1.53% 0.00% 0.00%	0.00% 1.54%	0.00% 1.02% 0.00% 1.34%	0.00% 0.00% 0.00% 0.00%	0.00% 0.00% 5.90% 0.00%						
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.54%	1.47%	0.00%	0.00%	1.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Buncrana Road Lesley Retail Park, Strand Road (Smyths Toys, PureGym, KFC)	0.00% 1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Buncrana Road Park Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Pennyburn Industrial Estate, Springtown Springtown Industrial Estate, Springtown Road Other Zone 1	0.00% 0.00% 0.00%	7.42% 2.54% 3.06%	3.93% 0.00%	0.00% 0.00% 1.34%	0.00% 0.00% 0.00%	0.00% 0.00% 0.00%	0.00% 0.00% 0.00%	0.00% 0.00% 0.00%	0.00% 0.00% 1.14%	0.00% 0.00% 0.00%	0.00% 0.00% 0.00%	0.00% 0.00% 0.00%																					
ZONE 1 TOTAL	68.58%	60.41%	63.55%	37.26%	9.35%	53.60%	4.79%	40.01%	80.26%	7.68%	4.26%	70.97%	57.77%	67.79%	40.47%	15.46%	60.22%	13.05%	39.75%	78.99%	6.82%	0.00%	56.819	37.16%	34.99%	29.98%	3.48%	27.21%	10.21%	15.35%	32.95%	5.48%	18.08%
ZONE 2 - DERRY - LONDONDERRY EAST Lisnagelvin District Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	2.97%	6.45%	7.01%	0.00%	0.00%	5.26%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	2.14%	5.92%	0.00%	0.00%	3.86%	0.00%	0.00%	0.00%	0.00%	0.00%	3.71%	2.67%	0.00%	1.48%	0.00%	1.43%	0.00%	1.55%	0.00%	0.00%	0.00%
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	8.52%	4.41%	0.77%	0.00%	1.18%	1.71%	1.09%	0.00%	0.00%	0.00%	0.00%	2.01%	9.60%	1.60%	2.02%	1.23%	2.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.61%	0.00%	1.48%	0.00%	0.00%	1.62%	0.00%	0.85%	0.00%	0.00%
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	1.94%	4.41%	1.04%	0.00%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	3.07%	3.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	13.159	29.10%	24.65%	3.75%	5.05%	27.02%	3.89%	4.18%	0.00%	0.00%	0.00%
Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.64%	7.32%	4.65%	0.00%	0.00%	2.80%	0.00%	0.00%	0.00%	0.00%	0.00%
Trench Road Shopping Center, Hollymount Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CFC Interiors, Clooney Road, Campsie Maydown Village & Retail Area	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.79% 0.00%	0.00%	0.00%	1.05% 0.00%	0.00%	1.14% 0.00%	0.00%	0.00%	0.00%
Other Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.54%		1.34%	1.54%	0.00%	1.43%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 2 TOTAL	13.43%	15.27%	8.82%	0.00%	1.18%	7.92%	1.09%	0.00%	0.00%	0.00%	0.00%	6.24%	15.48%	7.52%	2.02%	1.23%	6.69%	0.00%	0.00%	0.00%	0.00%	0.00%	26.049	47.71%	33.43%	8.25%	5.05%	33.73%	5.51%	6.87%	0.85%	0.00%	0.00%
ZONE 3 - EGLINTON Eglinton Village Centre	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.71%	0.00%	3.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Campsie Business Park, Eglinton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		6.82%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Drumahoe Village Centre Other Zone 3	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%							
ZONE 3 TOTAL	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%
ZONE 4 - STRABANE STRABANE TOWN CENTRE	1.78%	1.99%	1 04%	41.76%	22 21%	1.94%	2.88%	0.00%	0.00%	1.21%	6.09%	0.00%	0.00%	1.04%	33.47%	17.43%	2.69%	7.56%	0.00%	0.00%	0.00%	16.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Branch Road, Strabane	1.78%	0.00%	0.00%	1.73%	1.88%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%	1.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear, Gallaghers Fresh Food Centre, McDonalds)	0.00%	0.00%	0.00%	0.00%	0.00%	0.95%	2.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Strabane Town Centre	0.00%	1.99%	1.04%	38.29%	10.54%	0.00%	0.00%	0.00%	0.00%	0.00%	1.84%	0.00%	0.00%	0.00%	32.43%	7.22%	1.04%	3.57%	0.00%	0.00%	0.00%	3.49%	0.00%	0.00%	1.02%	37.13%	7.23%	0.00%	6.87%	0.00%	0.00%	0.00%	5.90%
Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)	0.00%	0.00%	0.00%	1.74%	9.79%	0.99%	0.80%	0.00%	0.00%	1.21%	4.25%	0.00%	0.00%	1.04%	0.00%	7.35%	1.65%	3.99%	0.00%	0.00%	0.00%	13.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.28%
Sion Mills Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Zone 4	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 4 TOTAL	1.78%	1.99%	1.04%	41.76%	22.21%	1.94%	2.88%	0.00%	0.00%	1.21%	6.09%	0.00%	0.00%	1.04%	33.47%	17.43%	2.69%	7.56%	0.00%	0.00%	0.00%	16.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 5 - CASTLEDERG Castlederg Village Centre	0.00%	0.00%	0.00%	0.75%	16.63%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	13.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	4.34%	49.35%	0.00%	3.00%	3.11%	0.00%	0.00%	0.00%
ZONE 5 TOTAL	0.00%	0.00%	0.00%	0.75%	16.63%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	13.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<u> </u>																																	$\overline{}$



STORE / CENTRE	1	2	3	4	Hous 5	ehold appli 6	ances 7	8	9	10	11	1	2	3	4	Audio 5	visual equi 6	pment 7	8	9	10	11	1	2	3	4	5	DIY 6	7	8	9	10	11
ZONE 1 - DERRY - LONDONDERRY WEST LONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area	18.16%	12.65%	17.21%	12.72%	0.00%	18.31%	2.40%	8.76%	44.83%	0.00%	0.00%	26.16%	10.45%	17.51%	13.94%	0.00%	19.24%	4.89%	11.56%	53.41%	0.00%	6.43%	31.29	% 16.30%	22.22%	20.78%	2.29%	17.85%	0.00%	15.87%	32.36%	0.00%	0.00%
Plan 2011 Proposals Map) Foyleside Shopping Centre, Orchard Street (Boots, Clarks,																																	
Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.92%	2.05%	0.00%	2.19%	0.00%	2.26%	1.19%	0.00%	0.00%	0.00%	0.00%	0.009	2.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	0.00%	0.00%	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Derry-Londonderry CITY CENTRE	18.16%	11.47%	16.06%	12.72%	0.00%	18.31%	2.40%	8.76%	44.83%	0.00%	0.00%	14.80%	8.40%	17.51%	11.75%	0.00%	16.98%	3.70%	11.56%	53.41%	0.00%	6.43%	31.29	6 14.21%	22.22%	20.78%	2.29%	17.85%	0.00%	15.87%	32.36%	0.00%	0.00%
Northside District Centre Rath Mor District Centre	0.00% 1.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.009		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Springtown District Centre	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.949		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.90%	0.00%	0.00%
Ballyarnett Local Centre	0.00%	0.00%	0.00%	1.30%	1.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Buncrana Road EAST Local Centre	2.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.84%	0.00%	0.00%	0.00%	0.929	0.00%	0.00%	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%
Buncrana Road WEST Local Centre Lower Galliagh Road Local Centre	2.40% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.269 0.009		0.00%	0.00% 0.00%	0.00%	0.00%	0.00% 0.96%	0.00%	0.00%	0.00%	0.00% 0.00%
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.229	1.20%	0.00%	2.16%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Buncrana Road Lesley Retail Park, Strand Road (Smyths Toys, PureGym,	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
KFC)	0.00%	0.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Buncrana Road Park Village Centre	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00% 0.00%	2.019 0.009		0.00% 0.00%	0.00% 0.00%	0.00%	0.00% 1.20%	0.00%	0.00%	0.00%	0.00%	0.00%
Pennyburn Industrial Estate, Springtown Springtown Industrial Estate, Springtown Road	4.80% 1.17%	0.00%	0.00%	0.00%	0.00%	0.00% 1.18%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.269 12.149		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Zone 1	1.17%	0.00%	1.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 1 TOTAL	32.16%	13.55%	18.31%	14.02%	1.24%	19.49%	2.40%	8.76%	44.83%	0.00%	0.00%	29.34%	11.63%	18.65%	15.18%	0.00%	19.24%	4.89%	13.40%	53.41%	0.00%	6.43%	60.04	% 24.32%	23.29%	22.94%	2.29%	21.60%	0.96%	15.87%	33.26%	0.00%	0.00%
ZONE 2 - DERRY - LONDONDERRY EAST																																	
Lisnagelvin District Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	0.90%	0.90%	1.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.00%	1.13%	1.94%	0.00%	0.00%	1.84%	0.00%	0.00%	0.00%	0.00%	0.00%	1.219	1.15%	0.00%	0.00%	0.00%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	0.90%	1.81%	1.95%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	3.88%	0.87%	3.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009	3.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%
Crescent Link Retail Park, Crescent Link Road (Argos, Boots Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)		63.32%	42.65%	20.25%	7.00%	28.73%	4.56%	3.61%	0.00%	0.00%	0.00%	58.05%	66.69%	48.64%	13.70%	14.68%	38.29%	10.76%	9.91%	0.00%	1.76%	0.00%	38.77	66.12%	51.71%	15.56%	1.60%	32.26%	2.57%	10.34%	1.17%	0.00%	0.00%
Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Trench Road Shopping Center, Hollymount Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CFC Interiors, Clooney Road, Campsie	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Maydown Village & Retail Area Other Zone 2	0.00% 0.00%	3.19% 0.00%	2.80% 0.00%	2.65% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	1.88%	2.77% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00% 0.00%	0.009		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 2 TOTAL		69.22%		22.90%	7.00%		5.69%	3.61%	0.00%	0.00%	0.00%		70.57%				40.13%			0.00%	1.76%	0.00%		% 70.47 %				32.26%		11.20%	1.17%	0.00%	0.00%
ZONE 3 - EGLINTON																									10.000					4.470/			
Eglinton Village Centre Campsie Business Park, Eglinton	0.00%	0.00%	3.36% 1.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	1.10% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009		18.02% 0.00%	0.00%	0.00%	0.00%	0.00%	1.17% 0.00%	0.00%	0.00%	0.00%
Drumahoe Village Centre Other Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 3 TOTAL	0.00%	0.00%	2.25% 7.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.10% 2.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009		0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 1.17%	0.00%	0.00%	0.00%
ZONE 4 - STRABANE	0.5076	0.0076	7.4370	0.0076	0.0076	0.0076	0.0076	0.0076	0.0076	0.0076	0.0076	3.00%	0.00 /6	2.2070	0.0076	0.0076	0.0076	0.0076	0.0070	0.0070	0.0076	0.0076	0.007	1.20/0	13.02 %	0.0076	0.0076	0.0076	0.00%	1.1770	0.0070	0.0076	0.0076
ZONE 4 - STRABANE STRABANE TOWN CENTRE	0.00%	0.00%	0.00%	45.36%	10.76%	1.13%	0.83%	0.00%	0.00%	0.00%	3.16%	0.00%	0.00%	0.84%	57.23%	23.86%	1.11%	2.93%	0.00%	0.00%	0.00%	8.63%	0.009	0.00%	1.12%	46.56%	7.10%	0.00%	3.88%	0.00%	0.00%	0.00%	7.66%
Asda, Branch Road, Strabane	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.84%	0.00%	2.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear, Gallaghers Fresh Food Centre, McDonalds)	0.00%	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.29%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Strabane Town Centre	0.00%	0.00%	0.00%	38.77%	3.78%	0.00%	0.83%	0.00%	0.00%	0.00%	3.16%	0.00%	0.00%	0.00%	53.46%	7.02%	1.11%	2.06%	0.00%	0.00%	0.00%	6.78%	0.009	0.00%	1.12%	45.34%	7.10%	0.00%	3.88%	0.00%	0.00%	0.00%	7.66%
Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)	0.00%	0.00%	0.00%	5.24%	6.98%	1.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.48%	13.38%	0.00%	0.87%	0.00%	0.00%	0.00%	1.85%	0.009	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sion Mills Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009	0.00%	0.00%	2.96%	0.00%	0.00%	1.26%	0.00%	0.00%	0.00%	0.00%
Other Zone 4	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009	0.00%	0.00%	7.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 4 TOTAL	0.00%	0.00%	0.00%	45.36%	10.76%	1.13%	0.83%	0.00%	0.00%	0.00%	3.16%	0.00%	0.00%	0.84%	57.23%	23.86%	1.11%	2.93%	0.00%	0.00%	0.00%	8.63%	0.009	0.00%	1.12%	56.92%	7.10%	0.00%	5.14%	0.00%	0.00%	0.00%	7.66%
ZONE 5 - CASTLEDERG					0,0							2.3070	2.5070										3.537	2.50,0	273								
Castlederg Village Centre	0.00%	0.00%	0.00%	3.80%	45.57%	0.00%	1.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009	1.20%	0.00%	1.22%	45.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 5 TOTAL	0.00%	0.00%	0.00%	3.80%	45.57%	0.00%	1.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009	1.20%	0.00%	1.22%	45.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
1																																	



					Chamist	and medic	al goods								Roo	ks, CDs, jew	ellery chin:	a and alass	itoms								Luxury ao	ods and spo	orts anods				
STORE / CENTRE ZONE 1 - DERRY - LONDONDERRY WEST	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10	11
LONDONDERRY - LUNDONDERRY WESI LONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area Plan 2011 Proposals Map)	75.85%	38.57%	28.44%	7.64%	0.79%	19.62%	1.04%	5.43%	20.80%	6.91%	0.00%	62.70%	61.779	51.38%	14.77%	11.28%	44.20%	8.30%	14.03%	31.73%	0.00%	0.00%	37.23%	22.36%	24.74%	14.22%	4.62%	40.91%	3.80%	29.16%	59.51%	0.00%	0.00%
Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	24.59%	6.39%	7.78%	0.76%	0.79%	6.92%	0.00%	1.03%	0.00%	6.91%	0.00%	26.62%	27.209	28.70%	6.80%	6.36%	16.95%	0.00%	2.43%	1.47%	0.00%	0.00%	7.13%	1.84%	7.65%	0.00%	0.00%	6.57%	0.00%	3.48%	4.01%	0.00%	0.00%
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	0.75%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	1.39%	3.85%	1.41%	0.00%	1.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.21%	2.94%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	0.00%	2.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Derry-Londonderry CITY CENTRE	50.51%	29.49%	20.66%	6.88%	0.00%	12.70%	0.00%	4.40%	20.80%	0.00%	0.00%	34.69%	29.219	21.27%	7.97%	3.14%	27.25%	8.30%	11.60%	30.26%	0.00%	0.00%	21.89%	15.81%	17.09%	14.22%	4.62%	34.34%	3.80%	25.68%	55.50%	0.00%	0.00%
Northside District Centre	1.72%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rath Mor District Centre Springtown District Centre	0.00% 0.98%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00% 1.39%	0.00%		0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%
Ballyarnett Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Buncrana Road EAST Local Centre Buncrana Road WEST Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%	1.63% 0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	1.08% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%
Lower Galliagh Road Local Centre	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.71%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.71%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Buncrana Road	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lesley Retail Park, Strand Road (Smyths Toys, PureGym, KFC)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.28%	6.55%	1.31%	1.61%	2.00%	6.05%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Buncrana Road Park Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	1.90% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%
Pennyburn Industrial Estate, Springtown	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Springtown Industrial Estate, Springtown Road Other Zone 1	0.00% 2.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 1 TOTAL	81.29%	38.57%	29.44%	7.64%	0.79%	19.62%	2.20%	6.46%	22.43%	6.91%	0.00%	66.39%	61.779	53.87%	14.77%	11.28%	44.20%	8.30%	14.03%	31.73%	0.00%	0.00%	44.51%	31.62%	27.76%	15.83%	6.62%	48.86%	3.80%	29.16%	59.51%	0.00%	0.00%
ZONE 2 - DERRY - LONDONDERRY EAST Lisnagelvin District Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyde Pharmacy, Poundland, Primark, Savers, Semichem)	1.02%	8.32%	1.77%	1.03%	0.00%	2.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.40%	1.08%	0.00%	0.00%	2.46%	0.00%	0.00%	0.00%	0.00%	0.00%	3.35%	1.35%	3.02%	0.00%	0.00%	0.00%	0.00%	2.01%	0.00%	0.00%	0.00%
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	0.00%	1.05%	0.00%	0.00%	0.00%	0.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.49%	0.00%	0.00%	1.39%	0.00%	0.00%	4.01%	0.00%	0.00%
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	13.12%	40.52%	20.95%	5.20%	0.00%	3.65%	1.04%	1.03%	0.00%	0.00%	0.00%	1.06%	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	33.17%	49.94%	32.72%	13.23%	6.33%	11.46%	1.94%	2.01%	0.00%	0.00%	0.00%
Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Trench Road Shopping Center, Hollymount Park	0.00%	6.42%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CFC Interiors, Clooney Road, Campsie	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.40%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Maydown Village & Retail Area Other Zone 2	0.00% 1.62%	0.00% 3.07%	0.00% 1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00% 2.30%			0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 2 TOTAL	15.76%	59.38%	24.72%	6.23%	0.00%	7.03%	1.04%	1.03%	0.00%	0.00%	0.00%	3.36%	7.42%	1.08%	0.00%	0.00%	2.46%	0.00%	0.00%	0.00%	0.00%	0.00%	36.52%	51.29%	39.23%	13.23%	6.33%	12.85%	1.94%	4.02%	4.01%	0.00%	0.00%
ZONE 3 - EGLINTON	0.00%	0.00%	21.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.71%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Eglinton Village Centre Campsie Business Park, Eglinton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Drumahoe Village Centre Other Zone 3	0.00%	0.00%	12.47% 1.77%	0.00%	0.00%	0.91%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%
ZONE 3 TOTAL	0.00%		35.80%			0.91%	0.00%	0.00%	0.00%		0.00%	0.00%							0.00%	0.00%	0.00%		0.00%				0.00%	0.00%	0.00%				0.00%
ZONE 4 - STRABANE												-											-										
STRABANE TOWN CENTRE			3.76%			0.00%	4.72%	0.00%	0.00%	0.00%	1.42%	0.00%								0.00%		9.68%		0.00%			22.59%						14.44%
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento,	0.00%	0.00%	1.67%	1.03%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%			0.00%	0.00%	0.00%	1.61%	0.00%	0.00%		0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%
Cilento Designer Wear, Gallaghers Fresh Food Centre, McDonalds)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.78%	0.00%	1.61%	0.00%	0.00%		4.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.22%
Strabane Town Centre Strabane Shopping / Retail Park, Branch Road, STRABANE	0.00%	0.00%	2.09%	72.40%	0.00%	0.00%	4.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	54.34%	5.41%	1.54%	10.20%	0.00%	0.00%	0.00%	4.84%	0.00%	0.00%	1.78%	47.61%	5.32%	0.00%	4.12%	0.00%	0.00%	0.00%	7.22%
(SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.33%	17.27%	0.00%	7.82%	0.00%	0.00%	0.00%	0.00%
Sion Mills Village Centre	0.00%	0.00%	0.00%	2.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.01%	0.00%	0.00%	0.00%
Other Zone 4	0.00%	0.00%	0.00%	1.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 4 TOTAL	0.00%	0.00%	3.76%	78.36%	0.00%	0.00%	4.72%	0.00%	0.00%	0.00%	1.42%	0.00%	1.11%	0.00%	55.83%	7.19%	1.54%	13.42%	0.00%	0.00%	0.00%	9.68%	0.00%	0.00%	1.78%	52.94%	22.59%	0.00%	11.94%	2.01%	0.00%	0.00%	14.44%
ZONE 5 - CASTLEDERG Castlederg Village Centre	0.00%	0.00%	0.00%	0.00%	90.01%	0.00%	2.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	22.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	19.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 5 TOTAL	0.00%	0.00%	0.00%	0.00%	90.01%	0.00%	2.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	22.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	19.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%



	ı				Clothes	nd Shoes -	1st choice					1				Clothes ar	nd Shoes - 2	nd choice					1		F	urniture. Fla	oor Covering	is, Carnets	and House	hold Textile	es		
STORE / CENTRE	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10	11
ZONE 6 - CLAUDY													-					-													-		
Claudy Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Feeny Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dungiven Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.48%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 6 TOTAL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.48%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 7 - NEWTOWNSTEWART												<u> </u>											-										
Newtownstewart Village Centre	0.00%	0.00%	0.00%	0.98%	0.00%	0.00%	1.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.06%	12.53%	0.00%	15.26%	0.00%	0.00%	0.00%	0.00%
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	0.00%	0.00%	0.00%	0.98%	14.88%	0.00%	8.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%	22.24%	0.00%	6.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.13%	1.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 7 TOTAL	0.00%	0.00%	0.00%	1.96%	14.88%	0.00%	10.71%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%	22.24%	0.00%	8.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.19%	14.02%	0.00%	15.26%	0.00%	0.00%	0.00%	0.00%
ZONE 8 - LIMAVADY	0.00%	1.040/	2 500/	0.000/	0.000/	10 50%	0.000/	22.170/	0.000/	0.000/	0.000/	0.000/	0.000/	4.720/	0.000/	0.000/	(020/	0.000/	21 120/	0.000/	0.000/	0.000/	0.000/	0.000/	1.020/	0.000/	0.000/	10.210/	0.000/	24 / 40/	0.000/	0.000/	0.000/
Limavady Town Centre	0.00%	1.04%	3.58%	0.00%	0.00%	10.50%	0.00%	22.17%	0.00%	0.00%	0.00%	0.00%	0.00%	4.73%	0.00%	0.00%	6.82%	0.00%	21.13%	0.00%	0.00%	0.00%	0.00%	0.00%	1.02%	0.00%	0.00%	10.31%	0.00%	34.64%	0.00%	0.00%	0.00%
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%
Engineering)	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	1.040/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/
Other Zone 8	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.84%	0.00%	0.00%	0.00%	0.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 8 TOTAL	0.00%	1.04%	3.58%	3.92%	29.76%	10.50%	21.42%	22.94%	0.00%	0.00%	0.00%	0.00%	0.00%	4.73%	3.92%	44.48%	6.82%	17.84%	21.93%	0.00%	0.00%	0.00%	0.00%	0.00%	1.02%	16.38%	28.04%	16.32%	30.52%	34.64%	0.00%	0.00%	0.00%
ZONE 9 - INISHOWEN															_																		
Buncrana Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.49%	0.00%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	4.40%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	12.82%	0.00%	0.00%
Burnfoot Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Burt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Carndonagh Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.47%	0.00%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Moville Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.96%	0.00%	0.00%
ZONE 9 TOTAL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	19.78%	0.00%	0.00%
ZONE 10 - LETTERKENNY																																	
Letterkenny Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.47%	7.60%	8.26%	0.00%	0.00%	0.00%	1.84%	0.00%	0.00%	0.00%	0.00%	2.94%		11.96%	1.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	30.57%	2.57%	30.76%
Centra, Mountain Top, Letterkenny	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys/PC World, Blaney Road, Letterkenny	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY											- 1																						
(Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.47%	2.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.47%	2.68%	2.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.06%	48.46%	2.72%
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Larkins, Oldtown, Letterkenny	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	0.00%	0.00%	1.77%	0.00%	0.00%	0.00%	0.00%	0.00%	5.48%	56.98%	14.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.94%	55.53%	9.81%	0.00%	1.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.95%	32.70%	0.00%
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.24%	12.61%	8.61%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.27%	13.47%	6.31%	0.00%	0.00%	2.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.74%	0.00%
McElhinneys XL, Manorcunningham, Letterkenny	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Courtyard Shopping Centre, Lower Main Street,											l																						
LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.74%	0.00%
ZONE 10 TOTAL	0.00%	0.00%	1.77%	0.00%	0.00%	0.00%	0.00%	0.00%	10.66%	79.78%	31.39%	0.00%	0.00%	0.00%	1.84%	0.00%	0.00%	0.00%	0.00%	16.62%	75.65%	30.75%	1.53%	1.72%	2.23%	1.13%	0.00%	0.00%	0.00%	1.74%	37.58%	89.21%	33.48%
ZONE 11 - STRANORLAR																																	
Ballybofey Shopping Centre, BALLYBOFEY (Valley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.29%	0.000	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Pharmacy, Gallaghers Home Bakery, Master Shoe)	0.00%	U.UU%	0.00%	0.00%	U.UU%	0.00%	U.UU%	0.00%	U.UU76	U.UU76	13.01%	0.00%	0.00%	U.UU76	0.00%	0.00%	U.UU76	U.UU76	U.UU%	U.UU%	0.00%	7.2770	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ballybofey Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%	1.04%	0.00%	0.00%	0.00%	10.77%	0.00%	0.00%	0.00%	0.00%	2.55%	0.00%	0.00%	0.00%	0.00%	0.00%	9.43%	0.00%	0.00%	0.00%	0.00%	1.43%	0.00%	0.00%	0.00%	0.00%	0.00%	13.14%
Castlefinn Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.25%
Co-op, Hollow Road, Castlefinn	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Donegal Road, Ballybofey	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
											- 1	- 1		5.0070		0.0070								5.0070	5.5070	5.5070	0.0070	0.0070	0.0070	0.0070		5.50%	
Navenny Shopping Centre, Navenny, BALLYBOFEY (Supervalu)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Raphoe Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Zone 11	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 11 TOTAL	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%	1.04%	0.00%	0.00%	0.00%	28.19%	0.00%	0.00%	0.00%	0.00%	2.55%	0.00%	0.00%	0.00%	0.00%	0.00%	18.72%	0.00%	0.00%	0.00%	0.00%	1.43%	0.00%	0.00%	0.00%	0.00%	0.00%	20.39%
Outside Survey Area	3.54%	6.27%	8.62%	9.77%	30.89%	13.92%	69.59%	24.54%	0.00%	0.00%	0.00%	6.46%	9.45%	7.99%	10.46%	21.81%	12.58%	67.58%	22.19%	0.00%	0.00%	0.00%	10.56%	3.99%	11.82%	4.75%	15.84%	14.52%	57.77%	36.73%	0.00%	0.00%	0.00%
SFT & Nulls																																	
Internet / delivery	12 67%	15.04%	11 61%	8 40%	3 00%	11 14%	10.10%	12 51%	3 12%	11 /10%	30.06%	16 220/	17 210	10.92%	9.94%	5.04%	10.02%	2 00%	16 12%	0.00%	17 52%	33 80%	2 240/	6 27%	5.04%	5.00%	3.62%	10 71%	1 30%	1 55%	0.05%	5 21%	15.99%
interior / delivery	12.0770	13.0470	11.0170	0.47/0	J. 7770	11.1470	10.1070	12.3170	J. 1370	11.4070	30.00%	10.33%	17.3170	10.7270	0.0070	J.0470	10.0270	2.7070	10.1270	0.00%	17.5570	55.07/0	2.34%	U.3170	3.0470	3.00%	J.UZ //0	10.7170	1.37/0	1.33/0	0.0370	J.J I 70	13.00%
	•										- '	-										•	•										

Notes

Market shares taken from 2018 household survey. Only most popular stores shown under the sub-headings for each main location.



	1				House	ehold appli	ances					1				Audio	visual equi	pment					1					DIY					
STORE / CENTRE	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10	11
ZONE 6 - CLAUDY																																	
Claudy Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.24%	0.00%	0.00%	0.00%	0.00%	0.00%
Feeny Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dungiven Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	13.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.82%	0.00%	0.00%	7.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	25.90%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 6 TOTAL	0.00%	0.00%	0.00%	0.00%	0.00%	13.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.82%	0.00%	0.00%	7.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	29.14%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 7 - NEWTOWNSTEWART																																	
Newtownstewart Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.22%	0.00%	0.00%	0.00%	0.00%
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	0.00%	0.00%	0.00%	0.00%	0.95%	0.00%	3.88%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.20%	10.27%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.43%	0.00%	0.96%	0.00%	0.00%	0.00%	0.00%
ZONE 7 TOTAL	0.00%	0.00%	0.00%	0.00%	0.95%	0.00%	5.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.20%	10.27%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.43%	0.00%	8.18%	0.00%	0.00%	0.00%	0.00%
ZONE 8 - LIMAVADY	1.17%	6.19%	16.33%	0.00%	0.00%	21.29%	0.00%	63.82%	0.00%	0.00%	0.00%	0.00%	2.31%	9.42%	0.00%	0.00%	17.43%	0.00%	43.58%	0.00%	0.00%	0.00%	0.00%	0.00%	2.86%	0.00%	0.00%	6.25%	0.00%	30.37%	0.00%	0.00%	0.00%
Limavady Town Centre Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS	1.1770	0.1970	10.3370	0.00%	0.00%	21.2970	0.00%	03.0270	0.00%	0.00%	0.00%	0.00%	2.3170	9.4270	0.00%	0.00%	17.4370	0.00%	43.30%	0.00%	0.00%	0.00%	0.00%	0.00%	2.00%	0.00%	0.00%	0.23%	0.00%	30.3770	0.00%	0.00%	0.00%
Engineering)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Zone 8	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%
Other Zone a	0.0076	0.0076	0.0076	0.0076	0.0076	0.0076	0.0076	1.0470	0.0076	0.0076	0.0076	0.0076	0.0076	0.0076	0.0076	0.0076	0.0076	0.0076	0.00%	0.0076	0.0076	0.00%	0.0076	0.0076	0.0076	0.0076	0.0076	0.0076	0.0076	0.0070	0.0076	0.00%	0.0076
ZONE 8 TOTAL	1.17%	6.19%	16.33%	0.00%	1.90%	47.81%	10.02%	64.86%	0.00%	0.00%	0.00%	0.00%	2.31%	13.06%	4.40%	20.54%	32.45%	2.38%	43.58%	0.00%	0.00%	0.00%	0.00%	0.00%	2.86%	0.00%	4.86%	61.29%	16.36%	31.23%	0.00%	0.00%	0.00%
ZONE 9 - INISHOWEN																																	
Buncrana Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.24%	0.00%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	19.16%	0.00%	0.00%	0.00%		1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	5.07%	0.00%	0.00%
Burnfoot Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Burt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.33%	0.00%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	2.65%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Carndonagh Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.94%	0.00%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Moville Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.97%	0.00%	0.00%
ZONE 9 TOTAL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	16.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	23.90%	0.00%	0.00%	0.00%	0.00%	1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	8.04%	0.00%	0.00%
ZONE 10 - LETTERKENNY																																	
Letterkenny Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	32.83%	7.19%	33.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	16.31%	7.25%	26.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	35.44%	2.42%	22.08%
Centra, Mountain Top, Letterkenny	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Currys/PC World, Blaney Road, Letterkenny	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.75%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.49%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY																																	
(Dunnes, Halfords, Homebase, Clarks, Carphone	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.17%	24.47%	13.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.09%	14.95%	4.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.55%	68.23%	19.85%
Warehouse, Clare Clothing, Right Price Tiles)																																	
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Larkins, Oldtown, Letterkenny	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.17%	46.90%	0.00%	0.00%	0.00%	1.82%	0.00%	0.00%	0.00%	0.00%	0.00%	1.85%	43.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.15%	19.37%	0.00%
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.94%	0.00%	3.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.80%	7.14%	4.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.99%	0.00%
McElhinneys XL, Manorcunningham, Letterkenny	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Courtyard Shopping Centre, Lower Main Street,																																	
LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 10 TOTAL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	38.11%	83.31%	50.00%	0.00%	0.00%	1.82%	0.00%	0.00%	0.00%	1.19%	0.00%	20.05%	78.13%	36.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	48.14%	95.01%	41.93%
ZONE 11 - STRANORLAR																																	
Ballybofey Shopping Centre, BALLYBOFEY (Valley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.000/	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.83%
Pharmacy, Gallaghers Home Bakery, Master Shoe)	0.00%	0.00%	0.00%	0.00%	0.00%	U.UU%	U.UU%	0.00%	U.UU76	U.UU76	U.UU76	0.00%	0.00%	U.UU76	U.UU76	U.UU76	U.UU%	U.UU76	U.UU%	U.UU%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	∠.03%
Ballybofey Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	12.94%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.28%	0.00%	0.00%	0.00%	0.00%	1.37%	0.00%	0.00%	0.00%	0.00%	0.00%	35.40%
Castlefinn Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Hollow Road, Castlefinn	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	12.06%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.84%
Lidl, Donegal Road, Ballybofey	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Navenny Shopping Centre, Navenny, BALLYBOFEY												- 1											1										
(Supervalu)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Raphoe Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.17%
Other Zone 11	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 11 TOTAL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	25.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.13%	0.00%	0.00%	0.00%	0.00%	1.37%	0.00%	0.00%	0.00%	0.00%	0.00%	48.24%
Outside Survey Area	4.15%	2.61%	1.84%	5.85%	28.27%	8.90%	77.14%	14.09%	0.00%	0.00%	0.00%	0.00%	1.18%	1.10%	7.05%	35.45%	3.68%	66.54%	15.10%	0.00%	0.00%	0.00%	0.00%	0.88%	0.82%	3.37%	37.95%	9.87%	79.76%	38.25%	0.00%	0.00%	2.17%
SFT & Nulls	1																						1										
	10.000/	0.440/	F 0004	7 100/	/ 040/	/ 240/	7.050	0.7007	0.040/	1//00/	21.040/	F 0000	14040	7 770/	4 / 40/	0.740	10.010/	10 510	10.000/	1.050/	20.110/	40.740	0.000	1 000	1 100/	0.000/	2 100/	0.000/	1.000/	2 2004	0.400/	4.000/	0.000/
Internet / delivery	10.99%	8.44%	5.88%	7.10%	6.21%	6.34%	7.85%	8.69%	0.94%	16.69%	21.84%	5.88%	14.31%	7.77%	4.64%	9.71%	10.91%	12.51%	18.02%	1.85%	20.11%	42.74%	0.00%	1.92%	1.12%	0.00%	2.10%	0.00%	1.93%	2.29%	9.40%	4.99%	0.00%
	I																																

Notes

Market shares taken from 2018 household survey. Only most popular stores shown under the sub-headings for each main location.



г					Chemist	and medic	al goods								Books	, CDs, jewe	llery, china	and glass i	tems			Т	1				Luxury goo	ods and spo	orts goods				
STORE / CENTRE	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10	11
ZONE 6 - CLAUDY											- 1												1										
3 0	0.00%	0.00%	0.00%	0.00%	0.00%	12.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.49%	0.00%	2.46%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.39%	0.00%	0.00%	0.00%	0.00%	0.00%
3 0	0.00%	0.00%	0.00%	0.00%	0.00%	10.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.48%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dungiven Town Centre	0.00%	0.00%	1.67%	0.00%	0.00%	28.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.78%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 6 TOTAL	0.00%	0.00%	1.67%	0.00%	0.00%	50.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.49%	0.00%	5.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.17%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 7 - NEWTOWNSTEWART Newtownstewart Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos,																																	
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.46%	7.33%	0.00%	7.89%	0.00%	0.00%	0.00%	0.00%
ZONE 7 TOTAL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.46%	7.33%	0.00%	7.89%	0.00%	0.00%	0.00%	0.00%
ZONE 8 - LIMAVADY Limavady Town Centre	0.00%	0.00%	2.82%	0.00%	0.00%	13.66%	0.00%	78.40%	0.00%	0.00%	0.00%	0.00%	0.00%	2.16%	0.00%	0.00%	6.67%	0.00%	35.37%	0.00%	0.00%	0.00%	0.00%	0.00%	3.03%	0.00%	0.00%	5.03%	0.00%	13.70%	0.00%	0.00%	0.00%
Windyhill Petail Park Windyhill Poad LIMAVADY (FLSS	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/	0.000/
Engineering)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Zone 8	0.00%	0.00%	1.78%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 8 TOTAL	0.00%	0.00%	7.94%	0.00%	0.00%	92.91%	28.62%	79.43%	0.00%	0.00%	0.00%	0.00%	0.00%	2.16%	1.49%	3.70%	14.07%	0.00%	35.37%	0.00%	0.00%	0.00%	0.00%	0.00%	3.03%	14.92%	14.66%	11.98%	15.78%	13.70%	0.00%	0.00%	0.00%
ZONE 9 - INISHOWEN											-											\dashv											
Buncrana Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	60.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	51.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	17.96%	0.00%	0.00%
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.63%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Burt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Moville Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 9 TOTAL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	72.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	51.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	17.96%	0.00%	0.00%
ZONE 10 - LETTERKENNY																																	
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.58%	10.94%	3.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.63%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	32.03%	18.86%
Warehouse, Clare Clothing, Right Price Tiles)	0.0070	0.0070	0.0070	5.5576	3.3070	5.5676	0.0070	0.0070	0.0070	5.5270	0.0070	3.00%	5.5676	5.5070	0.0070	0.0070	0.0070	0.0070	0.0070	5.00%		2.00,0	5.0070	5.5676	5.5676	0.0070	0.0070	0.0070	0.0070	0.0070	0.0070	02.0370	. 5.5676
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.56%	0.00%
Larkins, Oldtown, Letterkenny	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Next, Argos, New Look, M&S, Wallis, River Island)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	40.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	77.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.26%	39.94%	0.00%
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	16.54%	5.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.39%	3.74%	4.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.56%	0.00%
McElhinneys XL, Manorcunningham, Letterkenny	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.78%	3.74%	5.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ZONE 10 TOTAL	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%	5.58%	83.37%	8.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.17%	92.76%	9.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.26%	79.09%	18.86%
ZONE 11 - STRANORLAR											\dashv	-										\dashv	—										-
Rallyhofoy Shopping Control RALLYBOEEV (Valloy	0.0001	0.0001	0.000	0.0001	0.0001	0.0001	0.000	0.0001	0.0001	0.000	44 / 00/		0.000	0.000	0.0001	0.0001	0.0001	0.0001	0.0001	0.000*	0.0001	0.010/	0.000	0.000	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001	0.0001	0.0007
Pharmacy, Gallaghers Home Bakery, Master Shoe)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	40.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	24.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	23.77%
Castlefinn Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	20.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
		0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.29%	0.00%	0.00%	0.00%		0.00%		0.00%				0.00%	0.00%	0.00%	0.00%	0.00%		0.00%		0.00%	0.00%	0.00%	0.00%
Navenny Shopping Centre, Navenny, BALLYBOFEY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(Supervalu)												- 1										- 1											
•	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.42% 87.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%				0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
		0.00%		0.00%	0.00% 8.41%	4.45%	70.39%		0.00%	2.80%		0.00%	0.00%		1.49%	23.73%					0.00%		0.00%	4.48%	3.31%	2.20%	33.12%	10.02%			0.00%		0.00%
1 1																							1			-				-			
												1																					
SFT & Nulls																																	
	2.97%	2.06%	0.00%	6.25%	0.00%	3.28%	4.94%	2.80%	0.00%	6.91%	0.00%	30.26%	29.72%	40.38%	25.30%	32.99%	34.40%	28.06%	38.72%	6.33%	7.25%	52.49%	18.99%	12.61%	23.17%	8.34%	4.72%	19.06%	16.42%	35.74%	9.26%	20.92%	42.95%

Notes

Market shares taken from 2018 household survey. Only most popular stores shown under the sub-headings for each main location.



I					Clo	othes and S	hoes - 1st c	choice	<u> </u>			_						Clo	othes and S	hoes - 2nd	choice					
			C	OUNCIL ARE	A			ZONES 1-7	RE	MAINDER O	F STUDY AR	EA	ZONES 8-11			C	OUNCIL ARE	Α			ZONES 1 - 7	RE	MAINDER O	F STUDY AR	EA	ZONES 8-11
STORE / CENTRE	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL
(£m) (£m)	£80.7 £56.5	£44.2 £30.9	£22.5 £15.8	£35.1 £24.5	£10.5 £7.3	£15.7 £11.0	£26.5 £18.5	£235.2 £164.6	£32.4 £22.7	£54.1 £37.9	£54.9 £38.4	£34.4 £24.1	£175.8 £123.1	£24.2	£13.3	£6.8	£10.5	£3.1	£4.7	£7.9	£70.6	£9.7	£16.2	£16.5	£10.3	£52.7
ZONE 1 - DERRY - LONDONDERRY WEST	130.3	£30.7	L13.0	124.5	L7.3	L11.0	L10.5	£104.0	122.7	L37.7	L30.4	124.1	L123.1	124.2	L13.3	10.0	L10.3	L3.1	L4.7	L1.7	270.0	L7.7	L10.2	L10.5	L10.5	132.7
LONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area Plan 2011 Proposals Map)	£38.1	£18.7	£9.7	£9.1	£0.7	£5.8	£0.9	£83.1	£8.7	£30.4	£2.9	£1.0	£43.1	£17.2	£7.5	£4.4	£4.3	£0.5	£2.8	£1.0	£37.7	£3.9	£12.6	£1.1	£0.0	£17.6
Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	£24.8	£10.4	£3.8	£4.0	£0.7	£2.7	£0.2	£46.6	£2.8	£4.4	£2.9	£1.0	£11.1	£7.5	£3.9	£2.0	£1.1	£0.4	£1.2	£0.4	£16.6	£1.1	£1.5	£1.1	£0.0	£3.7
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	£1.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6	£0.0	£0.1	£0.0	£0.0	£0.1
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.5	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	
Derry-Londonderry CITY CENTRE	£12.3	£7.4	£5.7	£5.2	£0.0	£3.1	£0.7	£34.4	£5.8	£26.0	£0.0	£0.0	£31.8	£7.1	£3.4	£2.4	£3.1	£0.1	£1.6	£0.6	£18.3	£2.7	£10.9	£0.0	£0.0	£0.1 £13.7
Northside District Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Rath Mor District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Springtown District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Ballyarnett Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bailyarnett Local Centre Buncrana Road EAST Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4 £0.0	£0.0	£0.0	£0.0	£0.4 £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0 £0.1	£0.0	£0.0	£0.0	£0.0	£0.0 £0.0
Buncrana Road WEST Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lower Galliagh Road Local Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.3
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	£0.0	0.00	60.0	£0.0	£0.0	£0.0		50.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
				£0.0				£0.0	£0.0				£0.0	£0.0												£0.0
Iceland, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lesley Retail Park, Strand Road (Smyths Toys, PureGym, KFC)	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Park Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pennyburn Industrial Estate, Springtown	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Springtown Industrial Estate, Springtown Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 1 TOTAL	£38.7	£18.7	£10.0	£9.1	£0.7	£5.9	£0.9	£84.1	£9.1	£30.4	£2.9	£1.0	£43.5	£17.2	£7.7	£4.6	£4.3	£0.5	£2.8	£1.0	£38.0	£3.9	£12.8	£1.1	£0.0	£17.8
ZONE 2 - DERRY - LONDONDERRY EAST																										
Lisnagelvin District Centre, Lisnagelvin Road (Tesco, Card																										
Factory, Lloyds Pharmacy, Poundland, Primark, Savers,	£1.7	£2.0	£1.1	£0.0	£0.0	£0.6	£0.0	£5.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£0.4	£0.0	£0.0	£0.2	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	
Semichem) Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan,																										£0.0
Next)	£4.8	£1.4	£0.1	£0.0	£0.1	£0.2	£0.2	£6.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.3	£0.1	£0.2	£0.0	£0.1	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0
Crescent Link Retail Park, Crescent Link Road (Argos, Boots,																					1					
Clescent Link Retail Park, Clescent Link Road (Algos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	£1.1	£1.4	£0.2	£0.0	£0.0	£0.1	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0
Glenkeen Furnishings, Glendermott Road, Waterside	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Trench Road Shopping Center, Hollymount Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CFC Interiors, Clooney Road, Campsie	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Maydown Village & Retail Area	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 2 TOTAL	£7.6	£4.7	£1.4	£0.0	£0.1	£0.9	£0.2	£14.9	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£2.1	£0.5	£0.2	£0.0	£0.3	£0.0	£4.6	£0.0	£0.0	£0.0	£0.0	£0.0
	-	-					·				-		-			-			-				-	-		20.0
ZONE 3 - EGLINTON		-	-								-				-	-	-		-	_				-		
Eglinton Village Centre	£0.0	£0.0	£0.2	£0.0	0.03	£0.0	£0.0	£0.2	0.03	£0.0	£0.0	£0.0	£0.0	0.03	0.03	0.03	0.03	£0.0	0.03	£0.0	0.0±	£0.0	£0.0	0.0£	0.03	£0.0
Campsie Business Park, Eglinton	£0.0	0.0£	£0.0	0.03	£0.0	0.03	0.03	0.0£	0.03	0.0£	0.03	£0.0	£0.0	£0.0	£0.0	0.03	0.03	0.03	£0.0	0.03	0.03	0.03	0.03	0.0£	0.03	0.03
Drumahoe Village Centre Other Zone 3	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0± £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0
Suid Zone 3	LU.U	LU.U	LU.U	LU.U	LU.U	LU.U	LU.U	10.0	LU.U	LU.U	LU.U	LU.U	10.0	LU.U	10.0	LU.U	LU.U	LU.U	LU.U	20.0						
ZONE 3 TOTAL	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0



				Fu	rniture, Floo	or Covering	is, Carpets + 16	extiles										Н	lousehold a	ppliances					
		C	OUNCIL ARE	A			ZONES 1-7	RE	MAINDER O	F STUDY AR	EA	ZONES 8-11	1		CC	OUNCIL ARE	EA			ZONES 1-7	RE	MAINDER C	F STUDY AR	EA	ZONES 8-11
1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL
£16.6	£9.6	£5.1	£7.8	£2.3	£3.7	£6.4	£51.6	£7.4	£12.2	£12.3	£7.7	£39.6	£6.9	£3.7	£1.8	£3.1	£0.9	£1.4	£2.2	£19.9	£2.6	£4.6	£4.6	£2.9	£14.8
£16.6	£9.6	£5.1	£7.8	£2.3	£3.7	£6.4	£51.6	£7.4	£12.2	£12.3	£7.7	£39.6	£6.9	£3.7	£1.8	£3.1	£0.9	£1.4	£2.2	£19.9	£2.6	£4.6	£4.6	£2.9	£14.8
£5.6	£2.8	£1.6	£2.3	£0.1	£1.0	£0.7	£14.0	£1.0	£4.0	£0.7	£0.9	£6.7	£1.2	£0.5	£0.3	£0.4	£0.0	£0.3	£0.1	£2.7	£0.2	£2.1	£0.0	£0.0	£2.3
£0.5	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£0.7	£0.0	£0.0	£0.7	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0	
£5.1	£2.5	£1.4	£2.3	£0.0	£1.0	£0.7	£0.3 £13.0	£1.0	£4.0	£0.0	£0.9	£0.0 £6.0	£1.2	£0.4	£0.3	£0.4	£0.0	£0.3	£0.1	£0.0 £2.6	£0.2	£2.1	£0.0	£0.0	£0.0 £2.3
£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
£0.3			0.03	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0		£0.0	£0.0	£0.1	0.03					£0.0	£0.1	£0.0			£0.0	£0.0
£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.5	£0.5	£0.2	£0.0	£0.0	£0.0		£0.0	£0.0	£0.2	£0.0	£0.0		£0.0	£0.0
£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
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							l						l								l				
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																									£0.0 £0.0
10.5	LU.U	LU. 1	10.0	10.0	10.0	10.0	10.0	10.1	10.0	10.0	10.0	EU. I	10.1	L0.0	10.0	10.0	10.0	10.0	10.0	EU. 1	10.0	10.0	10.0	10.0	£0.0
£9.5	£3.6	£1.8	£2.3	£0.1	£1.0	£0.7	£18.9	£1.1	£4.0	£0.7	£1.4	£7.2	£2.2	£0.5	£0.3	£0.4	£0.0	£0.3	£0.1	£3.8	£0.2	£2.1	£0.0	£0.0	£2.3
£0.6	£0.3	£0.0	£0.1	£0.0	£0.1	£0.0	64.0	£0.1	£0.0	£0.0	£0.0	50.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	60.1	£0.0	£0.0	£0.0	£0.0	50.0
							£1.0					£0.1								£0.1					£0.0
£0.0	£0.5	£0.0	£0.1	£0.0	£0.0	£0.1	£0.8	£0.0	£0.1	£0.0	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
£2.2	£2.8	£1.3	£0.3	£0.1	£1.0	£0.2	£7.9	£0.3	£0.0	£0.0	£0.0	£0.3	£3.4	£2.3	£0.8	£0.6	£0.1	£0.4	£0.1	£7.7	£0.1	£0.0	£0.0	£0.0	£0.1
£1.1	£0.7	£0.2	£0.0	£0.0	£0.1	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
£0.4	£0.0	£0.1	£0.1	£0.0	£0.1	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
£4.3	£4.6	£1.7	£0.6	£0.1	£1.3	£0.4	£13.0	£0.5	£0.1	£0.0	£0.0	£0.6	£3.5	£2.5	£0.9	£0.7	£0.1	£0.4	£0.1	£8.2	£0.1	£0.0	£0.0	£0.0	£0.1
																					\vdash				
£0.5	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
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Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	£1.1	£0.2	£0.0	£0.2	£0.0	£0.1	£0.1	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0	0.0	£0.0	£0.0	£0.0	£0.0
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0	0.0	£0.0	£0.0	£0.0	£0.0
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0	0.0	£0.0	£0.0	£0.0	£0.0
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Faustina Retail Park, Buncrana Road (The Range, Dunelm)	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.5	£0	0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0	0.0	£0.0	£0.0	£0.0	£0.0
Lesley Retail Park, Strand Road (Smyths Toys, PureGym, KFC)	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0	0.0	£0.0	£0.0	£0.0	£0.0
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Lisnagelvin District Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	£0.3	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0	0.0	£0.0	£0.0	£0.0	£0.0
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	£0.5	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0	0.0	£0.0	£0.0	£0.0	£0.0
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	£8.1	£5.5	£2.6	£1.1	£0.4	£1.7	£0.7	£20.0	£0.7	£0.0	£0.2	£0.0	£1.0	£3.3	£3.3	£1.4	£0.7	£0.0	£0.8	£0.1	£9.6	£0).4	£0.1	£0.0	£0.0	£0.5
Glenkeen Furnishings, Glendermott Road, Waterside	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0	0.0	£0.0	£0.0	£0.0	£0.0
Trench Road Shopping Center, Hollymount Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0		£0.0	£0.0	£0.0	£0.0
CFC Interiors, Clooney Road, Campsie	£0.0	£0.0	£0.0	0.03	0.03	0.03	£0.0	£0.0	0.0£	£0.0	0.03	£0.0	0.0 <u>3</u>	0.03	£0.0	£0.0	0.03	0.03	0.03	0.03	0.0±	£0		0.03	£0.0	£0.0	£0.0
Maydown Village & Retall Area Other Zone 2	0.0±	£0.2	£0.1	0.0£	0.0£	£0.0	0.03	£0.3	£0.0	£0.0	0.0£	0.03	0.0 <u>£</u>	0.0£	0.03	0.0±	0.0±	0.0£	0.0£	£0.0	0.0±	£0		£0.0	0.0±	£0.0	£0.0
Other 2016 2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	E0	0.0	0.0£	£0.0	£0.0	£0.0
ZONE 2 TOTAL	£8.9	£5.8	£3.0	£1.1	£0.4	£1.8	£0.7	£21.6	£0.7	£0.0	£0.2	£0.0	£1.0	£3.4	£3.5	£1.4	£0.7	£0.0	£0.8	£0.2	£10.0	£0).5	£0.1	£0.0	£0.0	£0.5
ZONE 3 - EGLINTON Eglinton Village Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.6	£0	10	£0.0	£0.0	£0.0	£0.0
Campsie Business Park, Eglinton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0		£0.0	£0.0	£0.0	£0.0
Drumahoe Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0		£0.0	£0.0	£0.0	£0.0
Other Zone 3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0		£0.0	£0.0	£0.0	£0.0
																						1					1
ZONE 3 TOTAL	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.6	£0	0.0	£0.0	£0.0	£0.0	£0.0



						Che	mist and m	edical goods												Books 6	etc.					
1			C	OUNCIL ARE	Α			ZONES 1-7	REI	MAINDER O	F STUDY AR	EA	ZONES 8-11			C	OUNCIL ARE	EΑ			ZONES 1-7	RE	MAINDER C	F STUDY AR	EA	ZONES 8-11
STORE / CENTRE	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL
(£m)	£29.2	£16.0	£8.9	£13.7	£4.0	£6.4	£10.1	£88.3	£12.4	£20.7	£21.0	£13.2	£67.3	£13.9	£8.2	£4.2	£6.4	£1.8	£2.9	£5.3	£42.8	£6.0	£10.0	£10.1	£6.3	£32.4
(m3)	£29.2	£16.0	£8.9	£13.7	£4.0	£6.4	£10.1	£88.3	£12.4	£20.7	£21.0	£13.2	£67.3	£13.9	£8.2	£4.2	£6.4	£1.8	£2.9	£5.3	£42.8	£6.0	£10.0	£10.1	£6.3	£32.4
ZONE 1 - DERRY - LONDONDERRY WEST LONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area Plan 2011 Proposals Map)	£22.1	£6.2	£2.5	£1.0	£0.0	£1.3	£0.1	£33.3	£0.7	£4.3	£1.5	£0.0	£6.4	£8.7	£5.1	£2.2	£0.9	£0.2	£1.3	£0.4	£18.8	£0.8	£3.2	£0.0	£0.0	£4.0
Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	£7.2	£1.0	£0.7	£0.1	£0.0	£0.4	£0.0	£9.5	£0.1	£0.0	£1.5	£0.0	£1.6	£3.7	£2.2	£1.2	£0.4	£0.1	£0.5	£0.0	£8.2	£0.1	£0.1	£0.0	£0.0	£0.3
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Derry-Londonderry CITY CENTRE	£14.7	£4.7	£1.8	£0.9	£0.0	£0.8	£0.0	£23.1	£0.5	£4.3	£0.0	£0.0	£4.9	£4.8	£2.4	£0.9	£0.5	£0.1	£0.8	£0.4	£9.9	£0.7	£3.0	£0.0	£0.0	£3.7
Northside District Centre	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Rath Mor District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0£	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0£
Springtown District Centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Ballyarnett Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Buncrana Road EAST Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Buncrana Road WEST Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lower Galliagh Road Local Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lesley Retail Park, Strand Road (Smyths Toys, PureGym,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
KFC) Lidl, Buncrana Road																										
· ·	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0£	0.0£	£0.0	£0.0	£0.0	0.0£	£0.0	£0.0	£0.0	0.0±	£0.0	£0.0	£0.0	0.0£	0.0±
Park Village Centre	0.0£	0.03	0.03	0.03	0.03	0.03	0.03	0.0±	0.0£	0.03	0.03	0.03	0.0±	0.03	0.03	0.03	0.03	0.03	0.0£	0.03	0.0 <u>3</u>	0.0£	0.03	0.03	0.03	0.0 <u>3</u>
Pennyburn Industrial Estate, Springtown Springtown Industrial Estate, Springtown Road	£0.0	0.0±	0.0±	0.0±	0.0£	0.0±	0.03	0.0 <u>3</u>	0.0±	£0.0	£0.0	0.0±	0.0 <u>1</u>	0.0±	£0.0	0.0£	0.0£	0.0£	£0.0	0.0£	0.0 <u>3</u>	0.0£	0.03	0.0£	0.03	0.0 <u>3</u>
Other Zone 1	£0.0 £0.8	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.8	£0.0 £0.0	£0.0	£0.0 £0.0															
Other zone 1	EU.0	EU.U	EU.U	EU.U	EU.U	EU.U	EU.U	10.0	EU.U	EU.U	EU.U	EU.U	£0.0	EU.U	EU.U	EU.U	EU.U	EU.U	EU.U	EU.U	£0.0	£0.0	EU.U	EU.U	EU.U	£0.0
ZONE 1 TOTAL	£23.7	£6.2	£2.6	£1.0	£0.0	£1.3	£0.2	£35.1	£0.8	£4.6	£1.5	£0.0	£6.9	£9.2	£5.1	£2.3	£0.9	£0.2	£1.3	£0.4	£19.5	£0.8	£3.2	£0.0	£0.0	£4.0
ZONE 2 - DERRY - LONDONDERRY EAST																										
Lisnagelvin District Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	£0.3	£1.3	£0.2	£0.1	£0.0	£0.2	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Usinagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	£3.8	£6.5	£1.9	£0.7	£0.0	£0.2	£0.1	£13.2	£0.1	£0.0	£0.0	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Glenkeen Furnishings, Glendermott Road, Waterside	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Trench Road Shopping Center, Hollymount Park	£0.0	£1.0	£0.1	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CFC Interiors, Clooney Road, Campsie	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Maydown Village & Retail Area	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 2	£0.5	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 2 TOTAL	£4.6	£9.5	£2.2	£0.9	£0.0	£0.5	£0.1	£17.7	£0.1	£0.0	£0.0	£0.0	£0.1	£0.5	£0.6	£0.0	£0.0	£0.0	£0.1	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 3 - EGLINTON																										
Eglinton Village Centre	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Campsie Business Park, Eglinton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Drumahoe Village Centre	£0.0	£0.0	£1.1	0.03	£0.0	£0.1	£0.0	£1.2	0.03	0.03	0.0£	0.03	0.0£	0.03	0.03	0.03	0.03	0.03	0.0£	0.03	0.0±	0.03	£0.0	0.0£	0.03	0.03
045 7 2																										
Other Zone 3	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0



<u> 2018 </u>						Luxury	goods and	d sports goods						
			C	OUNCIL ARE	Α		· 9	ZONES 1-7	RE	MAINDER O	F STUDY AR	EΑ	ZONES 8-11	GRAND TOTAL
STORE / CENTRE	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL	(£M)
(£m)	£27.9	£15.4	£9.0	£13.8	£4.4	£7.4	£10.5	£88.4	£12.7	£21.3	£21.6	£13.6	£69.2	
(£m)	£27.9	£15.4	£9.0	£13.8	£4.4	£7.4	£10.5	£88.4	£12.7	£21.3	£21.6	£13.6	£69.2	
ZONE 1 - DERRY - LONDONDERRY WEST														
LONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area Plan 2011 Proposals Map)	£10.4	£3.8	£1.3	£0.6	£1.8	£0.3	£3.1	£21.3	£3.7	£12.7	£0.0	£0.0	£16.4	£331.3
Foyleside Shopping Centre, Orchard Street (Boots, Clarks,														
Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	£2.0	£0.3	£0.7	£0.0	£0.0	£0.5	£0.0	£3.4	£0.4	£0.9	£0.0	£0.0	£1.3	£105.4
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	£2.3	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
Derry-Londonderry CITY CENTRE	£6.1	£2.4	£1.5	£2.0	£0.2	£2.5	£0.4	£15.2	£3.3	£11.8	£0.0	£0.0	£15.1	£215.7
Northside District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
Rath Mor District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Springtown District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3
Ballyarnett Local Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.7							
Buncrana Road EAST Local Centre Buncrana Road WEST Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0 £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6 £0.9
Lower Galliagh Road Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Lower Gaillagh Road Local Centre	10.0	L0.0	10.2	10.0	10.0	10.0	10.0	10.2	10.0	10.0	10.0	L0.0	10.0	10.7
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
Iceland, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lesley Retail Park, Strand Road (Smyths Toys, PureGym, KFC)	£2.0	£1.0	£0.1	£0.2	£0.1	£0.4	£0.0	£3.9	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7
Lidl, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Park Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pennyburn Industrial Estate, Springtown	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
Springtown Industrial Estate, Springtown Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6
Other Zone 1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6
ZONE 1 TOTAL	£12.4	£4.9	£2.5	£2.2	£0.3	£3.6	£0.4	£26.3	£3.7	£12.7	£0.0	£0.0	£16.4	£351.7
ZONE 2 - DERRY - LONDONDERRY EAST														
Lisnagelvin District Centre, Lisnagelvin Road (Tesco, Card	00.4	CO.F	0.00	0.00	0.00	0.00	0.00	C1.1	00.2	0.00	0.00	0.00		C12.2
Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	£0.4	£0.5	£0.0	£0.0	£0.0	£0.0	£0.2	£1.1	£0.3	£0.0	£0.0	£0.0	£0.3	£12.3
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	£0.0	£0.5	£0.0	£0.0	£0.1	£0.0	£0.0	£0.6	£0.0	£0.9	£0.0	£0.0	£0.9	£12.7
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	£13.9	£5.0	£1.2	£0.9	£0.5	£0.1	£0.2	£21.9	£0.3	£0.0	£0.0	£0.0	£0.3	£86.8
Glenkeen Furnishings, Glendermott Road, Waterside	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2
Trench Road Shopping Center, Hollymount Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
CFC Interiors, Clooney Road, Campsie	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Maydown Village & Retail Area	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
Other Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2
ZONE 2 TOTAL	£14.3	£6.0	£1.2	£0.9	£0.6	£0.1	£0.4	£23.5	£0.5	£0.9	£0.0	£0.0	£1.4	£118.5
ZONE 3 - EGLINTON								\vdash					 	
Eglinton Village Centre	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8
Campsie Business Park, Eglinton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Drumahoe Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
Other Zone 3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
ZONE 3 TOTAL	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£5.7



					Cl	othes and S	hoes - 1st	choice	_					l				Clo	othes and S	hoes - 2nd	choice	_				
			С	OUNCIL ARI	EA			ZONES 1-7	RE	MAINDER C	F STUDY AF	REA	ZONES 8-11	l		C	OUNCIL ARE	A			ZONES 1 - 7	RE	MAINDER C	F STUDY AF	REA	ZONES 8-11
STORE / CENTRE	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL
(£m) (£m)	£80.7	£44.2	£22.5	£35.1	£10.5	£15.7	£26.5	£235.2	£32.4	£54.1	£54.9	£34.4	£175.8	504.0	640.0	64.0	C40 F	CO 4	647	67.0	6707	7.02	647.0	C4/ F	C40.0	650.7
ZONE 4 - STRABANE	£56.5	£30.9	£15.8	£24.5	£7.3	£11.0	£18.5	£164.6	£22.7	£37.9	£38.4	£24.1	£123.1	£24.2	£13.3	£6.8	£10.5	£3.1	£4.7	£7.9	£70.6	£9.7	£16.2	£16.5	£10.3	£52.7
STRABANE TOWN CENTRE	£1.0	£0.6	£0.2	£10.3	£1.6	£0.2	£0.5	£14.4	£0.0	£0.0	£0.5	£1.5	£1.9	£0.0	£0.0	£0.1	£3.5	£0.5	£0.1	£0.6	£4.9	£0.0	£0.0	£0.0	£1.7	£1.7
Asda, Branch Road, Strabane	£1.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Pavilion Retail Park, Railway Street, STRABANE (Argento,																										
Cilento Designer Wear, Gallaghers Fresh Food Centre, McDonalds)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Strabane Shopping / Retail Park, Branch Road, STRABANE																										
(SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)	£0.0	£0.0	£0.0	£0.4	£0.7	£0.1	£0.1	£1.4	£0.0	£0.0	£0.5	£1.0	£1.5	£0.0	£0.0	£0.1	£0.0	£0.2	£0.1	£0.3	£0.7	£0.0	£0.0	£0.0	£1.4	C1.4
Strabane Town Centre	£0.0	£0.6	£0.2	£9.4	£0.8	£0.0	£0.0	£11.0	£0.0	£0.0	£0.0	£0.4	£0.4	£0.0	£0.0	£0.0	£3.4	£0.2	£0.0	£0.3	£4.0	£0.0	£0.0	£0.0	£0.4	£1.4 £0.4
Strabalic fown centre	10.0	L0.0	LU.2	L7.4	L0.0	L0.0	10.0	111.0	10.0	L0.0	10.0	LU.4	20.4	10.0	10.0	LU.U	13.4	10.2	L0.0	10.5	14.0	10.0	10.0	L0.0	10.4	10.4
Sion Mills Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
														l												20.0
ZONE 4 TOTAL	£1.0	£0.6	£0.2	£10.3	£1.6	£0.2	£0.5	£14.4	£0.0	£0.0	£0.5	£1.5	£1.9	£0.0	£0.0	£0.1	£3.5	£0.5	£0.1	£0.6	£4.9	£0.0	£0.0	£0.0	£1.7	£1.7
ZONE 5 - CASTLEDERG																										
Castlederg Village Centre	£0.0	£0.0	£0.0	£0.2	£1.2	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
Casticacity village Certife	10.0	L0.0	L0.0	10.2	L1.2	L0.0	10.0	21.4	10.0	L0.0	10.0	L0.0	10.0	10.0	10.0	LU.U	10.0	10.4	L0.0	10.0	20.4	10.0	10.0	L0.0	10.0	10.0
ZONE 5 TOTAL	£0.0	£0.0	£0.0	£0.2	£1.2	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
														l												
ZONE 6 - CLAUDY								1																		1
Claudy Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Feeny Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Dungiven Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
zangwan rawn canaa	LU.U	LU.U	LU.0	10.0	LU.U	LU.U	10.0	10.0	L0.0	10.0	10.0	LU.U	10.0	10.0	10.0	L0.0	10.0	10.0	LU.0	10.0	10.0	10.0	10.0	L0.0	10.0	10.0
ZONE 6 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 - NEWTOWNSTEWART								1																		1
Newtownstewart Village Centre	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.3	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos,																										10.0
M&S, Next, Peacocks, River Island, Sports Direct,	£0.0	£0.0	£0.0	£0.2	£1.1	£0.0	£1.6	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.7	£0.0	£0.6	£1.4	£0.0	£0.0	£0.0	£0.0	
Poundland, New Look)																										£0.0
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£0.5	£1.1	£0.0	£2.0	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.7	£0.0	£0.7	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 - LIMAVADY																										
Limavady Town Centre	£0.0	£0.3	£0.6	£0.0	£0.0	£1.2	£0.0	£2.0	£5.0	£0.0	£0.0	£0.0	£5.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.0	£0.6	£2.1	£0.0	£0.0	£0.0	£2.1
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS	50.0	60.0	60.0	50.0	600	60.0	60.0	50.0	£0.3	0.00	£0.0	50.0	50.3	50.0	60.0	50.0	0.00	0.00	50.0	60.0	50.0	50.0	50.0	50.0	50.0	
Engineering)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.1
ZONE 8 TOTAL	£0.0	£0.3	£0.6	£1.0	£2.2	£1.2	£4.0	£9.2	£5.2	£0.0	£0.0	£0.0	£5.2	£0.0	£0.0	£0.3	£0.4	£1.4	£0.3	£1.4	£3.9	£2.1	£0.0	£0.0	£0.0	£2.1
ZONE 9 - INISHOWEN								1																		
Buncrana Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.7
Burnfoot Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Burt Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Carndonagh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moville Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	I							1	I				I	l								1				
ZONE 9 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.7



STORE / CENTRE (Em			_	OUNCIL ARI	- ^				I																	
(£m	-		C	OUNCIL ARI	:A			ZONES 1-7	RE	MAINDER C	F STUDY AR	REA	ZONES 8-11			C	DUNCIL ARE	Α			ZONES 1-7	REN	AAINDER O	F STUDY AR	EΑ	ZONES 8-11
•	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL
	,	£9.6	£5.1	£7.8	£2.3	£3.7	£6.4	£51.6	£7.4	£12.2	£12.3	£7.7	£39.6	£6.9	£3.7	£1.8	£3.1	£0.9	£1.4	£2.2	£19.9	£2.6	£4.6	£4.6	£2.9	£14.8
(Em ZONE 4 - STRABANE	1) £16.6	£9.6	£5.1	£7.8	£2.3	£3.7	£6.4	£51.6	£7.4	£12.2	£12.3	£7.7	£39.6	£6.9	£3.7	£1.8	£3.1	£0.9	£1.4	£2.2	£19.9	£2.6	£4.6	£4.6	£2.9	£14.8
STRABANE TOWN CENTRE	£0.0	£0.0	£0.1	£3.0	£0.2	£0.0	£0.4	£3.6	£0.0	£0.0	£0.0	£0.9	£0.9	£0.0	£0.0	£0.0	£1.4	£0.1	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.1	£0.1
Asda, Branch Road, Strabane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pavilion Retail Park, Railway Street, STRABANE (Argento,									l													ı				
Cilento Designer Wear, Gallaghers Fresh Food Centre,	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0	
McDonalds) Ctrop and Chapping / Potall Park, Proper Road, CTRARANE.								£0.1	l				£0.0								£0.0	ı				£0.0
Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacock:	s, £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.5		£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0	
New Look)	1 20.0	20.0	20.0	10.0	20.0	20.0	20.0	£0.0	20.0	10.0	20.0	10.0	£0.5	20.0	20.0	20.0	10.2	20.1	20.0	10.0	£0.2	10.0	10.0	10.0	20.0	£0.0
Strabane Town Centre	£0.0	£0.0	£0.1	£2.9	£0.2	£0.0	£0.4	£3.5	£0.0	£0.0	£0.0	£0.5	£0.5	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.1	£0.1
OL AND MILLOUIS	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	
Sion Mills Village Centre Other Zone 4	£0.0	£0.0	0.03	0.03	0.0£	£0.0	0.0£	£0.0	£0.0	0.03	0.0£	0.0£	£0.0	0.0£	0.0£	£0.0	0.03	0.03	0.0£	£0.0	£0.0	0.0£	0.0£	0.0£	0.0£	0.0£
Other Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 4 TOTAL	£0.0	£0.0	£0.1	£3.0	£0.2	£0.0	£0.4	£3.6	£0.0	£0.0	£0.0	£0.9	£0.9	£0.0	£0.0	£0.0	£1.4	£0.1	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.1	£0.1
	<u> </u>																									
ZONE 5 - CASTLEDERG																										
Castlederg Village Centre	£0.0	£0.1	£0.0	£0.3	£1.1	£0.0	£0.2	£1.8	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 5 TOTAL	£0.0	£0.1	£0.0	£0.3	£1.1	£0.0	£0.2	£1.8	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0
																						ı				
ZONE 6 - CLAUDY																						·				
Claudy Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Feeny Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Dungiven Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 6 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 - NEWTOWNSTEWART	+								 																	1
Newtownstewart Village Centre	£0.0	£0.0	£0.0	£0.5	£0.3	£0.0	£1.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos,								21.0					20.0								20.0	ı				20.0
M&S, Next, Peacocks, River Island, Sports Direct,	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1		£0.0	£0.0	£0.0	£0.0	
Poundland, New Look)								£0.1	l				£0.0								£0.1	ı				£0.0
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£0.6	£0.3	£0.0	£1.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 - LIMAVADY Limavady Town Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.4	£0.0	50.4	62.6	£0.0	£0.0	£0.0	£2.4	£0.1	£0.2	£0.3	£0.0	£0.0	£0.3	£0.0	50.0	£1.7	£0.0	£0.0	£0.0	£1.7
•	£0.0	EU.U	EU. I	EU.U	EU.U	EU.4	EU.U	£0.4	£2.6	EU.U	EU.U	EU.U	£2.6	EU. I	EU.Z	EU.3	EU.U	EU.U	EU.3	EU.U	£0.9	E1./	EU.U	EU.U	EU.U	£1.7
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0	
Other Zone 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0 £0.0	£0.0	£0.0	£0.0	£0.0	£0.0 £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0 £0.0	£0.0	£0.0	£0.0	£0.0	£0.0 £0.0
Striet zone 6	LU.U	LU.U	LU.U	LU.U	LU.U	10.0	LU.U	£0.0	10.0	LU.U	LU.U	10.0	£0.0	LU.U	LU.U	LU.U	LU.U	10.0	LU.U	LU.U	£0.0	LU.U	10.0	10.0	LU.U	£0.0
ZONE 8 TOTAL	£0.0	£0.0	£0.1	£1.3	£0.6	£0.6	£2.0	£4.5	£2.6	£0.0	£0.0	£0.0	£2.6	£0.1	£0.2	£0.3	£0.0	£0.0	£0.7	£0.2	£1.5	£1.7	£0.0	£0.0	£0.0	£1.7
ZONE 9 - INISHOWEN	$\overline{}$																									
Buncrana Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3
Burnfoot Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Burt Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0£	0.03	£0.0	0.0£	0.0£	£0.0	0.0£	£0.0	£0.0	0.0£	£0.0	0.0£	£0.2	0.0£	£0.0	£0.2
Carndonagh Town Centre	0.0±	0.03	0.03	0.03	0.0£	0.0£	0.03	0.0 <u>3</u>	0.0±	0.03	0.0±	0.0±	0.03	0.0£	0.0£	0.03	0.03	0.03	0.0£	0.03	£0.0	0.03	0.03	0.0£	0.03	£0.0
Moville Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2
	1																									
ZONE 9 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£0.0	£0.0	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.7



2018						Aı	udio visual	equipment												DIY						
			С	OUNCIL AR	EA		adio risadi	ZONES 1-7	l RE	MAINDER C	OF STUDY AR	EA	ZONES 8-11			C	DUNCIL ARE	A		J	ZONES 1-7	RE	MAINDER O	F STUDY AR	EA	ZONES 8-11
STORE / CENTRE	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL
(£m)	£14.0	£8.2	£5.4	£7.7	£2.5	£4.4	£6.2	£48.4	£7.4	£12.1	£12.3	£7.7	£39.6	£8.6	£4.9	£2.7	£4.5	£1.4	£2.3	£3.8	£28.4	£4.1	£6.9	£7.1	£4.5	£22.6
(£m)	£14.0	£8.2	£5.4	£7.7	£2.5	£4.4	£6.2	£48.4	£7.4	£12.1	£12.3	£7.7	£39.6	£8.6	£4.9	£2.7	£4.5	£1.4	£2.3	£3.8	£28.4	£4.1	£6.9	£7.1	£4.5	£22.6
ZONE 4 - STRABANE STRABANE TOWN CENTRE	£0.0	£0.0	£0.0	£4.4	£0.6	£0.0	£0.2	£5.3	£0.0	£0.0	£0.0	£0.7	£0.7	£0.0	£0.0	£0.0	£2.1	£0.1	£0.0	£0.1	£2.4	£0.0	£0.0	£0.0	£0.3	£0.3
Asda, Branch Road, Strabane	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pavilion Retail Park, Railway Street, STRABANE (Argento,																										
Cilento Designer Wear, Gallaghers Fresh Food Centre, McDonalds)	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Strabane Shopping / Retail Park, Branch Road, STRABANE																										
(SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.1	£0.6	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Strabane Town Centre	£0.0	£0.0	£0.0	£4.1	£0.2	£0.0	£0.1	£4.5	£0.0	£0.0	£0.0	£0.5	£0.5	£0.0	£0.0	£0.0	£2.0	£0.1	£0.0	£0.1	£2.3	£0.0	£0.0	£0.0	£0.3	£0.3
Clara Malilla Adilla ana Caratara	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	CO 1	0.00	0.00	0.00	CO 2	0.00	0.00	0.00	0.00	0.00
Sion Mills Village Centre Other Zone 4	0.0±	0.0±	0.03	0.03	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0 <u>3</u>	0.0±	0.03	0.03	0.0£	£0.0 £0.0	0.0±	0.0£	0.03	£0.1	£0.0 £0.0	0.0£	£0.0 £0.0	£0.2	0.0£	0.0£	0.0£	0.0±	£0.0 £0.0
Other Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	EU.U	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 4 TOTAL	£0.0	£0.0	£0.0	£4.4	£0.6	£0.0	£0.2	£5.3	£0.0	£0.0	£0.0	£0.7	£0.7	£0.0	£0.0	£0.0	£2.6	£0.1	£0.0	£0.2	£2.9	£0.0	£0.0	£0.0	£0.3	£0.3
ZONE 5 - CASTLEDERG																										
Castlederg Village Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.6	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 5 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.6	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 6 - CLAUDY																										
Claudy Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Feeny Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Dungiven Town Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 6 TOTAL	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 - NEWTOWNSTEWART																										
Newtownstewart Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos,																										
M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 - LIMAVADY																										
Limavady Town Centre	£0.0	£0.2	£0.5	£0.0	£0.0	£0.8	£0.0	£1.5	£3.2	£0.0	£0.0	£0.0	£3.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.2	£1.2	£0.0	£0.0	£0.0	£1.2
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Engineering) Other Zone 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 TOTAL	£0.0	£0.2	£0.7	£0.3	£0.5	£1.4	£0.1	£3.3	£3.2	£0.0	£0.0	£0.0	£3.2	£0.0	£0.0	£0.1	£0.0	£0.1	£1.4	£0.6	£2.2	£1.3	£0.0	£0.0	£0.0	£1.3
ZONE 9 - INISHOWEN																										
Buncrana Town Centre	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	0.03	£0.0	0.03	£2.3	£0.0	0.03	£2.3	£0.0	0.03	£0.0	0.03	£0.0	£0.0	0.0£	£0.0	£0.0	£0.3	0.03	£0.0	£0.3
Burnfoot Village Centre	0.03	0.03	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0	£0.0	£0.0 £0.0	0.03	£0.0 £0.3	0.03	£0.0	£0.0 £0.0	0.0£	0.03	0.03	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0	0.0±
Burt Village Centre Carndonagh Town Centre	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0	£0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.3 £0.0	£0.0	£0.0 £0.0	£0.3 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0
Moville Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 9 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£0.0	£0.0	£2.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.6



2018						Che	emist and n	nedical goods												Books	etc.					
			c	OUNCIL AR	EA			ZONES 1-7	RE	MAINDER C	OF STUDY AF	REA	ZONES 8-11			C	OUNCIL ARE	Α			ZONES 1-7	RE	MAINDER O	F STUDY AR	EA	ZONES 8-11
STORE / CENTRE	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL
(£m)	£29.2	£16.0	£8.9	£13.7	£4.0	£6.4	£10.1	£88.3	£12.4	£20.7	£21.0	£13.2	£67.3	£13.9	£8.2	£4.2	£6.4	£1.8	£2.9	£5.3	£42.8	£6.0	£10.0	£10.1	£6.3	£32.4
(£m) ZONE 4 - STRABANE	£29.2	£16.0	£8.9	£13.7	£4.0	£6.4	£10.1	£88.3	£12.4	£20.7	£21.0	£13.2	£67.3	£13.9	£8.2	£4.2	£6.4	£1.8	£2.9	£5.3	£42.8	£6.0	£10.0	£10.1	£6.3	£32.4
STRABANE TOWN CENTRE	£0.0	£0.0	£0.3	£10.2	£0.0	£0.0	£0.5	£11.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.1	£0.0	£3.5	£0.1	£0.0	£0.7	£4.5	£0.0	£0.0	£0.0	£0.6	£0.6
Asda, Branch Road, Strabane	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Pavilion Retail Park, Railway Street, STRABANE (Argento,									l																	1
Cilento Designer Wear, Gallaghers Fresh Food Centre, McDonalds)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.3	£0.3
Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks,	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
New Look)	£0.0	EU.U	EU.U	EU. I	EU.U	EU.U	EU.U	£0.1	EU.U	EU.U	EU.U	EU.Z	£0.2	EU.U	£0.0	EU.U	EU.U	EU.U	£0.0	10.0						
Strabane Town Centre	£0.0	£0.0	£0.2	£9.9	£0.0	£0.0	£0.5	£10.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5	£0.1	£0.0	£0.5	£4.2	£0.0	£0.0	£0.0	£0.3	£0.3
Sion Mills Village Centre	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 4	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 4 TOTAL	£0.0	£0.0	£0.3	£10.7	£0.0	£0.0	£0.5	£11.6	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.1	£0.0	£3.6	£0.1	£0.0	£0.7	£4.6	£0.0	£0.0	£0.0	£0.6	£0.6
ZONE 5 - CASTLEDERG									 																	
Castlederg VIIIage Centre	£0.0	£0.0	£0.0	£0.0	£3.6	£0.0	£0.2	£3.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 5 TOTAL	£0.0	£0.0	£0.0	£0.0	£3.6	£0.0	£0.2	£3.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 6 - CLAUDY																										
Claudy Village Centre	£0.0	£0.0	0.03	0.03	0.03	8.03	£0.0	8.0£	0.03	0.03	£0.0	0.03	£0.0	£0.0	0.0£	0.03	£0.1	0.03	£0.1	0.03	£0.2	0.0£	0.03	0.03	0.03	£0.0
Feeny Village Centre Dungiven Town Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.7 £1.8	£0.0 £0.0	£0.7 £2.0	0.0±	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0	£0.0 £0.0											
bungwen rown centre	£0.0	EU.U	EU. I	EU.U	EU.U	E1.0	EU.U	£2.0	£0.0	EU.U	EU.U	£0.0	£0.0	£0.0	EU.U	£0.0										
ZONE 6 TOTAL	£0.0	£0.0	£0.1	£0.0	£0.0	£3.3	£0.0	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 - NEWTOWNSTEWART																										
Newtownstewart Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos,	00.0	00.0		00.0	00.0	00.0					00.0	00.0		00.0		00.0	00.0	00.0	00.0	00.0	20.0	000	00.0			
M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 - LIMAVADY	0.00	0.00	00.2	0.00	0.00	0.00	£0.0	C1.1	CO 7	0.00	0.00	0.00	CO 7	0.00	0.00	CO 1	0.00	£0.0		0.00	CO 2	C2 1	£0.0	£0.0	0.00	C2.1
Limavady Town Centre Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS	£0.0	£0.0	£0.3	£0.0	£0.0	£0.9		£1.1	£9.7	£0.0	£0.0	£0.0	£9.7	£0.0	£0.0	£0.1	£0.0		£0.2	£0.0	£0.3	£2.1			£0.0	£2.1
Engineering)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 8	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 TOTAL	£0.0	£0.0	£0.7	£0.0	£0.0	£6.0	£2.9	£9.6	£9.8	£0.0	£0.0	£0.0	£9.8	£0.0	£0.0	£0.1	£0.1	£0.1	£0.4	£0.0	£0.7	£2.1	£0.0	£0.0	£0.0	£2.1
ZONE 9 - INISHOWEN								İ																		
Buncrana Town Centre	£0.0	0.03	0.03	0.03	0.03	0.03	0.03	£0.0	0.03	£12.6	0.03	0.03	£12.6	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.0 <u>3</u>	0.03	£5.2	0.0£	0.03	£5.2
Burnfoot Village Centre Burt Village Centre	£0.0 £0.0	£0.0 £0.0	£0.3 £0.0	£0.0 £0.0	£0.0 £0.0	£0.3 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0															
Carndonagh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moville Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 9 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£14.9	£0.0	£0.0	£14.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.2	£0.0	£0.0	£5.2
									l							***	*		***							1



2016						Luxur	goods and	d sports goods						
			С	OUNCIL ARE	A		, 5	ZONES 1-7	RE	MAINDER O	F STUDY AR	EA	ZONES 8-11	GRAND TOTAL (£M)
STORE / CENTRE	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL	(EIVI)
(£m)	£27.9	£15.4	£9.0	£13.8	£4.4	£7.4	£10.5	£88.4	£12.7	£21.3	£21.6	£13.6	£69.2	
(£m) ZONE 4 - STRABANE	£27.9	£15.4	£9.0	£13.8	£4.4	£7.4	£10.5	£88.4	£12.7	£21.3	£21.6	£13.6	£69.2	_
STRABANE TOWN CENTRE	£0.0	£0.3	£4.8	£3.1	£0.0	£0.9	£0.0	£9.0	£0.0	£0.0	£0.0	£2.0	£2.0	£65.1
Asda, Branch Road, Strabane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3
Pavilion Retail Park, Railway Street, STRABANE (Argento,														
Cilento Designer Wear, Gallaghers Fresh Food Centre, McDonalds)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0	£2.2
Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)	£0.0	£0.0	£0.5	£2.4	£0.0	£0.6	£0.0	£3.4	£0.0	£0.0	£0.0	£1.0	£1.0	£11.2
Strabane Town Centre	£0.0	£0.3	£4.3	£0.7	£0.0	£0.3	£0.0	£5.6	£0.0	£0.0	£0.0	£0.0	£0.0	£49.4
Strabaric rown centre	10.0	LU.3	L4.5	10.7	10.0	LU.3	L0.0	15.0	L0.0	L0.0	L0.0	10.0	10.0	147.4
Sion Mills Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.3	£0.0	£0.0	£0.0	£0.3	£1.1
Other Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
ZONE 4 TOTAL	£0.0	£0.3	£4.8	£3.1	£0.0	£0.9	£0.2	£9.2	£0.3	£0.0	£0.0	£2.0	£2.2	£66.7
ZONE 5 - CASTLEDERG														
Castlederg Village Centre	£0.0	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£12.3
ZONE 5 TOTAL	£0.0	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£12.3
ZONE 6 - CLAUDY														
Claudy Village Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
Feeny Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0£	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Dungiven Town Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5
ZONE 6 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£5.3
ZONE 7 - NEWTOWNSTEWART														
Newtownstewart Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos,														
M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	£0.0	£0.0	£0.7	£1.0	£0.0	£0.6	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£7.4
ZONE 7 TOTAL	£0.0	£0.0	£0.7	£1.0	£0.0	£0.6	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0 £11.7
ZONE / TOTAL	10.0	10.0	10.7	11.0	10.0	10.0	10.0	12.3	10.0	10.0	10.0	10.0	10.0	211.7
ZONE 8 - LIMAVADY Limavady Town Centre	£0.0	£0.5	£0.0	£0.0	£0.2	£0.0	£1.4	£2.1	£1.7	£0.0	£0.0	£0.0	£1.7	£38.6
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Other Zone 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
ZONE 8 TOTAL	£0.0	£0.5	£1.3	£2.0	£0.5	£1.2	£1.4	£7.0	£1.7	£0.0	£0.0	£0.0	£1.7	£71.6
ZONE 9 - INISHOWEN														
Buncrana Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£0.0	£0.0	£3.8	£28.6
Burnfoot Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0±	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Burt Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Carndonagh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
Moville Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5
ZONE 9 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£0.0	£0.0	£3.8	£33.5



TABLE 7a: COMPARISON GOODS TURNOVER, BY ZONE, 2018

					CI	othes and S	Shoes - 1st	choice				-						Clo	othes and S	hoes - 2nd	choice					
			C	OUNCIL ARI	EA			ZONES 1-7	RE	MAINDER (OF STUDY AF	REA	ZONES 8-11	1		C	OUNCIL ARE	Α			ZONES 1 - 7	RI	MAINDER C	OF STUDY AF	REA	ZONES 8-1
STORE / CENTRE	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL
(£m) (£m)	£80.7 £56.5	£44.2 £30.9	£22.5 £15.8	£35.1 £24.5	£10.5 £7.3	£15.7 £11.0	£26.5 £18.5	£235.2 £164.6	£32.4 £22.7	£54.1 £37.9	£54.9 £38.4	£34.4 £24.1	£175.8 £123.1	£24.2	£13.3	£6.8	£10.5	£3.1	£4.7	£7.9	£70.6	£9.7	£16.2	£16.5	£10.3	£52.7
ZONE 10 - LETTERKENNY																					1					1
Letterkenny Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£2.9	£2.0	£5.5	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.5	£0.7	£1.2	£2.4
Centra, Mountain Top, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Currys/PC World, Blaney Road, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£1.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.4	£0.3	£1.0
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	11.0
Classic Blinds, Head 2 Toe, The Friars Rest)									l																	£0.0
Larkins, Oldtown, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£2.1	£21.9	£3.5	£27.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£9.1	£1.0	£11.3
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£4.8	£2.1	£7.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£2.2	£0.7	£3.7
McElhinneys XL, Manorcunningham, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 10 TOTAL	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£4.0	£30.6	£7.6	£42.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£2.7	£12.5	£3.2	£18.3
ZONE 11 - STRANORLAR																										
Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers Home Bakery, Master Shoe)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0
Ballybofey Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.3	£0.0	£0.0	£0.0	£2.6	£2.6	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.0	£1.0
Castlefinn Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Hollow Road, Castlefinn	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Donegal Road, Ballybofey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Navenny Shopping Centre, Navenny, BALLYBOFEY (Superva	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Raphoe Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 11	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 11 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.3	£0.0	£0.0	£0.0	£6.8	£6.8	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.9	£1.9
Outside Survey Area	£2.0	£1.9	£1.4	£2.4	£2.3	£1.5	£12.9	£24.4	£5.6	£0.0	£0.0	£0.0	£5.6	£1.6	£1.3	£0.5	£1.1	£0.7	£0.6	£5.4	£11.1	£2.2	£0.0	£0.0	£0.0	£2.2
SFT & Nulls																										
Internet / delivery	£7.2	£4.7	£1.8	£2.1	£0.3	£1.2	£1.9	£19.1	£2.8	£1.2	£4.4	£7.2	£15.6	£4.0	£2.3	£0.7	£0.9	£0.2	£0.5	£0.2	£8.8	£1.6	£0.0	£2.9	£3.5	£8.0

Notes



TABLE 7a: COMPARISON GOODS TURNOVER, BY ZONE, 2018

					Fu	ırniture, Flo	or Covering	gs, Carpets + T	extiles										Н	ousehold a	appliances	_				
			C	OUNCIL AR	EΑ			ZONES 1-7	RE	MAINDER C	F STUDY AR	REA	ZONES 8-11			C	OUNCIL AR	EA			ZONES 1-7	RE	MAINDER (OF STUDY A	REA	ZONES 8-1
STORE / CENTRE	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL
(£m)	£16.6	£9.6	£5.1	£7.8	£2.3	£3.7	£6.4	£51.6	£7.4	£12.2	£12.3	£7.7	£39.6	£6.9	£3.7	£1.8	£3.1	£0.9	£1.4	£2.2	£19.9	£2.6	£4.6	£4.6	£2.9	£14.8
(£m)	£16.6	£9.6	£5.1	£7.8	£2.3	£3.7	£6.4	£51.6	£7.4	£12.2	£12.3	£7.7	£39.6	£6.9	£3.7	£1.8	£3.1	£0.9	£1.4	£2.2	£19.9	£2.6	£4.6	£4.6	£2.9	£14.8
ZONE 10 - LETTERKENNY																										
Letterkenny Town Centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£3.7	£0.3	£2.4	£6.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.3	£1.0	£2.8
Centra, Mountain Top, Letterkenny	£0.0 £0.0	0.03	£0.0	£0.0	£0.0 £0.0	£0.0	0.0 <u>3</u>	0.0 <u>3</u>	£0.0 £0.0	£0.0	£0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0	0.03	0.03	£0.0	0.03	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0	£0.0	£0.0 £0.0	£0.0
Currys/PC World, Blaney Road, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY																										
(Dunnes, Halfords, Homebase, Clarks, Carphone	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.6	£6.0	£0.2		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.1	£1.1	£0.4	
Warehouse, Clare Clothing, Right Price Tiles)								£0.0					£6.8								£0.0					£1.6
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar,	0.00	0.00	0.00	CO 1	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	
Classic Blinds, Head 2 Toe, The Friars Rest)	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Larkins, Oldtown, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx,	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.40	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	00.1		0.00	
Next, Argos, New Look, M&S, Wallis, River Island)	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£4.0	£0.0	£4.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.2	£0.0	£2.3
Letterkenny Shopping Centre, Port Road, LETTERKENNY								EU.2					14.5								£0.0					£2.3
(Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky,	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.3	£0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.1	
Zone Clothing)								£0.1					£0.3								£0.0					£0.1
McElhinneys XL, Manorcunningham, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
The Courtyard Shopping Centre, Lower Main Street,																										
LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.3	£0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0	
Easons, La Touche)								£0.0					£0.3								£0.0					£0.0
ZONE 10 TOTAL	£0.3	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.6	£0.1	£4.6	£11.0	£2.6	£18.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£3.9	£1.4	£7.1
								20.0					210.0								20.0					27
ZONE 11 - STRANORLAR																										
Ballybofey Shopping Centre, BALLYBOFEY (Valley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0	
Pharmacy, Gallaghers Home Bakery, Master Shoe)								£0.0					£0.0							LU.U	£0.0	l .				£0.0
Ballybofey Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Castlefinn Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Hollow Road, Castlefinn	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Lidl, Donegal Road, Ballybofey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Navenny Shopping Centre, Navenny, BALLYBOFEY (Superva	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Raphoe Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 11	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 11 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
								10.0					11.0								10.0				==	10.7
Outside Survey Area	£1.8	£0.4	£0.6	£0.4	£0.4	£0.5	£3.7	£7.7	£2.7	£0.0	£0.0	£0.0	£2.7	£0.3	£0.1	£0.0	£0.2	£0.3	£0.1	£1.7	£2.7	£0.4	£0.0	£0.0	£0.0	£0.4
•		_2	_3.0		_2	_5.0			l	_0.0	_3.0	_5.0				_3.0		_3.0]]	_0.0	_0.0	_0.0	
SFT & Nulls																										
Internet / delivery	£0.4	£0.6	to 3	£0.4	£0.1	£0.4	£0.1	60.0	£0.1	£1.1	£0.7	£1.2	66.4	£0.8	£0.3	£0.1	£0.2	£0.1	£0.1	£0.2	64.7	£0.2	£0.0	£0.8	£0.4	24.7
menter / delivery	EU.4	£U.0	£0.3	EU.4	EU. I	£U.4	EU. I	£2.2	£0.1	£ I.I	EU./	£1.Z	£3.1	£U.8	£U.3	EU. I	EU.Z	EU. I	EU. I	EU.Z	£1.7	£0.2	EU.U	EU.8	£0.6	£1.7

Notes



TABLE 7a: COMPARISON GOODS TURNOVER, BY ZONE, 2018

						Aı	udio visual	equipment												DIY		_				
			С	OUNCIL AR	EA			ZONES 1-7	RE	MAINDER C	OF STUDY AF	REA	ZONES 8-11	1		C	OUNCIL ARI	EA			ZONES 1-7	RE	MAINDER (OF STUDY AF	REA	ZONES 8-1
STORE / CENTRE	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL
(£m) (£m)	£14.0 £14.0	£8.2 £8.2	£5.4 £5.4	£7.7 £7.7	£2.5 £2.5	£4.4 £4.4	£6.2 £6.2	£48.4 £48.4	£7.4 £7.4	£12.1 £12.1	£12.3 £12.3	£7.7 £7.7	£39.6 £39.6	£8.6 £8.6	£4.9 £4.9	£2.7 £2.7	£4.5 £4.5	£1.4 £1.4	£2.3 £2.3	£3.8 £3.8	£28.4 £28.4	£4.1 £4.1	£6.9 £6.9	£7.1 £7.1	£4.5 £4.5	£22.6 £22.6
ZONE 10 - LETTERKENNY	L14.0	10.2	LJ.7	L/./	12.3	17.7	10.2	140.4	17.4	L12.1	L12.3	L/./	137.0	10.0	L4.7	LZ.7	L4.5	L1.4	LZ.J	L3.0	120.4	1.4.1	10.7	L/.1	L4.5	122.0
Letterkenny Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£2.0	£0.9	£2.1	£4.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£0.2	£1.0	£3.6
Centra, Mountain Top, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Currys/PC World, Blaney Road, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.8	£0.3	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£4.9	£0.9	£6.4
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Classic Blinds, Head 2 Toe, The Friars Rest) Larkins, Oldtown, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£5.3	£0.0	£5.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.4	£0.0	£1.7
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.9	£0.4	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4
McElhinneys XL, Manorcunningham, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 10 TOTAL	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£2.4	£9.6	£2.8	£14.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£6.8	£1.9	£12.0
ZONE 11 - STRANORLAR								1																		
Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers Home Bakery, Master Shoe)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Ballybofey Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£1.6
Castlefinn Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Hollow Road, Castlefinn	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Lidl, Donegal Road, Ballybofey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Navenny Shopping Centre, Navenny, BALLYBOFEY (Superva	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Raphoe Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Other Zone 11	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 11 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£2.2
Outside Survey Area	£0.0	£0.1	£0.1	£0.5	£0.9	£0.2	£4.1	£5.9	£1.1	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.2	£0.5	£0.2	£3.1	£4.0	£1.6	£0.0	£0.0	£0.1	£1.7
SFT & Nulls																										
Internet / delivery	£0.8	£1.2	£0.4	£0.4	£0.2	£0.5	£0.8	£4.3	£1.3	£0.2	£2.5	£3.3	£7.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.1	£0.6	£0.4	£0.0	£1.1

Notes



TABLE 7a: COMPARISON GOODS TURNOVER, BY ZONE, 2018

						Che	mist and m	nedical goods	_											Books	etc.	_				
			C	OUNCIL AR	ΕA			ZONES 1-7	RE	MAINDER C	OF STUDY AF	REA	ZONES 8-11			C	OUNCIL AR	EA			ZONES 1-7	RE	MAINDER C	OF STUDY AF	REA	ZONES 8-11
STORE / CENTRE	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL
(£m)	£29.2	£16.0	£8.9	£13.7	£4.0	£6.4	£10.1	£88.3	£12.4	£20.7	£21.0	£13.2	£67.3	£13.9	£8.2	£4.2	£6.4	£1.8	£2.9	£5.3	£42.8	£6.0	£10.0	£10.1	£6.3	£32.4
(£m)	£29.2	£16.0	£8.9	£13.7	£4.0	£6.4	£10.1	£88.3	£12.4	£20.7	£21.0	£13.2	£67.3	£13.9	£8.2	£4.2	£6.4	£1.8	£2.9	£5.3	£42.8	£6.0	£10.0	£10.1	£6.3	£32.4
ZONE 10 - LETTERKENNY		00.0	00.0	00.0	00.0		00.0				00.0	00.4	22.2		00.0		00.0	00.0		00.0		00.0	00.0	00.0	00.0	00.0
Letterkenny Town Centre	£0.0	£0.0	0.0£	0.03	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£2.3	£0.4 £0.0	£3.9	0.03	£0.0	0.03	0.0£	0.03	0.0£	£0.0 £0.0	0.03	0.0£	£0.0 £0.0	0.0£	0.03	0.0£
Centra, Mountain Top, Letterkenny Currys/PC World, Blaney Road, Letterkenny	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.6 £0.0	£0.0	£0.6 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	0.0£ 0.0£	£0.0 £0.0							
Currys/FC World, Braney Road, Letterkering	10.0	L0.0	10.0	10.0	10.0	L0.0	L0.0	10.0	10.0	10.0	L0.0	10.0	10.0	10.0	L0.0	10.0	10.0	10.0	10.0	L0.0	20.0	10.0	10.0	10.0	10.0	10.0
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY		00.0	00.0		00.0		00.0				04.7	00.0	24.7		00.0		00.0			00.0		00.0	00.0	00.0	00.0	20.0
(Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	8.0£	£0.0	£0.8
wateriouse, Clare Clothing, right Frice files)																										
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Classic Blinds, Head 2 Toe, The Friars Rest) Larkins, Oldtown, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Larkins, Oldtown, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.6	£0.0	£8.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.9	£0.0	£7.9
Next, Argos, New Look, M&S, Wallis, River Island)																										
Letterkenny Shopping Centre, Port Road, LETTERKENNY																										
(Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5	£0.7	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4	£0.3	£1.0
McElhinneys XL, Manorcunningham, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.4	£0.3	£1.4
The Courtyard Shopping Centre, Lower Main Street,	EU.U	£0.0	EU.U	EU.U	EU.3	EU.U	EU.3	EU.U	£0.0	EU.U	EU. /	EU.4	EU.3	E1.4												
LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Easons, La Touche)																										
ZONE 10 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£17.5	£1.1	£19.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£9.4	£0.6	£11.0
ZONE 11 - STRANORLAR																									-	
Ballybofey Shopping Centre, BALLYBOFEY (Valley	0.00	0.00	£0.0	0.00	0.00	0.00	£0.0	0.00	0.00	0.00	£0.0	£1.5	C1 F	0.00	0.00	0.00	£0.0	0.00	0.00	0.00	0.00	0.00	£0.0	0.00	0.00	0.00
Pharmacy, Gallaghers Home Bakery, Master Shoe)	£0.0	£0.0		£0.0	£0.0	£0.0		£0.0	£0.0	£0.0			£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.2	£0.2
Ballybofey Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.3	£5.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£1.6
Castlefinn Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Hollow Road, Castlefinn	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Donegal Road, Ballybofey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Navenny Shopping Centre, Navenny, BALLYBOFEY (Superva	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Raphoe Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 11	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 11 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.5	£11.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£1.8
Outside Survey Area	£0.0	£0.0	£0.0	£0.1	£0.3	£0.3	£7.1	£7.8	£1.3	£0.0	£0.6	£0.4	£2.3	£0.0	£0.0	£0.0	£0.1	£0.4	£0.1	£2.7	£3.4	£0.7	£0.0	£0.0	£0.0	£0.7
SFT & Nulls																										
Internet / delivery	£0.9	£0.3	£0.0	£0.9	£0.0	£0.2	£0.5	£2.8	£0.3	£0.0	£1.5	£0.0	£1.8	£4.2	£2.4	£1.7	£1.6	£0.6	£1.0	£1.5	£13.1	£2.3	£0.6	£0.7	£3.3	£7.0

Notes



TABLE 7a: COMPARISON GOODS TURNOVER, BY ZONE, 2018

						Luxury	goods an	d sports goods						GRAND TOTAL
			С	OUNCIL ARE	Α			ZONES 1-7	RE	MAINDER C	F STUDY AR	REA.	ZONES 8-11	(£M)
STORE / CENTRE	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL	` '
(£m)	£27.9	£15.4	£9.0	£13.8	£4.4	£7.4	£10.5	£88.4	£12.7	£21.3	£21.6	£13.6	£69.2	
(£m)	£27.9	£15.4	£9.0	£13.8	£4.4	£7.4	£10.5	£88.4	£12.7	£21.3	£21.6	£13.6	£69.2	
ZONE 10 - LETTERKENNY	00.0	00.0		00.0	00.0		00.0		000	000				2004
Letterkenny Town Centre	£0.0	£0.0	0.03	£0.0	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	£0.0	£0.0	0.03	£30.1
Centra, Mountain Top, Letterkenny	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.6 £0.9							
Currys/PC World, Blaney Road, Letterkenny	EU.U	£0.0	EU.U	EU.U	EU.U	EU.U	10.0	£0.9						
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.9	£2.6	£9.5	£31.6
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.8	£1.2
Classic Blinds, Head 2 Toe, The Friars Rest) Larkins, Oldtown, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
	EU.U	£0.0	EU.U	EU.U	EU.U	EU.U	10.0	10.3						
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£8.6	£0.0	£10.6	£80.1
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.8	£19.7
McElhinneys XL, Manorcunningham, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
ZONE 10 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£17.1	£2.6	£21.6	£166.5
ZONE 11 - STRANORLAR													 	
Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers Home Bakery, Master Shoe)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.4
Ballybofey Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£3.2	£17.4
Castlefinn Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8
Co-op, Hollow Road, Castlefinn	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Lidl, Donegal Road, Ballybofey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Navenny Shopping Centre, Navenny, BALLYBOFEY (Superva	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Raphoe Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Other Zone 11	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
ZONE 11 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£3.2	£30.6
Outside Survey Area	£1.3	£0.5	£0.2	£4.6	£0.4	£4.3	£1.6	£12.9	£1.9	£0.0	£0.0	£0.0	£1.9	£98.5
SFT & Nulls														
Internet / delivery	£3.5	£3.6	£0.7	£0.7	£0.8	£1.2	£3.8	£14.3	£4.5	£2.0	£4.5	£5.8	£16.8	£128.9

Notes



						Clothe	es and Sho	es - 1st choice											Clothe	es and Shoe	es - 2nd choice	9				
STORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONES 8-11 TOTAL	1	2	3	4	5	6	7	ZONES 1 - 7 TOTAL	8	9	10	11	ZONES S
(Em)	£91.1	£44.2	£22.5	£35.1	£10.5	£15.7	£26.5	£245.5	£44.8	£54.1	£54.9	£34.4	£188.2	607.0	242.2	24.0	240.5	00.4		67.0		242.4	647.0	647.5	640.0	ĺ
(£m) ZONE 1 - DERRY - LONDONDERRY WEST	£63.7	£30.9	£15.8	£24.5	£7.3	£11.0	£18.5	£171.9	£31.4	£37.9	£38.4	£24.1	£131.7	£27.3	£13.3	£6.8	£10.5	£3.1	£4.7	£7.9	£73.7	£13.4	£16.2	£16.5	£10.3	£56.
ONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area Plan 2011 Proposals Map)	£43.0	£18.7	£9.7	£9.1	£0.7	£5.8	£0.9	£88.0	£12.0	£30.4	£2.9	£1.0	£46.4	£19.4	£7.5	£4.4	£4.3	£0.5	£2.8	£1.0	£39.9	£5.3	£12.6	£1.1	£0.0	£19.
oyleside Shopping Centre, Orchard Street (Boots, Clarks, lebenhams, Dunnes, River Island, Next, The Body Shop, (&S, Topman, Topshop)	£27.9	£10.4	£3.8	£4.0	£0.7	£2.7	£0.2	£49.8	£3.8	£4.4	£2.9	£1.0	£12.2	£8.5	£3.9	£2.0	£1.1	£0.4	£1.2	£0.4	£17.6	£1.5	£1.5	£1.1	£0.0	£4.1
ichmond Shopping Centre, Ferryquay Street (Argos, Card actory, Fosters, Game, Holland & Barrett, JD Sports, New bok, Sports Direct)	£1.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£0.0	£0.1	£0.0	£0.0	£0.
duayside Shopping Centre, Strand Road (Tesco, Savers, and Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.5	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.
erry-Londonderry CITY CENTRE	£13.9	£7.4	£5.7	£5.2	£0.0	£3.1	£0.7	£35.9	£8.0	£26.0	£0.0	£0.0	£34.0	£8.0	£3.4	£2.4	£3.1	£0.1	£1.6	£0.6	£19.3	£3.7	£10.9	£0.0	£0.0	£14
Iorthside District Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0
ath Mor District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£
ringtown District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
allyarnett Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
uncrana Road EAST Local Centre uncrana Road WEST Local Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.03	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.1 £0.0	£0.0 £0.0	£0.0 £0.0	0.03	£0.0 £0.0	£0.0	£0.1 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	1
ower Galliagh Road Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0 £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0	£0.0	£0.3	£0.0	£0.0	
austina Retail Park, Buncrana Road (The Range, Dunelm)																										
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
reland, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
esley Retail Park, Strand Road (Smyths Toys, PureGym, FC)	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
dl, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ark Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ennyburn Industrial Estate, Springtown	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
oringtown Industrial Estate, Springtown Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ther Zone 1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ONE 1 TOTAL	£43.7	£18.7	£10.0	£9.1	£0.7	£5.9	£0.9	£89.0	£12.6	£30.4	£2.9	£1.0	£46.9	£19.4	£7.7	£4.6	£4.3	£0.5	£2.8	£1.0	£40.2	£5.3	£12.8	£1.1	£0.0	
														-								-				₩
ONE 2 - DERRY - LONDONDERRY EAST																										
snagelvin District Centre, Lisnagelvin Road (Tesco, Card actory, Lloyds Pharmacy, Poundland, Primark, Savers, emichem)	£1.9	£2.0	£1.1	£0.0	£0.0	£0.6	£0.0	£5.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£0.4	£0.0	£0.0	£0.2	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	1
snagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, ext)	£5.4	£1.4	£0.1	£0.0	£0.1	£0.2	£0.2	£7.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.3	£0.1	£0.2	£0.0	£0.1	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, lext Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	£1.2	£1.4	£0.2	£0.0	£0.0	£0.1	£0.0	£2.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	,
Glenkeen Furnishings, Glendermott Road, Waterside	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ench Road Shopping Center, Hollymount Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	l
FC Interiors, Clooney Road, Campsie	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
laydown Village & Retail Area	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0£	£0.0	£0.0	£0.0	£0.0	1
Other Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ONE 2 TOTAL	£8.6	£4.7	£1.4	£0.0	£0.1	£0.9	£0.2	£15.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£2.1	£0.5	£0.2	£0.0	£0.3	£0.0	£0.0 £4.8	£0.0	£0.0	£0.0	£0.0	
ONE 3 - EGLINTON																										T
glinton Village Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ampsie Business Park, Eglinton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
rumahoe Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ther Zone 3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
DNE 3 TOTAL	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ONE 4 - STRABANE TRABANE TOWN CENTRE	£1.1	£0.6	£0.2	£10.3	£1.6	£0.2	£0.5	£14.5	£0.0	£0.0	£0.5	£1.5	£1.9	£0.0	£0.0	£0.1	£3.5	£0.5	£0.1	£0.6	£0.0 £4.9	£0.0	£0.0	£0.0	£1.7	
sda, Branch Road, Strabane	£1.1	£0.0	£0.0	£0.4	£0.1	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	
avilion Retail Park, Railway Street, STRABANE (Argento, illento Designer Wear, Gallaghers Fresh Food Centre,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
cDonalds) rabane Shopping / Retail Park, Branch Road, STRABANE																										
portsDirect, Poundland, Poundstretcher, Argos, eacocks, New Look)	£0.0	£0.0	£0.0	£0.4	£0.7	£0.1	£0.1	£1.4	£0.0	£0.0	£0.5	£1.0	£1.5	0.03	0.03	£0.1	£0.0	£0.2	£0.1	£0.3	£0.7	£0.0	£0.0	0.0£	£1.4	
abane Town Centre	£0.0	£0.6	£0.2	£9.4	8.03	£0.0	£0.0	£11.0	£0.0	£0.0	£0.0	£0.4	£0.4	£0.0	£0.0	£0.0	£3.4	£0.2	£0.0	£0.3	£4.0 £0.0	£0.0	£0.0	£0.0	£0.4	
on Mills Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ther Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0± 0.0±	£0.0	£0.0	£0.0	£0.0	
ONE 4 TOTAL	£1.1	£0.6	£0.2	£10.3	£1.6	£0.2	£0.5	£14.5	£0.0	£0.0	£0.5	£1.5	£1.9	£0.0	£0.0	£0.1	£3.5	£0.5	£0.1	£0.6	£0.0 £4.9	£0.0	£0.0	£0.0	£1.7	
ONE 5 - CASTLEDERG astlederg Village Centre	£0.0	£0.0	£0.0	£0.2	£1.2	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	
ONE 5 TOTAL	£0.0	£0.0	£0.0	£0.2	£1.2	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	
									l												I					I



New York Street						Fu	ırniture, Floo	or Covering	gs, Carpets + T	extiles										Н	ousehold a	ppliances	_				
The series of th	TORE / CENTRE	1	2	3	4	5	6	7		8	9	10	11		1	2	3	4	5	6	7		8	9	10	11	ZONE
The section of the se									£58.3					£44.8								£23.3					£1 £1
The section of the se	ONE 1 - DERRY - LONDONDERRY WEST	£18.78	£10.85	£5.78	£8.78	£2.01	£4.23	£/.31	£38.3	£8.4	£13.8	£14.0	£8.8	£44.8	£8.02	£4.25	£2.09	£3.59	£1.09	£1.02	£2.04	£23.3	£3.1	£3.4	£3.4	£3.4	
The section of the se	ONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area lan 2011 Proposals Map)	£6.3	£3.1	£1.8	£2.6	£0.1	£1.2	£0.7	£15.8	£1.2	£4.5	£0.8	£1.1	£7.6	£1.5	£0.5	£0.4	£0.5	£0.0	£0.3	£0.1	£3.2	£0.3	£2.4	£0.0	£0.0	£
The series of th	ebenhams, Dunnes, River Island, Next, The Body Shop,	£0.5	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£0.8	£0.0	£0.0	£0.8	£0.0	£0.8	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	f
The series of th	actory, Fosters, Game, Holland & Barrett, JD Sports, New	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
The section of the se	ard Factory, Quayside Interiors, Poundsworth, H. Sweeny	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
14 MOMENT CEASE CONTING CONTIN	erry-Londonderry CITY CENTRE	£5.8	£2.8	£1.6	£2.6	£0.0	£1.1	£0.7	£14.7	£1.2	£4.5	£0.0	£1.1	£6.8	£1.5	£0.5	£0.3	£0.5	£0.0	£0.3	£0.1	£3.1	£0.3	£2.4	£0.0	£0.0	
See the second s	Jorthside District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
The section of the se	ath Mor District Centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	1
The section of the se	pringtown District Centre	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	
The section of the property of	allyarnett Local Centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	1
See Consequence Control Contro	uncrana Road EAST Local Centre	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	1
The proper prope									1													£0.2					1
The second secon	ower Galliagh Road Local Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
Subsigi Manual Residual Subsigi Manual Residual	austina Retail Park, Buncrana Road (The Range, Dunelm)	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
See Supplies	reland Runcrana Road									l				l								l	1				1
THE COLOR STATE ST		10.0	LU.U	10.0	10.0		LU.U	LU.U	10.0	10.0		10.0	LU.U	10.0	10.0	LU.U	LU.U		LU.U		LU.U	10.0	10.0	LU.U	LU.U	LU.U	1
MATERIAL STATE STA		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
PARTICIPATION NATION NA	dl, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
A TO THE PART OF T	ark Village Centre	I							1	l .													1				1
Proposed program fine fine fine fine fine fine fine fine	_								1													1					1
THE CORPT CLASS CLOSS CLASS CL	pringtown Industrial Estate, Springtown Road	£0.5							£0.5					£0.0								1					
No. 1.00 1	Other Zone 1	£0.6	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.7	£0.1	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0		£0.0	£0.0	1
March Control Control Linguis Park And Contro	ONE 1 TOTAL																										
PROPRIES COMMENT COMME		210.7	24.0	12.0	12.0	20.1	21.2	20.7	221.5	21.3	14.5	20.0	21.0	10.2	12.0	20.0	20.4	10.5	10.0	10.5	20.1	24.4	10.5	22.4	10.0	10.0	╀
Control Light Planemers, Prescribed Planemer																											
Help Conserved Lisk Readed (Agent, Recommend Lisk Readed (Agent, Recommend Lisk Readed (Agent, Recommend Lisk Readed (Agent, Recommend Readed Managers, Reco	actory, Lloyds Pharmacy, Poundland, Primark, Savers,	£0.7	£0.3	£0.0	£0.1	£0.0	£0.1	£0.0	£1.2	£0.1	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	
See Horse, Independ Manylin, Montrouse, Toyse Rik, programs, Angeline Manylin, Montrouse, Caper Rik, programs, Angeline Manyline, Caper Caper Rik, Programs, Angeline, Caper Rik, Programs	snagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, lext)	£0.0	£0.6	£0.0	£0.1	£0.0	£0.0	£0.1	£0.9	£0.0	£0.1	£0.0	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	
ance Read Shopping Carret, Johnson Lamping Read Campring Carret, Johnson Carret Read Campring Carret, Johnson Carret Read Campring Carret, Johnson Carret Read Car	Trescent Link Retail Park, Crescent Link Road (Argos, Boots Jext Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	£2.5	£3.2	£1.4	£0.3	£0.1	£1.1	£0.3	£8.9	£0.3	£0.0	£0.0	£0.0	£0.3	£4.0	£2.7	£0.9	£0.7	£0.1	£0.5	£0.1	£9.0	£0.1	£0.0	£0.0	£0.0	
To Circle Herico Coomey Researd Campages 150	Glenkeen Furnishings, Glendermott Road, Waterside	£1.2	£0.8	£0.3	£0.0	£0.0	£0.1	£0.0	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
Supposed Minages Resial Avens (20) (20) (20) (20) (20) (20) (20) (20)	rench Road Shopping Center, Hollymount Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
The Zeros 2	CFC Interiors, Clooney Road, Campsie	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
ONE 2 TOTAL 64.9 65.2 61.9 60.7 60.1 61.4 60.4 61.4 60.4 61.4 60.0 6	Naydown Village & Retail Area	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	1
ONE 3 - FEUNITION ginton Village Contre fine for S fine fine for fine fine fine fine fine fine fine fine	Other Zone 2	£0.5	£0.0	£0.1	£0.1	£0.0	£0.1	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ONE 3 - FEUNITION ginton Village Contre fine for S fine fine for fine fine fine fine fine fine fine fine	ONE 2 TOTAL	64.0	CE 2	61.0	CO 7	CO 1	61.4	50.4	6147	50.4	CO 1	0.00	0.00	7.03	64.1		61.0	0.00	0.1	CO.F.		50.4	50.1		0.00	0.00	
glinton Village Centre E05 E00 E02 E00 E00 E00 E00 E00 E00 E00 E00		£4.9	£5.2	£1.9	£0.7	£0.1	£1.4	£0.4	£14.7	£0.6	£0.1	£0.0	£0.0	£0.7	£4.1	£2.9	£1.0	£0.8	£0.1	£0.5	£0.2	19.0	£0.1	£0.0	£0.0	£0.0	┖
Ampsie Business Park, Egistion Fig. 0 fo 2 fo 4 fo 0		60.5	60.0	£0.2	60.0	60.0	60.0	60.0	60.7	50.0	60.0	60.0	60.0	60.0	£0.0	60.0	£0.1	£0.0	50.0	£0.0	60.0	60.1	60.0	60.0	£0.0	60.0	
From Propried Proprie										l												l	1				1
The France 3		I							1													I					1
ONE 3 TOTAL ED. S. EQ. 2 EQ. 6 EQ.									1																		1
ONE 4 - STRABANE (FIRADANE TOWN CENTRE SED. 60. 60. 60. 60. 60. 60. 60. 60. 60. 60	orner zone 3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
RABANE TOWN CENTRE E0.0 E0.0 E0.0 E0.0 E0.0 E0.0 E0.0 E0	ONE 3 TOTAL	£0.5	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	
## Add Reference Road Strabane E0.0 E0.0																											t
avilion Retail Park, Railway Street, STRABANE (Argento, lebon acts) EDO																											1
End		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
Tablane Shopping / Retail Park, Branch Road, STRABANE portSificet, Port Sificet, PortSificet, PortSificet, PortSificet, PortSificet, Po	ilento Designer Wear, Gallaghers Fresh Food Centre,	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
EDUCKS, New Look) EDUCKS, New L	rabane Shopping / Retail Park, Branch Road, STRABANE																										
ther Zone 4 E0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	
ther Zone 4 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.	rabane Town Centre	£0.0	£0.0	£0.1	£3.3	£0.2	£0.0	£0.5	£4.0	£0.0	£0.0	£0.0	£0.5	£0.5	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.1	1
DNE 4 TOTAL £0.0 £0.0 £0.1 £3.4 £0.2 £0.0 £0.5 £4.1 £0.0 £0.0 £0.0 £0.1 £1.1 £1.1 £0.0 £0.0	on Mills Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ONE 5 - CASTLEDERG Stastlederg Village Centre £0.0 £0.2 £0.0 £0.4 £1.3 £0.0 £0.2 £2.1 £0.3 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	Other Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
astlederg Village Centre £0.0 £0.2 £0.0 £0.4 £1.3 £0.0 £0.2 £2.1 £0.3 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	ONE 4 TOTAL	£0.0	£0.0	£0.1	£3.4	£0.2	£0.0	£0.5	£4.1	£0.0	£0.0	£0.0	£1.1	£1.1	£0.0	£0.0	£0.0	£1.6	£0.1	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.1	
astlederg Village Centre £0.0 £0.2 £0.0 £0.4 £1.3 £0.0 £0.2 £2.1 £0.3 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	ONE 5 - CASTLEDERG																						-				+
ONE 5 TOTAL £0.0 £0.2 £0.0 £0.4 £1.3 £0.0 £0.2 £2.1 £0.3 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0		£0.0	£0.2	£0.0	£0.4	£1.3	£0.0	£0.2	£2.1	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.1	£0.5	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	
	ONE 5 TOTAL	£0.0	£0.2	£0.0	£0.4	£1.3	£0.0	£0.2	£2.1	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.1	£0.5	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	



Secretary of the secret	ONE 1 - DERRY - LONDONDERRY WEST ONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area	1					Α.	ıdio visual e		1				701/50 0 44							DIY	7011504.7	l				701
Part	ONE 1 - DERRY - LONDONDERRY WEST ONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area	<u> </u>	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONES 8-11 TOTAL	1	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONI
Contine the Cont	ONE 1 - DERRY - LONDONDERRY WEST ONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area																										£
THE PROPERTY OF THE PROPERTY O			-																					-			1
The series of th		£4.1	£1.0	£1.1	£1.2	£0.0	£1.0	£0.3	£8.7	£1.0	£7.3	£0.0	£0.6	£8.9	£3.0	£0.9	£0.7	£1.1	£0.0	£0.5	£0.0	£6.2	£0.7	£2.5	£0.0	£0.0	
The content of the co		1							1					l I													
Semination from the proper share of the proper		£1.2	£0.2	£0.0	£0.2	£0.0	£0.1	£0.1	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	
The series of th		1							1					l I													
See -			0.00	0.00	0.00	0.00	0.00	0.00	50.5	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	
Supplies of the proper	ook, Sports Direct)	£0.5	£0.0	£0.0	£0.0	EU.U	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	EU.U	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
THE STANDAR ST	Quayside Shopping Centre, Strand Road (Tesco, Savers,	1												l I													1
The section of the se	Card Factory, Quayside Interiors, Poundsworth, H. Sweeny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
The state of the s		1							1					l I													
The section of the se	Derry-Londonderry CITY CENTRE	£2.3	£0.8	£1.1	£1.0	£0.0	£0.9	£0.3	£6.3	£1.0	£7.3	£0.0	£0.6	£8.9	£3.0	£0.8	£0.7	£1.1	£0.0	£0.5	£0.0	£6.1	£0.7	£2.5	£0.0	£0.0	1
The section of the se	Northside District Centre	£0.0	£0.0	£0.0	£0.0	60.0	£0.0	£0.0	£0.0	£0.0	60.0	60.0	60.0	£0.0	£0.0	60.0	£0.0	£0.0	£0.0	£0.0	£0.0	60.0	£0.0	£0.0	£0.0	£0.0	1
Proposed Confront Con	Rath Mor District Centre																										1
The section of the se	pringtown District Centre									l .																	
The section of the se		1							1					l I													
The section of the content of the co	Ballyarnett Local Centre																										
See the section of the contribution of the con																											
The section of the se																											1
Seese of the seese	ower damagn road zoear centre	10.0	20.0	20.0	20.0	10.0	10.0	10.0	20.0	20.0	10.0	20.0	20.0	20.0	10.0	20.1	10.0	10.0	10.0	20.0	20.0	20.1	20.0	L0.0	10.0	10.0	1
Substition Should be substition from the substition of the substitution of the s	austina Retail Park, Buncrana Road (The Range, Dunelm)	fn n	fn n	£0.0	fn 1	£0.0	£0.0	£0.0	f0 1	fnn	£0.0	fnn	fn n	£0.0	fn 3	fn 1	£0.0	f0 1	£0.0	£0.0	fo o	£0.5	fnn	£0.0	fn n	fn n	
See	coland Runcrana Pood									l				l I													1
Column C		£U.0	LU.U	£U.0	£0.0	£U.U	£U.Ü	£0.0	£0.0	EU.U	EU.U	EU.U	EU.U	±0.0	EU.U	EU.U	EU.U	EU.U	EU.U	EU.U	EU.U	EU.U	LU.U	LU.U	EU.U	EU.U	1
Section Section Sectio	(FC)	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
SWANGE COSTS 100 100 100 100 100 100 100	idl, Buncrana Road	fn n	fn n	£0.0	£0.0	£0.0	£0.0	fn n	£0.0	fn n	fn n	fnn	fn n	£0.0	fn 2	fn n	f0.0	fn n	£0.0	£0.0	fn n	fn 2	fnn	£0.0	fn n	fn n	
A VINCE - LIGHT - LIGH									1	l .																	1
Proposed pro	Pennyburn Industrial Estate, Springtown																										
ONE 1- CALLY PARTY	pringtown Industrial Estate, Springtown Road								£0.0					£0.0	£1.2							£1.2					1
The Principal Pr	Other Zone 1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
The Principal Pr	IONE 4 TOTAL																										
wages from fact Cereb Librarysesh Read (Fers. Cereb Librarysesh Re	ONE 1 TOTAL	£4.6	£1.1	£1.1	£1.3	£0.0	£1.0	£0.3	£9.5	£1.1	£7.3	£0.0	£0.6	£9.0	£5.8	£1.3	£0.7	£1.2	£0.0	£0.6	£0.0	£9.7	£0.7	£2.6	£0.0	£0.0	
Section Purpose Province Provi	ONE 2 - DERRY - LONDONDERRY EAST	\vdash																									t
Section Purpose Province Provi	isnagelvin District Centre, Lisnagelvin Road (Tesco, Card	1							1					l I													
Designation of the Mark Malarian (%) and the Malarian (%) and the Mark Malarian (%) and the Mal	actory, Lloyds Pharmacy, Poundland, Primark, Savers,	£0.3	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	
Seed Seed Seed Seed Seed Seed Seed Seed	iemichem)	1							1					1 1													1
The control of the Search (Age Care) The Control of the Search (Age C	isnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan,	£0.6	£0.1	£0.2	£0.0	60.0	£0.0	£0.0	£0.9	£0.0	60.0	60.0	60.0	£0.0	£0.0	f0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	60.0	£0.0	£0.0	£0.0	
Seatheres Aughra Momentance (systic) 1972 fig. 2 120 171 170 170 170 170 170 170 170 170 17	Next)																										
Signer Special Review of Provincing Review of Provincing Review of Review of Provincing Review of Review o	Crescent Link Retail Park, Crescent Link Road (Argos, Boots		64.0	0.00	64.0	00.4	64.0	0.00		200	0.00	0.00	0.00		0.00	50.7	64.7	0.00	0.00	0.00	00.1	240.0	CO. F	00.4	0.00	0.00	
Remember Instruments Confirmment Book Waterstale Fig. 0 F		£9.2	£6.2	£3.0	£1.2	£0.4	£1.9	£0.8	£22.6	£0.8	£0.0	£0.2	£0.0	£1.1	£3.8	£3./	£1.6	£0.8	£0.0	£0.9	£0.1	£10.8	£0.5	£0.1	£0.0	£0.0	1
each Road Specime Certer Hollymout Plank 100 100 100 100 100 100 100 100 100 10		50.0	60.0	60.0	60.0	0.00	60.0	60.0	50.0	50.0	0.03	0.03	0.03	50.0	50.0	0.03	0.03	60.0	60.0	60.0	50.0	0.02	50.0	0.03	50.0	50.0	
FC Intersor, Closmery Read, Camprige																											1
Part																											1
Part																											1
ONE 2 TOTAL FIG. 1 665 E3.4 E1.2 E0.4 E2.0 E0.8 E2.4 E0.8 E0.0 E0.2 E0.0 E0.2 E0.0 E0.0 E0.0 E0.0																											1
ONE 3 - EQUINTON girnton Village-Centrie Fig. 0																											1
gimton Village Centre £00 £00 £0.1 £0.0 £0.0 £0.0 £0.0 £0.0 £0	ONE 2 TOTAL	£10.1	£6.5	£3.4	£1.2	£0.4	£2.0	£0.8	£24.4	£0.8	£0.0	£0.2	£0.0	£1.1	£3.9	£3.9	£1.6	£0.8	£0.0	£0.9	£0.2	£11.2	£0.5	£0.1	£0.0	£0.0	1
gimton Village Centre £00 £00 £0.1 £0.0 £0.0 £0.0 £0.0 £0.0 £0		<u> </u>																									
Employ Busines Park, Eginton EDU 600 600 600 600 600 600 600 600 600 60	ONE 3 - EGLINTON	1												l I													ı
Figure 1 from 1	glinton Village Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.6	£0.1	£0.0	£0.0	£0.0	1
Figure 1 from 1	Campsie Business Park, Eglinton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
The formal file of the formal fi	· ·								1																		
ONE 4 - STRABANE (PRABANE TOWN CENTRE Stable Brown Poetral Park Plane Poetra Park Plane Park Plane Poetra Park Plane Park	Other Zone 3																										
ONE 4 - STRABANE (PRABANE TOWN CENTRE Stable Brown Poetral Park Plane Poetra Park Plane Park Plane Poetra Park Plane Park		1							1					l I													1
RRABANE TOWN CENTRE 60 60 60 60 60 60 60 60 60 60 60 60 60 6	ONE 3 TOTAL	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.6	£0.1	£0.0	£0.0	£0.0	
scale, Branch Road, Strabane audillor Betall Park, Railway Street, STRABANE (Argento, Cliento Designer Wear, Gallaghers Fresh Food Centre, Choonalds). E00 E00 E01 E00 E00	ONE 4 - STRABANE													 													十
avilion Retail Park, Railway Street, STRABANE (Argento, lebo and sopping / Retail Park, Railway Street, STRABANE (Argento, lebo and street frood Centre, leb	TRABANE TOWN CENTRE	£0.0	£0.0	£0.1	£5.0	£0.7	£0.1	£0.2	£6.0	£0.0	£0.0	£0.0	£0.8	£0.8	£0.0	£0.0	£0.0	£2.4	£0.1	£0.0	£0.2	£2.7	£0.0	£0.0	£0.0	£0.4	
Ellento Designer Wear, Gallaghers Fresh Food Centre, Indoor Control (Conalds) Ellento Designer Wear, Gallaghers Fresh Food Centre, Indoor Conalds) Ellento Designer Wear, Gallaghers Fresh Food Centre, Indoor Conalds) Ellento Designer Wear, Gallaghers Fresh Food Centre, Indoor Conalds) Ellento Designer Wear, Gallaghers Fresh Food Centre, Indoor Centre, Ind	Asda, Branch Road, Strabane	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Accomalisty Accom	Pavilion Retail Park, Railway Street, STRABANE (Argento,	1							1					1 1													
trabane Shopping / Retail Park, Branch Road, STRABANE poortsDirect, Poundland, Poundstretcher, Argos. E0.0 E0.0 E0.0 E0.0 E0.1 E0.0 E0.1 E0.7 E0.0 E0.0 E0.0 E0.0 E0.0 E0.0 E0.0		£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
SportsDirect, Poundland, Poundstretcher, Argos, each of End of En		1							1					1 1													1
Eacocks, New Look) Eacock																											
On Mills Village Centre £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.		£0.0	£0.0	£0.0	£0.2	E0.4	£0.0	£0.1	£0.7	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	E0.0	E0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	1
From Mills Village Centre EDU		f0 0	£0.0	f0 n	£4.7	£0.2	£0.1	£0.1	£5.1	£0.0	£0.0	£0.0	£0.6	£0.6	£0.03	£0.0	£0.0	£2.3	£0.1	£0.0	£0.2	£2.6	£0.0	£0.0	fo.o	f0.4	
ONE 4 TOTAL E.O. E.O. E.O. E.O. E.O. E.O. E.O. E.O	trabane Iown Centre		_3.0	_3.0		-3.2] -3				_5.0														
ONE 4 TOTAL £0.0 £0.0 £0.1 £5.0 £0.7 £0.1 £0.2 £6.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	trabane Iown Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	
ONE 4 TOTAL £0.0 £0.0 £0.1 £5.0 £0.7 £0.1 £0.2 £6.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0	strabane rown Centre	1							I	l											I						
ONE 5 - CASTLEDERG Castlederg Village Centre £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.	ion Mills Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	
ONE 5 - CASTLEDERG Castlederg Village Centre £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.																											
Castlederg Village Centre £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.	ion Mills Village Centre Other Zone 4									 EU U 	£U U	EU U	£U 8	£0.8	£0.0	£0.0	£0.0	£2.9	FO 1								
Castlederg Village Centre £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.	ion Mills Village Centre Other Zone 4	£0.0	£0.0	£0.1	£5.0	£0.7	£0.1	£0.2	£6.0	10.0	20.0	10.0	10.0	1 20.0	20.0		20.0		20.1	£0.0	£0.2	£3.3	£0.0	£0.0	£0.0	£0.4	1
	ion Mills Village Centre Other Zone 4 ONE 4 TOTAL	£0.0	£0.0	£0.1	£5.0	£0.7	£0.1	£0.2	£6.0	10.0	20.0	10.0	20.0	20.0	20.0		20.0		20.1	£0.0	£0.2	£3.3	0.03	£0.0	£0.0	£0.4	╀
ONE 5 TOTAL £0.0 £0.0 £0.0 £0.2 £0.0 £0.0 £0.0 £0.0	ion Mills Village Centre Other Zone 4 ONE 4 TOTAL ONE 5 - CASTLEDERG																										H
	ion Mills Village Centre Other Zone 4 ONE 4 TOTAL CONE 5 - CASTLEDERG Castlederg Village Centre	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.7	£0.03	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	<u> </u>



						Che	emist and m	edical goods	_											Books 6	etc.	_				
STORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONES 8-11 TOTAL	1	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONES
(£m)	£32.9	£18.0	£10.1	£15.5	£4.5	£7.3	£11.5	£99.8	£14.0	£23.4	£23.8	£14.9	£76.1	£15.7	£9.3	£4.8	£7.2	£2.1	£3.2	£6.0	£48.3	£6.8	£11.3	£11.4	£7.2	£36.
(£m) ONE 1 - DERRY - LONDONDERRY WEST	£32.92	£17.98	£10.09	£15.48	£4.50	£7.29	£11.53	£99.8	£14.0	£23.4	£23.8	£14.9	£76.1	£15.71	£9.26	£4.79	£7.24	£2.06	£3.25	£6.01	£48.3	£6.8	£11.3	£11.4	£7.2	£36.
ONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area lan 2011 Proposals Map)	£25.0	£6.9	£2.9	£1.2	£0.0	£1.4	£0.1	£37.5	£0.8	£4.9	£1.6	£0.0	£7.3	£9.8	£5.7	£2.5	£1.1	£0.2	£1.4	£0.5	£21.3	£1.0	£3.6	£0.0	£0.0	£4.5
oyleside Shopping Centre, Orchard Street (Boots, Clarks, ebenhams, Dunnes, River Island, Next, The Body Shop, I&S, Topman, Topshop)	£8.1	£1.1	£0.8	£0.1	£0.0	£0.5	£0.0	£10.7	£0.1	£0.0	£1.6	£0.0	£1.8	£4.2	£2.5	£1.4	£0.5	£0.1	£0.6	£0.0	£9.2	£0.2	£0.2	£0.0	£0.0	£0.3
chmond Shopping Centre, Ferryquay Street (Argos, Card actory, Fosters, Game, Holland & Barrett, JD Sports, New Jok, Sports Direct)	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.
Duayside Shopping Centre, Strand Road (Tesco, Savers, and Factory, Quayside Interiors, Poundsworth, H. Sweeny	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.
rhemists) erry-Londonderry CITY CENTRE	£16.6	£5.3	£2.1	£1.1	£0.0	£0.9	£0.0	£26.0	£0.6	£4.9	£0.0	£0.0	£5.5	£5.4	£2.7	£1.0	£0.6	£0.1	£0.9	£0.5	£11.2	£0.8	£3.4	£0.0	£0.0	£4
Jorthside District Centre	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£
ath Mor District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	f
oringtown District Centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	
llyarnett Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ncrana Road EAST Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.5	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	l
ncrana Road WEST Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	l
wer Galliagh Road Local Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	
ustina Retail Park, Buncrana Road (The Range, Dunelm)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	
eland, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ley Retail Park, Strand Road (Smyths Toys, PureGym,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
C)								l																		ı
I, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0£	1
rk Village Centre	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.0±	0.03	0.03	£0.0	0.03	£0.0	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	1
nnyburn Industrial Estate, Springtown ringtown Industrial Estate, Springtown Road	0.03	£0.0	£0.0	0.03	0.03	0.03	0.03	0.0 <u>3</u>	0.03	0.03	0.03	0.03	0.0£	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	1
her Zone 1	0.0£	£0.0	£0.0	0.03	0.03	0.03	0.03	0.0 <u>3</u>	0.03	0.03	0.03	0.03	0.0£	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.0±	0.03	0.03	0.03	0.03	1
ner zone i	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	ı
NE 1 TOTAL	£26.8	£6.9	£3.0	£1.2	£0.0	£1.4	£0.3	£39.6	£0.9	£5.3	£1.6	£0.0	£7.8	£10.4	£5.7	£2.6	£1.1	£0.2	£1.4	£0.5	£22.0	£1.0	£3.6	£0.0	£0.0	
NE 2 - DERRY - LONDONDERRY EAST								<u> </u>														†				T
nagelvin District Centre, Lisnagelvin Road (Tesco, Card ctory, Lloyds Pharmacy, Poundland, Primark, Savers, michem)	£0.3	£1.5	£0.2	£0.2	£0.0	£0.2	£0.0	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	
nagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, xt)	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
rescent Link Retail Park, Crescent Link Road (Argos, Boots, ext Home, Halfords, Maplin, Mothercare, Toys R Us, arpetright, Harveys)	£4.3	£7.3	£2.1	£0.8	£0.0	£0.3	£0.1	£14.9	£0.1	£0.0	£0.0	£0.0	£0.1	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	
lenkeen Furnishings, Glendermott Road, Waterside	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	l
ench Road Shopping Center, Hollymount Park	£0.0	£1.2	£0.1	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
C Interiors, Clooney Road, Campsie	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	ı
aydown Village & Retail Area	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	ı
ther Zone 2	£0.5	£0.6	£0.1	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	l
ONE 2 TOTAL	CE 2	610.7	£2.5	61.0	0.00	£0.5	00.1	£20.0	50.1		£0.0	£0.0	£0.1	CO.F	50.7	CO 1		£0.0	CO 1	£0.0	64.2		£0.0	0.00	£0.0	
	£5.2	£10.7	£2.5	£1.0	£0.0	EU.5	£0.1	E20.0	£0.1	£0.0	£0.0	£0.0	10.1	£0.5	£0.7	£0.1	£0.0	£0.0	£0.1	10.0	£1.3	£0.0	10.0	£0.0	E0.0	L
NE 3 - EGLINTON																										
linton Village Centre	£0.0	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	l
ampsie Business Park, Eglinton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	l
umahoe Village Centre	£0.0	£0.0	£1.3	£0.0	£0.0	£0.1	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	ı
ner Zone 3	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0±	£0.0	£0.0	£0.0	£0.0	ı
NE 3 TOTAL	£0.0	£0.0	£3.6	£0.0	£0.0	£0.1	£0.0	£3.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	
NE 4 - STRABANE					ar -					a		ar -														T
RABANE TOWN CENTRE da, Branch Road, Strabane	£0.0 £0.0	£0.0 £0.0	£0.4 £0.2	£11.5 £0.2	£0.0 £0.0	£0.0 £0.0	£0.5 £0.0	£12.4 £0.3	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.2 £0.0	£0.2 £0.0	£0.0 £0.0	£0.1 £0.1	£0.0 £0.0	£3.9 £0.0	£0.1 £0.0	£0.0 £0.0	£0.8 £0.1	£5.0 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.7 £0.0	1
vilion Retail Park, Railway Street, STRABANE (Argento,	£0.0	£0.0	EU.2	£U.2	EU.U	EU.U	EU.U	EU.3	£0.0	EU.U	EU.U	EU.U	£0.0	EU.U	EU. I	EU.U	EU.U	£0.0	EU.U	EU. I	£0.2	£0.0	EU.U	£0.0	£0.0	
ento Designer Wear, Gallaghers Fresh Food Centre, Donalds)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.3	l
bane Shopping / Retail Park, Branch Road, STRABANE ortsDirect, Poundland, Poundstretcher, Argos, acocks, New Look)	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
abane Town Centre	£0.0	£0.0	£0.2	£11.2	£0.0	£0.0	£0.5	£12.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£0.1	£0.0	£0.6	£4.7	£0.0	£0.0	£0.0	£0.3	l
n Mills Village Centre	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	
ther Zone 4	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ONE 4 TOTAL	£0.0	£0.0	£0.4	£12.1	£0.0	£0.0	£0.5	£13.1	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.1	£0.0	£4.0	£0.1	£0.0	£0.8	£5.1	£0.0	£0.0	£0.0	£0.7	
ONE 5 - CASTLEDERG					64.5				66.5				00.5		20.2	56.5		co =								\vdash
astlederg Village Centre	£0.0	£0.0	£0.0	£0.0	£4.1	£0.0	£0.3	£4.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.5	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	
NE 5 TOTAL	£0.0	£0.0	£0.0	£0.0	£4.1	£0.0	£0.3	£4.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.5	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	1
														I							l	I				1



						Luxury	goods and	l sports goods						GRANI
TORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONES 8-11 TOTAL	TOTAL (
(£m		£17.3	£10.2	£15.6	£5.0	£8.4	£12.0	£99.9	£14.3	£24.1	£24.5	£15.3	£78.3	
ONE 1 - DERRY - LONDONDERRY WEST	£31.49	£17.31	£10.17	£15.60	£4.96	£8.37	£11.98	£99.9	£14.3	£24.1	£24.5	£15.3	£78.3	
ONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area lan 2011 Proposals Map)	£7.0	£4.3	£1.4	£0.7	£2.0	£0.3	£3.5	£19.3	£4.2	£14.4	£0.0	£0.0	£18.5	£373.2
oyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	£0.6	£1.3	£0.0	£0.0	£0.3	£0.0	£0.4	£2.6	£0.5	£1.0	£0.0	£0.0	£1.5	£113.3
ichmond Shopping Centre, Ferryquay Street (Argos, Card actory, Fosters, Game, Holland & Barrett, JD Sports, New ook, Sports Direct)	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£7.3
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
Chemists) Derry-Londonderry CITY CENTRE	£5.0	£3.0	£1.4	£0.7	£1.7	£0.3	£3.1	£15.2	£3.7	£13.4	£0.0	£0.0	£17.1	£234
Jorthside District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
ath Mor District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
pringtown District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.
allyarnett Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.
uncrana Road EAST Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8
uncrana Road WEST Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
ower Galliagh Road Local Centre	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.
austina Retail Park, Buncrana Road (The Range, Dunelm)	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£2.
celand. Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
esley Retail Park, Strand Road (Smyths Toys, PureGym,									l					
FC)	£2.1	£0.2	£0.2	£0.3	£0.3	£0.0	£0.0	£3.1	£0.0	£0.0	£0.0	£0.0	£0.0	£4.
idl, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.
ark Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0£	£0.0	£0.0	£0.0	£0.0	£0.
ennyburn Industrial Estate, Springtown pringtown Industrial Estate, Springtown Road	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.0£	0.0£	0.0£	0.03	0.0£	0.03	£2.
Other Zone 1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£1. £1.						
ONE 1 TOTAL	£10.0	£4.8	£1.6	£1.0	£2.4	£0.3	£3.5	£23.6	£4.2	£14.4	£0.0	£0.0	£18.5	£396
ONE 2 - DERRY - LONDONDERRY EAST														
snagelvin District Centre, Lisnagelvin Road (Tesco, Card actory, Lloyds Pharmacy, Poundland, Primark, Savers, emichem)	£0.4	£0.5	£0.0	£0.0	£0.0	£0.0	£0.2	£1.2	£0.3	£0.0	£0.0	£0.0	£0.3	£13
isnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, lext)	£0.0	£0.6	£0.0	£0.0	£0.1	£0.0	£0.0	£0.7	£0.0	£1.0	£0.0	£0.0	£1.0	£13
Crescent Link Retail Park, Crescent Link Road (Argos, Boots Lext Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	£15.7	£5.7	£1.3	£1.0	£0.6	£0.2	£0.2	£24.7	£0.3	£0.0	£0.0	£0.0	£0.3	£97
Glenkeen Furnishings, Glendermott Road, Waterside	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.
rench Road Shopping Center, Hollymount Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.
CFC Interiors, Clooney Road, Campsie	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.
Maydown Village & Retail Area	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.
Other Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.
ONE 2 TOTAL	£16.2	£6.8	£1.3	£1.0	£0.6	£0.2	£0.5	£26.6	£0.6	£1.0	£0.0	£0.0	£1.5	£13:
ONE 3 - EGLINTON														
glinton Village Centre	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£4.
Campsie Business Park, Eglinton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.
Orumahoe Village Centre Other Zone 3	£0.0	0.03	0.03	£0.0	£0.0	0.03	£0.0	0.0±	£0.0	£0.0	£0.0	£0.0	£0.0	£1.
orner zone 3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.
ONE 3 TOTAL	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£6.
ONE 4 - STRABANE FRABANE TOWN CENTRE			05.4	60.5	50.0			540.0	***	50.0		50.0		67/
sda, Branch Road, Strabane	£0.0 £0.0	£0.3 £0.0	£5.4 £0.0	£3.5 £0.0	£0.0 £0.0	£1.0 £0.0	£0.0 £0.0	£10.2 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£2.2 £0.0	£2.2 £0.0	£70 £2
avilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear, Gallaghers Fresh Food Centre, McDonalds)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.1	£2
trabane Shopping / Retail Park, Branch Road, STRABANE SportsDirect, Poundland, Poundstretcher, Argos,	£0.0	£0.0	£0.5	£2.7	£0.0	£0.7	£0.0	£3.9	£0.0	£0.0	£0.0	£1.1	£1.1	£12
eacocks, New Look) trabane Town Centre	£0.0	£0.3	£4.8	£0.8	£0.0	£0.3	£0.0	£6.3	£0.0	£0.0	£0.0	£0.0	0.03	£53
ion Mills Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.3	£0.0	£0.0	£0.0	£0.3	£1.
Other Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.
ONE 4 TOTAL	£0.0	£0.3	£5.4	£3.5	£0.0	£1.0	£0.2	£10.5	£0.3	£0.0	£0.0	£2.2	£2.5	£72
ONE 5 - CASTLEDERG Castlederg Village Centre	£0.0	£0.0	£0.0	£3.0	£0.0	£0.0	£0.0	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13
	1					-					-		1	
ONE 5 TOTAL	£0.0	£0.0	£0.0	£3.0	£0.0	£0.0	£0.0	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13



						Clothe	es and Shoe	es - 1st choice											Clothe	s and Shoe	s - 2nd choice					
STORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONES 8-11 TOTAL	1	2	3	4	5	6	7	ZONES 1 - 7 TOTAL	8	9	10	11	ZONES 8-11 TOTAL
(m3) (m3)	£91.1 £63.7	£44.2 £30.9	£22.5 £15.8	£35.1 £24.5	£10.5 £7.3	£15.7 £11.0	£26.5 £18.5	£245.5 £171.9	£44.8 £31.4	£54.1 £37.9	£54.9 £38.4	£34.4 £24.1	£188.2 £131.7	£27.3	£13.3	£6.8	£10.5	£3.1	£4.7	£7.9	£73.7	£13.4	£16.2	£16.5	£10.3	£56.5
ZONE 6 - CLAUDY																										
Claudy Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Feeny Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	0.03	£0.0
Dungiven Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 6 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 - NEWTOWNSTEWART Newtownstewart Village Centre	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.3	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	£0.0	£0.0	£0.0	£0.2	£1.1	£0.0	£1.6	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.7	£0.0	£0.6	£1.4	£0.0	£0.0	£0.0	£0.0	0.03
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£0.5	£1.1	£0.0	£2.0	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.7	£0.0	£0.7	£0.0 £1.5	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 - LIMAVADY														 												
Limavady Town Centre	£0.0	£0.3	£0.6	£0.0	£0.0	£1.2	£0.0	£2.0	£7.0	£0.0	£0.0	£0.0	£7.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.0	£0.6	£2.8	£0.0	£0.0	£0.0	£2.8
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
								l I																		
Other Zone 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.1
ZONE 8 TOTAL	£0.0	£0.3	£0.6	£1.0	£2.2	£1.2	£4.0	£9.2	£7.2	£0.0	£0.0	£0.0	£7.2	£0.0	£0.0	£0.3	£0.4	£1.4	£0.3	£1.4	£3.9	£2.9	£0.0	£0.0	£0.0	£2.9
ZONE 9 - INISHOWEN																										
Buncrana Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.7
Burnfoot Village Centre Burt Village Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0
Carndonagh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moville Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 9 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.7
ZONE 10 - LETTERKENNY																										
Letterkenny Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£2.9	£2.0	£5.5	£0.0	£0.0	0.03	£0.2	0.03	£0.0	£0.0	£0.2	0.0£	£0.5	£0.7	£1.2	£2.4
Centra, Mountain Top, Letterkenny Currys/PC World, Blaney Road, Letterkenny	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY	10.0	20.0	20.0	10.0	20.0	20.0	20.0	10.0	20.0	10.0	20.0	20.0	20.0	20.0	10.0	20.0	20.0	20.0	20.0	20.0	10.0	20.0	20.0	20.0	10.0	10.0
(Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£1.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.4	£0.3	£1.0
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Classic Blinds, Head 2 Toe, The Friars Rest) Larkins, Oldtown, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx,														l												
Next, Argos, New Look, M&S, Wallis, River Island)	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£2.1	£21.9	£3.5	£27.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£9.1	£1.0	£11.3
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£4.8	£2.1	£7.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£2.2	£0.7	£3.7
McElhinneys XL, Manorcunningham, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Easons, La Touche) ZONE 10 TOTAL							50.0				500 (67.6								50.0				240.5	20.0	
ZONE 11 - STRANORLAR	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£4.0	£30.6	£7.6	£42.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£2.7	£12.5	£3.2	£18.3
Ballybofey Shopping Centre, BALLYBOFEY (Valley	1							_						l									-		_	1
Pharmacy, Gallaghers Home Bakery, Master Shoe)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0
Ballybofey Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.3	£0.0	£0.0	£0.0	£2.6	£2.6	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.0	£1.0
Castlefinn Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Hollow Road, Castlefinn	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Donegal Road, Ballybofey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Navenny Shopping Centre, Navenny, BALLYBOFEY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Raphoe Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 11	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 11 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.3	£0.0	£0.0	£0.0	£6.8	£6.8	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.9	£1.9
Outside Survey Area	52.2	£1.0	£1.4	£2.4	to o	£1 F	£12.0	6247	677	£0.0	50.0	50.0	67.7	£1.0	£1.2	£0 E	£1 1	50.7	£0.7	CE 4	£11.2	E2 0	50.0	£0.0	50.0	62.0
	£2.3	£1.9	£1.4	£2.4	£2.3	£1.5	£12.9	£24.7	£7.7	£0.0	£0.0	£0.0	£7.7	£1.8	£1.3	£0.5	£1.1	£0.7	£0.6	£5.4	£11.3	£3.0	£0.0	£0.0	£0.0	£3.0
SFT & Nulls	1													1											1	
Internet / delivery	£8.1	£4.7	£1.8	£2.1	£0.3	£1.2	£1.9	£20.0	£3.9	£1.2	£4.4	£7.2	£16.7	£4.5	£2.3	£0.7	£0.9	£0.2	£0.5	£0.2	£9.3	£2.2	£0.0	£2.9	£3.5	£8.5
																										<u> </u>



	T				Fu	rniture, Floo	or Covering	s, Carpets + Te	extiles					1					Н	ousehold a	ppliances					
STORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7	8	9	10	11	ZONES 8-11	1	2	3	4	5	6	7	ZONES 1-7	8	9	10	11	ZONES 8-11
(£m)	£18.8	£10.8	£5.8	£8.8	£2.6	£4.2	£7.3	TOTAL £58.3	£8.4	£13.8	£14.0	£8.8	TOTAL £44.8	£8.0	£4.3	£2.1	£3.6	£1.1	£1.6	£2.6	TOTAL £23.3	£3.1	£5.4	£5.4	£3.4	TOTAL £17.3
(£m)	£18.78	£10.85	£5.78	£8.78	£2.61	£4.23	£7.31	£58.3	£8.4	£13.8	£14.0	£8.8	£44.8	£8.02	£4.25	£2.09	£3.59	£1.09	£1.62	£2.64	£23.3	£3.1	£5.4	£5.4	£3.4	£17.3
ZONE 6 - CLAUDY Claudy Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Feeny Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Dungiven Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 6 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 - NEWTOWNSTEWART	 																					-				
Newtownstewart Village Centre	£0.0	£0.0	£0.0	£0.6	£0.3	£0.0	£1.1	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£0.7	£0.4	£0.0	£1.1	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 - LIMAVADY																										
Limavady Town Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.4	£0.0	£0.5	£2.9	£0.0	£0.0	£0.0	£2.9	£0.1	£0.3	£0.3	£0.0	£0.0	£0.3	£0.0	£1.0	£1.9	£0.0	£0.0	£0.0	£1.9
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	10.0	LU.U	20.0	10.0	10.0	20.0	20.0	20.0	20.0	10.0	20.0	20.0	20.0	10.0	20.0	20.0	20.0	10.0	1.0.0	LU.U	10.0	10.0	20.0	10.0	10.0	
ZONE 8 TOTAL	£0.0	£0.0	£0.1	£1.4	£0.7	£0.7	£2.2	£5.1	£2.9	£0.0	£0.0	£0.0	£2.9	£0.1	£0.3	£0.3	£0.0	£0.0	£0.8	£0.3	£1.8	£2.0	£0.0	£0.0	£0.0	£2.0
ZONE 9 - INISHOWEN Buncrana Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3
Burnfoot Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Burt Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2
Carndonagh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1
Moville Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3
ZONE 9 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.9
ZONE 10 - LETTERKENNY Letterkenny Town Centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£4.2	£0.4	£2.7	£7.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.4	£1.1	£3.3
Centra, Mountain Top, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Currys/PC World, Blaney Road, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£6.8	£0.2	£7.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.3	£0.5	£1.9
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar,	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0£	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Classic Blinds, Head 2 Toe, The Friars Rest) Larkins, Oldtown, Letterkenny		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0			£0.0	£0.0	£0.0		l	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0			£0.0	£0.0		£0.0
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx,	£0.0							£0.0	£0.0				£0.0	£0.0							£0.0	£0.0			£0.0	
Next, Argos, New Look, M&S, Wallis, River Island)	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.3	£4.6	£0.0	£4.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.6	£0.0	£2.7
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.4	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.2
McElhinneys XL, Manorcunningham, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 10 TOTAL	£0.3	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.7	£0.1	£5.2	£12.5	£2.9	£20.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£4.5	£1.7	£8.3
ZONE 11 - STRANORLAR	+													 								 				
Ballybofey Shopping Centre, BALLYBOFEY (Valley	60.0	50.0	50.0	50.0	0.03	50.0	50.0	50.0	50.0	50.0	50.0	0.00	50.0	0.00	50.0	0.03	50.0	0.00	50.0	50.0	50.0	50.0	50.0	0.00	50.0	500
Pharmacy, Gallaghers Home Bakery, Master Shoe)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Ballybofey Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Cash Hollow Road, Castlefing	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0 <u>3</u>	£0.0	£0.0	0.03	£0.6	£0.6	£0.0	0.03	0.03	0.0£	0.0£	0.03	0.03	0.0 <u>3</u>	0.03	0.03	0.0£	£0.0	£0.0
Co-op, Hollow Road, Castlefinn Lidl, Donegal Road, Ballybofey	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.4 £0.0	£0.4 £0.0
Navenny Shopping Centre, Navenny, BALLYBOFEY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Raphoe Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 11	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 11 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.8
												-	-			-										
Outside Survey Area	£2.0	£0.4	£0.7	£0.4	£0.4	£0.6	£4.2	£8.8	£3.1	£0.0	£0.0	£0.0	£3.1	£0.3	£0.1	£0.0	£0.2	£0.3	£0.1	£2.0	£3.2	£0.4	£0.0	£0.0	£0.0	£0.4
SFT & Nulls																										
Internet / delivery	£0.4	£0.7	£0.3	£0.4	£0.1	£0.5	£0.1	£2.5	£0.1	£1.2	£0.7	£1.4	£3.5	£0.9	£0.4	£0.1	£0.3	£0.1	£0.1	£0.2	£2.0	£0.3	£0.1	£0.9	£0.7	£2.0
																						<u> </u>				<u> </u>



						Au	udio visual e	equipment												DIY						
STORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7	8	9	10	11	ZONES 8-11	1	2	3	4	5	6	7	ZONES 1-7	۱ ۵	9	10	11	ZONES 8-11
(£m)	£15.8	£9.3	£6.1	£8.7	£2.8	£5.0	£7.1	TOTAL £54.7	£8.4	£13.7	£13.9	£8.7	TOTAL £44.8	£9.7	£5.5	£3.1	£5.1	£1.6	£2.7	£4.4	TOTAL £32.1	£4.6	£7.8	£8.1	£5.1	TOTAL £25.6
(£m)	£15.78	£9.26	£6.07	£8.74	£2.78	£5.01	£7.10	£54.7	£8.4	£13.7	£13.9	£8.7	£44.8	£9.73	£5.53	£3.10	£5.09	£1.58	£2.66	£4.36	£32.1	£4.6	£7.8	£8.1	£5.1	£25.6
ZONE 6 - CLAUDY																										
Claudy Village Centre	£0.0	0.03	£0.0	£0.0	0.03	0.03	£0.0	£0.0	0.03	£0.0	£0.0	£0.0	£0.0	0.03	0.03	0.03	0.03	£0.0	£0.1	£0.0	£0.1	0.03	0.03	0.03	0.03	£0.0
Feeny Village Centre Dungiven Town Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0	£0.0 £0.4	£0.0 £0.0	£0.0 £0.5	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.7	£0.0 £0.0	£0.0 £0.7	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0
Builgiven roun demic	10.0	LU.U	LU.1	10.0	10.0	10.4	10.0	10.5	LU.U	LU.U	LU.U	10.0	10.0	10.0	LU.U	LU.U	10.0	10.0	LU.7	10.0	10.7	10.0	LU.U	10.0	LU.U	10.0
ZONE 6 TOTAL	£0.0	£0.0	£0.1	£0.0	£0.0	£0.4	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 - NEWTOWNSTEWART																										
Newtownstewart Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 - LIMAVADY																										
Limavady Town Centre	£0.0	£0.2	£0.6	£0.0	£0.0	£0.9	£0.0	£1.7	£3.7	£0.0	£0.0	£0.0	£3.7	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.3	£1.4	£0.0	£0.0	£0.0	£1.4
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0£	£0.0	£0.0	£0.0	£0.0	0.0£	£0.0	£0.0	£0.0	£0.0
Other Zone 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 TOTAL	£0.0	£0.2	£0.8	£0.4	£0.6	£1.6	£0.2	£3.8	£3.7	£0.0	£0.0	£0.0	£3.7	£0.0	£0.0	£0.1	£0.0	£0.1	£1.6	£0.7	£2.5	£1.4	£0.0	£0.0	£0.0	£1.4
ZONE 9 - INISHOWEN																										
Buncrana Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6	£0.0	£0.0	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4
Burnfoot Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Burt Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0±	£0.0	£0.0	£0.0	£0.0	£0.0
Carndonagh Town Centre Moville Town Centre	£0.0 £0.0	£0.0	0.03	£0.0	0.03	0.03	0.03	£0.0	£0.0	£0.0	0.03	£0.0	0.0±	£0.0	£0.0	0.03	0.03	0.03	0.03	0.03	0.0±	0.03	0.03	0.03	£0.0	0.0±
Ivioville rown Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2
ZONE 9 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£0.0	£0.0	£3.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.6
ZONE 10 - LETTERKENNY																										
Letterkenny Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£2.2	£1.0	£2.3	£5.6	£0.0	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	0.0±	0.03	£2.8	£0.2	£1.1	£4.1
Centra, Mountain Top, Letterkenny Currys/PC World, Blaney Road, Letterkenny	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.8	£0.0 £0.0	£0.0 £0.8	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0													
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY	20.0	20.0	20.0	20.0	10.0	10.0	10.0	20.0	20.0	10.0	10.0	20.0	20.0	20.0	20.0	10.0	10.0	10.0	10.0	20.0	20.0	10.0	L0.0	10.0	10.0	20.0
(Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.1	£0.4	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£5.5	£1.0	£7.2
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Classic Blinds, Head 2 Toe, The Friars Rest)																					l	l .				
Larkins, Oldtown, Letterkenny Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Next, Argos, New Look, M&S, Wallis, River Island)	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£6.0	£0.0	£6.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.6	£0.0	£1.9
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0	£0.4	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4
McElhinneys XL, Manorcunningham, Letterkenny	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
The Courtyard Shopping Centre, Lower Main Street,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 10 TOTAL	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£2.7	£10.9	£3.1	£16.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£7.7	£2.1	£13.6
ZONE 11 - STRANORLAR																										
Ballybofey Shopping Centre, BALLYBOFEY (Valley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Pharmacy, Gallaghers Home Bakery, Master Shoe) Rallybofey Town Centre																					1					
Ballybofey Town Centre Castlefinn Town Centre	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.4 £0.0	£0.4 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£1.8 £0.0	£1.8 £0.0												
Co-op, Hollow Road, Castlefinn	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0 £0.0	£0.0	£0.0	£0.0	£0.0	£0.0 £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0 £0.4	£0.0 £0.4
Lidl, Donegal Road, Ballybofey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Navenny Shopping Centre, Navenny, BALLYBOFEY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Raphoe Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0
Other Zone 11	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
											-					-	-	-								
ZONE 11 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	£2.5
Outside Survey Area	£0.0	£0.1	£0.1	£0.6	£1.0	£0.2	£4.7	£6.7	£1.3	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.2	£0.6	£0.3	£3.5	£4.6	£1.8	£0.0	£0.0	£0.1	£1.9
1				_3.0	_,,,	_5.2		£0.0					£0.0		_5.0				_5.0	_3.0	£0.0					
SFT & Nulls								£0.0					£0.0								£0.0					
Internet / delivery	£0.9	£1.3	£0.5	£0.4	£0.3	£0.5	£0.9	£4.8	£1.5	£0.3	£2.8	£3.7	£8.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.1	£0.7	£0.4	£0.0	£1.2
								£0.0					£0.0													



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						Che	emist and m	edical goods ZONES 1-7					ZONES 8-11	1						Books 6	ZONES 1-7	1				ZONES 8-11
STORE / CENTRE	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL
(£m)	£32.9	£18.0	£10.1	£15.5	£4.5	£7.3	£11.5	£99.8	£14.0	£23.4	£23.8	£14.9	£76.1	£15.7	£9.3	£4.8	£7.2	£2.1	£3.2	£6.0	£48.3	£6.8	£11.3	£11.4	£7.2	£36.7
(£m)	£32.92	£17.98	£10.09	£15.48	£4.50	£7.29	£11.53	£99.8	£14.0	£23.4	£23.8	£14.9	£76.1	£15.71	£9.26	£4.79	£7.24	£2.06	£3.25	£6.01	£48.3	£6.8	£11.3	£11.4	£7.2	£36.7
ZONE 6 - CLAUDY	0.00	0.00	0.00	0.00	0.00	0.00	£0.0	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	CO 1	0.00	CO 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Claudy Village Centre Feeny Village Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.9 £0.8	£0.0	£0.9 £0.8	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.1 £0.0	£0.0	£0.1 £0.0	£0.0 £0.0	£0.2 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0
Dungiven Town Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£2.1	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	20.0	20.0	20.2	20.0	20.0		20.0		20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.1	20.0	20.1	20.0	20.0	20.0	20.0	20.0
ZONE 6 TOTAL	£0.0	£0.0	£0.2	£0.0	£0.0	£3.7	£0.0	£3.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 - NEWTOWNSTEWART																										
Newtownstewart Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 - LIMAVADY																										
Limavady Town Centre	£0.0	£0.0	£0.3	£0.0	£0.0	£1.0	£0.0	£1.3	£11.0	£0.0	£0.0	£0.0	£11.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.3	£2.4	£0.0	£0.0	£0.0	£2.4
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Engineering)	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0
Other Zone 8	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 TOTAL	£0.0	£0.0	£0.8	£0.0	£0.0	£6.8	£3.3	£10.9	£11.2	£0.0	£0.0	£0.0	£11.2	£0.0	£0.0	£0.1	£0.1	£0.1	£0.5	£0.0	£0.7	£2.4	£0.0	£0.0	£0.0	£2.4
ZONE 9 - INISHOWEN														 								 				-
Buncrana Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£14.3	£0.0	£0.0	£14.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.8	£0.0	£0.0	£5.8
Burnfoot Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Burt Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Carndonagh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moville Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 9 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£16.9	£0.0	£0.0	£16.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.8	£0.0	£0.0	£5.8
ZONE 10 - LETTERKENNY																						1				
Letterkenny Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£2.6	£0.5	£4.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Centra, Mountain Top, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Currys/PC World, Blaney Road, Letterkenny Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
(Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.9
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Classic Blinds, Head 2 Toe, The Friars Rest) Larkins, Oldtown, Letterkenny														l								l .				
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Next, Argos, New Look, M&S, Wallis, River Island)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.7	£0.0	£9.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.9	£0.0	£8.9
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£0.7	£4.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4	£0.3	£1.2
McElhinneys XL, Manorcunningham, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.4	£0.4	£1.6
The Courtyard Shopping Centre, Lower Main Street,																										
LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 10 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£19.8	£1.2	£22.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£10.6	£0.7	£12.5
ZONE 11 - STRANORLAR																										
Ballybofey Shopping Centre, BALLYBOFEY (Valley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Pharmacy, Gallaghers Home Bakery, Master Shoe)														l												
Ballybofey Town Centre	0.03	0.03	0.03	£0.0	0.03	0.03	0.03	0.0 <u>3</u>	0.03	0.03	0.03	£6.0	£6.0	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.0 <u>1</u>	0.03	0.03	0.03	£1.8	£1.8
Castlefinn Town Centre	0.03	£0.0	£0.0	£0.0	0.03	£0.0	0.03	£0.0	£0.0	£0.0	£0.0	£3.0	£3.0	£0.0	0.03	£0.0	0.0£	0.0£	£0.0	0.03	£0.0	0.03	0.03	0.03	£0.0	£0.0
Co-op, Hollow Road, Castlefinn	0.0£	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.03	£0.0	0.0£	0.0£	£0.0	£0.0	£0.0	0.0£	0.0£	£0.0	£0.0	£0.0
Lidl, Donegal Road, Ballybofey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Navenny Shopping Centre, Navenny, BALLYBOFEY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Raphoe Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 11	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 11 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.0	£13.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£2.0
Outside Survey Area	£0.0	£0.0	£0.0	£0.1	£0.4	£0.3	£8.1	£8.9	£1.4	£0.0	£0.7	£0.5	£2.6	£0.0	£0.0	£0.1	£0.1	£0.5	£0.2	£3.0	£3.8	£0.8	£0.0	£0.0	£0.0	£0.8
		23.0	20.0	23.1	23.4	20.0	23.1	20.7	27	23.0	23.7	23.3	22.0	23.0	23.0	23.1	23.1	25.5	23.2	25.0	23.0]	23.0	20.0	20.0	1 20.0
SFT & Nulls																						1				
Internet / delivery	£1.0	£0.4	£0.0	£1.0	£0.0	£0.2	£0.6	£3.1	£0.4	£0.0	£1.6	£0.0	£2.0	£4.8	£2.8	£1.9	£1.8	£0.7	£1.1	£1.7	£14.8	£2.6	£0.7	£0.8	£3.8	£7.9
														<u> </u>												<u> </u>



TABLE 7B: **COMPARISON GOODS** TURNOVER, BY ZONE, 2022

						Luxur	y goods and	d sports goods						GRAND
STORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7	8	9	10	11	ZONES 8-11	TOTAL (£)
(£m)	£31.5	£17.3	£10.2	£15.6	£5.0	£8.4	£12.0	TOTAL £99.9	£14.3	£24.1	£24.5	£15.3	TOTAL £78.3	101111(0)
(£m)	£31.49	£17.31	£10.17	£15.60	£4.96	£8.37	£11.98	£99.9	£14.3	£24.1	£24.5	£15.3	£78.3	
ZONE 6 - CLAUDY														
Claudy Village Centre Feeny Village Centre	0.03	0.03	£0.0 £0.0	0.03	£0.1 £0.0	0.03	0.03	£0.1	0.03	0.03	0.03	0.03	0.0±	£1.2
Dungiven Town Centre	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.8 £3.9
	20.0	20.0	20.0	20.0	20.1	20.0	20.0	20.1	20.0	20.0	20.0	20.0	20.0	20.7
ZONE 6 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£6.0
ZONE 7 - NEWTOWNSTEWART Newtownstewart Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.8
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos,	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	21.0
M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	£0.0	£0.0	£0.8	£1.1	£0.0	£0.7	£0.0	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£7.8
ZONE 7 TOTAL	£0.0	£0.0	£0.8	£1.1	£0.0	£0.7	£0.0	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£12.6
ZONE 8 - LIMAVADY														
Limavady Town Centre	£0.0	£0.5	£0.0	£0.0	£0.2	£0.0	£1.6	£2.4	£2.0	£0.0	£0.0	£0.0	£2.0	£45.2
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
			0.00		0.00	0.00			l	0.00		0.00		
Other Zone 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
ZONE 8 TOTAL	£0.0	£0.5	£1.5	£2.3	£0.6	£1.3	£1.6	£7.9	£2.0	£0.0	£0.0	£0.0	£2.0	£81.4
ZONE 9 - INISHOWEN								<u> </u>						
Buncrana Town Centre	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.0±	0.03	£4.3	0.03	0.03	£4.3	£32.0
Burnfoot Village Centre Burt Village Centre	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.4 £0.6
Carndonagh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
Moville Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.0
ZONE 9 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3	£0.0	£0.0	£4.3	£37.5
ZONE 10 - LETTERKENNY														
Letterkenny Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£33.2
Centra, Mountain Top, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
Currys/PC World, Blaney Road, Letterkenny Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
(Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.8	£2.9	£10.7	£35.5
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.9	£1.3
Classic Blinds, Head 2 Toe, The Friars Rest) Larkins, Oldtown, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£9.8	£0.0	£12.0	£85.6
Next, Argos, New Look, M&S, Wallis, River Island)	10.0	LU.U	LU.U	LU.U	10.0	LU.U	LU.U	10.0	10.0	12.2	L7.0	10.0	L12.0	103.0
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.9	£20.8
McElhinneys XL, Manorcunningham, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
The Courtyard Shopping Centre, Lower Main Street,														
LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
ZONE 10 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£19.3	£2.9	£24.5	£180.6
ZONE 11 - STRANORLAR														
Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers Home Bakery, Master Shoe)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.7
Ballybofey Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6	£3.6	£19.2
Castlefinn Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2
Co-op, Hollow Road, Castlefinn	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Lidl, Donegal Road, Ballybofey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Navenny Shopping Centre, Navenny, BALLYBOFEY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5
Raphoe Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Other Zone 11	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
ZONE 11 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6	£3.6	£33.4
Outside Survey Area	£1.4	£0.6	£0.2	£5.2	£0.5	£4.9	£1.8	£14.6	£2.2	£0.0	£0.0	£0.0	£2.2	£109.4
			·· ·		***									
SFT & Nulls														
Internet / delivery	£4.0	£4.0	£0.8	£0.7	£0.9	£1.4	£4.3	£16.2	£5.1	£2.2	£5.1	£6.6	£19.1	£142.3
	<u> </u>							<u> </u>	L				ı	l



						Clothe	es and Shoe	es - 1st choice											Clothe	s and Shoe	s - 2nd choice	е				
TORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7	8	9	10	11	ZONES 8-11	1	2	3	4	5	6	7	ZONES 1 - 7	8	9	10	11	ZONES
	£107.1	£58.3	£30.1	£46.5	£13.9	£21.0	£36.1	£312.8	£43.4	£72.5	£73.5	£46.1	TOTAL £235.6								TOTAL					TOT
ONE 1 - DERRY - LONDONDERRY WEST	£74.9	£40.8	£21.0	£32.5	£9.7	£14.7	£25.2	£219.0	£30.4	£50.8	£51.5	£32.3	£164.9	£32.1	£17.5	£9.0	£13.9	£4.2	£6.3	£10.8	£93.8	£13.0	£21.8	£22.1	£13.8	£70
ONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area lan 2011 Proposals Map)	£50.6	£24.7	£12.9	£12.1	£0.9	£7.8	£1.2	£110.2	£11.7	£40.7	£4.0	£1.4	£57.7	£22.8	£9.9	£5.9	£5.6	£0.6	£3.7	£1.4	£50.1	£5.2	£16.8	£1.5	£0.0	£23
oyleside Shopping Centre, Orchard Street (Boots, Clarks, Jebenhams, Dunnes, River Island, Next, The Body Shop, 1&S, Topman, Topshop)	£32.8	£13.7	£5.1	£5.3	£0.9	£3.7	£0.3	£61.8	£3.7	£5.9	£4.0	£1.4	£14.9	£10.0	£5.2	£2.6	£1.5	£0.5	£1.6	£0.6	£22.0	£1.4	£2.0	£1.5	£0.0	£4
ichmond Shopping Centre, Ferryquay Street (Argos, Card actory, Fosters, Game, Holland & Barrett, JD Sports, New ook, Sports Direct)	£1.4	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£0.0	£0.1	£0.0	£0.0	£0
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0
Perry-Londonderry CITY CENTRE	£16.3	£9.8	£7.6	£6.9	£0.0	£4.1	£0.9	£45.6	£7.7	£34.9	£0.0	£0.0	£42.6	£9.4	£4.5	£3.2	£4.1	£0.1	£2.2	£0.8	£24.4	£3.6	£14.7	£0.0	£0.0	£18
lorthside District Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0
ath Mor District Centre pringtown District Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0							
allyarnett Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£
uncrana Road EAST Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£
uncrana Road WEST Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£
ower Galliagh Road Local Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	f
austina Retail Park, Buncrana Road (The Range, Dunelm)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0£	£0.0	£0.0	£0.0	£0.0	f
celand, Buncrana Road esley Retail Park, Strand Road (Smyths Toys, PureGym,	£0.0 £0.8	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.8	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	
idl, Buncrana Road	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8 £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ark Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ennyburn Industrial Estate, Springtown	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
pringtown Industrial Estate, Springtown Road Other Zone 1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0								
ONE 1 TOTAL	£51.4	£24.7	£13.4	£12.1	£0.9	£7.9	£1.2	£111.5	£12.2	£40.7	£4.0	£1.4	£58.2	£22.8	£10.1	£6.1	£5.6	£0.6	£3.8	£1.4	£50.5	£5.2	£17.2	£1.5	£0.0	£
ONE 2 - DERRY - LONDONDERRY EAST																						-				╀
snagelvin District Centre, Lisnagelvin Road (Tesco, Card	£2.2	£2.6	£1.5	£0.0	£0.0	£0.8	£0.0	£7.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4	£0.5	£0.0	£0.0	£0.2	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	ı
snagelvin Retail Park, Dungiven Road (TK Maxx, Matalan,	£6.4	£1.8	£0.2	£0.0	£0.1	£0.3	£0.3	£9.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£1.7	£0.1	£0.3	£0.1	£0.2	£0.0	£3.0	£0.0	£0.0	£0.0	£0.0	
rescent Link Retail Park, Crescent Link Road (Argos, oots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, arpetright, Harveys)	£1.5	£1.8	£0.2	£0.0	£0.0	£0.1	£0.0	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	1
Glenkeen Furnishings, Glendermott Road, Waterside	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
rench Road Shopping Center, Hollymount Park	£0.0 £0.0	0.03	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.03	0.03	£0.0 £0.0	£0.0 £0.0	
CFC Interiors, Clooney Road, Campsie Maydown Village & Retail Area	£0.0	£0.0 £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0 £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0	
other Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ONE 2 TOTAL	£10.1	£6.2	£1.9	£0.0	£0.1	£1.2	£0.3	£19.7	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£2.7	£0.7	£0.3	£0.1	£0.4	£0.0	£6.1	£0.0	£0.0	£0.0	£0.0	
ONE 3 - EGLINTON	£0.0	0.00	0.00	£0.0	£0.0	0.00	£0.0		£0.0	0.00	0.00	£0.0	£0.0	£0.0	£0.0	0.00	£0.0	0.00	0.00	0.00	£0.0	£0.03	0.00	0.00	0.00	H
glinton Village Centre Campsie Business Park, Eqlinton	£0.0	£0.0 £0.0	£0.2 £0.0	£0.0	£0.0	£0.0 £0.0	£0.0	£0.2 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0	£0.0	£0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	l
rumahoe Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
other Zone 3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ONE 3 TOTAL	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
DNE 4 - STRABANE RABANE TOWN CENTRE	£1.2	£0.8	50.2	£13.6	62.2		£0.7	£19.1	£0.0	£0.0	50.7	£2.0	£2.6		£0.0	50.1	£4.7	60.7	£0.2	£0.8	£6.5	50.0	£0.0	£0.0	£2.3	H
sda, Branch Road, Strabane	£1.3 £1.3	£0.0	£0.2 £0.0	£0.6	£2.2 £0.2	£0.3 £0.0	£0.7	£2.1	£0.0	£0.0	£0.6 £0.0	£0.0	£0.0	£0.0 £0.0	£0.0	£0.1 £0.0	£0.1	£0.7 £0.1	£0.2	£0.0	£0.2	£0.0 £0.0	£0.0	£0.0	£0.0	
avilion Retail Park, Railway Street, STRABANE (Argento,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.5	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
cilento Designer Wear, Gallaghers Fresh Food Centre,	LU.U	LU.U	10.0	10.0	L0.0	LU. I	10.5	EU.1	10.0	LU.U	10.0	LU.U	10.0	10.0	10.0	LU.U	LU.U	10.0	10.0	10.0	10.0	10.0	LU.U	LU.U	10.0	
rabane Shopping / Retail Park, Branch Road, STRABANE portsDirect, Poundland, Poundstretcher, Argos,	£0.0	£0.0	£0.0	£0.6	£1.0	£0.1	£0.2	£1.9	£0.0	£0.0	£0.6	£1.4	£2.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.1	£0.4	£0.9	£0.0	£0.0	£0.0	£1.8	
rabane Town Centre	£0.0	£0.8	£0.2	£12.5	£1.0	£0.0	£0.0	£14.5	£0.0	£0.0	£0.0	£0.6	£0.6	£0.0	£0.0	£0.0	£4.5	£0.3	£0.1	£0.4	£5.3	£0.0	£0.0	£0.0	£0.5	
on Mills Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0 £0.0	£0.0	£0.0	£0.0	£0.0	
ther Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0 £0.0	£0.0	£0.0	£0.0	£0.0	
ONE 4 TOTAL	£1.3	£0.8	£0.2	£13.6	£2.2	£0.3	£0.7	£19.1	£0.0	£0.0	£0.6	£2.0	£2.6	£0.0	£0.0	£0.1	£4.7	£0.7	£0.2	£0.8	£6.5	£0.0	£0.0	£0.0	£2.3	
ONE 5 - CASTLEDERG		000	00-				00.		20.5											00.5	** :					H
Castlederg Village Centre	£0.0	£0.0	£0.0	£0.2	£1.6	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	
ONE 5 TOTAL	£0.0	£0.0	£0.0	£0.2	£1.6	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	L
ONE 6 - CLAUDY laudy Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
eeny Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
lungiven Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
									1				l								£0.0	1				1
ONE 6 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	



					Fu	ırniture, Flo	or Coverin	gs, Carpets + To	extiles									<u> </u>	Но	ousehold a	ppliances					
STORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7	8	9	10	11	ZONES 8-11 TOTAL	1	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONES
	£22.1	£12.7	£6.8	£10.3	£3.1	£5.0	£8.7	TOTAL £68.7	£9.9	£16.3	£16.5	£10.4	£53.1	£9.4	£5.0	£2.5	£4.2	£1.3	£1.9	£3.2	£27.4	£3.6	£6.4	£6.5	£4.0	£20
ONE 1 DEDDY LONDONDEDOVINE	£22.08	£12.72	£6.81	£10.31	£3.06	£4.99	£8.73	£68.7	£9.9	£16.3	£16.5	£10.4	£53.1	£9.43	£4.99	£2.47	£4.21	£1.28	£1.91	£3.15	£27.4	£3.6	£6.4	£6.5	£4.0	£20
ONE 1 - DERRY - LONDONDERRY WEST ONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area Plan 2011 Proposals Map)	£7.4	£3.6	£2.1	£3.1	£0.1	£1.4	£0.9	£18.6	£1.4	£5.4	£0.9	£1.3	£8.9	£1.7	£0.6	£0.4	£0.5	£0.0	£0.3	£0.1	£3.7	£0.3	£2.9	£0.0	£0.0	£3
oyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	£0.6	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.9	£0.0	£0.0	£0.9	£0.0	£0.9	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0
ichmond Shopping Centre, Ferryquay Street (Argos, Card actory, Fosters, Game, Holland & Barrett, JD Sports, New ook, Sports Direct)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Derry-Londonderry CITY CENTRE	£0.0 £6.8	£0.3 £3.3	£0.0 £1.9	£0.0 £3.1	£0.0 £0.0	£0.1 £1.3	£0.0 £0.9	£0.4 £17.3	£0.0 £1.4	£0.0 £5.4	£0.0 £0.0	£0.0 £1.3	£0.0 £8.0	£0.0 £1.7	£0.0 £0.6	£0.0 £0.4	£0.0 £0.5	£0.0 £0.0	£0.0 £0.3	£0.0 £0.1	£0.0 £3.6	£0.0 £0.3	£0.0 £2.9	£0.0 £0.0	£0.0 £0.0	£
Northside District Centre Rath Mor District Centre springtown District Centre	£0.0 £0.3 £0.7	£0.0 £0.0 £0.2	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.3 £0.9	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.1 £0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.1 £0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0	£(£(
sallyarnett Local Centre	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£
uncrana Road EAST Local Centre uncrana Road WEST Local Centre ower Galliagh Road Local Centre	£0.3 £0.0 £0.0	£0.0 £0.2 £0.0	£0.1 £0.0 £0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.4 £0.2 £0.1	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.6 £0.0	£0.0 £0.6 £0.0	£0.2 £0.2 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0	£0.2 £0.2 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0	£
austina Retail Park, Buncrana Road (The Range, Dunelm)	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£
celand, Buncrana Road	0.03	£0.0	0.03	0.03	0.03	0.03	0.03	0.0 <u>3</u>	0.03	0.03	0.03	0.03	£0.0	£0.0	0.03	0.03	0.03	0.03	0.03	0.03	£0.0	0.03	0.03	0.03	0.03	£
esley Retail Park, Strand Road (Smyths Toys, PureGym, idl, Buncrana Road	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	1																		
Park Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Pennyburn Industrial Estate, Springtown	£1.6	£0.5	0.03	£0.0	£0.0	£0.0	£0.0	£2.1	0.0£	0.03	0.03	£0.0	£0.0	£0.5	£0.0	0.03	0.03	£0.0	0.0£	£0.0	£0.5	£0.0	0.03	£0.0	0.03	
ipringtown Industrial Estate, Springtown Road Other Zone 1	£0.6 £0.7	£0.0 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.6 £0.8	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	£0.1 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.1 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	
ONE 1 TOTAL	£12.5	£4.7	£2.4	£3.1	£0.1	£1.4	£0.9	£25.1	£1.5	£5.4	£0.9	£1.9	£9.7	£3.0	£0.7	£0.5	£0.6	£0.0	£0.4	£0.1	£5.2	£0.3	£2.9	£0.0	£0.0	i
ONE 2 - DERRY - LONDONDERRY EAST																										T
snagelvin District Centre, Lisnagelvin Road (Tesco, Card snagelvin Retail Park, Dungiven Road (TK Maxx, Matalan,	£0.8 £0.0	£0.3 £0.7	£0.0 £0.0	£0.2 £0.2	£0.0 £0.0	£0.1 £0.0	£0.0 £0.1	£1.4 £1.0	£0.2 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.2 £0.1	£0.1 £0.1	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.2 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	
Crescent Link Retail Park, Crescent Link Road (Argos, oots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	£2.9	£3.7	£1.7	£0.4	£0.2	£1.3	£0.3	£10.5	£0.4	£0.0	£0.0	£0.0	£0.4	£4.7	£3.2	£1.1	£0.9	£0.1	£0.5	£0.1	£10.5	£0.1	£0.0	£0.0	£0.0	
Glenkeen Furnishings, Glendermott Road, Waterside French Road Shopping Center, Hollymount Park	£1.5 £0.0	£0.9 £0.0	£0.3 £0.0	£0.0 £0.0	£0.0 £0.0	£0.1 £0.0	£0.0 £0.0	£2.9 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0											
CFC Interiors, Clooney Road, Campsie	£0.0	£0.4	£0.2	£0.0	£0.0	£0.1	£0.0	£0.6	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Naydown Village & Retail Area	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	
Other Zone 2	£0.6	£0.0	£0.1	£0.2	£0.0	£0.1	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
ONE 2 TOTAL	£5.7	£6.1	£2.3	£0.9	£0.2	£1.7	£0.5	£17.3	£0.7	£0.1	£0.0	£0.0	£0.8	£4.9	£3.5	£1.2	£1.0	£0.1	£0.6	£0.2	£11.3	£0.1	£0.0	£0.0	£0.0	
ONE 3 - EGLINTON	100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	CO 1	0.00	0.00	0.00	0.00	CO 1	0.00	0.00	0.00	0.00	
Eglinton Village Centre Campsie Business Park, Eglinton	£0.6 £0.0	£0.0 £0.2	£0.2 £0.5	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.8 £0.7	£0.0 £0.0	£0.1 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.1 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0							
Orumahoe Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Other Zone 3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	
ONE 3 TOTAL	£0.6	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	
ONE 4 - STRABANE IRABANE TOWN CENTRE	£0.0	£0.0	£0.1	£3.9	£0.2	£0.0	£0.6	£4.8	£0.0	£0.0	£0.0	£1.3	£1.3	£0.0	£0.0	£0.0	£1.9	£0.1	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£0.1	T
sda, Branch Road, Strabane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
avilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear, Gallaghers Fresh Food Centre,	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	
trabane Shopping / Retail Park, Branch Road, STRABANE																										
SportsDirect, Poundland, Poundstretcher, Argos,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	
rabane Town Centre	£0.0	£0.0	£0.1	£3.8	£0.2	£0.0	£0.6	£4.7	£0.0	£0.0	£0.0	£0.6	£0.6	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.1	
on Mills Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Other Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ONE 4 TOTAL	£0.0	£0.0	£0.1	£3.9	£0.2	£0.0	£0.6	£4.8	£0.0	£0.0	£0.0	£1.3	£1.3	£0.0	£0.0	£0.0	£1.9	£0.1	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£0.1	<u> </u>
ONE 5 - CASTLEDERG	£0.0	£0.2	£0.0	£0.4	£1.5	£0.0	£0.3	£2.4	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.2	£0.6	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	
Castlederg Village Centre	£0.0	£0.2	£0.0	£0.4	£1.5	£0.0	£0.3	£2.4	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.2	£0.6	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	
																										1
ONE 5 TOTAL ONE 6 - CLAUDY														l												1
ONE 5 TOTAL ONE 6 - CLAUDY Claudy Village Centre	0.03	£0.0	0.03	£0.0	£0.0	0.03	0.03	£0.0	£0.0	£0.0	£0.0	£0.0	0.0±	£0.0	£0.0	0.03	0.03	0.03	0.03	£0.0	£0.0	0.03	£0.0	£0.0	0.03	
ONE 5 TOTAL ONE 6 - CLAUDY Claudy Village Centre eeny Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ONE 5 TOTAL ONE 6 - CLAUDY Claudy Village Centre																										



ORE / CENTRE	1	2	3	4	5	AL 4	auto visual	ZONES 1-7		0	10	11	ZONES 8-11	,	2	3	4	5	4	7	DIY	ZONES 1-7	6	c	10	11
ORE / CEINIRE	£18.6	£10.9	£7.2	£10.3	£3.3	£5.9	£8.5	TOTAL £64.5	£10.0	£16.2	£16.5	£10.3	TOTAL £53.0	£11.4	£6.5	£3.7	£6.0	£1.9	£3.1	£5.2	f5.2	TOTAL £37.8	£5.5	£9.2	£9.6	£6.1
	£18.56	£10.86	£7.15	£10.26	£3.27	£5.91	£8.48	£64.5	£10.0	£16.2	£16.5	£10.3	£53.0	£11.44	£6.49	£3.65	£5.97	£1.86	£3.14	£5.21		£37.8	£5.5	£9.2	£9.6	£6.1
ONE 1 - DERRY - LONDONDERRY WEST																										
ONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area an 2011 Proposals Map)	£4.9	£1.1	£1.3	£1.4	£0.0	£1.1	£0.4	£10.2	£1.2	£8.7	£0.0	£0.7	£10.5	£3.6	£1.1	£0.8	£1.2	£0.0	£0.6	£0.0	£0.0	£7.3	£0.9	£3.0	£0.0	£0.0
pyleside Shopping Centre, Orchard Street (Boots, Clarks,																										
ebenhams, Dunnes, River Island, Next, The Body Shop,	£1.5	£0.2	£0.0	£0.2	£0.0	£0.1	£0.1	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
&S, Topman, Topshop)																										
chmond Shopping Centre, Ferryquay Street (Argos, Card	00.4	0.00	0.00	0.00	0.00	0.00	0.00	so (0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.00	0.00	0.00	0.00
ctory, Fosters, Game, Holland & Barrett, JD Sports, New ok, Sports Direct)	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ayside Shopping Centre, Strand Road (Tesco, Savers,														l												
rd Factory, Quayside Interiors, Poundsworth, H. Sweeny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ry-Londonderry CITY CENTRE	£2.7	£0.9	£1.3	£1.2	£0.0	£1.0	£0.3	£7.4	£1.2	£8.7	£0.0	£0.7	£10.5	£3.6	£0.9	£0.8	£1.2	£0.0	£0.6	£0.0	£0.0	£7.2	£0.9	£3.0	£0.0	£0.0
thside District Centre	£0.0	£0.0	£0.0	0.03	0.03	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	0.0£	0.0£	£0.0
n Mor District Centre ngtown District Centre	£0.0 £0.0	£0.0 £0.1	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.9	£0.0 £0.3	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0£ 0.0£	£0.0 £0.0		£0.0 £1.2	£0.0 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0
Iglown district Certife	£0.0	EU. I	EU. I	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	EU. I	£0.0	£0.0
yarnett Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
crana Road EAST Local Centre	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.1	£0.0	£0.0	£0.0	£0.0
crana Road WEST Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0		£0.2	£0.0	£0.0	£0.0	£0.0
er Galliagh Road Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0
tina Retail Park, Buncrana Road (The Range, Dunelm)	60.0	60.0	50.0	EO 1	60.0	50.0	500	60.1	60.0	60.0	60.0	50.0	60.0	60.4	£0.1	50.0	60.1	60.0	50.0	£0.0	50.0	£0.4	£0.0	£0.0	50.0	50.0
tina Retail Park, Buncrana Road (The Range, Dunelm) and, Buncrana Road	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.1 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.1 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.4 £0.0	£0.1	£0.0 £0.0	£0.1 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0		£0.6 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0
y Retail Park, Strand Road (Smyths Toys, PureGym,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0	£0.0
Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.2	£0.0	£0.0	£0.0	£0.0
Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0	£0.0
nyburn Industrial Estate, Springtown	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
ngtown Industrial Estate, Springtown Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£1.4	£0.0	£0.0	£0.0	£0.0
er Zone 1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
IE 1 TOTAL	£5.4	£1.3	£1.3	£1.6	£0.0	£1.1	£0.4	£11.2	£1.3	£8.7	£0.0	£0.7	£10.7	£6.9	£1.6	£0.9	£1.4	£0.0	£0.7	£0.1	£0.1	£11.4	£0.9	£3.1	£0.0	£0.0
E 2 - DERRY - LONDONDERRY EAST																										
agelvin District Centre, Lisnagelvin Road (Tesco, Card	£0.4	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0
agelvin Retail Park, Dungiven Road (TK Maxx, Matalan,	£0.7	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0
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scent Link Retail Park, Crescent Link Road (Argos,																										
ots, Next Home, Halfords, Maplin, Mothercare, Toys R Us,	£10.8	£7.2	£3.5	£1.4	£0.5	£2.3	£0.9	£26.6	£1.0	£0.0	£0.3	£0.0	£1.3	£4.4	£4.3	£1.9	£0.9	£0.0	£1.0	£0.1	£0.1	£12.7	£0.6	£0.1	£0.0	£0.0
petright, Harveys)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.00	£0.0	£0.0	£0.0	£0.0	£0.0
nkeen Furnishings, Glendermott Road, Waterside och Road Shopping Center, Hollymount Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0	£0.0
C Interiors, Clooney Road, Campsie	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0	£0.0
ydown Village & Retail Area	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0	£0.0
er Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
NE 2 TOTAL	£11.9	£7.7	£4.0	£1.4	£0.5	£2.4	£0.9	£28.7	£1.0	£0.0	£0.3	£0.0	£1.3	£4.6	£4.6	£1.9	£0.9	£0.0	£1.0	£0.2	£0.2	£13.2	£0.6	£0.1	£0.0	£0.0
NE 3 - EGLINTON																										
inton Village Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.1	£0.0	£0.0	£0.0
mpsie Business Park, Eglinton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
mahoe Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0	£0.0	£0.0	£0.0	£0.0
er Zone 3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
NE 3 TOTAL	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.1	£0.0	£0.0	£0.0
IE 4 - STRABANE																										
ABANE TOWN CENTRE	£0.0	£0.0	£0.1	£5.9	£0.8	£0.1	£0.2	£7.0	£0.0	£0.0	£0.0	£0.9	£0.9	£0.0	£0.0	£0.0	£2.8	£0.1	£0.0	£0.2		£3.2	£0.0	£0.0	£0.0	£0.5
a, Branch Road, Strabane	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ilion Retail Park, Railway Street, STRABANE (Argento,	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ento Designer Wear, Gallaghers Fresh Food Centre,														l												
bane Shopping / Retail Park, Branch Road, STRABANE ortsDirect, Poundland, Poundstretcher, Argos,	£0.0	£0.0	£0.0	£0.3	£0.4	£0.0	£0.1	£0.8	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
	£0.0	£0.0	£0.0	£5.5	£0.2	£0.1	£0.2	£6.0	£0.0	£0.0	£0.0	£0.7	£0.7	£0.0	£0.0	£0.0	£2.7	£0.1	£0.0	£0.2	£0.2	£3.1	£0.0	£0.0	£0.0	£0.5
bane Town Centre																										
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.1		£0.2	£0.0	£0.0	£0.0	£0.0
n Mills Village Centre		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0
Mills Village Centre	£0.0				£0.8	£0.1	£0.2	£7.0	£0.0	£0.0	£0.0	£0.9	£0.9	£0.0	£0.0	£0.0	£3.4	£0.1	£0.0	£0.3	£0.3	£3.8	£0.0	£0.0	£0.0	£0.5
n Mills Village Centre er Zone 4	£0.0	£0.0	£0.1	£5.9	10.0																					
n Mills Village Centre ner Zone 4 NE 4 TOTAL NE 5 - CASTLEDERG	£0.0	£0.0				£0.0	50.0	50.3	60.0	60.0	50.0	60.0	60.0			to o	EO 1	EU o	60.0	£0.0	50.0	£1.0	E0.0	500	50.0	EU U
n Mills Village Centre ner Zone 4 NE 4 TOTAL NE 5 - CASTLEDERG stlederg Village Centre	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.8	£0.0	£0.0		£1.0	£0.0	£0.0	£0.0	£0.0
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The property of the property o	Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct) Cuayside Shopping Centre, Strand Road (fesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Derry-Londonderry CITY CENTRE E19.6 E6.2 E2.5 E1.3 E0.0 E0.0 E0.0 E0.0 E0.0 E0.0 E0.0 E0		0.2 £0.2	2 £0.0	£0.0	0.0
The control proper survey is a proper survey in a p	Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Derry-Londonderry CITY CENTRE £19.6 £6.2 £2.5 £1.3 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0	0.03 £0.0	0.0 £0.0	0 £0.0	£0.0	0.0
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The Zaro 2						
NR 3 - IGLINTON FOO						
Inform Millings Centre	ONE 2 TOTAL £6.1 £12.5 £2.9 £1.1 £0.0 £0.6 £0.1 £23.4 £0.2 £0.0 £0.0 £0.0 £0.2 £0.6 £0.8 £0.1 £0.0 £0.0 £0.1 £0.0 £1.	.6 £0.0	0.0 £0.0	0 £0.0	£0.0	0.0
ample Banjanes Park, Egilmon £00	ONE 3 - EGLINTON		20 00		20.0	
umahoe Milage Centre field 600 600 615 600 600 600 600 600 600 600 600 600 60						
NR 4 - STRABANE RABANE TOOL FOO FOO FOO FOO FOO FOO FOO FOO FOO						
DRE 1-STRABANE RABANE TOWN CENTRE GRO EOD EOL EOL ETAL ETAL EDUCATION CENTRE GRO EOD EOL	2ther Zone 3 £0.0 £0.0 £0.2 £0.0 £0.0 £0.0 £0.0 £0.0	0.0 £0.0	0.0 £0.0	0.03	£0.0	0.0
NABARE TOWN CENTRE das, Banch Road, Strabane end, Banch Road, Strabane e	ONE 3 TOTAL E0.0 E0.0 E4.3 E0.0 E0.0 E0.1 E0.0 E4.3 E0.0 E0.0 E0.0 E0.0 E0.0 E0.0 E0.0 E0	0.1 £0.0	0.0 £0.0	0.0£	£0.0	0.0
Available Real Park, Railway Street, STRABANE (Argento, Endo) Edge (From E	ONE 4 - STRABANE RABANE TOWN CENTRE £0.0 £0.0 £0.4 £13.5 £0.0 £0.0 £0.6 £14.6 £0.0 £0.0 £0.0 £0.3 £0.3 £0.0 £0.1 £0.0 £4.6 £0.2 £0.1 £1.0 £5.	i.9 £0.0	0.0 £0.0	0.0 <u>£</u> 0.0	£0.8	0.8
lento Designer Wear, Gallaghers Fresh Food Centre, reshabane Shopping / Retal Park, Fresh Food Centre, reshabane Shopping / Retal Park, Frash Food Stand Road, STRABANE portSDirect, Poundland, Poundstretcher, Argos, abane for work Centre food food food food food food food foo		.2 £0.0	0.0 £0.0	0 £0.0	£0.0	0.0
Table Shopping / Retail Park, Branch Road, STRABANE pool of E00 o		.2 £0.0	0.0 £0.0	0.03	£0.4	0.4
portspiect, Poundland, Poundstretcher, Argos. EU E	rabane Shopping / Retail Park, Branch Road, STRARANF					
ONMESTORAL EDU	portsDirect, Poundland, Poundstretcher, Argos,	0.0 E0.0				
ther Zone 4 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.	rabane Town Centre £0.0 £0.0 £0.2 £13.2 £0.0 £0.0 £0.6 £14.1 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.	5.5 £0.0	0.0 £0.0	0.03 O	£0.4	0.4
DNE 4 TOTAL EQ. 0	on Mills Village Centre £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.	0.1 £0.0	0.0 £0.0	0 £0.0	£0.0	0.0
DNE 5 - CASTLEDERG astlederg Village Centre E0.0 E0.0 E0.0 E0.0 E0.0 E0.0 E0.0 E0.	ther Zone 4 £0.0 £0.0 £0.0 £0.2 £0.0 £0.0 £0.0 £0.0	0.0 £0.0	0.0 £0.0	0.03 0	£0.0	0.0
Ed. 0		.1 £0.0	0.0 £0.0	0.0£	£0.8	0.8
DNE 6 - CLAUDY audy Village Centre		.7 £0.0	0.0 £0.0	0.03	£0.0	0.0
audy Village Centre	ONE 5 TOTAL £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.	0.7 £0.0	0.0 £0.0	0 £0.0	£0.0	0.0
ency Village Centre	ONE 6 - CLAUDY	.2 fn.r	0.0 for	0 f0.0	£0.0	2.0
ungiven Town Centre £0.0 £0.0 £0.2 £0.0 £0.0 £0.0 £2.4 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0						
ONE 6 TOTAL						
	ONE 6 TOTAL £0.0 £0.0 £0.2 £0.0 £0.0 £4.4 £0.0 £4.6 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0	.3 50.0	0.0 f0.4	0 £0.0	£0.0	0.0



						Luxury	goods an	d sports goods						GRAND
STORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONES 8-11 TOTAL	TOTAL (£)
	£43.3	£23.6	£14.0	£21.4	£6.8	£11.6	£17.0	£137.7	£19.9	£33.8	£34.3	£21.5	£109.5	
ZONE 1 - DERRY - LONDONDERRY WEST	£43.29	£23.59	£14.01	£21.40	£6.80	£11.59	£16.98	£137.7	£19.9	£33.8	£34.3	£21.5	£109.5	
LONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area Plan 2011 Proposals Map)	£9.7	£5.8	£2.0	£1.0	£2.8	£0.4	£5.0	£26.7	£5.8	£20.1	£0.0	£0.0	£25.9	£443.6
Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	£0.8	£1.8	£0.0	£0.0	£0.4	£0.0	£0.6	£3.6	£0.7	£1.4	£0.0	£0.0	£2.0	£139.5
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£8.8
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2
Derry-Londonderry CITY CENTRE	£6.8	£4.0	£2.0	£1.0	£2.3	£0.4	£4.4	£21.0	£5.1	£18.8	£0.0	£0.0	£23.9	£292.1
Northside District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Rath Mor District Centre Springtown District Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.5 £3.1
opinigiom. Bisulet deline												10.0		
Ballyarnett Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	£0.0	£0.0	£0.9
Buncrana Road EAST Local Centre Buncrana Road WEST Local Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£2.2 £1.3
Lower Galliagh Road Local Centre	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1
Iceland, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lesley Retail Park, Strand Road (Smyths Toys, PureGym, Lidl, Buncrana Road	£2.8	£0.3	£0.2	£0.4	£0.4	£0.0 £0.0	0.03	£4.2	£0.0	£0.0 £0.0	0.03	0.03	£0.0	£5.3
Park Village Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.1 £0.0	£0.0	£0.0 £0.0	£0.1 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.4 £0.0
Pennyburn Industrial Estate, Springtown	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
Springtown Industrial Estate, Springtown Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
Other Zone 1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
ZONE 1 TOTAL	£13.7	£6.5	£2.2	£1.4	£3.3	£0.4	£5.0	£32.6	£5.8	£20.1	£0.0	£0.0	£25.9	£470.0
ZONE 2 - DERRY - LONDONDERRY EAST														
Lisnagelvin District Centre, Lisnagelvin Road (Tesco, Card Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan,	£0.6 £0.0	£0.7 £0.8	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	£0.0 £0.0	£0.3 £0.0	£1.6 £0.9	£0.4 £0.0	£0.0 £1.4	£0.0 £0.0	£0.0 £0.0	£0.4 £1.4	£16.6 £17.2
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	£21.6	£7.7	£1.9	£1.4	£0.8	£0.2	£0.3	£33.9	£0.4	£0.0	£0.0	£0.0	£0.4	£120.4
Glenkeen Furnishings, Glendermott Road, Waterside	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9
Trench Road Shopping Center, Hollymount Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.03	0.03	0.0£	£0.0	£1.5
CFC Interiors, Clooney Road, Campsie Maydown Village & Retail Area	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£1.0 £0.7
Other Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9
ZONE 2 TOTAL	£22.2	£9.3	£1.9	£1.4	£0.9	£0.2	£0.7	£36.4	£0.8	£1.4	£0.0	£0.0	£2.2	£163.1
ZONE 3 - EGLINTON														
Eglinton Village Centre	£0.0 £0.0	£0.4 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.4 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£5.1 £0.7
Campsie Business Park, Eglinton Drumahoe Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7 £1.6
Other Zone 3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
ZONE 3 TOTAL	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£7.7
	20.0	20.4	10.0	10.0	20.0	20.0	10.0	20.4	10.0	10.0	10.0	20.0	20.0	27.7
ZONE 4 - STRABANE STRABANE TOWN CENTRE	£0.0	£0.4	£7.4	£4.8	£0.0	£1.4	£0.0	£14.1	£0.0	£0.0	£0.0	£3.1	£3.1	£89.1
Asda, Branch Road, Strabane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1
Pavilion Retail Park, Railway Street, STRABANE (Argento,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£1.6	£3.2
Cilento Designer Wear, Gallaghers Fresh Food Centre, Strabane Shopping / Retail Park, Branch Road, STRABANE														
(SportsDirect, Poundland, Poundstretcher, Argos,	£0.0	£0.0	£0.7	£3.7	£0.0	£0.9	£0.0	£5.3	£0.0	£0.0	£0.0	£1.6	£1.6	£16.0
Strabane Town Centre	£0.0	£0.4	£6.7	£1.1	£0.0	£0.5	£0.0	£8.7	£0.0	£0.0	£0.0	£0.0	£0.0	£66.9
Sion Mills Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£0.4	£0.0	£0.0	£0.0	£0.4	£1.6
Other Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
ZONE 4 TOTAL	£0.0	£0.4	£7.4	£4.8	£0.0	£1.4	£0.3	£14.4	£0.4	£0.0	£0.0	£3.1	£3.5	£91.4
ZONE 5 - CASTLEDERG Castlederg Village Centre	£0.0	£0.0	£0.0	£4.1	£0.0	£0.0	£0.0	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£17.0
		£0.0	£0.0	£4.1	£0.0	£0.0	£0.0	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£17.0
ZONE 5 TOTAL	£0.0				_0.0	20.0	_0.0	. ~	_0.0	_0.0	_0.0	20.0	20.0	ı
ZONE 5 TOTAL	£0.0	10.0												
ZONE 6 - CLAUDY				60.0	EO 1	60.0	60.0	60.1	60.0	50.0	50.0	50.0	50.0	£1 E
ZONE 6 - CLAUDY Claudy Village Centre	£0.0 £0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.1 £0.0	£0.0 £0.0	£0.0 £0.0	£0.1 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£1.5 £0.9
ZONE 6 - CLAUDY	£0.0	£0.0	£0.0				£0.0 £0.0 £0.0							
ZONE 6 - CLAUDY Claudy Village Centre Feeny Village Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9



TABLE 7C: **COMPARISON GOODS** TURNOVER, BY ZONE, 2027

	I					Clothe	es and Sho	es - 1st choice						I					Clothe	s and Shoe	s - 2nd choice	:				
STORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7	8	9	10	11	ZONES 8-11	1	2	3	4	5	6	7	ZONES 1 - 7	8	9	10	11	ZONES 8-11
	£107.1	£58.3	£30.1	£46.5	£13.9	£21.0	£36.1	TOTAL £312.8	£43.4	£72.5	£73.5	£46.1	TOTAL £235.6								TOTAL					TOTAL
ZONE 7 - NEWTOWNSTEWART	£74.9	£40.8	£21.0	£32.5	£9.7	£14.7	£25.2	£219.0	£30.4	£50.8	£51.5	£32.3	£164.9	£32.1	£17.5	£9.0	£13.9	£4.2	£6.3	£10.8	£93.8	£13.0	£21.8	£22.1	£13.8	£70.7
Newtownstewart Village Centre	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.5	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos,																										
M&S, Next, Peacocks, River Island, Sports Direct,	£0.0	£0.0	£0.0	£0.3	£1.4	£0.0	£2.2	£4.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.9	£0.0	£0.7	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0
Poundland, New Look)																										
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£0.6	£1.4	£0.0	£2.7	£4.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.9	£0.0	£1.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 - LIMAVADY Limayady Town Centre	£0.0	F0.4	£0.8	£0.0	f0.0	£1.5	f0.0	£2.7	£6.7	£0.0	f0.0	f0.0	£6.7	£0.0	£0.0	f0.4	f0.0	£0.0	f0.4	f0.0	£0.9	£2.8	£0.0	£0.0	£0.0	f2.8
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0
ZONE 8 TOTAL	£0.0	£0.4	£0.8	£1.3	£2.9	£1.5	£5.4	£12.3	£7.0	£0.0	£0.0	£0.0	£7.0	£0.0	£0.0	£0.4	£0.5	£1.9	£0.4	£1.9	£5.2	£2.9	£0.0	£0.0	£0.0	£2.9
ZONE 9 - INISHOWEN	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£1.0
Buncrana Town Centre Burnfoot Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3 £0.0	£0.0	£0.0	£2.3 £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0 £0.0
Burt Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Carndonagh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moville Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 9 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£0.0	£0.0	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£1.0
	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	21.0	20.0	20.0	20
ZONE 10 - LETTERKENNY																										
Letterkenny Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£3.9	£2.7	£7.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.6	£0.9	£1.7	£3.2
Centra, Mountain Top, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Currys/PC World, Blaney Road, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	50.7	64.0	0.00	00.4		0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	CO /	1.00	64.0
Warehouse, Clare Clothing, Right Price Tiles)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£1.3	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.6	£0.4	£1.3
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Larkins, Oldtown, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£2.8	£29.3	£4.7	£36.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£12.2	£1.4	£15.1
Letterkenny Shopping Centre, Port Road, LETTERKENNY														l								l				1
(Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£6.5	£2.8	£10.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£3.0	£0.9	£5.0
McElhinneys XL, Manorcunningham, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld,	000	0.00	0.00	0.00	0.00	0.00	0.00		200	0.00	0.00	0.00	50.0		0.00	0.00	0.00	0.00	0.00	0.00			0.00	0.00	0.00	
Easons, La Touche)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 10 TOTAL	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£5.4	£41.1	£10.1	£56.6	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£3.6	£16.7	£4.3	£24.6
ZONE 11 - STRANORLAR														ĺ								ĺ				
Ballybofey Shopping Centre, BALLYBOFEY (Valley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.8	£4.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.3
Pharmacy, Gallaghers Home Bakery, Master Shoe)														l												
Ballybofey Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.4	0.03	£0.0	£0.0	£3.5	£3.5	£0.0	£0.0	0.0£	£0.0	£0.1	£0.0	£0.0	£0.1	0.03	£0.0	0.0£	£1.3	£1.3
Castlefinn Town Centre	0.03	£0.0	0.03	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.03	0.03	8.03	8.0£	0.03	£0.0	0.03	0.03	£0.0	0.03	0.03	0.0 <u>3</u>	0.03	£0.0	0.03	£0.0	£0.0
Co-op, Hollow Road, Castlefinn	0.03	£0.0	0.03	0.03	0.03	0.03	0.03	0.0±	0.03	0.03	0.03	0.03	0.0±	0.03	£0.0	0.03	0.03	0.03	0.03	0.03	0.03	0.03	£0.0	0.03	0.03	0.03
Lidl, Donegal Road, Ballybofey Navenny Shopping Centre, Navenny, BALLYBOFEY	0.03	£0.0	0.03	£0.0	£0.0	£0.0	£0.0	0.0 <u>3</u>	0.03	£0.0	£0.0	0.03	0.0±	0.03	£0.0	0.03	0.03	£0.0	£0.0	0.03	0.03	0.03	£0.0	£0.0	£0.0	0.03
Raphoe Town Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0£	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0±	£0.0 £0.0	£0.0 £0.0	0.0£	£0.0 £0.0							
Other Zone 11	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 11 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.4	£0.0	£0.0	£0.0	£9.1	£9.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£2.6	£2.6
Outside Survey Area	£2.7	£2.6	£1.8	£3.2	£3.0	£2.0	£17.6	£32.8	£7.5	£0.0	£0.0	£0.0	£7.5	£2.1	£1.7	£0.7	£1.5	£0.9	8.0£	£7.3	£14.9	£2.9	£0.0	£0.0	£0.0	£2.9
SFT & Nulls																										
Internet / delivery	£9.5	£6.1	£2.4	£2.8	£0.4	£1.6	£2.5	£25.4	£3.8	£1.6	£5.9	£9.7	£21.0	£5.2	£3.0	£1.0	£1.2	£0.2	£0.6	£0.3	£11.7	£2.1	£0.0	£3.9	£4.7	£10.7



Tree series of the series of t						Fi	urniture Flo	or Coverin	ns Carnots + To	ovtilos				-						H	ousehold a	annliances					
100 1 100 1								_		LACIOS				7ONES 8-11					_				1 .				ZONES 8-11
Marie Mari	STORE / CENTRE				-			7	TOTAL	8	,			TOTAL	1			-				TOTAL	8				TOTAL
From the contribution of t																											
Progression for Colors Andrews (Appelland Progression For Colors Andrews	ZONE 7 - NEWTOWNSTEWART	122.00	£12.72	10.01	£10.51	13.00	L4.//	10.75	100.7	L7.7	£10.5	£10.5	110.4	133.1	E7.43	L4.//	L2.47	17.21	£1.20	£1.71	LJ.13	127.4	15.0	10.4	10.5	L4.0	120.3
As Section Section and Associated works from the Section 1 and Associated Section 1 and Associat	Newtownstewart Village Centre	£0.0	£0.0	£0.0	£0.7	£0.4	£0.0	£1.3	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
The service of the se	Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos,																										
CNA FLORIDATION 180		£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Control Cont	Poundiand, New Look)																										
TREADY FOR COPPER THE STATE OF	ZONE 7 TOTAL	£0.0	£0.0	£0.0	£0.8	£0.4	£0.0	£1.3	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Simular Marker Water Mile And Water	ZONE 8 - LIMAVADY			20.1			00.5																				
The State of the Control of the Cont																											
ONE - MONOSCAN 100 100 101 117 103																											
Company Comp	Other Zone 6	£0.0	EU.U	£0.0	£0.0	£0.0	EU.U	£0.0	£0.0	£0.0	£0.0	EU.U	£0.0	£0.0	£0.0	£0.0	EU.U	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LINCAMENTO CAMPAN MINISTRATION CAMPAN MINISTRATIO	ZONE 8 TOTAL	£0.0	£0.0	£0.1	£1.7	£0.9	£0.8	£2.7	£6.1	£3.4	£0.0	£0.0	£0.0	£3.4	£0.1	£0.3	£0.4	£0.0	£0.0	£0.9	£0.3	£2.1	£2.3	£0.0	£0.0	£0.0	£2.3
Lambord Missage Cerese 100	ZONE 9 - INISHOWEN																										
wit Manage Form (arms and the property of the																											
Part																											
Availed Found Confere 120 120 120 120 120 120 120 120 120 120																											
ONE 1- LITERADAY 10																											
Column C	Wovine rown Centre	EU.U	EU.U	10.0	£0.0	EU.U	E0.0	EU.U	£0.0	10.0	EI.I	EU.U	EU.U	£1.1	£0.0	EU.U	EU.U	£0.0	EU.U	EU.U	EU.U	10.0	E0.0	EU.3	EU.U	EU.U	EU.3
elstekently Now Certifie 163 400 500 500 500 500 500 500 500 500 500	ZONE 9 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£0.0	£0.0	£3.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£1.0
Earler, Mentalan Rep. Indextockney 600 400 100 100 100 100 100 100 100 100 1	ZONE 10 - LETTERKENNY																										†
2.00 2.00	Letterkenny Town Centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£5.0	£0.4	£3.2	£8.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.5	£1.3	£3.9
ORE STORMORE CARRIES AND STORMAN AND ALTERISATION PLANE AND ALTERISA	Centra, Mountain Top, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Dumen, Individual, Harme-base, Clarify, Cappingoe (Manus), Cappingoe (Manus), Cappingoe (Manus), Cappingo (Manus), Cappi	Currys/PC World, Blaney Road, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3
Watehouse, Claw Clabring, Bight Price Rice Security ITTEXENINY (Series Claw) Claw Claw Claw Claw Claw Claw Claw Claw	Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY																										
	(Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£8.0	£0.3	£9.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.6	£0.6	£2.3
Seed Continue Co	Glencar Shopping Centre, Glencar, LETTERKENNY (Spar,	£0.0	60.0	£0.0	£0.1	£0.0	60.0	60.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
elterkenny Robal Park. Celtown, LETTERSHNY (R Max, keld, Ago, New Look, M.S., Walls, Repress Mann) file 0 60 60 60 60 60 60 60 60 60 60 60 60 6																							l				1
Rest. Approx New Look, MASS, Walls, Rever Island) ED ED ED ED ED ED ED E		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0£	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fisco Agento, Cax (DVS, EZ LIVING, Greener's Shoes, Sty) End	Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.3	£5.4	£0.0	£5.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£3.0	£0.0	£3.2
One Coloning) Company (a) 100 (a) 100 (b) 100 (b) 100 (c) 100	Letterkenny Shopping Centre, Port Road, LETTERKENNY																										
McElhimops XI, Manorcunningham, Letterkenny be Courty at Shopping Centre, Lower Main Street. ## 60		£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.5	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.2
THE REMENT (September Courty and Shopping Centre. Lower Main Street. EITEREATHY (Ceptember Librogiant, Heatons Sportsworld. ED. ED. ED. ED. ED. ED. ED. ED. ED. ED	Zone Clothing)																										
ETITISKENNY (coland, Eugojant, Heatons Sportsworld, agains, La Touche) CONE 10 TOTAL EO.	McElhinneys XL, Manorcunningham, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Season, La Touche		60.0	60.0	60.0	60.0	60.0	60.0	50.0	60.0	50.0	50.0	£0.5	£0.0	£0.5	50.0	60.0	£0.0	50.0	50.0	£0.0	50.0	50.0	50.0	£0.0	50.0	60.0	60.0
ONE 11 - STRANORIAR Sallybofey Shopping Centre, BALLYBOFEY (Valley horizon Centre E0.0 E0.0 E0.0 E0.0 E0.0 E0.0 E0.0 E0.	Easons, La Touche)	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.5	10.0	10.5	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	LU.U	10.0
Eallybofey Shopping Centre, BALLYBOFEY (Valley harmacy, Gallaghers Home Bakery, Master Shoe) £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.	ZONE 10 TOTAL	£0.3	£0.2	£0.2	£0.1	£0.0	£0.0	£0.0	£0.8	£0.2	£6.1	£14.8	£3.5	£24.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	£5.4	£2.0	£9.8
Eallybofey Shopping Centre, BALLYBOFEY (Valley harmacy, Gallaghers Home Bakery, Master Shoe) £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.	ZONE 11 - STRANORLAR																										\vdash
Charmacy, Gallaghers Home Bakery, Master Shoe) EDU	Ballybofey Shopping Centre, BALLYBOFEY (Valley													l l									l				l
Castlefinn Town Centre Castle	Pharmacy, Gallaghers Home Bakery, Master Shoe)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Castlefinn Town Centre Castle	Ballybofey Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
idl, Donegal Road, Ballybofey		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0			£0.0	£0.8	£0.8	£0.0		£0.0	£0.0			£0.0	£0.0	£0.0			£0.0	£0.0
Navenny Shopping Centre, Navenny, BALLYBOFEY E0.0 E0.0 E0.0 E0.0 E0.0 E0.0 E0.0 E0														£0.0								£0.0					
Raphoe Town Centre £0.0 £0	Lidl, Donegal Road, Ballybofey													£0.0								£0.0					
Other Zone 11	Navenny Shopping Centre, Navenny, BALLYBOFEY																										
CONE 11 TOTAL E 0.0 E 0																											
Dutside Survey Area	Other Zone 11	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
FT & Nulls	ZONE 11 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0
	Outside Survey Area	£2.3	£0.5	£0.8	£0.5	£0.5	£0.7	£5.0	£10.4	£3.6	£0.0	£0.0	£0.0	£3.6	£0.4	£0.1	£0.0	£0.2	£0.4	£0.2	£2.4	£3.8	£0.5	£0.0	£0.0	£0.0	£0.5
	SET & Nulls																										
	Internet / delivery	£0.5	£0.8	£0.3	£0.5	£0.1	£0.5	£0.1	£3.0	£0.2	£1.4	£0.9	£1.6	£4.1	£1.0	£0.4	£0.1	£0.3	£0.1	£0.1	£0.2	£2.3	£0.3	£0.1	£1.1	£0.9	£2.3
		20.0	25.0	20.5	20.0	20.1	20.0	20.1	23.0	20.2	27	23.7	21.0	~~	20	20.7	20.1	20.0	20.1	20.1	20.2	1 22.5	20.0	23.1		20.7	-2



TABLE 7C: **COMPARISON GOODS** TURNOVER, BY ZONE, 2027

STORE / CENTRE																				DIY	,					
	1	2	3	4	5	6	7	equipment ZONES 1-7	8	q	10	11	ZONES 8-11	1	2	3	4	5	6	7	ZONES 1-7		0	10	11	ZONES 8-11
							,	TOTAL	-	,			TOTAL							,	TOTAL	0	7			TOTAL
	£18.6 £18.56	£10.9 £10.86	£7.2 £7.15	£10.3 £10.26	£3.3 £3.27	£5.9 £5.91	£8.5 £8.48	£64.5 £64.5	£10.0 £10.0	£16.2 £16.2	£16.5 £16.5	£10.3 £10.3	£53.0 £53.0	£11.4 £11.44	£6.5 £6.49	£3.7 £3.65	£6.0 £5.97	£1.9 £1.86	£3.1 £3.14	£5.2 £5.21	£37.8 £37.8	£5.5 £5.5	£9.2 £9.2	£9.6 £9.6	£6.1 £6.1	£30.3 £30.3
ZONE 7 - NEWTOWNSTEWART																										
Newtownstewart Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos,																						l				
	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Poundland, New Look)																										
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 - LIMAVADY																										
Limavady Town Centre	£0.0	£0.3	£0.7	£0.0	£0.0	£1.0	£0.0	£2.0	£4.3	£0.0	£0.0	£0.0	£4.3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.3	£1.7	£0.0	£0.0	£0.0	£1.7
., ., ., ., ., ., ., ., ., ., ., ., ., .	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 TOTAL	£0.0	£0.3	£0.9	£0.5	£0.7	£1.9	£0.2	£4.4	£4.3	£0.0	£0.0	£0.0	£4.3	£0.0	£0.0	£0.1	£0.0	£0.1	£1.9	£0.9	£3.0	£1.7	£0.0	£0.0	£0.0	£1.7
ZONE 9 - INISHOWEN																						\vdash				
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£0.0	£0.0	£3.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.5
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moville Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3
ZONE 9 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£0.0	£0.0	£3.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.7
ZONE 10 - LETTERKENNY																										-
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£2.6	£1.2	£2.8	£6.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£0.2	£1.3	£4.8
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY																						l				
(Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£2.5	£0.5	£3.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£6.5	£1.2	£8.5
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Larkins, Oldtown, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ivext, Algos, ivew Look, ivids, vvalils, kivel island)	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£7.1	£0.0	£7.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£1.9	£0.0	£2.2
Letterkenny Shopping Centre, Port Road, LETTERKENNY																					1	I				
(Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.2	£0.5	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5
McElhinneys XL, Manorcunningham, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	50.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Easons, La Touche)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 10 TOTAL	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£3.3	£12.9	£3.7	£19.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4	£9.1	£2.5	£16.1
ZONE 11 - STRANORLAR																										
Ballybofey Shopping Centre, BALLYBOFEY (Valley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	f0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Pharmacy, Gallagnels Home Bakery, Master Shoe)																										
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£2.1
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	0.0£	£0.0	0.03	£0.0	0.03	0.03	0.03	0.03	£0.0	0.03	£0.0	0.03	£0.0	0.03	£0.0
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0£	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	0.03	£0.0	£0.0	£0.0	£0.5	£0.5
	0.03	£0.0	£0.0	£0.0	0.03	0.03	0.03	£0.0 £0.0	0.03	0.03	£0.0 £0.0	£0.0 £0.0	0.03	0.03	£0.0	£0.0 £0.0	£0.0	0.03	0.03	£0.0	0.0 <u>3</u>	0.03	£0.0	£0.0	£0.0 £0.0	£0.0 £0.0
	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.2	£0.0 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	£0.0 £0.1
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0 £0.0	£0.0	£0.0	£0.0	£0.2 £0.0	£0.2 £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1 £0.0
ZONE 11 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£2.9
Outside Survey Area	£0.0	£0.1	£0.1	£0.7	£1.2	£0.2	£5.6	£7.9	£1.5	£0.0	£0.0	£0.0	£1.5	£0.0	£0.1	£0.0	£0.2	£0.7	£0.3	£4.2	£5.5	£2.1	£0.0	£0.0	£0.1	£2.2
SFT & Nulls																					1	I				
	£1.1	£1.6	£0.6	£0.5	£0.3	£0.6	£1.1	£5.7	£1.8	£0.3	£3.3	£4.4	£9.8	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.1	£0.9	£0.5	£0.0	£1.5
internet / delivery																					I	I .				



TABLE 7C: **COMPARISON GOODS** TURNOVER, BY ZONE, 2027

						Cher	mist and me	edical goods												Books	etc.					
STORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONES 8-11 TOTAL	1	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONES 8-11 TOTAL
	£38.7 £38.71	£21.1 £21.08	£11.9 £11.90	£18.2 £18.17	£5.3 £5.29	£8.6 £8.61	£13.8 £13.76	£117.5 £117.5	£16.6 £16.6	£27.8 £27.8	£28.1 £28.1	£17.6 £17.6	£90.1 £90.1	£18.5 £18.47	£10.9 £10.86	£5.6 £5.65	£8.5 £8.50	£2.4 £2.43	£3.8 £3.83	£7.2 £7.18	£56.9 £56.9	£8.1 £8.1	£13.4 £13.4	£13.5 £13.5	£8.5 £8.5	£43.4 £43.4
ZONE 7 - NEWTOWNSTEWART Newtownstewart Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 - LIMAVADY Limavady Town Centre	£0.0	£0.0	£0.3	£0.0	£0.0	£1.2	£0.0	£1.5	£13.0	£0.0	£0.0	£0.0	£13.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3	£0.0	£0.4	£2.8	£0.0	£0.0	£0.0	£2.8
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 8	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 TOTAL	£0.0	£0.0	£0.9	£0.0	£0.0	£8.0	£3.9	£12.9	£13.2	£0.0	£0.0	£0.0	£13.2	£0.0	£0.0	£0.1	£0.1	£0.1	£0.5	£0.0	£0.9	£2.8	£0.0	£0.0	£0.0	£2.8
ZONE 9 - INISHOWEN																										
Buncrana Town Centre	£0.0	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	£0.0 £0.0	£0.0	£16.9	£0.0	0.03	£16.9 £0.5	0.03	0.03	£0.0	£0.0	£0.0	0.03	£0.0	0.0±	£0.0	£6.9	£0.0	£0.0	£6.9
Burnfoot Village Centre Burt Village Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.5 £0.0	£0.0 £0.0	£0.0 £0.0	£0.5 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0
Carndonagh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moville Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6	£0.0	£0.0	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 9 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£20.0	£0.0	£0.0	£20.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.9	£0.0	£0.0	£6.9
ZONE 10 - LETTERKENNY																										\vdash
Letterkenny Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£3.1	£0.6	£5.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Centra, Mountain Top, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Currys/PC World, Blaney Road, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£1.0
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Larkins, Oldtown, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.5	£0.0	£11.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.5	£0.0	£10.5
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	£0.9	£5.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5	£0.4	£1.4
McElhinneys XL, Manorcunningham, Letterkenny The Courtyard Shopping Centre, Lower Main Street,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.5	£0.4	£1.8
LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0±	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 10 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£23.5	£1.5	£26.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£12.6	£0.8	£14.8
ZONE 11 - STRANORLAR Ballybofey Shopping Centre, BALLYBOFEY (Valley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Pharmacy, Gallaghers Home Bakery, Master Shoe) Ballybofey Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.1	£7.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£2.1
Castlefinn Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.1 £3.6	£7.1 f3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1 £0.0	£2.1 £0.0
Co-op, Hollow Road, Castlefinn	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Donegal Road, Ballybofey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Navenny Shopping Centre, Navenny, BALLYBOFEY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Raphoe Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 11	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 11 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£15.4	£15.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£2.4
Outside Survey Area	£0.0	£0.0	£0.0	£0.1	£0.4	£0.4	£9.7	£10.7	£1.7	£0.0	£0.8	£0.5	£3.0	£0.0	£0.0	£0.1	£0.1	£0.6	£0.2	£3.6	£4.6	£1.0	£0.0	£0.0	£0.0	£1.0
SFT & Nulls Internet / delivery	£1.1	£0.4	£0.0	£1.1	£0.0	£0.3	£0.7	£3.7	£0.5	£0.0	£1.9	£0.0	£2.4	£5.6	£3.2	£2.3	£2.1	£0.8	£1.3	£2.0	£17.4	£3.1	£0.8	£1.0	£4.5	£9.4
														L												



TABLE 7C: **COMPARISON GOODS** TURNOVER, BY ZONE, 2027

						Luxury	goods an	d sports goods						GRAND
STORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7	8	9	10	11	ZONES 8-11	TOTAL (£)
	£43.3	£23.6	£14.0	£21.4	£6.8	£11.6	£17.0	TOTAL £137.7	£19.9	£33.8	£34.3	£21.5	TOTAL £109.5	(2)
	£43.29	£23.59	£14.01	£21.40	£6.80	£11.59	£16.98	£137.7	£19.9	£33.8	£34.3	£21.5	£109.5	
ZONE 7 - NEWTOWNSTEWART														
Newtownstewart Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.8
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct,		0.00	64.0	64.4	0.00	0.00	0.00		0.00	0.00	0.00	0.00		240.5
Poundland, New Look)	£0.0	£0.0	£1.0	£1.6	£0.0	£0.9	£0.0	£3.5	£0.0	£0.0	£0.0	£0.0	£0.0	£10.5
,														
ZONE 7 TOTAL	£0.0	£0.0	£1.0	£1.6	£0.0	£0.9	£0.0	£3.5	£0.0	£0.0	£0.0	£0.0	£0.0	£16.3
2015 0 1111111111														
ZONE 8 - LIMAVADY Limavady Town Centre	£0.0	£0.7	£0.0	£0.0	£0.3	£0.0	£2.3	£3.4	£2.7	£0.0	£0.0	£0.0	£2.7	£52.7
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Other Zone 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
ZONE 8 TOTAL	£0.0	£0.7	£2.1	£3.1	£0.8	£1.8	£2.3	£10.9	£2.7	£0.0	£0.0	£0.0	£2.7	£98.1
ZONE 9 - INISHOWEN														
Buncrana Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.1	£0.0	£0.0	£6.1	£39.2
Burnfoot Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Burt Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Carndonagh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Moville Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7
ZONE 9 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.1	£0.0	£0.0	£6.1	£45.9
ZONE 10 - LETTERKENNY	£0.0	£0.0	0.00	0.00	£0.0	0.00	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£40.5
Letterkenny Town Centre Centra, Mountain Top, Letterkenny	£0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Currys/PC World, Blaney Road, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY	10.0	10.0	10.0	20.0	20.0	10.0	10.0	20.0	20.0	20.0	10.0	10.0	20.0	21.2
(Dunnes, Halfords, Homebase, Clarks, Carphone	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.0	£4.1	£15.0	£44.7
Warehouse, Clare Clothing, Right Price Tiles)													l .	
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£1.2	£1.7
Classic Blinds, Head 2 Toe, The Friars Rest)														
Larkins, Oldtown, Letterkenny Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Next, Argos, New Look, M&S, Wallis, River Island)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£13.7	£0.0	£16.8	£110.0
Letterkenny Shopping Centre, Port Road, LETTERKENNY													l .	
(Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£1.2	£26.7
Zone Clothing)													I	
McElhinneys XL, Manorcunningham, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2
The Courtyard Shopping Centre, Lower Main Street,													I	
LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Lasons, La Touche)													I	
ZONE 10 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£27.1	£4.1	£34.3	£228.7
ZONE 11 - STRANORLAR Ballybofey Shopping Centre, BALLYBOFEY (Valley														
Pharmacy, Gallaghers Home Bakery, Master Shoe)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.6
Ballybofey Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.1	£5.1	£24.2
Castlefinn Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.1
Co-op, Hollow Road, Castlefinn	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
Lidl, Donegal Road, Ballybofey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
Navenny Shopping Centre, Navenny, BALLYBOFEY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8
Raphoe Town Centre	£0.0	£0.0	0.03	0.03	£0.0	0.03	£0.0	0.0 <u>3</u>	0.03	0.03	£0.0	0.03	0.0 <u>3</u>	£0.3
Other Zone 11	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
ZONE 11 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.1	£5.1	£41.8
Outside Survey Area	£1.9	£0.8	£0.3	£7.1	£0.7	£6.7	£2.6	£20.1	£3.1	£0.0	£0.0	£0.0	£3.1	£135.9
SFT & Nulls														
Internet / delivery	£5.5	£5.5	£1.2	£1.0	£1.3	£1.9	£6.1	£22.4	£7.1	£3.1	£7.2	£9.2	£26.7	£179.7
	25.5	20.0	-1.2	20	21.5	21.7	20.1		27.1	20.1	~ / . £	-1.2	220.7	2.77.7
								-						



						Clothe	es and Shoe	es - 1st choice											Clothe	es and Sho	es - 2nd choice	•				
STORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONES 8-11 TOTAL	1	2	3	4	5	6	7	ZONES 1 - 7 TOTAL	8	9	10	11	ZOI
	£125.2 £87.6	£67.8 £47.5	£35.1 £24.6	£54.3 £38.0	£16.2 £11.3	£24.6 £17.2	£42.8 £30.0	£366.0 £256.2	£51.0 £35.7	£85.8 £60.1	£87.0 £60.9	£54.5 £38.2	£278.4 £194.9	£37.5	£20.3	£10.5	£16.3	£4.9	£7.4	£12.8	£109.8	£15.3	£25.7	£26.1	£16.4	1
DNE 1 - DERRY - LONDONDERRY WEST	E07.0	£47.3	124.0	E30.U	EII.3	£17.2	E30.0	1230.2	E35.7	£00.1	£00.9	E30.2	£194.9	E37.5	120.3	£10.5	E10.3	£4.9	£7.4	£12.0	£109.0	E13.3	£23.7	£20.1	£10.4	十
ONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area an 2011 Proposals Map)	£59.1	£28.7	£15.1	£14.2	£1.1	£9.1	£1.4	£128.7	£13.7	£48.2	£4.7	£1.6	£68.2	£26.6	£11.5	£6.9	£6.6	£0.8	£4.4	£1.7	£58.5	£6.1	£19.9	£1.8	£0.0	
oyleside Shopping Centre, Orchard Street (Boots, Clarks, ebenhams, Dunnes, River Island, Next, The Body Shop, &S, Topman, Topshop)	£38.4	£15.9	£6.0	£6.2	£1.1	£4.3	£0.4	£72.2	£4.3	£6.9	£4.7	£1.6	£17.6	£11.7	£6.0	£3.1	£1.8	£0.6	£1.9	£0.7	£25.7	£1.7	£2.4	£1.8	£0.0	
ichmond Shopping Centre, Ferryquay Street (Argos, Card actory, Fosters, Game, Holland & Barrett, JD Sports, New ook, Sports Direct)	£1.7	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£4.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.0	£0.0	£0.2	£0.0	£0.0	
Puayside Shopping Centre, Strand Road (Tesco, Savers, lard Factory, Quayside Interiors, Poundsworth, H. Sweeny (themists)	£0.0	£0.5	£0.3	£0.0	£0.0	£0.0	£0.0	£0.7	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	
erry-Londonderry CITY CENTRE	£19.1	£11.4	£8.9	£8.0	£0.0	£4.8	£1.1	£53.3	£9.1	£41.3	£0.0	£0.0	£50.4	£11.0	£5.3	£3.7	£4.8	£0.2	£2.5	£1.0	£28.5	£4.3	£17.4	£0.0	£0.0	
Iorthside District Centre	£0.0	£0.0	£0.3	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	Т
ath Mor District Centre oringtown District Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	
Ballyarnett Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	ı
Buncrana Road EAST Local Centre	0.03	0.0£	£0.0	0.03	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	0.0£	0.03	£0.2	£0.0	0.03	0.03	0.03	
Buncrana Road WEST Local Centre Lower Galliagh Road Local Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.4	£0.0 £0.0	£0.0 £0.0	
austina Retail Park, Buncrana Road (The Range, Dunelm)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
celand, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
esley Retail Park, Strand Road (Smyths Toys, PureGym,	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	0.0£	£0.0	0.0£	£0.0	£0.0	0.03	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
idl, Buncrana Road	0.03	0.03	0.03	0.03	0.03	0.03	0.03	£0.0	£0.0	£0.0	0.03	0.03	£0.0	0.03	0.03	0.03	0.03	0.03	0.03	0.03	£0.0	0.03	0.03	0.03	0.03	1
Park Village Centre Pennyburn Industrial Estate, Springtown	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	
Springtown Industrial Estate, Springtown Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Other Zone 1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ONE 1 TOTAL	£60.1	£28.7	£15.6	£14.2	£1.1	£9.2	£1.4	£130.3	£14.3	£48.2	£4.7	£1.6	£68.8	£26.6	£11.8	£7.1	£6.6	£0.8	£4.4	£1.7	£59.0	£6.1	£20.3	£1.8	£0.0	
ONE 2 - DERRY - LONDONDERRY EAST																										Т
isnagelvin District Centre, Lisnagelvin Road (Tesco, Card actory, Lloyds Pharmacy, Poundland, Primark, Savers, iemichem)	£2.6	£3.1	£1.7	£0.0	£0.0	£0.9	£0.0	£8.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4	£0.6	£0.0	£0.0	£0.3	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	
.isnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	£7.5	£2.1	£0.2	£0.0	£0.1	£0.3	£0.3	£10.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£2.0	£0.2	£0.3	£0.1	£0.2	£0.0	£3.5	£0.0	£0.0	£0.0	£0.0	
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	£1.7	£2.1	£0.3	£0.0	£0.0	£0.2	£0.0	£4.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	
Glenkeen Furnishings, Glendermott Road, Waterside	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
Trench Road Shopping Center, Hollymount Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CFC Interiors, Clooney Road, Campsie	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Maydown Village & Retail Area	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
Other Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
ZONE 2 TOTAL	£11.8	£7.2	£2.2	£0.0	£0.1	£1.4	£0.3	£23.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£3.1	£0.8	£0.3	£0.1	£0.5	£0.0	£7.2	£0.0	£0.0	£0.0	£0.0	
ONE 3 - EGLINTON glinton Village Centre																										t
	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Campsie Business Park, Eglinton, Derry	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Orumahoe Village Centre Other Zone 3	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	
ONE 3 TOTAL	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	
ONE 4 - STRABANE																										+
STRABANE TOWN CENTRE	£1.6	£0.9	£0.3 £0.0	£15.9	£2.5	£0.3	£0.9	£22.4	£0.0	0.03	£0.7	£2.3	£3.1	0.03	£0.0 £0.0	£0.1	£5.5	£0.8	£0.2 £0.0	£1.0	£7.6 £0.3	0.03	0.03	£0.0	£2.7	1
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento,	£1.6	£0.0	EU.U	£0.7	£0.2	£0.0	£0.0	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£U.U	£0.0	£0.2	£0.1	1.0.0	£0.0	10.3	£0.0	£0.0	£0.0	£0.0	1
cilento Designer Wear, Gallaghers Fresh Food Centre, IcDonalds)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.6	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
trabane Shopping / Retail Park, Branch Road, STRABANE SportsDirect, Poundland, Poundstretcher, Argos, eacocks, New Look)	£0.0	£0.0	£0.0	£0.7	£1.1	£0.2	£0.2	£2.2	£0.0	£0.0	£0.7	£1.6	£2.4	£0.0	£0.0	£0.1	£0.0	£0.4	£0.1	£0.5	£1.1	£0.0	£0.0	£0.0	£2.2	
trabane Town Centre	£0.0	£0.9	£0.3	£14.6	£1.2	£0.0	£0.0	£17.0	£0.0	£0.0	£0.0	£0.7	£0.7	£0.0	£0.0	£0.0	£5.3	£0.4	£0.1	£0.5	£6.2	£0.0	£0.0	£0.0	£0.6	
ion Mills Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Other Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ZONE 4 TOTAL	£1.6	£0.9	£0.3	£15.9	£2.5	£0.3	£0.9	£22.4	£0.0	£0.0	£0.7	£2.3	£3.1	£0.0	£0.0	£0.1	£5.5	£0.8	£0.2	£1.0	£7.6	£0.0	£0.0	£0.0	£2.7	
ZONE 5 - CASTLEDERG Castlederg Village Centre	£0.0	£0.0	£0.0	£0.3	£1.9	£0.0	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	T
ONE 5 TOTAL	50.0		20.0	20.2	64.0	50.0			50.0		20.0	50.0			200		500	507		20.0			20.0	20.0		
	£0.0	£0.0	£0.0	£0.3	£1.9	£0.0	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	- 1



					Fu	rniture, Flo	or Covering	s, Carpets + 1	extiles										Househol	ld appliand		1				
STORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONES 8-11 TOTAL	1	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONE
	£25.8 £25.81	£14.8 £14.79	£8.0 £7.96	£12.0 £12.05	£3.6 £3.57	£5.9 £5.85	£10.4 £10.36	£80.4 £80.4	£11.6 £11.6	£19.3 £19.3	£19.6 £19.6	£12.3 £12.3	£62.8 £62.8	£11.0 £11.03	£5.8 £5.80	£2.9 £2.88	£4.9 £4.92	£1.5 £1.49	£2.2 £2.24	£3.7 £3.74	£32.1 £32.1	£4.2 £4.2	£0.1 £0.1	£0.1 £0.1	0.0£	£
ZONE 1 - DERRY - LONDONDERRY WEST																										
ONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area Plan 2011 Proposals Map)	£8.7	£4.2	£2.5	£3.6	£0.1	£1.6	£1.1	£21.7	£1.6	£6.4	£1.1	£1.5	£10.6	£2.0	£0.7	£0.5	£0.6	£0.0	£0.4	£0.1	£4.4	£0.4	£0.0	£0.0	£0.0	f
oyleside Shopping Centre, Orchard Street (Boots, Clarks,																										
Debenhams, Dunnes, River Island, Next, The Body Shop, VL&S, Topman, Topshop)	£0.7	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£1.1	£0.0	£0.0	£1.1	£0.0	£1.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	
งเฉร, ropman, ropshop) Richmond Shopping Centre, Ferryquay Street (Argos, Card																										
actory, Fosters, Game, Holland & Barrett, JD Sports, New	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Look, Sports Direct) Quayside Shopping Centre, Strand Road (Tesco, Savers,																										
Card Factory, Quayside Interiors, Poundsworth, H. Sweeny	£0.0	£0.4	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Chemists) Derry-Londonderry CITY CENTRE	£7.9	£3.9	£2.2	£3.6	£0.0	£1.5	£1.1	£20.2	£1.6	£6.4	£0.0	£1.5	£9.5	£2.0	£0.7	£0.5	£0.6	£0.0	£0.4	£0.1	£4.3	£0.4	0.0£	£0.0	£0.0	
scriy tondonderry or r others	L7.7	13.7	LZ.Z	15.0	20.0	L1.5	21.1	120.2	21.0	20.4	10.0	11.5	27.5	12.0	20.7	10.5	20.0	20.0	10.4	10.1	14.5	20.4	20.0	20.0	20.0	
Northside District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Rath Mor District Centre Springtown District Centre	£0.4	0.03	0.03	0.03	0.03	0.03	0.03	£0.4	0.03	0.03	0.03	0.03	0.0±	£0.1	0.03	0.03	0.03	0.03	0.03	0.03	£0.1	0.03	0.03	0.03	0.03	
springtown bisulet centre	£0.8	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	
Ballyarnett Local Centre	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	
Buncrana Road EAST Local Centre	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	0.03	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	0.03	
Buncrana Road WEST Local Centre Lower Galliagh Road Local Centre	£0.0 £0.0	£0.2 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.2 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.7 £0.0	£0.7 £0.0	£0.3 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.3 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	
-	1							1																		1
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	£0.7	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
celand, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
esley Retail Park, Strand Road (Smyths Toys, PureGym,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	1
Lidl, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Park Village Centre Pennyburn Industrial Estate, Springtown	£0.0 £1.9	£0.0 £0.6	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £2.5	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.5	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.5	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	
Springtown Industrial Estate, Springtown Road	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	
Other Zone 1	£0.8	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.9	£0.1	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	
ZONE 1 TOTAL	614.7	CE E	62.0	62.7	CO 1	C1 /	C1 1	£29.3	61.0	6/ 4	£1.1	r2 2	£11.4	£3.5	£0.8	£0.5	50.7	0.00	1.03	£0.1	£6.1	50.4	0.00	0.00	£0.0	
EONE I TOTAL	£14.7	£5.5	£2.8	£3.6	£0.1	£1.6	£1.1	127.3	£1.8	£6.4	E1.1	£2.2	£11.4	13.5	10.0	10.5	£0.7	£0.0	£0.4	EU. I	E0.1	£0.4	£0.0	£0.0	EU.U	
ZONE 2 - DERRY - LONDONDERRY EAST																										
isnagelvin District Centre, Lisnagelvin Road (Tesco, Card																										
Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	£1.0	£0.4	£0.0	£0.2	£0.0	£0.1	£0.0	£1.6	£0.2	£0.0	£0.0	£0.0	£0.2	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	1
isnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan,																										1
Vext)	£0.0	£0.8	£0.0	£0.2	£0.0	£0.0	£0.2	£1.2	£0.0	£0.2	£0.0	£0.0	£0.2	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	1
																										1
Crescent Link Retail Park, Crescent Link Road (Argos, Boots Next Home, Halfords, Maplin, Mothercare, Toys R Us,	£3.4	£4.3	£2.0	£0.5	£0.2	£1.6	£0.4	£12.3	£0.5	£0.0	£0.0	£0.0	£0.5	£5.5	£3.7	£1.2	£1.0	£0.1	£0.6	£0.2	£12.3	£0.2	£0.0	£0.0	£0.0	
Carpetright, Harveys)	25.4	L4.5	12.0	20.5	20.2	21.0	LU.4	112.5	10.5	20.0	20.0	20.0	20.5	25.5	LJ.7	L1.2	L1.0	20.1	10.0	LU.2	112.5	10.2	20.0	20.0	20.0	
Glenkeen Furnishings, Glendermott Road, Waterside	£1.7	£1.1	£0.4	£0.0	£0.0	£0.2	£0.0	£3.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
French Road Shopping Center, Hollymount Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CFC Interiors, Clooney Road, Campsie Maydown Village & Retail Area	£0.0 £0.0	£0.4	£0.2	0.03	0.03	£0.1	£0.0 £0.0	£0.7	£0.1	0.03	0.03	0.03	£0.1 £0.0	£0.0 £0.0	0.03	£0.0	£0.0 £0.1	£0.0	0.03	0.03	£0.0	0.03	£0.0 £0.0	0.03	£0.0 £0.0	
Other Zone 2	£0.0	£0.0 £0.0	£0.0 £0.1	£0.0 £0.2	£0.0 £0.0	£0.0 £0.1	£0.0	£0.0 £1.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0	£0.2 £0.0	£0.1 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.4 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0	
ZONE 2 TOTAL	£6.7	£7.1	£2.7	£1.0	£0.2	£2.0	£0.6	£20.2	£0.8	£0.2	£0.0	£0.0	£1.0	£5.7	£4.0	£1.4	£1.1	£0.1	£0.7	£0.2	£13.2	£0.2	£0.0	£0.0	£0.0	1
ZONE 3 - EGLINTON	ļ							<u> </u>	<u> </u>					-							-	ļ				┿
Eglinton Village Centre	50.7	0.00	2 0 2	0.00	0.00	0.02	0.00	61.0	0.00	0.00	0.00	0.00	0.00	0.00	0.02	CO 1	0.00	0.02	0.00	0.00	50.1	0.00	0.00	0.00	0.02	
Occupate Bustone Book Fullistee Book	£0.7	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	
Campsie Business Park, Eglinton, Derry Drumahoe Village Centre	£0.0 £0.0	£0.2 £0.0	£0.5 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.8 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.1 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.1 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	
Other Zone 3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	
ZONE 3 TOTAL	£0.7	£0.2	£0.8	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	
ZONE 4 - STRABANE																										\top
STRABANE TOWN CENTRE	£0.0	£0.0	£0.1	£4.6	£0.3	£0.0	£0.7	£5.7	£0.0	£0.0	£0.0	£1.5	£1.5	£0.0	£0.0	£0.0	£2.2	£0.2	£0.0	£0.0	£2.4	£0.0	£0.0	£0.0	£0.0	
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Cilento Designer Wear, Gallaghers Fresh Food Centre,	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	
McDonalds) Strahana Shapping / Potail Park, Branch Bood, STRARANE																										
Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.8	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	1
Peacocks, New Look)																										1
Strabane Town Centre	£0.0	£0.0	£0.1	£4.5	£0.3	£0.0	£0.7	£5.5	£0.0	£0.0	£0.0	£0.7	£0.7	£0.0	£0.0	£0.0	£1.9	£0.1	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	1
Sion Mills Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0£	£0.0	£0.0	1
Others 7 and 4	1.				-			l .	l .												Ι.	l .	_			1
Other Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
ZONE 4 TOTAL	£0.0	£0.0	£0.1	£4.6	£0.3	£0.0	£0.7	£5.7	£0.0	£0.0	£0.0	£1.5	£1.5	£0.0	£0.0	£0.0	£2.2	£0.2	£0.0	£0.0	£2.4	£0.0	£0.0	£0.0	£0.0	1
	10.0	20.0	£0.1	£4.0	EU.3	£0.U	EU./	13.7	EU.U	20.0	EU.U	E1.3	E1.3	EU.U	£U.U	20.0	£4.4	£0.2	20.0	EU.U	EZ.4	EU.U	£0.0	£0.0	£0.0	1
ZONE 5 - CASTLEDERG	1							1	1					i –							i –	i –				T
Castlederg Village Centre	£0.0	£0.2	£0.0	£0.5	£1.8	£0.0	£0.3	£2.8	£0.4	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.2	£0.7	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	
ZONE 5 TOTAL	£0.0	£0.2	£0.0	£0.5	£1.8	£0.0	£0.3	£2.8	£0.4	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.2	£0.7	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	1
								I	ı				l	i .												



						Audio vis	ual equipm	ent	_											DIY		_				_
STORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONES 8-11 TOTAL	1	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONE
	£21.7 £21.69	£12.6 £12.63	£8.4 £8.36	£12.00	£3.8 £3.81	£6.9 £6.94	£10.1 £10.06	£75.5 £75.5	£11.7 £11.7	£19.2 £19.2	£19.5 £19.5	£12.2 £12.2	£62.6 £62.6	£13.4 £13.38	£7.5 £7.54	£4.3 £4.27	£7.0 £6.98	£2.2 £2.17	£3.7 £3.68	£6.2	£44.2 £44.2	£6.4 £6.4	£10.9 £10.9	£11.3 £11.3	£7.2 £7.2	£3
ONE 1 - DERRY - LONDONDERRY WEST	£21.09	£12.03	£8.30	£12.00	£3.81	£0.94	£10.06	£/3.3	£11./	£19.2	£19.5	£12.2	£02.0	£13.38	£1.54	£4.21	£0.98	£2.17	£3.08	£6.18	£44.2	£0.4	£10.9	£11.3	£1.2	+ -
ONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area Plan 2011 Proposals Map)	£5.7	£1.3	£1.5	£1.7	£0.0	£1.3	£0.5	£12.0	£1.4	£10.3	£0.0	£0.8	£12.4	£4.2	£1.2	£0.9	£1.5	£0.0	£0.7	£0.0	£8.5	£1.0	£3.5	£0.0	£0.0	£
oyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	£1.7	£0.3	£0.0	£0.3	£0.0	£0.2	£0.1	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	f
Richmond Shopping Centre, Ferryquay Street (Argos, Card actory, Fosters, Game, Holland & Barrett, JD Sports, New ook, Sports Direct)	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
erry-Londonderry CITY CENTRE	£3.2	£1.1	£1.5	£1.4	£0.0	£1.2	£0.4	£8.7	£1.4	£10.3	£0.0	£0.8	£12.4	£4.2	£1.1	£0.9	£1.5	£0.0	£0.7	£0.0	£8.4	£1.0	£3.5	£0.0	£0.0	
orthside District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	ı
ath Mor District Centre pringtown District Centre	£0.0 £0.0	£0.0 £0.1	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £1.1	£0.0 £0.3	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £1.4	£0.0 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	
allyarnett Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	ı
Buncrana Road EAST Local Centre	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	ı
uncrana Road WEST Local Centre ower Galliagh Road Local Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.2 £0.0	£0.1 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	£0.3 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	
austina Retail Park, Buncrana Road (The Range, Dunelm)	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	
celand, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
esley Retail Park, Strand Road (Smyths Toys, PureGym,	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
idl, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	
ark Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
Pennyburn Industrial Estate, Springtown Springtown Industrial Estate, Springtown Road	£0.0	£0.0	0.03	0.03	£0.0	£0.0	0.03	0.0£	0.03	0.03	0.03	0.03	0.03	£0.2	£0.0	0.03	0.0£	£0.0	0.03	0.03	£0.2	£0.0	0.03	0.03	£0.0	
pringtown industrial Estate, springtown Road Other Zone 1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£1.6 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£1.7 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	
CONE 1 TOTAL		£1.5	£1.6	£1.8	£0.0	£1.3	£0.5	£13.0	£1.6	£10.3	£0.0	£0.8	£12.6	£8.0	£1.8	£1.0	£1.6	£0.0	£0.8	£0.0	£13.4	£1.0	£3.6	£0.0	£0.0	
	£6.4	£1.5	£1.0	£1.8	£0.0	£1.3	£0.5	£13.0	£1.0	£10.3	£0.0	£0.8	£12.0	18.0	£1.8	£1.0	£1.0	£0.0	£0.8	£0.1	£13.4	£1.0	£3.0	£0.0	£0.0	┸
ONE 2 - DERRY - LONDONDERRY EAST																										1
isnagelvin District Centre, Lisnagelvin Road (Tesco, Card actory, Lloyds Pharmacy, Poundland, Primark, Savers, semichem)	£0.4	£0.1	£0.2	£0.0	£0.0	£0.1	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	
isnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, lext)	£0.8	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	£12.6	£8.4	£4.1	£1.6	£0.6	£2.7	£1.1	£31.0	£1.2	£0.0	£0.3	£0.0	£1.5	£5.2	£5.0	£2.2	£1.1	£0.0	£1.2	£0.2	£14.8	£0.7	£0.1	£0.0	£0.0	
Glenkeen Furnishings, Glendermott Road, Waterside	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
rench Road Shopping Center, Hollymount Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CFC Interiors, Clooney Road, Campsie	£0.0	£0.0	£0.0	0.03	0.03	0.03	£0.0	£0.0	£0.0	£0.0	0.03	0.03	£0.0	0.03	0.0£	£0.0	0.03	0.03	£0.0	0.03	0.0 <u>3</u>	0.03	£0.0	0.03	£0.0	ı
Maydown Village & Retail Area Other Zone 2	£0.0 £0.0	£0.2 £0.0	£0.2 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.5 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	ı
Julei zone z	10.0	EU.U	EU.U	10.0	EU.U	E0.0	EU.U	10.0	10.0	EU.U	EU.U	10.0	10.0	10.0	EU.U	EU.U	EU.U	EU.U	EU.U	EU.U	£0.0	E0.0	EU.U	EU.U	EU.U	
ONE 2 TOTAL	£13.9	£8.9	£4.7	£1.6	£0.6	£2.8	£1.1	£33.6	£1.2	£0.0	£0.3	£0.0	£1.5	£5.3	£5.3	£2.2	£1.1	£0.0	£1.2	£0.2	£15.4	£0.7	£0.1	£0.0	£0.0	
ONE 3 - EGLINTON iglinton Village Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£0.9	£0.1	£0.0	£0.0	£0.0	T
Donate Date on Date Fullation Donate																										ı
Campsie Business Park, Eglinton, Derry	£0.0	£0.0	£0.0	£0.0	0.03	0.03	£0.0	£0.0	£0.0	0.03	0.03	0.03	£0.0	0.03	£0.0	0.03	0.03	0.03	0.03	0.03	0.0±	0.03	0.03	0.03	£0.0	1
Orumahoe Village Centre Other Zone 3	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	1
ONE 3 TOTAL	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£0.9	£0.1	£0.0	£0.0	£0.0	
ONE 4 - STRABANE	50.0	50.5	ro 1	6/ 0	50.0	50.1	50.2	60.0	50.0	50.0	50.0	64.4	F4 4		50.0		£2.2	£0.0		50.0	62.7	50.0	50.0	£0.0	£0.5	十
STRABANE TOWN CENTRE Asda, Branch Road, Strabane	£0.0 £0.0	£0.0 £0.0	£0.1 £0.1	£6.9 £0.0	£0.9 £0.1	£0.1 £0.0	£0.3 £0.0	£8.2 £0.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£1.1 £0.0	£1.1 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£3.3 £0.0	£0.2 £0.0	£0.0 £0.0	£0.2 £0.0	£3.7 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.5 £0.0	1
Pavilion Retail Park, Railway Street, STRABANE (Argento,		20.0	20.1	20.0	20.1	20.0	20.0	20.2	1	20.0	20.0	20.0	20.0	10.0	_0.0	10.0	_0.0	_0.0	10.0	10.0	20.0		20.0	_0.0	_0.0	1
Cilento Designer Wear, Gallaghers Fresh Food Centre, McDonalds)	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Strabane Shopping / Retail Park, Branch Road, STRABANE SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)	£0.0	£0.0	£0.0	£0.3	£0.5	£0.0	£0.1	£0.9	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	
trabane Town Centre	£0.0	£0.0	£0.0	£6.4	£0.3	£0.1	£0.2	£7.0	£0.0	£0.0	£0.0	£0.8	£0.8	£0.0	£0.0	£0.0	£3.2	£0.2	£0.0	£0.2	£3.6	£0.0	£0.0	£0.0	£0.5	
sion Mills Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	
Other Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	
ONE 4 TOTAL	£0.0	£0.0	£0.1	£6.9	£0.9	£0.1	£0.3	£8.2	£0.0	£0.0	£0.0	£1.1	£1.1	£0.0	£0.0	£0.0	£4.0	£0.2	£0.0	£0.3	£4.5	£0.0	£0.0	£0.0	£0.5	
ZONE 5 - CASTLEDERG Castlederg Village Centre	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£1.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	T
ONE 5 TOTAL	50.0	60.0	50.0	50.0	50.2	50.0	50.0	50.3	50.0	60.0	50.0	50.0	50.0	£0.0	£0.1	60.0	£0.1	61.0	60.0	60.0	61.2	50.0	60.0	50.0	50.0	1
ONE 3 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£1.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	1



						Cne	mist and me	edical goods												Books						
STORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONES 8-11 TOTAL	1	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONI
	£45.3 £45.25	£24.5 £24.52	£13.9 £13.90	£21.2 £21.24	£6.2 £6.16	£10.1 £10.10	£16.3 £16.34	£137.5 £137.5	£19.5 £19.5	£32.8 £32.8	£33.3 £33.3	£20.9 £20.9	£106.5 £106.5	£21.6 £21.59	£12.6 £12.63	£6.6 £6.60	£9.9 £9.93	£2.8 £2.83	£4.5 £4.49	£8.5 £8.53	£66.6 £66.6	£9.5	£15.8 £15.8	£16.0 £16.0	£10.0 £10.0	£
ONE 1 - DERRY - LONDONDERRY WEST	210.20	221.02	2.10.70		20.10	210.10	210.01	2107.0	217.0	202.0	200.0	220.7	2100.0	221.07	212.00	20.00	27.70	LLIGO	21117	20.00	200.0	27.0	210.0	210.0	210.0	
ONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area lan 2011 Proposals Map)	£34.3	£9.5	£4.0	£1.6	£0.0	£2.0	£0.2	£51.6	£1.1	£6.8	£2.3	£0.0	£10.2	£13.5	£7.8	£3.4	£1.5	£0.3	£2.0	£0.7	£29.2	£1.3	£5.0	£0.0	£0.0	f
oyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, J&S, Topman, Topshop)	£11.1	£1.6	£1.1	£0.2	£0.0	£0.7	£0.0	£14.7	£0.2	£0.0	£2.3	£0.0	£2.5	£5.7	£3.4	£1.9	£0.7	£0.2	£0.8	£0.0	£12.7	£0.2	£0.2	£0.0	£0.0	f
Richmond Shopping Centre, Ferryquay Street (Argos, Card actory, Fosters, Game, Holland & Barrett, JD Sports, New ook, Sports Direct)	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.5	£0.1	£0.0	£0.1	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	1
Derry-Londonderry CITY CENTRE	£22.9	£7.2	£2.9	£1.5	£0.0	£1.3	£0.0	£35.7	£0.9	£6.8	£0.0	£0.0	£7.7	£7.5	£3.7	£1.4	£0.8	£0.1	£1.2	£0.7	£15.4	£1.1	£4.8	£0.0	£0.0	
Northside District Centre	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ath Mor District Centre pringtown District Centre	£0.0 £0.4	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.4	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.3	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.3	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	
Ballyarnett Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Buncrana Road EAST Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.5	£0.0	£0.0	£0.7	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	
Buncrana Road WEST Local Centre ower Galliagh Road Local Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0± 0.0±	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.1	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	
austina Retail Park, Buncrana Road (The Range, Dunelm)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	
celand, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
esley Retail Park, Strand Road (Smyths Toys, PureGym,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
idl, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Park Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Pennyburn Industrial Estate, Springtown Springtown Industrial Estate, Springtown Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	£0.0	£0.0	0.03	£0.0	0.03	0.03	0.03	£0.0	£0.0	0.03	0.03	0.03	0.03	0.03	0.03	0.0£	
Other Zone 1	£0.0 £1.2	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £1.2	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	
ONE 1 TOTAL	£36.8	£9.5	£4.1	£1.6	£0.0	£2.0	£0.4	£54.4	£1.3	£7.4	£2.3	£0.0	£10.9	£14.3	£7.8	£3.6	£1.5	£0.3	£2.0	£0.7	£30.2	£1.3	£5.0	£0.0	£0.0	
	130.0	17.5	14.1	11.0	10.0	12.0	10.4	134.4	L1.3	17.4	12.3	10.0	£10.7	114.3	17.0	13.0	LI.J	10.3	12.0	10.7	130.2	L1.3	13.0	10.0	10.0	┷
ONE 2 - DERRY - LONDONDERRY EAST																										
isnagelvin District Centre, Lisnagelvin Road (Tesco, Card actory, Lloyds Pharmacy, Poundland, Primark, Savers, emichem)	£0.5	£2.0	£0.2	£0.2	£0.0	£0.3	£0.0	£3.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	
isnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	£0.0	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Vext Home, Haifords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	£5.9	£9.9	£2.9	£1.1	£0.0	£0.4	£0.2	£20.4	£0.2	£0.0	£0.0	£0.0	£0.2	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	
Glenkeen Furnishings, Glendermott Road, Waterside	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
rench Road Shopping Center, Hollymount Park	£0.0	£1.6	£0.1	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
CFC Interiors, Clooney Road, Campsie	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	1
Maydown Village & Retail Area	0.03	£0.0	0.03	£0.0	0.03	£0.0	0.03	£0.0	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	0.03	0.03	0.03	£0.0	0.03	0.03	0.03	0.03	0.03	0.03	0.0£	1
Other Zone 2	£0.7	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	
ONE 2 TOTAL	£7.1	£14.6	£3.4	£1.3	£0.0	£0.7	£0.2	£27.3	£0.2	£0.0	£0.0	£0.0	£0.2	£0.7	£0.9	£0.1	£0.0	£0.0	£0.1	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	
ONE 3 - EGLINTON																										\dagger
glinton Village Centre	£0.0	£0.0	£3.0	£0.0	£0.0	£0.0	£0.0	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	
Campsie Business Park, Eglinton, Derry	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1
Orumahoe Village Centre	£0.0	£0.0	£1.7	£0.0	£0.0	£0.1	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0£	£0.0	£0.0	£0.0	£0.0	
Other Zone 3	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ONE 3 TOTAL	£0.0	£0.0	£5.0	£0.0	£0.0	£0.1	£0.0	£5.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	丄
ONE 4 - STRABANE STRABANE TOWN CENTRE Asida Branch Road Strahano	£0.0	£0.0	£0.5	£15.8	£0.0	£0.0	£0.8	£17.1	£0.0	£0.0	£0.0	£0.3	£0.3	£0.0	£0.1	£0.0	£5.4	£0.2	£0.1	£1.1	£7.0	£0.0	£0.0	£0.0	£1.0	
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento,	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	
cilento Designer Wear, Gallaghers Fresh Food Centre, IncDonalds)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.5	
trabane Shopping / Retail Park, Branch Road, STRABANE sportsDirect, Poundland, Poundstretcher, Argos, pages of New Loy Levis	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
eacocks, New Look) Irabane Town Centre	£0.0	£0.0	£0.3	£15.4	£0.0	£0.0	£0.8	£16.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.4	£0.2	£0.1	£0.9	£6.5	£0.0	£0.0	£0.0	£0.5	ı
on Mills Village Centre	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	
Other Zone 4	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ONE 4 TOTAL	£0.0	£0.0	£0.5	£16.6	£0.0	£0.0	£0.8	£17.9	£0.0	£0.0	£0.0	£0.3	£0.3	£0.0	£0.1	£0.0	£5.5	£0.2	£0.1	£1.1	£7.1	£0.0	£0.0	£0.0	£1.0	
		_5.0	_5.0	0.0	_5.0	_5.0					_5.0	_3.0							-2		=/··		_5.0	_5.0		4
ONE 5 CASTLEDEDG								05.0			0.00	0.00								0.00	l	I			0.00	1
ONE 5 - CASTLEDERG Castlederg Village Centre	£0.0	£0.0	£0.0	£0.0	£5.5	£0.0	£0.4	£5.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.6	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	1



						Luxury	goods and	d sports goods						GRAND
STORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONES 8-11 TOTAL	TOTAL (£)
	£43.3	£23.6	£14.0	£21.4	£6.8	£11.6	£17.0	£137.7	£19.9	£33.8	£34.3	£21.5	£109.5	
ZONE 1 - DERRY - LONDONDERRY WEST	£43.29	£23.59	£14.01	£21.40	£6.80	£11.59	£16.98	£137.7	£19.9	£33.8	£34.3	£21.5	£109.5	
LONDONDERRY/ DERRY CITY CENTRE (as of the Derry Area Plan 2011 Proposals Map)	£9.7	£5.8	£2.0	£1.0	£2.8	£0.4	£5.0	£26.7	£5.8	£20.1	£0.0	£0.0	£25.9	£507.7
Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	£0.8	£1.8	£0.0	£0.0	£0.4	£0.0	£0.6	£3.6	£0.7	£1.4	£0.0	£0.0	£2.0	£162.3
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£10.1
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6
Chemists) Derry-Londonderry CITY CENTRE	£6.8	£4.0	£2.0	£1.0	£2.3	£0.4	£4.4	£21.0	£5.1	£18.8	£0.0	£0.0	£23.9	£331.7
Northside District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5
Rath Mor District Centre Springtown District Centre	£0.0	0.03	0.03	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.03	£0.0	£0.5
spiniglown district Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6
Ballyarnett Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
Buncrana Road EAST Local Centre Buncrana Road WEST Local Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£2.5 £1.5
Lower Galliagh Road Local Centre	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4
Iceland, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lesley Retail Park, Strand Road (Smyths Toys, PureGym,	£2.8	£0.3	£0.2	£0.4	£0.4	£0.0	£0.0	£4.2	£0.0	£0.0	£0.0	£0.0	£0.0	£5.5
Lidl, Buncrana Road	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Park Village Centre Pennyburn Industrial Estate, Springtown	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £3.2
Springtown Industrial Estate, Springtown Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
Other Zone 1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4
ZONE 1 TOTAL	£13.7	£6.5	£2.2	£1.4	£3.3	£0.4	£5.0	£32.6	£5.8	£20.1	£0.0	£0.0	£25.9	£537.5
ZONE 2 - DERRY - LONDONDERRY EAST														
Lisnagelvin District Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	£0.6	£0.7	£0.0	£0.0	£0.0	£0.0	£0.3	£1.6	£0.4	£0.0	£0.0	£0.0	£0.4	£19.0
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	£0.0	£0.8	£0.0	£0.0	£0.1	£0.0	£0.0	£0.9	£0.0	£1.4	£0.0	£0.0	£1.4	£19.7
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	£21.6	£7.7	£1.9	£1.4	£0.8	£0.2	£0.3	£33.9	£0.4	£0.0	£0.0	£0.0	£0.4	£134.8
Glenkeen Furnishings, Glendermott Road, Waterside	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3
Trench Road Shopping Center, Hollymount Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
CFC Interiors, Clooney Road, Campsie Maydown Village & Retail Area	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£1.2 £0.9
Other Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3
ZONE 2 TOTAL	£22.2	£9.3	£1.9	£1.4	£0.9	£0.2	£0.7	£36.4	£0.8	£1.4	£0.0	£0.0	£2.2	£184.0
ZONE 3 - EGLINTON														
Eglinton Village Centre	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£5.9
Campsie Business Park, Eglinton, Derry	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Drumahoe Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8
Other Zone 3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
ZONE 3 TOTAL	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£8.9
ZONE 4 - STRABANE STRABANE TOWN CENTRE Asda, Branch Road, Strabane	£0.0 £0.0	£0.4 £0.0	£7.4 £0.0	£4.8 £0.0	£0.0 £0.0	£1.4 £0.0	£0.0 £0.0	£14.1 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£3.1 £0.0	£3.1 £0.0	£101.3 £3.6
Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear, Gallaghers Fresh Food Centre, McDonalds)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£1.6	£3.5
Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)	£0.0	£0.0	£0.7	£3.7	£0.0	£0.9	£0.0	£5.3	£0.0	£0.0	£0.0	£1.6	£1.6	£17.6
Strabane Town Centre	£0.0	£0.4	£6.7	£1.1	£0.0	£0.5	£0.0	£8.7	£0.0	£0.0	£0.0	£0.0	£0.0	£76.7
Sion Mills Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£0.4	£0.0	£0.0	£0.0	£0.4	£1.8
Other Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
			67.4	£4.8	£0.0	£1.4	£0.3	£14.4	£0.4	£0.0	£0.0	£3.1	£3.5	£103.9
ZONE 4 TOTAL	£0.0	£0.4	£7.4	14.0										<u> </u>
	£0.0	£0.4	£0.0	£4.1	£0.0	£0.0	£0.0	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£19.1



TABLE 7D: COMPARISON GOODS TURNOVER, BY ZONE, 2032

£87.6	2 £67.8	3	4	5	6	7	ZONES 1-7	8	Q	10	11	ZONES 8-11	_	2	3	4	5	,	_	ZONES 1 - 7	ī				201120 0 44
£125.2 £87.6	6 7 9			-	-													b	7		8	9	10	11	ZONES 8-11
		£35.1	£54.3	£16.2	£24.6	£42.8	TOTAL £366.0	£51.0	£85.8	£87.0	£54.5	TOTAL £278.4						.7.		TOTAL	045.0				TOTAL
	£47.5	£24.6	£38.0	£11.3	£17.2	£30.0	£256.2	£35.7	£60.1	£60.9	£38.2	£194.9	£37.5	£20.3	£10.5	£16.3	£4.9	£7.4	£12.8	£109.8	£15.3	£25.7	£26.1	£16.4	£83.5
ZONE 6 - CLAUDY Claudy Village Centre £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
3 0																									1
Dungiven Town Centre £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 6 TOTAL £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 - NEWTOWNSTEWART Newtownstewart Village Centre £0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.6	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
	EU.U	EU.U	EU.4	EU.U	EU.U	EU.O	10.9	EU.U	EU.U	EU.U	EU.U	£0.0	EU.U	EU.U	EU.U	EU.U	EU.U	EU.U	EU.3	10.5	EU.U	EU.U	EU.U	EU.U	10.0
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	£0.0	£0.0	£0.4	£1.7	£0.0	£2.7	£4.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.1	£0.0	£0.9	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 TOTAL £0.0	£0.0	£0.0	£0.7	£1.7	£0.0	£3.2	£5.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.1	£0.0	£1.1	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 - LIMAVADY																					<u> </u>				
	£0.5	£0.9	£0.0	£0.0	£1.8	£0.0	£3.2	£7.9	£0.0	£0.0	£0.0	£7.9	£0.0	£0.0	£0.5	£0.0	£0.0	£0.5	£0.0	£1.0	£3.2	£0.0	£0.0	£0.0	£3.2
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS																									1
Engineering) £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 8 £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.1
ZONE 8 TOTAL £0.0	£0.5	£0.9	£1.5	£3.4	£1.8	£6.4	£14.5	£8.2	£0.0	£0.0	£0.0	£8.2	£0.0	£0.0	£0.5	£0.6	£2.2	£0.5	£2.3	£6.1	£3.4	£0.0	£0.0	£0.0	£3.4
																					ļ				
ZONE 9 - INISHOWEN	2.02	0.00	0.00	0.00	2.02	202	50.0	202	CO 7	0.00		52.7	0.00	0.00	0.00	0.00	202	0.00			000	C1 1	0.00	0.00	C4.4
	0.03	0.03	0.03	0.03	0.03	0.03	£0.0	0.03	£2.7	£0.0 £0.0	£0.0 £0.0	£2.7	0.03	0.03	0.03	£0.0 £0.0	0.03	0.03	£0.0 £0.0	£0.0	0.03	£1.1	0.03	£0.0 £0.0	£1.1
5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0			£0.0	£0.0	£0.0	£0.0		0.03	£0.0		£0.0	0.03	£0.0	£0.0		0.0 <u>3</u>
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0±
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0±
Moville Town Centre £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 9 TOTAL £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6	£0.0	£0.0	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£1.1
ZONE 10 - LETTERKENNY																									
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£4.6	£3.2	£8.7	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.8	£1.0	£2.0	£3.8
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone £0.0	60.0	600	60.0	60.0	60.0	60.0	0.03	60.0	60.0	£1.6	0.03	£2 E	50.0	60.0	60.0	60.0	50.0	60.0	50.0	0.03	50.0	60.4	CO 7	£0.4	61.5
Warehouse, Clare Clothing, Right Price Tiles)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£1.0	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.7	£0.4	£1.5
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Letterkenny Retail Park Oldtown LETTERKENNY (TK Maxx	60.0		60.0	0.03	0.00	60.0		0.00	£3.3	£34.7	CE E	£43.5			60.0	0.03	50.0	0.00	£0.0	0.03	£0.0	£1.8	£14.5	£1.6	£17.9
Next, Argos, New Look, M&S, Wallis, River Island)	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	LJ.J	L34./	£5.5	£43.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	EU.U	£0.0	EU.U	L1.0	L14.3	£1.0	£17.9
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£7.7	£3.3	£12.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£3.5	£1.0	£5.9
Zone Clothing)	LU.U	10.0	10.0	10.0	10.0	10.0	10.0	10.0	L1.3	L7.7	LJ.J	112.3	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	L1.4	LJ.J	L1.0	13.7
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Easons, La Touche)																									
ZONE 10 TOTAL £0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£6.4	£48.6	£12.0	£67.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£4.3	£19.7	£5.0	£29.1
ZONE 11 - STRANORLAR			_	_	_			_				П				_		_							
Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers Home Bakery, Master Shoe) £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.7	£5.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£1.5
Pharmacy, Gallagners Home Bakery, Master Shoe)																					l				
	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.5	£0.0	£0.0	£0.0	£4.1	£4.1	£0.0	£0.0	£0.0	£0.0	£0.1	0.03	£0.0	£0.1	0.03	£0.0	£0.0	£1.5	£1.5
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Donegal Road, Ballybofey £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Navenny Shopping Centre, Navenny, BALLYBOFEY £0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
				-	-											-		-				-	-		
ZONE 11 TOTAL £0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.5	£0.0	£0.0	£0.0	£10.8	£10.8	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£3.1	£3.1
Outside Survey Area £3.1	£3.0	£2.1	£3.7	£3.5	£2.4	£20.8	£38.7	£8.8	£0.0	£0.0	£0.0	£8.8	£2.4	£1.9	£0.8	£1.7	£1.1	£0.9	£8.7	£17.6	£3.4	£0.0	£0.0	£0.0	£3.4
CET a Nulla																									
SFT & Nulls																					l				1
Internet / delivery £11.1	£7.1	£2.9	£3.2	£0.5	£1.9	£3.0	£29.7	£4.5	£1.9	£6.9	£11.5	£24.8	£6.1	£3.5	£1.2	£1.4	£0.3	£0.7	£0.4	£13.6	£2.5	£0.0	£4.6	£5.5	£12.6
																					<u> </u>				

Notos



TABLE 7D: COMPARISON GOODS TURNOVER, BY ZONE, 2032

					Fı	ırniture Flor	or Covering	s, Carpets + To	ovtilos										Househole	d applianc	es					
STORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7	8	9	10	11	ZONES 8-11	1	2	3	4	5	6	7	ZONES 1-7	8	9	10	11	ZONES 8-11
	£25.8	£14.8	£8.0	£12.0	£3.6	£5.9	£10.4	TOTAL £80.4	£11.6	£19.3	£19.6	£12.3	TOTAL £62.8	£11.0	£5.8	£2.9	£4.9	£1.5	£2.2	£3.7	TOTAL £32.1	£4.2	£0.1	£0.1	£0.0	TOTAL £4.4
	£25.81	£14.79	£7.96	£12.05	£3.57	£5.85	£10.36	£80.4	£11.6	£19.3	£19.6	£12.3	£62.8	£11.03	£5.80	£2.88	£4.92	£1.49	£2.24	£3.74	£32.1	£4.2	£0.1	£0.1	£0.0	£4.4
ZONE 6 - CLAUDY																										
Claudy Village Centre Feeny Village Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	0.0£	£0.0 £0.0
Dungiven Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
	10.0	20.0	10.0	L0.0	10.0	LO.1	20.0	20.1	10.0	10.0	20.0	20.0	10.0	10.0	10.0	20.0	10.0	20.0	10.5	10.0	20.3	20.0	10.0	10.0	10.0	10.0
ZONE 6 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 - NEWTOWNSTEWART Newtownstewart Village Centre	£0.0	£0.0	£0.0	£0.9	£0.4	£0.0	£1.6	£2.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos,																					l .					
M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	0.0£	£0.0	£0.0	£0.0	0.03	0.0£	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£1.0	£0.5	£0.0	£1.6	£3.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 - LIMAVADY																										
Limavady Town Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.6	£0.0	£0.7	£4.0	£0.0	£0.0	£0.0	£4.0	£0.1	£0.4	£0.5	£0.0	£0.0	£0.5	£0.0	£1.4	£2.7	£0.0	£0.0	£0.0	£2.7
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS	60.0	50.0	£0.0	60.0	60.0	EO 1	60.0	£0.1	60.0	60.0	60.0	60.0	50.0	60.0	60.0	50.0	£0.0	60.0	60.0	50.0	60.0	50.0	60.0	60.0	50.0	50.0
Engineering)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	EU.U	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 TOTAL	£0.0	£0.0	£0.1	£2.0	£1.0	£1.0	£3.2	£7.2	£4.0	£0.0	£0.0	£0.0	£4.0	£0.1	£0.4	£0.5	£0.0	£0.0	£1.1	£0.4	£2.4	£2.8	£0.0	£0.0	£0.0	£2.8
ZONE 9 - INISHOWEN																										
Buncrana Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Burnfoot Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Burt Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Carndonagh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moville Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 9 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£0.0	£0.0	£3.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 10 - LETTERKENNY																						-				
Letterkenny Town Centre	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2	£5.9	£0.5	£3.8	£10.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Centra, Mountain Top, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Currys/PC World, Blaney Road, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£9.5	£0.3	£10.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar,	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Classic Blinds, Head 2 Toe, The Friars Rest)																						l				
Larkins, Oldtown, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.4	£6.4	£0.0	£6.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky,	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.5	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Zone Clothing) McElhinneys XI, Manorcuppingham, Letterkenny	50.0	0.03	0.00	60.0	0.03	0.03	0.03	50.0	60.0	0.03	0.03	0.03	60.0	0.03	0.03	0.03	0.03	0.03	0.03	0.03	50.0	50.0	0.03	0.03	50.0	50.0
McElhinneys XL, Manorcunningham, Letterkenny The Courtyard Shopping Centre, Lower Main Street,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 10 TOTAL	£0.4	£0.3	£0.2	£0.1	£0.0	£0.0	£0.0	£1.0	£0.2	£7.3	£17.5	£4.1	£29.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
ZONE 11 - STRANORLAR														-								-				₩
Ballybofey Shopping Centre, BALLYBOFEY (Valley																						I				1
Pharmacy, Gallaghers Home Bakery, Master Shoe)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Ballybofey Town Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.6	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Castlefinn Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Hollow Road, Castlefinn	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Donegal Road, Ballybofey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Navenny Shopping Centre, Navenny, BALLYBOFEY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Raphoe Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 11	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 11 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£2.5	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	_3.0		_5.0	_5.0		_3.0	_5.0			_5.0	_3.0				_5.0			_3.0	_5.0				_5.0		_3.0	
Outside Survey Area	£2.7	£0.6	£0.9	£0.6	£0.6	£0.9	£6.0	£12.2	£4.3	£0.0	£0.0	£0.0	£4.3	£0.5	£0.2	£0.1	£0.3	£0.4	£0.2	£2.9	£4.5	£0.6	£0.0	£0.0	£0.0	£0.6
SFT & Nulls																						1				
Internet / delivery	£0.6	£0.9	£0.4	£0.6	£0.1	£0.6	£0.1	£3.5	£0.2	£1.7	£1.0	£1.9	£4.9	£1.2	£0.5	£0.2	£0.3	£0.1	£0.1	£0.3	£2.7	£0.4	£0.0	£0.0	£0.0	£0.4
	_5.0	-2.7	_0.1	_5.0		_5.0					_1.0				_3.0								_3.0	_3.0		

Notes



TABLE 7D: COMPARISON GOODS TURNOVER, BY ZONE, 2032

						Audio visu	ual equipm	ent												DIY						
STORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7 TOTAL	8	9	10	11	ZONES 8-11	1	2	3	4	5	6	7	ZONES 1-7	8	9	10	11	ZONES 8-1
	£21.7	£12.6	£8.4	£12.0	£3.8	£6.9	£10.1	£75.5	£11.7	£19.2	£19.5	£12.2	TOTAL £62.6	£13.4	£7.5	£4.3	£7.0	£2.2	£3.7	£6.2	TOTAL £44.2	£6.4	£10.9	£11.3	£7.2	£35.8
	£21.69	£12.63	£8.36	£12.00	£3.81	£6.94	£10.06	£75.5	£11.7	£19.2	£19.5	£12.2	£62.6	£13.38	£7.54	£4.27	£6.98	£2.17	£3.68	£6.18	£44.2	£6.4	£10.9	£11.3	£7.2	£35.8
ZONE 6 - CLAUDY Claudy Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Feeny Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Dungiven Town Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.5	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0
g	20.0	10.0	10.2	10.0	20.0	10.5	10.0	20.7	10.0	10.0	10.0	10.0	20.0	10.0	20.0	10.0	10.0	10.0	L1.0	10.0	21.0	20.0	10.0	20.0	10.0	10.0
ZONE 6 TOTAL	£0.0	£0.0	£0.2	£0.0	£0.0	£0.5	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 - NEWTOWNSTEWART Newtownstewart Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.4	60.4	0.00	0.00	0.00	0.00	0.00
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	£0.0	£0.0	£0.0	£0.3	£0.4	£0.0	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£0.3	£0.4	£0.0	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 - LIMAVADY																										
Limavady Town Centre	£0.0	£0.3	£0.8	£0.0	£0.0	£1.2	£0.0	£2.3	£5.1	£0.0	£0.0	£0.0	£5.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.4	£2.0	£0.0	£0.0	£0.0	£2.0
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Engineering)	LU.U	20.0	LU.U	20.0	20.0	20.0	20.0	10.0	20.0	20.0	20.0	20.0	10.0	20.0	20.0	20.0	20.0	LU.U	20.0	20.0	10.0	20.0	20.0	20.0	20.0	10.0
Other Zone 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1
ZONE 8 TOTAL	£0.0	£0.3	£1.1	£0.5	£0.8	£2.3	£0.2	£5.2	£5.1	£0.0	£0.0	£0.0	£5.1	£0.0	£0.0	£0.1	£0.0	£0.1	£2.3	£1.0	£3.5	£2.0	£0.0	£0.0	£0.0	£2.0
ZONE 9 - INISHOWEN																										+
Buncrana Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7	£0.0	£0.0	£3.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.6
Burnfoot Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Burt Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Carndonagh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moville Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3
ZONE 9 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6	£0.0	£0.0	£4.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.9
ZONE 10 - LETTERKENNY																										+
Letterkenny Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£3.1	£1.4	£3.3	£7.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£0.3	£1.6	£5.7
Centra, Mountain Top, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Currys/PC World, Blaney Road, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone	£0.0	0.00	0.00	0.00	£0.0	£0.0	0.00	0.00	0.00	£0.2	£2.9	CO.F	62.7	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	£0.9	£7.7	£1.4	£10.1
Warehouse, Clare Clothing, Right Price Tiles)	EU.U	£0.0	£0.0	£0.0	EU.U	EU.U	£0.0	£0.0	£0.0	EU.Z	E2.9	£0.5	£3.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	EU.9	L1.1	£1.4	£10.1
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar,																										1
Classic Blinds, Head 2 Toe, The Friars Rest)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Larkins, Oldtown, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx,	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.4	£8.4	£0.0	£8.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£2.2	£0.0	£2.6
Next, Argos, New Look, M&S, Wallis, River Island)																										
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.4	£0.6	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.6
Zone Clothing)																										
McElhinneys XL, Manorcunningham, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
The Courtyard Shopping Centre, Lower Main Street,																										
LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 10 TOTAL	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£3.9	£15.2	£4.4	£23.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.3	£10.7	£3.0	£19.0
ZONE 11 - STRANORLAR																										
Ballybofey Shopping Centre, BALLYBOFEY (Valley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Pharmacy, Gallaghers Home Bakery, Master Shoe)																						l				
Ballybofey Town Centre	£0.0	£0.0	0.03	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0±	£0.0	£0.0	£0.0	£2.5	£2.5
Castlefinn Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Hollow Road, Castlefinn	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Lidl, Donegal Road, Ballybofey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Navenny Shopping Centre, Navenny, BALLYBOFEY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Raphoe Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Other Zone 11	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 11 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5	£3.5
Outside Survey Area																										
outside strivey rica	£0.0	£0.1	£0.1	£0.8	£1.3	£0.3	£6.7	£9.4	£1.8	£0.0	£0.0	£0.0	£1.8	£0.0	£0.1	£0.0	£0.2	£0.8	£0.4	£4.9	£6.5	£2.5	£0.0	£0.0	£0.2	£2.6
SFT & Nulls																						I				
Internat Labellanna	£1.3	£1.8	£0.6	£0.6	£0.4	£0.8	£1.3	£6.7	£2.1	£0.4	£3.9	£5.2	£11.6	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.1	£1.0	£0.6	£0.0	£1.7
Internet / delivery	LI.S														LU. I	LU.U	EU.U	LU.U						LU.U		

Notos



TABLE 7D: COMPARISON GOODS TURNOVER, BY ZONE, 2032

Ι						Che	mist and m	nedical goods						I						Books	etc.					
STORE / CENTRE	1	2	3	4	5	6	7	ZONES 1-7	8	9	10	11	ZONES 8-11	1	2	3	4	5	6	7	ZONES 1-7	8	9	10	11	ZONES 8-11
	£45.3	£24.5	£13.9	£21.2	£6.2	£10.1	£16.3	TOTAL £137.5	£19.5	£32.8	£33.3	£20.9	TOTAL £106.5	£21.6	£12.6	£6.6	£9.9	£2.8	£4.5	£8.5	TOTAL £66.6	£9.5	£15.8	£16.0	£10.0	TOTAL £51.3
	£45.25	£24.52	£13.90	£21.24	£6.16	£10.10	£16.34	£137.5	£19.5	£32.8	£33.3	£20.9	£106.5	£21.59	£12.63	£6.60	£9.93	£2.83	£4.49	£8.53	£66.6	£9.5	£15.8	£16.0	£10.0	£51.3
ZONE 6 - CLAUDY Claudy Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	50.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	50.3	£0.0	£0.0	£0.0	£0.0	£0.0
Feeny Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0 £0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3 £0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Dungiven Town Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£2.9	£0.0	£3.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Sungition form contact	10.0	10.0	LU.2	LU.U	10.0	LZ.7	LU.U	13.1	10.0	LU.U	LU.U	LU.U	10.0	10.0	10.0	10.0	LU.U	10.0	LU. I	10.0	10.1	10.0	LU.U	LU.U	LU.U	10.0
ZONE 6 TOTAL	£0.0	£0.0	£0.2	£0.0	£0.0	£5.2	£0.0	£5.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 - NEWTOWNSTEWART Newtownstewart Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos,	EU.U	10.0	EU.U	EU.U	EU.U	EU.U	LZ.3	£2.3	EU.U	EU.U	EU.U	EU.U	£0.0	EU.U	EU.U	EU.U	EU.U	EU.U	EU.U	EU.U	£0.0	EU.U	EU.U	EU.U	EU.U	10.0
M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 7 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 - LIMAVADY																										
Limavady Town Centre	£0.0	£0.0	£0.4	£0.0	£0.0	£1.4	£0.0	£1.8	£15.3	£0.0	£0.0	£0.0	£15.3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3	£0.0	£0.4	£3.3	£0.0	£0.0	£0.0	£3.3
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
engineening)		_3.0	_5.0	_3.0	_3.0	_3.0	_5.0		_3.0					-3.0	_3.0	_3.0			_0.0	_5.5	-5.0			_5.0	_5.0	
Other Zone 8	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 8 TOTAL	£0.0	£0.0	£1.1	£0.0	£0.0	£9.4	£4.7	£15.2	£15.5	£0.0	£0.0	£0.0	£15.5	£0.0	£0.0	£0.1	£0.1	£0.1	£0.6	£0.0	£1.0	£3.3	£0.0	£0.0	£0.0	£3.3
ZONE 9 - INISHOWEN																						\vdash				\vdash
Buncrana Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£20.0	£0.0	£0.0	£20.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.2	£0.0	£0.0	£8.2
Burnfoot Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Burt Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Carndonagh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Moville Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£0.0	£0.0	£3.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 9 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£23.6	£0.0	£0.0	£23.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.2	£0.0	£0.0	£8.2
ZONE 10 - LETTERKENNY																										+
Letterkenny Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£3.6	£0.7	£6.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Centra, Mountain Top, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0±	£0.0	£0.0	£0.9	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.03	£0.0	£0.0
Currys/PC World, Blaney Road, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£1.2
Warehouse, Clare Clothing, Right Price Tiles)																						1				
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Classic Blinds, Head 2 Toe, The Friars Rest)													l	l												
Larkins, Oldtown, Letterkenny Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5	£0.0	£0.0	£0.0	0.0£	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Next, Argos, New Look, M&S, Wallis, River Island)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.6	£0.0	£13.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£12.5	£0.0	£12.5
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.5	£1.0	£6.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.6	£0.5	£1.6
Zone Clothing)																										l
McElhinneys XL, Manorcunningham, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.6	£0.5	£2.2
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 10 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£27.8	£1.7	£31.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£14.9	£1.0	£17.5
ZONE 11 - STRANORLAR																						\vdash				\vdash
Ballybofey Shopping Centre, BALLYBOFEY (Valley	£0.0	£0.0	50.0	50.0	60.0	50.0	50.0	60.0	60.0	E0.0	50.0	62.4	62.4	50.0	50.0	£0.0	50.0	50.0	50.0	60.0	50.0	50.0	500	50.0	EU 3	50.2
Pharmacy, Gallaghers Home Bakery, Master Shoe)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Ballybofey Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.4	£8.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	£2.5
Castlefinn Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2	£4.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Hollow Road, Castlefinn	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Donegal Road, Ballybofey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Navenny Shopping Centre, Navenny, BALLYBOFEY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Raphoe Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Zone 11	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ZONE 11 TOTAL																										
ZONE 11 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£18.2	£18.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£2.8
Outside Survey Area	£0.0	£0.0	£0.0	£0.2	£0.5	£0.4	£11.5	£12.6	£2.0	£0.0	£0.9	£0.6	£3.6	£0.0	£0.0	£0.1	£0.1	£0.7	£0.2	£4.3	£5.4	£1.1	£0.0	£0.0	£0.0	£1.1
CET o Neelle													l	1							1	1				1
SFI & INUIS									1												ı	1				1
SFT & Nulls Internet / delivery	£1.3	£0.5	£0.0	£1.3	£0.0	£0.3	£0.8	£4.3	£0.5	£0.0	£2.3	£0.0	£2.8	£6.5	£3.8	£2.7	£2.5	£0.9	£1.5	£2.4	£20.3	£3.7	£1.0	£1.2	£5.3	£11.1

Notos



TABLE 7D: COMPARISON GOODS TURNOVER, BY ZONE, 2032

	Г					Luvun	anods an	d sports goods						GRAND
					_	_	-	ZONES 1-7	1 _				ZONES 8-11	
STORE / CENTRE	1	2	3	4	5	6	7	TOTAL	8	9	10	11	TOTAL	TOTAL (£)
	£43.3 £43.29	£23.6 £23.59	£14.0 £14.01	£21.4 £21.40	£6.8 £6.80	£11.6 £11.59	£17.0 £16.98	£137.7 £137.7	£19.9 £19.9	£33.8 £33.8	£34.3 £34.3	£21.5 £21.5	£109.5 £109.5	
ZONE 6 - CLAUDY														
Claudy Village Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Feeny Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
Dungiven Town Centre	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£5.4
ZONE 6 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£8.3
ZONE 7 - NEWTOWNSTEWART														
Newtownstewart Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.9
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	£0.0	£0.0	£1.0	£1.6	£0.0	£0.9	£0.0	£3.5	£0.0	£0.0	£0.0	£0.0	£0.0	£11.7
ZONE 7 TOTAL	£0.0	£0.0	£1.0	£1.6	£0.0	£0.9	£0.0	£3.5	£0.0	£0.0	£0.0	£0.0	£0.0	£18.6
ZONE O LIMANADY														
ZONE 8 - LIMAVADY Limavady Town Centre	£0.0	£0.7	£0.0	£0.0	£0.3	£0.0	£2.3	£3.4	£2.7	£0.0	£0.0	£0.0	£2.7	£60.8
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS														
Engineering)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Other Zone 8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
TONE O TOTAL														
ZONE 8 TOTAL	£0.0	£0.7	£2.1	£3.1	£0.8	£1.8	£2.3	£10.9	£2.7	£0.0	£0.0	£0.0	£2.7	£112.9
ZONE 9 - INISHOWEN	1													
Buncrana Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.1	£0.0	£0.0	£6.1	£44.8
Burnfoot Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0±	£0.0	£0.0	£0.0	£0.0	0.03	£0.5
Burt Village Centre Carndonagh Town Centre	£0.0	£0.0	£0.0	0.03	£0.0	£0.0	£0.0	0.0±	£0.0	£0.0	£0.0	£0.0	0.03	£0.5
Moville Town Centre	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.9 £5.2
Noville fown Centile	10.0	EU.U	EU.U	EU.U	EU.U	EU.U	EU.U	10.0	EU.U	EU.U	EU.U	EU.U	EU.U	13.2
ZONE 9 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.1	£0.0	£0.0	£6.1	£52.0
ZONE 10 - LETTERKENNY														
Letterkenny Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£43.4
Centra, Mountain Top, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Currys/PC World, Blaney Road, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.0	£4.1	£15.0	£47.5
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar,	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£1.2	£1.8
Classic Blinds, Head 2 Toe, The Friars Rest) Larkins, Oldtown, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx,	£0.0	£0.0								£3.1				£123.4
Next, Argos, New Look, M&S, Wallis, River Island) Letterkenny Shopping Centre, Port Road, LETTERKENNY			£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£13.7	£0.0	£16.8	
(Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£1.2	£31.1
McElhinneys XL, Manorcunningham, Letterkenny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
The Courtyard Shopping Centre, Lower Main Street,														
LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
ZONE 10 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£27.1	£4.1	£34.3	£252.8
ZONE 11 - STRANORLAR														
Ballybofey Shopping Centre, BALLYBOFEY (Valley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.2
Pharmacy, Gallaghers Home Bakery, Master Shoe) Ballybofey Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.1	£5.1	£27.0
Castlefinn Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.1
Co-op, Hollow Road, Castlefinn	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
Lidl, Donegal Road, Ballybofey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Navenny Shopping Centre, Navenny, BALLYBOFEY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
Raphoe Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Other Zone 11	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
ZONE 11 TOTAL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.1	£5.1	£47.3
Outside Survey Area	£1.9	£0.8	£0.3	£7.1	£0.7	£6.7	£2.6	£20.1	£3.1	£0.0	£0.0	£0.0	£3.1	£156.1
SFT & Nulls														
Internet / delivery	£5.5	£5.5	£1.2	£1.0	£1.3	£1.9	£6.1	£22.4	£7.1	£3.1	£7.2	£9.2	£26.7	£200.2
Notes	-													

Notes



TABLE 8a: CONVENIENCE GOODS BENCHMARK TURNOVER, 2018

	FLOORSPAC	E (sq m net)	CONV. GOODS	ACTUAL	OTHER	TOTAL CONVENIENCE
STORE/CENTRE	Total net sales	Convenience Goods	SALES DENSITY (£/sqm)	TURNOVER (£m)		GOODS TURNOVER (£m)
ZONE 1 - DERRY / LONDONDERRY WEST DERRY CENTRAL AREA (as defined by the adopted Derry		Coous	(E/ Sqiii)			(Liny
Local Plan Proposals Map)		9,368		£70.3		£71.6
Iceland, Foyleside Shopping Centre M+S Simply Food, Foyleside Shopping Centre		650 750	6,291 11,003	£2.8 £4.4		£4.1 £8.3
Sainsburys, Strand Road	5,741	2,600	10,793	£44.7		£28.1
Supervalu, Meadowbank Court, Strand Rd		700		£3.0		£3.0
Supervalu, Waterloo Place Tesco, Quayside Shopping Centre		1,198 2,094	11,918	£2.5 £9.8		£0.0 £25.0
Other		1,376	,	£3.3		£3.3
NORTHSIDE DISTRICT CENTRE		1,650		£0.2		£0.2
Supervalu, Glengalliagh Road Other		1,300 350		£0.2 £0.0		£0.2 £0.0
RATH MOR DISTRICT CENTRE Costcutter		1,780 1,700	4,151	£3.7 £3.7		£7.1 £7.1
Other		80		£0.0		£0.0
SPRINGTOWN DISTRICT CENTRE		1,826		£6.5	£6.5	£6.5
Dunnes Other		1,716 110		£6.5 £0.0	£6.5	£6.5 £0.0
				20.0		
MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/DERRY CITY CENTRE, DISTRICT CENTRES & LOCAL CENTRES		11,405		£45.1		£27.9
Costcutter, Beechwood Avenue		150	4,151	£3.8		£0.6
Iceland, Buncrana Road Lidl, Buncrana Road		550 1,170	6,291 8,446	£11.4 £17.5		£3.5 £9.9
Mace, Bishop Street		140	5,110	£0.6	£0.6	£0.6
Mace, Clooney Terrace		140		£0.3	£0.3	£0.3
Mace, Garden City Mace, Messines Terrace		140 140		£0.0 £0.2	£0.0 £0.2	£0.0 £0.2
Spar, Creggan Road		700	7,067	£3.3		£4.9
Spar, Park Avenue Supervalu, Greenhaw Road		160 1,100	7,067	£1.1 £6.8	£6.8	£1.1 £6.8
•						
Other		7,015		£9.5	£9.5	£9.5
ZONE 1 TOTAL		52,058		£125.9		£122.8
ZONE 2 - DERRY / LONDONDERRY EAST CENTRAL AREA				£0.0		£0.0
Other		1,005		£0.0		£0.0
LISNAGELVIN DISTRICT CENTRE		4,170		£60.4		£43.8
Supervalu (Long's), Lisnagelvin Tesco, Lisnagelvin		1,000 3,170	11,918	£6.0 £54.4	£6.0	£6.0 £37.8
		3,170	11,910	154.4		E37.6
CRESCENT LINK LOCAL CENTRE		890	11.000	£24.0		£10.1
M+S Simply Food Tesco Express		600 290	11,003 11,918	£10.5 £13.5		£6.6 £3.5
MAIN FOODSTORES (OUTSIDE OF LONDONDERRY/DERRY		1,484		£7.1	£7.1	£7.1
Centra, Trench Road SC		344		£3.6	£3.6	£3.6
Costcutter, Crescent Link Spar, Church Brae (Tullyally SC)		650 300	4,151 7,067	£1.2 £0.8	£1.2 £0.8	£1.2 £0.8
Spar, Rossdowney Park		190	7,067	£1.5	£1.5	£1.5
OTHER		2,852		£2.0		£2.0
Supervalu, Duncastle Rd		250		£0.7	24.0	£0.7
Other Zone 2		2,602		£1.3	£1.3	£1.3
ZONE 2 TOTAL		18,792		£93.4		£62.9
ZONE 3 - EGLINTON						
Local Shops Drumahoe		400		£1.2	£1.2	£1.2
EGLINTON		585		£8.3	£8.3	£8.3
Supervalu, Main Street Other		400 185		£7.4 £0.9	£7.4 £0.9	£7.4 £0.9
ZONE 3 TOTAL		1,570		£4.0	£4.0	£9.5
Zone 4 - STRABANE		1,570		L4.0	L4.0	L7.5
STRABANE TOWN CENTRE (Strabane Area Plan 1986-2001		6,873		£52.6	£52.6	£68.8
ASDA, Branch Road, Strabane	8,490	4,757	12,987	£45.8		£61.8
B+M, Castle Street, Strabane Iceland, Railway Street	895	250 482	3,193 6,291	£0.0 £0.0		£0.8 £3.0
Local Shops, Strabane TC		421		£1.8	£1.8	£1.8
Supervalu, Main Street		963		£1.4	£1.4	£1.4
OUT OF CENTRE		1,343				£11.1
Costcutter, Ballycolman Avenue Costcutter, Meetinghouse Street		200	4,151	£0.5	£0.5	£0.5
Costcutter, Meetinghouse Street Lidl, Bradley Way	929	100 743	4,151 8,446	£0.0 £8.2		£0.4 £6.3
Spar, Derry Road		300	7,067	£1.6		£2.1
Spar, Fountain Street Spar, Urney Road		100 100		£0.2 £1.6	£0.2 £1.6	£0.2 £1.6
				20	2,,,	
STRABANE OTHER Spar, Berryhill Road, Artigarvan		235	7,067	£0.8	£0.8	£1.7
OTHER		600		£4.0	£4.0	£4.0
ZONE 4 - TOTAL		9,251		£68.7	£68.7	£85.6



TABLE 8a: CONVENIENCE GOODS BENCHMARK TURNOVER, 2018

	FLOORSPAC	E (sq m net)	CONV. GOODS	ACTUAL	OTHER	TOTAL CONVENIENCE
STORE/CENTRE	Total net sales	Convenience Goods	SALES DENSITY (£/sqm)	TURNOVER (£m)		GOODS TURNOVER (£m)
ZONE 5 - CASTLEDERG						
CASTLEDERG TOWN CENTRE (as defined by Strabane Area		1,522		£15.3		£15.5
Plan 1986-2001)		•	10.010	CO. F		
Coop, High Street		372	10,043	£3.5	05.0	£3.7
Spar, Dergvalley Shopping Centre		500	7,067	£5.9	£5.9	£5.9
Vivo Xtra, William Street		650		£5.9	£5.9	£5.9
CASTLEDERG OUT OF CENTRE		750		£2.1	£2.1	£2.1
Costcutter, Castlefin Road		300	4,151	£0.6	22.1	£1.2
Mace, Strabane Road		450	4,151	£0.7	£0.7	£0.7
Other		250		£0.8	£0.8	£0.8
other		250		10.6	10.6	10.6
ZONE 5 TOTAL		4,794		£17.4		£20.4
ZONE 6 - CLAUDY						
CLAUDY VILLAGE CENTRE		445		£3.2		£2.6
Centra, Claudy		200	6,487	£2.6		£1.3
Costcutter, Main Street		130	4,151	£0.3		£0.5
Spar, Main Street, Claudy				£1.9		
spar, Main Street, Claudy		115	7,067	£1.9		£0.8
Spar, Main Street, Feeny		200	7,067	£1.3		£1.4
Spar, Main Street, Dungiven		200	7,067	£1.5		£1.4
Supervalu, Garvagh Rd, Dungiven		760	6,487	£6.2		£4.9
Local Shops, Dungiven town centre		555	0,407	£1.8	£1.8	£1.8
Eocal Shops, bungiven town centre		555		£1.6	L1.0	£1.0
Other Zone 6		100		£1.0	£1.0	£1.0
ZONE 6 TOTAL		2,260		£16.5		£13.2
ZONE 7 - NEWTOWNSTEWART						
NEWTOWNSTEWART TOWN CENTRE		350		£4.0		£2.3
Gallachers Nisa, Main Street		50	4,156	£0.1		£0.2
Spar, Strabane Road		300	7,067	£3.9		£2.1
SION MILLS		150		£1.7		£0.7
Spar, Mellmount Road		100	7,067	£1.5		£0.7
Village Stores and service station		50		£0.2		£0.0
Other Zone 7		150		£2.2	£2.2	£2.2
ZONE 7 TOTAL		1,150		£13.0		£5.2
Note						

Note

Floorspace data taken from DOE study(2013), IGD database and site visits.

Sales density information for specific stores/operators provided by Verdict and Retail Rankings 2018.



TABLE 8b: RETAIL FLOORSPACE COMMITMENTS

COMMITMENT	FLOORSPACE	SALES DENSITY	TOTAL TURNOVER
	(sq m net)	(£/sq m)	(£m)
DERRY - LONDONDERRY			
CONVENIENCE Springtown Shopping centre - no occupier identified Arntz Belting Factory Redevelopment - no occupier identified Springtown Shopping Centre (Rafters pub site)	1,727	10,753	18.6
	2,731	11,940	32.6
	960	6,815	6.5
COMPARISON Springtown Shopping centre - no occupier identified Arntz Belting Factory Redevelopment - no occupier identified Land at junction of Buncrana Road and Templemore Road, Derry Springtown Shopping Centre (Rafters pub site)	259	7401	1.92
	1,171	7,134	8.35
	6,275	2,888	18.12
	463	6,910	3.20
CONVENIENCE Land to north west of Strabane - no occupier identified Units 1-4, Strabane Shopping Park (units fully let to comparison retailers - not considered a commitment)	4,030	11,940	48.1
COMPARISON Land to north west of Strabane - no occupier identified	6,366	2778	17.7

Notes:

Figures sourced from Council and planning application files.



TABLE 9a: CONVENIENCE GOODS EXPENDITURE CAPACITY IN DERRY CITY AND STRABANE COUNCIL AREA 2018-2032

(Constant Market Share) (All Expenditure in Zones 1-7)

COMMITMENT	2018	2022	2027	2032
Available Convenience Goods Expenditure (£m)	£391.9	£395.7	£398.4	£399.9
Turnover from Council Area (Zones 1-7) (£m)	£330.1	£333.28	£335.61	£336.84
Market Share (%)	84.2%	84.2%	84.2%	84.2%
Expenditure Inflow from outside Council area but within Study Area (Zones 8-11) (£m)	£12.2	£12.3	£12.5	£12.7
Expenditure Inflow from beyond Study Area (£m)	£3.30	£3.33	£3.36	£3.37
Total Turnover Potential (£m)	£345.6	£348.9	£351.5	£352.9
Benchmark Turnover of Existing Facilities (£m)	£319.5	£318.6	£319.2	£320.8
Commitments (£m)	£105.8	£105.5	£105.7	£106.3
Residual Expenditure (£m)	-£79.8	-£75.2	-£73.5	-£74.2
Indicative sales density for new convenience goods floorspace (£/sqm)	12,000	£11,904	£11,916	£11,976
Indicative retail floorspace capacity (m)	-6,649	-6,314	-6,168	-6,195

Notes:

Available expenditure from Table 3.

Turnover from study area taken from Table 5.

Market share is the turnover from study area expressed as a proportion of total available expenditure.

Expenditure inflow from beyond Council area from Tables 5a-5d. Expenditure inflow beyond Study Area assumed to be 1% of Turnover from Study Area.

Total turnover potential is the turnover from study area plus expenditure inflow.

Benchmark turnover taken from Table 8a. Turnover of commitments taken from Table 8b.

Residual expenditure is the total turnover potential minus benchmark turnover and turnover of commitments.

Sales density for new floorspace is indicative and based on a large grocery operator format.



TABLE 9b: CONVENIENCE GOODS EXPENDITURE CAPACITY, DERRY - LONDONDERRY, 2018-2032

(Zones 1-2 Constant Market Share)

COMMITMENT	2018	2022	2027	2032
Available Convenience Goods Expenditure (£m)	£204.9	£206.4	£207.3	£207.5
Turnover from Zones 1-2 (Primary Catchment) (£m)	£184.8	£186.1	£187.0	£187.1
Market Share (%)	90.2%	90.2%	90.2%	90.2%
Expenditure Inflow from rest of Study Area (Zones 3-11) (£m)	£34.5	£34.9	£35.2	£35.5
Expenditure Inflow from beyond Study Area (£m)	£1.85	£1.86	£1.87	£1.87
Total Turnover Potential (£m)	£221.1	£222.9	£224.1	£224.5
Benchmark Turnover of Existing Facilities (£m)	£185.7	£185.1	£185.5	£186.4
Commitments (£m)	£49.1	£48.9	£49.0	£49.3
Residual Expenditure (£m)	-£13.6	-£11.1	-£10.4	-£11.2
Indicative sales density for new convenience goods floorspace (£/sqm)	12,000	£11,904	£11,916	£11,976
Indicative retail floorspace capacity (m)	-1,134	-934	-874	-935

Notes:

Available expenditure from Table 3.

Turnover from study area taken from Table 5.

Market share is the turnover from study area expressed as a proportion of total available expenditure.

Expenditure inflow from beyond Council area from Tables 5a-5d. Expenditure inflow beyond Study Area assumed to be 1% of Turnover from Study Area.

Total turnover potential is the turnover from study area plus expenditure inflow.

Benchmark turnover taken from Table 8a. Turnover of commitments taken from Table 8b. Due to reduced extent of Study area and potential for the turnover of commitments to come from beyond Zones 1-3, it is assumed 85% of the commitments turnover will be derived from the catchment area.

Residual expenditure is the total turnover potential minus benchmark turnover and turnover of commitments.

Sales density for new floorspace is indicative and based on a large grocery operator format.



TABLE 9c: CONVENIENCE GOODS EXPENDITURE CAPACITY, STRABANE, 2018-2032

(Constant Market Share) (Zone 4 only)

COMMITMENT	2018	2022	2027	2032
Available Convenience Goods Expenditure (£m) (Zone 4)	£59.8	£60.4	£60.6	£60.8
Turnover from Zone 4 (£m)	£52.9	£53.39	£53.60	£53.74
Market Share (%)	88.4%	88.4%	88.4%	88.4%
Expenditure Inflow from rest of Study Area (Zones 1-3, 5-11) (£m)	£15.8	£16.0	£16.2	£16.3
Expenditure Inflow from beyond Study Area (£m)	£0.53	£0.53	£0.54	£0.54
Total Turnover Potential (£m)	£69.3	£69.9	£70.3	£70.6
Benchmark Turnover of Existing Facilities (£m)	£85.6	£85.4	£85.5	£86.0
Commitments (£m)	£38.5	£38.4	£38.5	£38.6
Residual Expenditure (£m)	-£54.8	-£53.8	-£53.6	-£54.0
Indicative sales density for new convenience goods floorspace (£/sqm)	12,000	£11,904	£11,916	£11,976
Indicative retail floorspace capacity (m)	-4,570	-4,519	-4,502	-4,507

Notes:

Available expenditure from Table 3.

Turnover from study area taken from Table 5.

Market share is the turnover from study area expressed as a proportion of total available expenditure.

Expenditure inflow from beyond Council area from Tables 5a-5d. Expenditure inflow beyond Study Area assumed to be 1% of Turnover from Study Area.

Total turnover potential is the turnover from study area plus expenditure inflow.

Benchmark turnover taken from Table 8a. Turnover of commitments taken from Table 8b. Due to reduced extent of Study area and potential for the turnover of commitments to come from beyond Zones 1-3, it is assumed 80% of the commitments turnover will be derived from the catchment area.

Residual expenditure is the total turnover potential minus benchmark turnover and turnover of commitments.

Sales density for new floorspace is indicative and based on a large grocery operator format.



TABLE 10a: COMPARISON GOODS EXPENDITURE CAPACITY IN DERRY CITY AND STRABANE COUNCIL AREA 2018-2032

COMMITMENT	2018	2022	2027	2032
Available Comparison Goods Expenditure (£m)	£603.8	£682.1	£803.3	£940.0
Turnover from Council Area (Zones 1-7) (£m)	£448.8	£507.02	£597.08	£698.72
Market Share (%)	74.3%	74.3%	74.3%	74.3%
Expenditure Inflow from outside Council area but within Study Area	£121.7	£134.2	£168.0	£189.2
Expenditure Inflow from beyond Study Area (£m)	£17.95	£20.28	£23.88	£27.95
Total Turnover Potential (£m)	£588.4	£661.5	£789.0	£915.9
Benchmark Turnover of Existing Facilities (£m)	£588.4	£632.0	£708.1	£789.4
Commitments (£m)	£49.3	£52.9	£59.3	£66.1
Residual Expenditure (£m)	-£49.3	-£23.4	£21.6	£60.3
Indicative sales density for new comparison goods floorspace (£/sqm)	7,500	£8,231	£9,196	£10,253
Indicative retail floorspace capacity (m)	-6,570	-2,843	2,350	5,886

Notes:

Available expenditure from Table 31.

Turnover from study area taken from Tables 7a-7d.

Market share is the turnover from study area expressed as a proportion of total available expenditure.

Expenditure inflow from beyond Council area from Tables 5a-5d. Expenditure inflow beyond Study Area assumed to be 4% of Turnover from Study Area.

Total turnover potential is the turnover from study area plus expenditure inflow.

Benchmark turnover at 2018 assumed to be equivalent to total turnover potential. Turnover of commitments taken from Table 8b.

Residual expenditure is the total turnover potential minus benchmark turnover and turnover of commitments.

Sales density for new floorspace is indicative.



TABLE 10b: COMPARISON GOODS EXPENDITURE CAPACITY, DERRY - LONDONDERRY, 2018-2032

(Constant Market Share)

COMMITMENT	2018	2022	2027	2032
Available Comparison Goods Expenditure (Primary Catchment Zones 1+2) (£m)	£308.5	£347.7	£408.4	£476.5
Turnover from Primary Catchment (Zones 1+2) (£m)	£259.0	£291.95	£342.90	£400.10
Market Share (%)	84.0%	84.0%	84.0%	84.0%
Expenditure Inflow from Study Area (Zones 3-11) (£m)	£211.1	£236.8	£290.2	£321.4
Expenditure Inflow from beyond Study Area (£m)	£12.95	£14.60	£17.15	£20.01
Total Turnover Potential (£m)	£483.1	£543.4	£650.3	£741.5
Benchmark Turnover of Existing Facilities (£m)	£483.1	£518.8	£581.3	£648.1
Commitments (£m)	£31.6	£33.9	£38.0	£42.4
Residual Expenditure (£m)	-£31.6	-£9.4	£31.0	£51.0
Indicative sales density for new comparison goods floorspace (£/sqm)	7,500	£8,055	£9,025	£10,062
Indicative retail floorspace capacity (m)	-4,212	-1,164	3,430	5,071

Notes:

Available expenditure from Table 3I

Turnover from Primary Catchment taken from Tables 7a-7d

Market share is the turnover from study area expressed as a proportion of total available expenditure (taking into account impact of commitments).

Expenditure inflow assumed to be equivalent to 5% of study area derived turnover.

Total turnover potential is the turnover from study area plus expenditure inflow.

Benchmark turnover at 2018 assumed to be equivalent to total turnover potential. Turnover of commitments taken from Table 8b.

Residual expenditure is the total turnover potential minus benchmark turnover and turnover of commitments.

Sales density for new floorspace is indicative and based on city centre comparison goods trading conditions.



TABLE 10c: COMPARISON GOODS EXPENDITURE CAPACITY, STRABANE 2018-2032

(Constant Market Share)

COMMITMENT	2018	2022	2027	2032
Available Comparison Goods Expenditure from Primary Catchment (Zone 4) (£m)	200.0	24044	0400.0	24.40.0
, , , ,	£92.2	£104.1	£122.2	£142.9
Turnover from Primary Catchment (Zone 4) (£m)	£42.6	£48.07	£56.43	£65.97
Market Share (%)	46.2%	46.2%	46.2%	46.2%
Expenditure Inflow from Study Area (Zones 1-3, 5-11) (£m)	£24.1	£24.5	£35.0	£37.9
Expenditure Inflow from beyond Study Area (£m)	£1.28	£1.44	£1.69	£1.98
Total Turnover Potential (£m)	£68.0	£74.0	£93.1	£105.8
Benchmark Turnover of Existing Facilities (£m)	£68.0	£73.0	£81.8	£91.2
Commitments (£m)	£17.7	£19.0	£21.3	£23.7
Residual Expenditure (£m)	-£17.7	-£18.0	-£10.0	-£9.1
Indicative sales density for new comparison goods floorspace (£/sqm)	5,000	£5,370	£6,016	£6,708
Indicative retail floorspace capacity (m)	-3,537	-3,346	-1,658	-1,354

Notes:

Available expenditure from Table 31.

Turnover from study area taken from Tables 7a-7d.

Market share is the turnover from study area expressed as a proportion of total available expenditure.

Expenditure inflow from beyond study area assumed to be equivalent to 3% of study area derived turnover.

Total turnover potential is the turnover from study area plus expenditure inflow.

Benchmark turnover at 2016 assumed to be equivalent to total turnover potential. Turnover of commitments taken from Table 8b.

Residual expenditure is the total turnover potential minus benchmark turnover and turnover of commitments.

Sales density for new floorspace is indicative.



TABLE 11a: CONVENIENCE GOODS EXPENDITURE CAPACITY IN DERRY CITY AND STRABANE COUNCIL AREA 2018-2032

(Constant Market Share) (All Expenditure in Zones 1-7) - Brexit 'hard' border scenario

COMMITMENT	2018	2022	2027	2032
Available Convenience Goods Expenditure (Em)	£391.9	£395.7	£398.4	£399.9
Turnover from Council Area (Zones 1-7) (£m)	£330.1	£333.28	£335.61	£336.84
Market Share (%)	84.2%	84.2%	84.2%	84.2%
Expenditure Inflow from outside Council area but within Study Area (Zones 8-11) (£m)	£12.20	£3.70	£3.75	£3.80
Expenditure Inflow from beyond Study Area (£m)	£3.30	£3.33	£3.36	£3.37
Total Turnover Potential (£m)	£345.6	£340.3	£342.7	£344.0
Benchmark Turnover of Existing Facilities (Em)	£319.5	£318.6	£319.2	£320.8
Commitments (£m)	£105.8	£105.5	£105.7	£106.3
Residual Expenditure (£m)	-£79.8	-£83.8	-£82.2	-£83.1
Indicative sales density for new convenience goods floorspace (£/sqm)	12,000	£11,904	£11,916	£11,976
Indicative retail floorspace capacity (m)	-6,649	-7,039	-6,901	-6,936

Notes:

Available expenditure from Table 3.

Turnover from study area taken from Table 5.

Market share is the turnover from study area expressed as a proportion of total available expenditure.

Expenditure inflow from beyond Council area from Tables 5a-5d. Expenditure inflow beyond Study Area assumed to be 1% of Turnover from Study Area. To reflect a hard border with ROI, the inflow level was reduced to 30%, as it is considered that there will still be cross-border shopping patterns albeit more limited. This figure also reflects that Zone 8 figures are considered, which sits within Northern Ireland.

Total turnover potential is the turnover from study area plus expenditure inflow.

Benchmark turnover taken from Table 8a. Turnover of commitments taken from Table 8b.

Residual expenditure is the total turnover potential minus benchmark turnover and turnover of commitments.

Sales density for new floorspace is indicative and based on a large grocery operator format.



TABLE 11b: COMPARISON GOODS EXPENDITURE CAPACITY STUDY AREA 2018-2032

(Zones 1-7 Constant Market Share) - Brexit 'hard' border scenario

COMMITMENT	2018	2022	2027	2032
Available Comparison Goods Expenditure (£m)	£603.8	£682.1	£803.3	£940.0
Turnover from Council Area (Zones 1-7) (£m)	£448.8	£507.02	£597.08	£698.72
Market Share (%)	74.3%	74.3%	74.3%	74.3%
Expenditure Inflow from outside Council area but within Study Area (Zones 8-11) (£m)	£121.7	£67.1	£84.0	£94.6
Expenditure Inflow from beyond Study Area (£m)	£17.95	£20.28	£23.88	£27.95
Total Turnover Potential (£m)	£588.4	£594.4	£705.0	£821.3
Benchmark Turnover of Existing Facilities (£m)	£588.4	£632.0	£708.1	£789.4
Commitments (£m)	£49.3	£52.9	£59.3	£66.1
Residual Expenditure (£m)	-£49.3	-£90.5	-£62.4	-£34.3
Indicative sales density for new comparison goods floorspace (£/sqm)	7,500	£8,231	£9,196	£10,253
Indicative retail floorspace capacity (m)	-6,570	-10,993	-6,784	-3,342

Notes:

Available expenditure from Table 31.

Turnover from study area taken from Tables 7a-7d.

Market share is the turnover from study area expressed as a proportion of total available expenditure.

Expenditure inflow from beyond Council area from Tables 5a-5d. Expenditure inflow beyond Study Area assumed to be 4% of Turnover from Study Area. Approx 20% of the inflow comes from Zone 8 which would be unaffected by a hard border. Assumptions made that the inflow would remain at approx 50% given the scale of the offer within Derry-Londonderry, which would continue to prove some draw for residents living in Zone 9 in particular.

Total turnover potential is the turnover from study area plus expenditure inflow.

Benchmark turnover at 2018 assumed to be equivalent to total turnover potential. Turnover of commitments taken from Table 8b.

Residual expenditure is the total turnover potential minus benchmark turnover and turnover of commitments.

Sales density for new floorspace is indicative.



Appendix 4 Healthcheck Maps



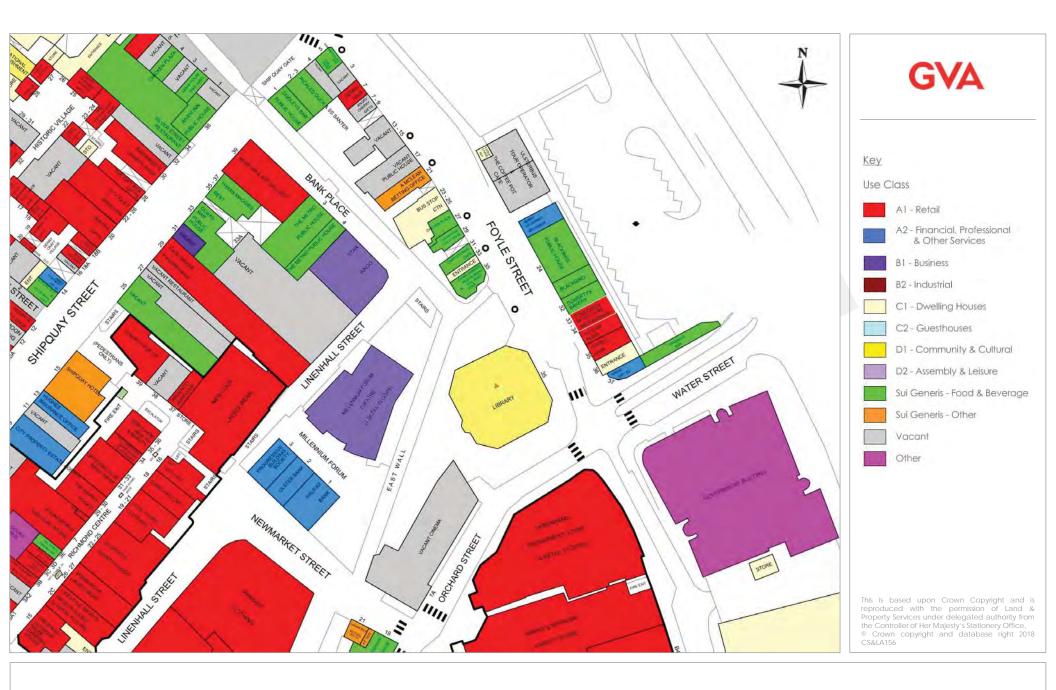
Derry - Londonderry City Centre - Healthcheck - Map 1 of 7



Derry - Londonderry City Centre - Healthcheck - Map 2 of 7



Derry - Londonderry City Centre - Healthcheck - Map 3 of 7



Derry - Londonderry City Centre - Healthcheck - Map 4 of 7



Derry - Londonderry City Centre - Healthcheck - Map 5 of 7



Derry - Londonderry City Centre - Healthcheck - Map 6 of 7



Derry - Londonderry City Centre - Healthcheck - Map 7 of 7



Derry City & Strabane District Council Retail Study



Basement Level, Derry-Londonderry City Centre - Healthcheck



First Floor, Derry-Londonderry City Centre - Healthcheck



Second Floor, Derry- Londonderry City Centre - Healthcheck



Strabane Town Centre – Healthcheck – Map 1 of 6



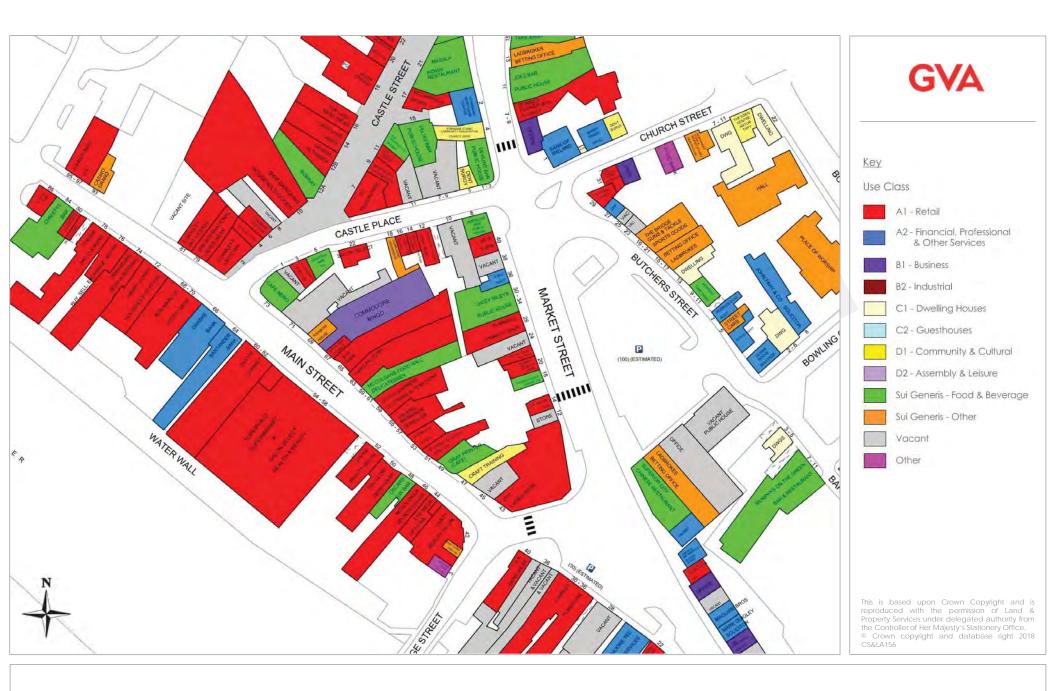
Strabane Town Centre - Healthcheck - Map 2 of 6



Strabane Town Centre - Healthcheck - Map 3 of 6



Strabane Town Centre - Healthcheck - Map 4 of 6



Strabane Town Centre – Healthcheck – Map 5 of 6



Strabane Town Centre – Healthcheck – Map 6 of 6



Castlederg - Healthcheck Map



Claudy - Healthcheck Map



Eglington - Healthcheck Map



Newtownstewart - Healthcheck Map



Sion Mills - Healthcheck Map

Appendix 5 Healthcheck Occupier / Use Class Tables

Appendix 5 - Healthcheck Occupier/ Use Class Tables

Newtownstewart			
Location	Unit	Category	Use Class
Main St.	McFarland Arnold and Co. (Accounting)	Service	A2: (A)
	Credit Union	Service	A2: (A)
	Centra	Convenience Service	A1: (A)
	La Chique Hair Salon	Service	A1 (D)
	Conway's Bar	Service	Sui Generis: (i)
	J.R Knox Dental	Service	D1: (A)
	Cancer Focus (Charity shop)	Comparison	A1: (A)
	Nisa Local	Convenience Service	A1: (A)
	Abercorn Arms (Public House and Inn)	Service	Sui Generis:(i)
	Sharon's Plaice (Chip Shop)	Service	Sui Generis:(i)
	Scizzorhands	Service	A1: (D)
	David Warnock Mortgages	Service	A2: (A)
	Church	Miscellaneous	Vacant
	B McNamee and Co Ltd (Giftware and Building Supplies)	Comparison	A1: (A)
	Old Northern Bank Building	Vacant	Vacant
	Strabane and District Community Network Building	Vacant	Vacant
	Hood and Co. (Giftware, coffee and home)	Comparison	A1: (A)
	Pizza Plus	Service	Sui Generis:(i)
	Newtonstewart Pharmacy	Comparison	A1: (A)
	J. Kennedy Sons (Men's Clothing)	Comparison	A1: (A)
	The Meat Joint (Butchers)	Convenience Service	A1: (A)
	The Rendezvous (Grill)	Service	Sui Generis:(i)
	Bryden Opticians	Comparison	A1: (A)
	Ryan Hickinson Hairdressing	Service	A1: (D)
Castlebrae Road	Row of Vacant Townhouses	Vacant	Vacant
	Historic Castle Ruins	Miscellaneous	N/A

Castlederg			
Street	Unit	Categorisation	Use Classes
Main St.	Waterside Public Bar	Service	Sui Generis: (i)
	R J Coulters Carpets	Comparison	A1: (A)
	Church/ Derg Parish	Miscellaneous	Sui Generis :(m)
	Parochial Hall	Miscellaneous	D1: (h)
	S Calley and Co (Hardware and Garden)	Comparison	A1: (A)
	Silhouette Beauty Salon	Service	A1 (D)
	R.S Waugh and Son (Home improvements)	Comparison	A1: (A)
	STK Footwear	Comparison	A1: (A)
	RJM Dental	Service	D1: (a)

Castlederg	11. 11		
treet	Unit	Categorisation	Use Classes
	Royal British Legion	Comparison	A1: (A)
	Man, Attraction Hair	Service	A1 (D)
	Micky Joes Bar	Service	Sui Generis: (i)
	Beauty Tree	Service	A1 (D)
	Castle Inn Bar and Lounge	Service	Sui Generis: (i)
	Derg Barbers	Service	A1 (D)
	Town House Bar and Beer Garden	Service	Sui Generis: (i)
	Ulster Bank	Vacant	Vacant
	Coulter Photography	Service	B1: (A)
	Taste of India	Service	Sui Generis: (i)
	Delmas Hairdressing	Service	A1 (D)
	Age Concern	Comparison	A1: (A)
	Derg Valley Care	Comparison	Sui Generis :(h)
	The Derg Arms	Service	Sui Generis: (i)
	Dry Cleaners	Service	A1: (G)
	Bullit Barber Shop	Service	A1 (D)
	P. Doherty and Sons	Service	A1: (A)
	Dwelling	Residential	C1: (A)
	R. J Coulter Blinds	Comparison	A1: (A)
	Marie's Hair	Service	A1 (D)
	Tip Top Toes Clinic	Service	D1: (a)
	McLaughlin Home Improvements	Comparison	A1: (A)
	P O Loughlin, Jewellers (Potentially	·	
	Vacant?)	Vacant	Vacant
	McBrien's Meats	Convenience Service	A1: (A)
	Hospice	Comparison	A1: (A)
	Vacant	Vacant	Vacant
	Vacant	Vacant	Vacant
	Bureau De Change	Service	A2: (A)
	PG Chips- takeaway	Service	Sui Generis: (i)
	Zilver Jewellery	Comparison	A1: (A)
	Barry's	Comparison	A1: (A)
	China Kitchen	Service	Sui Generis: (i)
	Red Pepper Restaurant	Service	Sui Generis: (i)
	Vienna Coffee Shop	Service	Sui Generis: (i)
	Pizza shop	Service	Sui Generis: (i)
	Cutting Edge	Service	A1 (D)
	The Sportsman's Inn	Service	Sui Generis: (i)
	The Crescent Inn		Sui Generis: (i)
o Diamana		Service	
ne Diamond	Estate Agents	Service	A2: (B)
	Corry's Chemist	Comparison	A1: (A)
	Mint bet. Com	Comparison	Sui Generis :(b)
	Derg Parish Shop 1938 Arcade W. J Kyle	Comparison	A1: (A)

Castlederg			
Street	Unit	Categorisation	Use Classes
	Family Eye Care (Optometrist)	Comparison	A1: (A)
	Paddy's Repairs	Comparison	Sui Generis :(I)
	Bar/ Off Sales	Service	Sui Generis: (i)
John St.	El Greco Restaurant	Service	Sui Generis: (i)
	Bus Stops Newsagents	Convenience Service	A1: (A)
	Wilkinson's Chemist	Comparison	A1: (A)
	Vacant	Vacant	Vacant
	J. Smith (Auctioneer)	Service	A2: (B)
	Lowry	Miscellaneous	B1: (A)
	Today's Local	Convenience Service	A1: (A)
	Byrae Taxis	Miscellaneous	Sui Generis :(I)
Ferguson St.	Altered Image Hair	Service	A1 (D)
	Forge Express Inn	Service	C2: Guesthouses
Kilclean Rd	Credit Union	Service	A2: (A)
Upper Strabane Rd	Cooperative	Convenience Service	A1: (A)
	Vivo	Convenience Service	A1: (A)
	Charity Shop	Comparison	A1: (A)
	Clair's Hot Chair	Service	A1 (D)
	Connect	Miscellaneous	B1: (A)
	Lecky's Takeaway	Service	Sui Generis: (i)
	Dolly's Tea Rooms	Service	Sui Generis: (i)
	Hair Creation	Service	A1 (D)
	Vacant	Vacant	Vacant
	Post Office	Vacant	Vacant
	Castlederg Library	Miscellaneous	D1: (g)
Strabane Rd	Spar	Convenience Service	A1: (A)

Claudy			
Location	Unit	Categorisation	Use Classes
Main St.	Town Hall	Miscellaneous	D1: (h)
	Eleanor's Home Bakery	Convenience	A1: (A)
	Eakin Brothers- Garage Showroom	Comparison	Sui Generis: (h)
	Vape Shop	Comparison	A1: (A)
	Florist Claudy	Comparison	A1: (A)
	Claudy DIY -Building Supplies	Comparison	A1: (A)
	Day Today- Gormley's	Convenience	A1: (A)
	Tranquillity Beauty Salon	Service	A1: (D)
	The Hair Company	Service	A1: (D)
	Vacant	Vacant	Vacant
	Vacant	Vacant	Vacant
	Centra	Convenience	A1: (A)
	Vineyard Claudy	Service	A1: (A)
	Macrons Bar and Off Licence	Convenience	Sui Generis: (i)

Claudy			
Location	Unit	Categorisation	Use Classes
	O'Kane Meats	Convenience	A1: (A)
	Vacant	Vacant	Vacant
	Spar-Post Office	Convenience	A1: (A)
	Claudy Veterinary Clinic	Miscellaneous	D1: (a)
	Crossroads Chippy	Service	Sui Generis: (i)
	T. K Maguire and Co. Chartered Accountants	Miscellaneous	A2: (A)
	McGorrigle Opticians	Comparison	A1: (A)
	Claudy Christmas (Temp)	Vacant	Vacant
	Surprise Chinese	Service	Sui Generis: (i)
	Flannigan Hair Salon	Service	A1: (D)
	McKeevers Bar and Restaurant	Service	Sui Generis: (i)
	Newsagents	Convenience	A1: (A)
	Claudy Credit Union	Service	A2: (A)
	Mulhern Kerr Group Insurance	Service	A2: (A)
Baranailt Rd	Pizza Bar	Service	Sui Generis: (i)
	Claudy Cabs	Miscellaneous	Sui Generis: (L)
	Retail Unit with small range of comparison goods	Comparison	A1: (A)
	The Glen Bar: Peoples	Service	Sui Generis: (i)
	Sean Graham Bookmakers	Service	Sui Generis: (b)
Church St.	Northern Bank	Vacant	Vacant
	Lloyds Pharmacy	Comparison	A1: (A)
	Turkish Barbers	Service	A1: (D)

Eglinton			
Location	Unit	Categorisation	Use Classes
Main Street	Eglinton Eyecare	Comparison	A1: (A)
	Syenna Hair	Service	A1: (D)
	Community Hall	Miscellaneous	D1: (h)
	The Green Cat Bakery	Convenience Service	Sui Generis: (i)
	Good food Chinese	Service	Sui Generis: (i)
	Headmasters Barber	Service	A1: (D)
	Manor House BandB	Service	C2: Guesthouses
	Credit Union	Service	A2: (A)
	Valerie Kelly Hairdressing	Service	A1: (D)
	Café Storm Cloud	Service	Sui Generis: (i)
	E. C Cars	Comparison	Sui Generis: (h)
	Quigg's Florist	Comparison	A1: (A)
	Eglinton Variety	Convenience Service	A1: (A)
	Spar	Convenience Service	A1: (A)
	Lloyds Pharmacy	Comparison	A1: (A)
	SuperValu-Longs	Convenience Service	A1: (A)
	Wok Inn	Service	Sui Generis: (i)
	Kelly Meats	Convenience Service	A1: (A)
	The Happy Landing: Connolly's Restaurant	Service	Sui Generis: (i)

Eglinton			
Location	Unit	Categorisation	Use Classes
	Carmoney Care Consultancy	Miscellaneous	A2: (B)
	Hair by Sinead	Service	A1: (D)

Sion Mills			
Location	Unit	Categorisation	Use Classes
Melmount Rd	McGillion's Car sales	Comparison	Sui Generis :(h)
	Joes Takeaway	Service	Sui Generis :(i)
	Spar	Convenience Service	A1: (A)
	Silver Moon Chinese	Service	Sui Generis :(i)
	Mary Quinn Hair	Service	A1: (D)
	McCafferty Art and Antiques	Comparison	A1: (A)
	Lloyds Pharmacy's	Comparison	A1: (A)
	Ronan Meany Financial Advice	Miscellaneous	A2: (A)
	Devine's Family Butchers	Convenience Service	A1: (A)
	Tackles Shop	Comparison	A1: (A)
	SMR Social Club	Service	Sui Generis :(i)
	1861 Restaurant	Service	Sui Generis :(i)
	Flower Junction	Convenience Service	A1: (A)
	Sion Mills Décor	Comparison	A1: (A)
	Fast Food Takeaway	Service	Sui Generis :(i)
	Tackle Shop	Comparison	A1: (A)
	Paul Logue Car Sales	Comparison	Sui Generis :(h)
	Car Wash Unit	Service	N/A
	Bar	Service	Sui Generis :(i)
	Off Sales	Convenience Service	A1: (A)
	Bookmakers	Miscellaneous	Sui Generis :(b)
	Spacerobes Wardrobes	Comparison	A1: (A)
	Petrol Filling Station	Comparison	Sui Generis :(g)

Appendix 6

Business Questionnaire (Blank) and completed Business Questionnaires



DERRY CITY AND STRABANE DISTRICT COUNCIL – RETAIL & CITY/TOWN STUDY

RETAILER & BUSINESS SURVEY

The District Council commissioned independent consultants (GVA and JUNO Planning) to complete a retail and town centre study of Derry/Londonderry, Strabane and the wider Council areato inform future planning policy which is being prepared as part of the emerging Local Development Plan.

As part of the retail and town centre study, the Council is seeking to understand the views of local businesses in Derry City/Strabane. The results of the questionnaire will help to inform future strategies for improving the city/town centre and prioritise resources to best help local traders.

The Council would therefore be grateful if you could contribute to this exercise by completing the following questionnaire which should take no longer than five minutes to complete. <u>The deadline for return of completed questionnaires is Wednesday 11th April 2018.</u>

All responses will be treated in the strictest confidence with no information on individual businesses will be released. By providing us with the information we seek, you will help the Council shape its future development and Planning policies to foster growth and prosperity within the retail, commerce and leisure sectors.

1a) How long, approximately, has the business traded in the city/town centre?
☐ Under one year
☐ Under three years
☐ Under five years
☐ Under ten years
☐ Ten to twenty years
Over twenty years
1b) What is your business?
☐ Part of national group/chain ☐ Other (please specify)
1c) If not an independent, do you have any autonomy of decision making at a local level?
☐ Yes ☐ No

1d) How would you describe your business? (Please tick relevant box)
 □ Food retailer (e.g. newsagent, grocer, supermarket, bakery etc. but not including restaurants, cafes, takeaways, public houses) □ Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.) □ Retail Service (e.g. hairdresser, opticians etc.). □ Leisure service (e.g. public house, restaurant, café, take-away etc.) □ Professional service (e.g. bank, estate agent, betting shop, etc.) □ Other (please specify)
1e) Are the business premises leased or owner occupied?
☐ Leased ☐ Owner Occupied ☐ No Answer
1f) What is the size of the business premises?
1g) How many staff does your business employ? (Please Tick)
☐ 1-5 staff ☐ 6-10 staff ☐ 11-20 staff ☐ 21-50 staff ☐ 51-100 staff ☐ 100 +
1h) Has the business always operated from the city/town centre?
☐ Yes ☐ No
If no, where did you relocate from:
1i) During the time trading in the city/town, has the business?
☐ Grown Significantly ☐ Grown Moderately ☐ Remained Largely Static ☐ Declined Moderately ☐ Declined Significantly
1j) How would you say that your business has performed over the past 12 months?
 □ Very Well □ Well □ Moderately □ Poorly □ Very Poorly

1k) How do you expect your business to performance over the ne	ext 12 months?
☐ Very well ☐ Well ☐ Moderate / Static ☐ Poorly ☐ Very Poorly 11) Have you any plans to alter your business in any way in the ne	ext five years?
 No Yes, close Yes, relocate in town centre Yes, relocate out-of-centre Yes, extend floorspace Yes, reduce floorspace Yes, refurbish existing floorspace Yes, other (please specify) 	
If you are relocating, where are you considering moving to?	
1m) If relocating, what is the main reason for this decision?	
☐ Current retail unit is in poor shape ☐ Drop in takings ☐ High rates and charges ☐ Town centre is too quiet ☐ Other (please specify)	
1n) What specific support would help your business?	
☐ Training ☐ Shop Front Improvement Grants ☐ Marketing assistance ☐ CCTV / Security ☐ Other (please specify)	
2) What are the main issues constraining your business?	
	Tick up to 3 answers
a) Rents / overheads	□1
b) General economy	□2
c) Quality or size of premises	□3
d) Staff recruitment / retention	□4 —
e) Availability of car parking	□5
f) Cost of car parking	□6
g) Public transport links	□7

h)	Competition from other businesses in the City/Town Centre	□8
i)	Competition from other businesses in the wider areas	□9
j)	Competition from other City/Town Centres nearby	□10
k)	Competition from other Town Centres in the Republic of Ireland	□11
l)	Security issues	□12
m)	Lack of visitors / customers	□13
n)	Poor location of premises	□14
o)	Poor quality of town centre environment	□15
p)	Other sources? (please specify below)	□16
	PPROX. % Local residents within the city/ town / immediate hinterland Other residents in the wider Council area Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state)	
4) Wha	at is your opinion of the City/Town Centre's market position in shopp	oing terms?
		Tick One
	a) Too 'up market'	□1
	b) Fine as it is	□2
	c) Too 'down market'	□3

5) How do you rate the City/Town Centre in terms of the following?

(Tick one answer for each factor)

	Very Good	Quite Good	Neither Good nor Poor	Quite Poor	Very Poor	Don't know
Rents / Rates	1	2	3	4	5	6
Availability of parking	1	2	3	4	5	6
Cost of parking	1	2	3	4	5	6
Traffic congestion	1	2	3	4	5	6
Bus service	1	2	3	4	5	6
Pedestrian Connections within the town centre	1	2	3	4	5	6

Safety / security	1	2	3	4	5	6
Range of shops and services available	1	2	3	4	5	6
Quality of shops and services available	1	2	3	4	5	6
Entertainment and leisure facilities	1	2	3	4	5	6
Marketing / promotion	1	2	3	4	5	6
Liveliness / street life / character	1	2	3	4	5	6
The street market	1	2	3	4	5	6
Quality / number of places to eat / drink	1	2	3	4	5	6
Quality of public realm	1	2	3	4	5	6
General shopping environment	1	2	3	4	5	6

6) How would you describe the City/Town Centre's current shopping mix?	
Tid	ck One
a) Too many small (independent) shops / not enough large (chain) stores?	□1
b) About the right mix?	□2
c) Too many large (chain) stores / not enough small (independent) shops?	□3
7) Do you think there is an appropriate mix of shops and other non-retail uses (e.g. societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?	banks, building
[Please tick one]	
☐ Good Balance ☐ Too many non-retail uses ☐ Not enough non retail uses ☐ Please specify	
8) What improvement measures would you like would you like to see in the City/Tox [PLEASE TICK NO MORE THAN THREE]	wn Centre?
☐ Increased choice/range of shops	
☐ More national multiples	
Foodstore in the town centre	
☐ More Independent/Specialist traders	
☐ Improved street paving☐ Improved street furniture	
☐ Improved sireet furnitare ☐ Improved built environment	
☐ Free car parking	
☐ Flexible parking	

	Alternative car park arrangements (e.g. pay on foot) More street cleaning Improved public transport More entertainment/leisure facilities More quality restaurants/pavement cafes More special markets More cultural facilities (i.e. theatre) Improved security/CCTV Greater promotion/marketing of the centre Improved signposting Public toilets Other (please state) Cheaper rates Too many budget shops, card shops, charity shops Need more street lighting Improved physical connections within the town centre
_	you welcome further expansion of the City/town centre?
	Yes No
9a) Please	e briefly explain why?
9b) If you	have answered YES to question 9, please describe the type of expansion I like to see?
	Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops Town centre redevelopment Need another large supermarket Covered market area and other shopping areas
10) Which	centre(s) do you consider to be your biggest competitor?
	Derry City Centre Strabane Town Centre Lisnagelvin District Centre Springtown District Centre

	 □ Rath Mór District Centre □ Northside District Centre □ Omagh Town Centre □ Belfast City Centre □ Coleraine Town Centre □ Letterkenny Town Centre □ Buncrana Town Centre □ Ballybofey Town Centre □ Foodstores □ Out-of-centre retail parks (please specify) □ The Internet
	Other (please specify)
12) Do area?	you operate any other businesses in any other centres in the Derry and Strabane Council
	Yes No If yes, where?
	□ Better □ Worse □ Same
14) Are	you a member of the following?
	 □ Chamber of Commerce □ Retail NI □ Derry City Centre Initiative □ Strabane Business Improvement District (BID) □ Other (please specify)
	nave any further comments in regard to the city/ town centre, then please feel free to syou views below.

THE COUNCIL APPRECIATES YOUR PARTICIPATION AND CONTRIBUTION



DERRY CITY AND STRABANE DISTRICT COUNCIL - RETAIL & CITY/TOWN STUDY

RETAILER & BUSINESS SURVEY

The District Council commissioned independent consultants (GVA and JUNO Planning) to complete a retail and town centre study of Derry/Londonderry, Strabane and the wider Council areato inform future planning policy which is being prepared as part of the emerging Local Development Plan.

As part of the retail and town centre study, the Council is seeking to understand the views of local businesses in Derry City/Strabane. The results of the questionnaire will help to inform future strategies for improving the city/town centre and prioritise resources to best help local traders.

The Council would therefore be grateful if you could contribute to this exercise by completing the following questionnaire which should take no longer than five minutes to complete. <u>The deadline for return of completed questionnaires is Wednesday 11th April 2018.</u>

All responses will be treated in the strictest confidence with no information on individual businesses will be released. By providing us with the information we seek, you will help the Council shape its future development and Planning policies to foster growth and prosperity within the retail, commerce and leisure sectors.

1a) How long, approximately, has the business traded in the	city/town centre?
☐ Under one year	
☐ Under three years	
☐ Under five years	
☐ Under ten years	
☐ Ten to twenty years	
Over twenty years	
1b) What is your business?	
Part of national group/chain	1
Dother (please specify) Louly rome	I law from
1c) If not an independent, do you have any autonomy of dec	ision making at a local level?
Yes	*
LI NO	

1d) How would you describe your business? (Please tick relevant box)
\square Food retailer (e.g. newsagent, grocer, supermarket, bakery etc. but <u>not</u> including restaurants, cafes, takeaways, public houses)
Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)
Retail Service (e.g. hairdresser, opticians etc.).
Leisure service (e.g. public house, restaurant, café, take-away etc.)
Professional service (e.g. bank, estate agent, betting shop, etc.)
Other (please specify)
1e) Are the business premises leased or owner occupied?
☐ Leased
☐ Owner Occupied
☐ No Answer
1f) What is the size of the business premises?
4 000 (SQ. FT. OR SQ.M)
1g) How many staff does your business employ? (Please Tick)
1-5 staff
6-10 staff 11-20 staff
□ 21-50 staff
☐ 51-100 staff
□ 100 +
1h) Has the business always operated from the city/town centre?
TY Yes
□ No
If no, where did you relocate from:
1i) During the time trading in the city/town, has the business?
☐ Grown Significantly
Grown Moderately
Remained Largely Static
☐ Declined Moderately
☐ Declined Significantly
1j) How would you say that your business has performed over the past 12 months?
☐ Very Well
□ Well
Moderately
□ Poorly
☐ Very Poorly
- Jory Loony

IK) H	ow do you expect your business to performance over t	he next 12 months?
	☐ Very well	
	□ Well	
	☐ Moderate / Static	
	Poorly	
212.12	☐ Very Poorly	
11) Ha	ive you any plans to alter your business in any way in the	ne next five years?
	□ No	
	☐ Yes, close	
	Yes, relocate in town centre	
	Yes, relocate out-of-centre	
	Yes, extend floorspace	
	Yes, reduce floorspace	
	Yes, refurbish existing floorspace	
	Yes, other (please specify)	
If you	are relocating, where are you considering moving to?	
	NIA	\$ 40
1m) If	relocating, what is the main reason for this decision?	at = 3,
	Current retail unit is in poor shape	
	u prop in takings	
	High rates and charges	
	☐ Town centre is too quiet ☐ Other (please specify)	
	Officer (piedse specify)	
1n) W	hat specific support would help your business?	
	☐ Training	
	☐ Shop Front Improvement Grants	
	☐ Marketing assistance	
	CCTV / Security Other (please specify)	
	Other (please specify)	
2) Wh	at are the main issues constraining your business?	
_,	ar are me main issues constraining your business:	Tick up to 3 answers
a)	Rents / overheads	□1
b)	General economy	□2
c)	Quality or size of premises	
d)	Staff recruitment / retention	<u> </u>
	Availability of car parking	
e)		□5
f)	Cost of car parking	□6
g)	Public transport links	□7

h)	Competition from other businesses in the City/Town Centre	□8
i)	Competition from other businesses in the wider areas	□9
j)	Competition from other City/Town Centres nearby	□10
k)	Competition from other Town Centres in the Republic of Ireland	
1)	Security issues	□12
m	Lack of visitors / customers	□13
n)	Poor location of premises	□14
0)	Poor quality of town centre environment	□15
p)	Other sources? (please specify below)	□16
ENTER A	proximately, what proportion (%) of your trade / business comes from	?
14	NPPROX. % Local residents within the city/ town / immediate hinterland	
100	Local residents within the city/ town / immediate hinterland Other residents in the wider Council area	
-	Local residents within the city/ town / immediate hinterland Other residents in the wider Council area Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state)	•
	Local residents within the city/ town / immediate hinterland Other residents in the wider Council area Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state)	terms?
	Local residents within the city/ town / immediate hinterland Other residents in the wider Council area Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state)	terms?
	Local residents within the city/ town / immediate hinterland Other residents in the wider Council area Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state)	
	Local residents within the city/ town / immediate hinterland Other residents in the wider Council area Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state)	Tick One
	Local residents within the city/ town / immediate hinterland Other residents in the wider Council area Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state)	Tick One

5) How do you rate the City/Town Centre in terms of the following?

(Tick one answer for each factor)

	Very Good	Quite Good	Neither Good nor Poor	Quite Poor	Very Poor	Don't know
Rents / Rates	1	(2)	3	4	5	6
Availability of parking	1	(2)	3	4	5	6
Cost of parking		2	3	4	5	6
Traffic congestion	Ī	(2)	3	4	5	6
Bus service	1	2	(3)	4	5	6
Pedestrian Connections within the town centre	ĵ	2	3	4	5	6

Safety / security	1	$\binom{2}{2}$	3	4	5	6
Range of shops and services available	10	2	(3)	4	5	6
Quality of shops and services available	1	2	(3)	4	5	6
Entertainment and leisure facilities	1	(2)	3	4	5	6
Marketing / promotion	7	2	(3)	4	5	6
Liveliness / street life / character	1	(2)	3	4	5	6
The street market	1	2	3	4	5	6
Quality / number of places to eat / drink	1	0	3	4	5	6
Quality of public realm		2	3	4	5	6
General shopping environment	0.	(2)	3	4	° _ 5	6

6) How would you describe the City/Town Centre's current shopping mix?	
	Tie	ck One
	a) Too many small (independent) shops / not enough large (chain) stores?	□1
	b) About the right mix?	
	c) Too many large (chain) stores / not enough small (independent) shops?	□3
7 s) Do you think there is an appropriate mix of shops and other non-retail uses (e.g. ocieties, amusement arcades, cafes, pubs and restaurants, fast food outlets)?	banks, building
I	Please tick one]	
	☑ Good Balance	
	☐ Too many non-retail uses	
	☐ Not enough non retail uses	
	Please specify	
	Need more street-side cafes, national banks	
	Too many charity shops, government agencies	
	☐ Too many cafes	
8) What improvement measures would you like would you like to see in the City/Tov PLEASE TICK NO MORE THAN THREE]	vn Centre?
	☐ Increased choice/range of shops	
	☐ More national multiples	
	☐ Foodstore in the town centre	
	☐ More Independent/Specialist traders	
	☐ Improved street paving	
	☐ Improved street furniture	
	☐ Improved built environment	
	Free car parking	
	☐ Flexible parking	

	Alternative car park arrangements (e.g. pay on foot)
	More street cleaning
	Improved public transport
	More entertainment/leisure facilities
2)	More quality restaurants/pavement cafes
	More special markets
	More cultural facilities (i.e. theatre)
	Improved security/CCTV
	Greater promotion/marketing of the centre
	Improved signposting
	Public toilets
П	Other (please state)
Ē	Cheaper rates
	Too many budget shops, card shops, charity shops
	Need more street lighting
TQ.	Improved physical connections within the town centre
	improved physical connections within the fown centre
9) Would	you welcome further expansion of the City/town centre?
E	
	Yes
<u> </u>	No
	e briefly explain why?
9b) If you	have answered YES to question 9, please describe the type of expansion t like to see?
9b) If you you would	have answered YES to question 9, please describe the type of expansion I like to see?
9b) If you you would	have answered YES to question 9, please describe the type of expansion tike to see? Covered shopping facilities
9b) If you you would	have answered YES to question 9, please describe the type of expansion d like to see? Covered shopping facilities More grocery / foodstores
9b) If you you would	have answered YES to question 9, please describe the type of expansion tilke to see? Covered shopping facilities More grocery / foodstores More department stores
9b) If you you would	have answered YES to question 9, please describe the type of expansion d like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing
9b) If you you would	have answered YES to question 9, please describe the type of expansion like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops
9b) If you you would	have answered YES to question 9, please describe the type of expansion like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking
9b) If you you would	have answered YES to question 9, please describe the type of expansion like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking Need to attract tourism
9b) If you you would	have answered YES to question 9, please describe the type of expansion like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops
9b) If you you would	have answered YES to question 9, please describe the type of expansion like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops Town centre redevelopment
9b) If you you would	have answered YES to question 9, please describe the type of expansion like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops Town centre redevelopment Need another large supermarket
9b) If you you would	have answered YES to question 9, please describe the type of expansion like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops Town centre redevelopment
9b) If you you would	have answered YES to question 9, please describe the type of expansion like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops Town centre redevelopment Need another large supermarket
9b) If you you would	have answered YES to question 9, please describe the type of expansion a like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops Town centre redevelopment Need another large supermarket Covered market area and other shopping areas centre(s) do you consider to be your biggest competitor?
9b) If you you would	have answered YES to question 9, please describe the type of expansion a like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops Town centre redevelopment Need another large supermarket Covered market area and other shopping areas centre(s) do you consider to be your biggest competitor?
9b) If you you would	have answered YES to question 9, please describe the type of expansion a like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops Town centre redevelopment Need another large supermarket Covered market area and other shopping areas centre(s) do you consider to be your biggest competitor? Derry City Centre Strabane Town Centre
9b) If you you would	have answered YES to question 9, please describe the type of expansion a like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops Town centre redevelopment Need another large supermarket Covered market area and other shopping areas centre(s) do you consider to be your biggest competitor?

	Rath Mór District Centre
	Northside District Centre
	Omagh Town Centre
	Belfast City Centre
	Coleraine Town Centre
	Letterkenny Town Centre
_	Buncrana Town Centre
	Ballybofey Town Centre
_	Foodstores
	Out-of-centre retail parks (please specify)
the state of the s	The Internet
ш	Other (please specify)
12) Do you area?	operate any other businesses in any other centres in the Derry and Strabane Council
	Yes
	If yes, where?
13) If yes; is	this other business trading better, worse or the same?
	Better
	Worse
	Same
14) Are you	a member of the following?
_/	
	Chamber of Commerce
	Retail NI
<u> </u>	Derry City Centre Initiative
	Strabane Business Improvement District (BID)
	Other (please specify)
If you have express you	e any further comments in regard to the city/ town centre, then please feel free to views below.

THE COUNCIL APPRECIATES YOUR PARTICIPATION AND CONTRIBUTION





DERRY CITY AND STRABANE DISTRICT COUNCIL - RETAIL & CITY/TOWN STUDY

RETAILER & BUSINESS SURVEY

The District Council commissioned independent consultants (GVA and JUNO Planning) to complete a retail and town centre study of Derry/Londonderry, Strabane and the wider Council areato inform future planning policy which is being prepared as part of the emerging Local Development Plan.

As part of the retail and town centre study, the Council is seeking to understand the views of local businesses in Derry City/Strabane. The results of the questionnaire will help to inform future strategies for improving the city/town centre and prioritise resources to best help local traders.

The Council would therefore be grateful if you could contribute to this exercise by completing the following questionnaire which should take no longer than five minutes to complete. **The deadline** for return of completed questionnaires is Wednesday 11th April 2018.

All responses will be treated in the strictest confidence with no information on individual businesses will be released. By providing us with the information we seek, you will help the Council shape its future development and Planning policies to foster growth and prosperity within the retail, commerce and leisure sectors.

1a)	How long, approximately, has the business traded in the city/town centre?
	☐ Under one year
	☐ Under three years
	☐ Under five years
	Under ten years
	☐ Ten to twenty years
	Over twenty years
1b)	What is your business?
	Part of national group/chain
	Other (please specify)
1c)	If not an independent, do you have any autonomy of decision making at a local level?
	□Yes
	□ No

1d) How would you describe your business? (Please tick relevant box)	
Food retailer (e.g. newsagent, grocer, supermarket, bakery etc. but <u>not</u> including restaurants, cafes, takeaways, public houses) Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)	ng
Retail Service (e.g. hairdresser, opticians etc.).	
Leisure service (e.g. public house, restaurant, café, take-away etc.)	
Professional service (e.g. bank, estate agent, betting shop, etc.) Other (please specify)	
1e) Are the business premises leased or owner occupied?	
Leased	
Owner Occupied	
□ No Answer	
L No Allswei	
1f) What is the size of the business premises?	
500 SOFT X 2 (SQ. FT. OR SQ.M)	
1g) How many staff does your business employ? (Please Tick)	
1-5 staff	
Ge-10 staff	
□ 11-20 staff	
21-50 staff	
□ 51-100 staff	
100 +	
Li 100 +	
1h) Has the business always operated from the city/town centre?	
☑ Yes	
□ No	
If no, where did you relocate from:	
1i) During the time trading in the city/town, has the business?	
☐ Grown Significantly	
☐ Grown Moderately	
Remained Largely Static	
☐ Declined Moderately	
☐ Declined Significantly	
1j) How would you say that your business has performed over the past 12 months?	
☐ Very Well	
□ Well	
Moderately	
Poorly	
Very Poorly	

1k) How do you expect your business to performance	over the next 12 months?
☐ Very well	
□ Well	
Moderate / Static	
Poorly	
☐ Very Poorly	
11) Have you any plans to alter your business in any wa	ry in the next five years?
□ No	
Yes, close	
Yes, relocate in town centre	
Yes, relocate out-of-centre	
Yes, extend floorspace	
Yes, reduce floorspace	
Yes, refurbish existing floorspace	
Yes, other (please specify)	
If you are relocating, where are you considering movin	g to?
1m) If relocating, what is the main reason for this decisi	on?
☐ Current retail unit is in poor shape	
☐ Drop in takings	
☐ High rates and charges	
☐ Town centre is too quiet	
Other (please specify)	
1n) What specific support would help your business?	
☐ Training	
Shop Front Improvement Grants	
Marketing assistance	
☐ CCTV / Security	
Other (please specify)	
2) What are the main issues constraining your business?	
	Tick up to 3 answers
a) Rents / overheads	
b) General economy	□2
c) Quality or size of premises	□3
d) Staff recruitment / retention	□4
e) Availability of car parking	13.5
f) Cost of car parking	□6
g) Public transport links	□7

h) Competition from other businesses in the City/Town Centre	□8
 Competition from other businesses in the wider areas 	□9
j) Competition from other City/Town Centres nearby	□10
k) Competition from other Town Centres in the Republic of Ireland	
Security issues	□12
m) Lack of visitors / customers	□13
n) Poor location of premises	□14
Poor quality of town centre environment	№15
p) Other sources? (please specify below)	16
3) Approximately, what proportion (%) of your trade / business comes for ENTER APPROX. % Local residents within the city/ town / immediate hinterland Other residents in the wider Council area	50 % 30 % 10
Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state)	10%
4) What is your opinion of the City/Town Centre's market position in shop	ping terms?
	Tick One
a) Too 'up market'	
b) Fine as it is	
b) Fine as it is c) Too 'down market'	

5) How do you rate the City/Town Centre in terms of the following?

(Tick one answer for each factor)

	Very Good	Quite Good	Neither Good nor Poor	Quite Poor	Very Poor	Don't know
Rents / Rates	1	2	3	4	5	6
Availability of parking	1	2	3	4 /	5	6
Cost of parking	1	2	3	4 🗸	5	6
Traffic congestion	1	2	3 /	4	5	6
Bus service	1	2 /	3	4	5	6
Pedestrian Connections within the town centre	1	2	3	4	5	6

Alternative car park arrangements (e.g. pay on foot)
☐ More street cleaning
☐ Improved public transport
☐ More entertainment/leisure facilities
More quality restaurants/pavement cafes
☐ More special markets
☐ More cultural facilities (i.e. theatre)
☐ Improved security/CCTV
Greater promotion/marketing of the centre
Improved signposting
Public toilets
Other (please state)
☐ Cheaper rates
Too many budget shops, card shops, charity shops
Need more street lighting
Improved physical connections within the town centre
9) Would you welcome further expansion of the City/town centre?
☐ Yes
□ No
9a) Please briefly explain why?
IMPROVE CURRONT AREA - PEDESTRIANISÉ INSIDE WALLS
AND PROVIDE A HOP ON HOP OST OPEN BUSITERM . AROUND
SHIPDUM ST, FERRYQUALST, CARLIE RD SOHW ST. & FOYLESTERE,
9b) If you have answered YES to question 9, please describe the type of expansion you would like to see?
☐ Covered shopping facilities
☐ More grocery / foodstores
☐ More department stores
☐ More general retailing
✓ More independent shops
☐ Cheaper parking
☐ Need to attract tourism
More up-market shops
Town centre redevelopment
Need another large supermarket
Covered market area and other shopping areas
10) Which centre(s) do you consider to be your biggest competitor?
☐ Derry City Centre
☐ Strabane Town Centre
Lisnagelvin District Centre
☐ Springtown District Centre

Safety / security	1	2	3	4	5	6
Range of shops and services available	1	2	3	4	5	6
Quality of shops and services available	1	2	3	4	5	6
Entertainment and leisure facilities	1	2	3	4	5	6
Marketing / promotion	1	2 /	3	4	5	6
Liveliness / street life / character	1	2	3	4	5	6
The street market	1	2	3 🗸	4	5	6
Quality / number of places to eat / drink	1	2	3	4	5	6
Quality of public realm	1	2	3	4	5	6
General shopping environment	1	2	3	4	5	6

	b) About the right mix?	□2
	c) Too many large (chain) stores / not enough small (independent) shops?	□3
7) Do	you think there is an appropriate mix of shops and other non-retail uses (e.g. lies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?	banks, building
Please	tick one]	
	Good Balance Too many non-retail uses Not enough non retail uses Please specify Not Enough Surface For Small bucal Need more street-side cafes, national banks Too many charity shops, government agencies Too many cafes	Re-fail
	at improvement measures would you like would you like to see in the City/To	wn Centre?
	☐ Increased choice/range of shops ☐ More national multiples ☐ Foodstore in the town centre ☐ More Independent/Specialist traders ☐ Improved street paving ☐ Improved street furniture ☐ Improved built environment ☐ Free car parking	

☐ Flexible parking

Rath Mór District Centre Northside District Centre Omagh Town Centre Belfast City Centre Coleraine Town Centre Letterkenny Town Centre Buncrana Town Centre Ballybofey Town Centre Ballybofey Town Centre Cout-of-centre retail parks (please specify) The Internet Other (please specify)
12) Do you operate any other businesses in any other centres in the Derry and Strabane Council area?
Yes No If yes, where? TOTAL 2 RICHMOND CTE / FRENZYQUAY ST.
13) If yes; is this other business trading better, worse or the same?
□ Better □ Worse □ Same
14) Are you a member of the following?
☐ Chamber of Commerce ☐ Retail NI ☐ Derry City Centre Initiative ☐ Strabane Business Improvement District (BID) ☐ Other (please specify)
If you have any further comments in regard to the city/ town centre, then please feel free to express you views below.
SUPPORT SMALL LOCAL BUSINESS - END RATES FOR
UNITY UNDER 1000 SOFT THIS WILL PAY FOR
ITS SOF BY BRING MORE SHOPPERS and TOURISTS
TO THE CITY

THE COUNCIL APPRECIATES YOUR PARTICIPATION AND CONTRIBUTION



RETAILER & BUSINESS SURVEY

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1a) How long, approximately, has the business traded in the city/town centre?
☐ Under one year ☐ Under three years ☐ Under five years ☐ Under ten years ☐ Ten to twenty years ☐ Over twenty years
1b) What is your business?
☐ Part of national group/chain ☐ Other (please specify) Independent Trader
1c) If not an independent, do you have any autonomy of decision making at a local level?
☐ Yes ☐ No

	1d) How would you describe your business? (Please tick relevant box)
	 Food retailer (e.g. newsagent, grocer, supermarket, bakery etc. but not including restaurants, cafes, takeaways, public houses) Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.) Retail Service (e.g. hairdresser, opticians etc.). Leisure service (e.g. public house, restaurant, café, take-away etc.) Professional service (e.g. bank, estate agent, betting shop, etc.) Other (please specify) Non food retail and retail Service
Ш	1e) Are the business premises leased or owner occupied?
	☐ Leased ☐ Owner Occupied ☐ No Answer
	1f) What is the size of the business premises?
	1g) How many staff does your business employ? (Please Tick)
	☐ 1-5 staff ☐ 6-10 staff ☐ 11-20 staff ☐ 21-50 staff ☐ 51-100 staff ☐ 100 +
	1h) Has the business always operated from the city/town centre?
	☐ Yes ☐ No
	If no, where did you relocate from: We have always operated from close to the walls i.e London Street and now Carlise Road.
	1i) During the time trading in the city/town, has the business?
	☐ Grown Significantly ☐ Grown Moderately ☐ Remained Largely Static ☐ Declined Moderately ☐ Declined Significantly
	1j) How would you say that your business has performed over the past 12 months?
	☐ Very Well ☐ Well ☐ Moderately ☐ Poorly ☐ Very Poorly

1k) Ho	ow do you expect your business to performance over the next 12 mor	nths?
1l) Hav	 □ Very well X Well □ Moderate / Static □ Poorly □ Very Poorly very Poorly <	ars?
	 No Yes, close Yes, relocate in town centre Yes, relocate out-of-centre Yes, extend floorspace Yes, reduce floorspace X Yes, refurbish existing floorspace Yes, other (please specify) 	
If you	are relocating, where are you considering moving to?	
1m) If	relocating, what is the main reason for this decision? Current retail unit is in poor shape Drop in takings High rates and charges Town centre is too quiet Other (please specify)	
1n) Wh	hat specific support would help your business?	
	 □ Training □ Shop Front Improvement Grants X Marketing assistance □ CCTV / Security □ Other (please specify) 	
2) Wha	at are the main issues constraining your business?	
		k up to 3 answers
a)	Rents / overheads	X
b)	General economy	□2 _
c)	Quality or size of premises	□3
d)	Staff recruitment / retention	□4
e)	Availability of car parking	□5 —
f)	Cost of car parking	□6
g)	Public transport links	□7

h)	Competition from other businesses in the City/Town Centre	□8
i)	Competition from other businesses in the wider areas	□9
j)	Competition from other City/Town Centres nearby	□10
k)	Competition from other Town Centres in the Republic of Ireland	□11
I)	Security issues	□12
m)	Lack of visitors / customers	х
n)	Poor location of premises	х
0)	Poor quality of town centre environment	□15
p)	Other sources? (please specify below)	□16
	proximately, what proportion (%) of your trade / business comes from 60% Local residents within the city/ town / immediate hinterland Other residents in the wider Council area Residents in the Republic of Ireland 10% Local employees (i.e. those working in the town)	
4) Wha	30% Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state)	
•		Tick One
	a) Too 'up market'	□1
	b) Fine as it is	□2
	c) Too 'down market'	X 3

	Very Good	Quite Good	Neither Good nor Poor	Quite Poor	Very Poor	Don't know
Rents / Rates	1	2	3	4	5	6
Availability of parking	1	2	3	4	5	6
Cost of parking	1	2	3	4	5	6
Traffic congestion	1	2	3	4	5	6
Bus service	1	2	3	4	5	6
Pedestrian Connections within the town	1	2	3	4	5	6

centre						
Safety / security	1	2	3	4	5	6
Range of shops and services available	1	2	3	4	5	6
Quality of shops and services available	1	2	3	4	5	6
Entertainment and leisure facilities	1	2	3	4	5	6
Marketing / promotion	1	2	3	4	5	6
Liveliness / street life / character	1	2	3	4	5	6
The street market	1	2	3	4	5	6
Quality / number of places to eat / drink	1	2	3	4	5	6
Quality of public realm	1	2	3	4	5	6
General shopping environment	1	2	3	4	5	6

	Tick	One
a) Too many small (independent) shops / not enough large (chain) stores	?	□1

6) How would you describe the City/Town Centre's current shopping mix?

7) Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

[Please 1	ick	one
-----------	-----	-----

8) What improvement measures would you like would you like to see in the City/Town Centre? [PLEASE TICK NO MORE THAN THREE]

X	Increased choice/range of shops
	More national multiples
	Foodstore in the town centre
Χ	More Independent/Specialist traders

Improved street paving Improved street furniture Improved built environment Free car parking Flexible parking Alternative car park arrangements (e.g. pay on foot) More street cleaning Improved public transport More entertainment/leisure facilities More quality restaurants/pavement cafes More special markets More cultural facilities (i.e. theatre) Improved security/CCTV Greater promotion/marketing of the centre Improved signposting Public toilets Other (please state) X Cheaper rates Too many budget shops, card shops, charity shops Need more street lighting Improved physical connections within the town centre
9) Would you welcome further expansion of the City/town centre?
☐ Yes X No
9a) Please briefly explain why?
Not enough made of what we have with building needing restoration etc. Let's fill what we have first, local people don't like walking too far!!
9b) If you have answered YES to question 9, please describe the type of expansion you would like to see?
Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops Town centre redevelopment Need another large supermarket Covered market area and other shopping areas
10) Which centre(s) do you consider to be your biggest competitor?
☐ Derry City Centre

□ Strabane Town Centre □ Lisnagelvin District Centre □ Springtown District Centre □ Rath Mór District Centre □ Northside District Centre □ Omagh Town Centre □ Belfast City Centre □ Coleraine Town Centre □ Letterkenny Town Centre □ Buncrana Town Centre □ Ballybofey Town Centre □ Ballybofey Town Centre □ Foodstores □ Out-of-centre retail parks (please specify). □ The Internet □ Other (please specify) NONE
2) Do you operate any other businesses in any other centres in the Derry and Strabane Council rea?
☐ Yes X No ☐ If yes, where?
☐ Better ☐ Worse ☐ Same
4) Are you a member of the following?
 □ Chamber of Commerce □ Retail NI X Derry City Centre Initiative □ Strabane Business Improvement District (BID) □ Other (please specify)
you have any further comments in regard to the city/ town centre, then please feel free to xpress you views below.



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1a) How long, approximately, has the business traded in the leity/town centre?

ray now long, approximately, has the basilless haded in the chypown certile:
☐ Under one year ☑ Under three years
Under five years
Under ten years
☐ Ten to twenty years
Over twenty years
1b) What is your business?
Part of national group/chain
Other (please specify) INDElGrows
1c) If not an independent, do you have any autonomy of decision making at a local level?
☐ Yes ☐ No

1d) How would you describe your business? (Please tick relevant box)
 □ Food retailer (e.g. newsagent, grocer, supermarket, bakery etc. but not including restaurants, cafes, takeaways, public houses) □ Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.) □ Retail Service (e.g. hairdresser, opticians etc.). □ Leisure service (e.g. public house, restaurant, café, take-away etc.) □ Professional service (e.g. bank, estate agent, betting shop, etc.) □ Other (please specify)
1e) Are the business premises leased or owner occupied?
Leased Owner Occupied No Answer
1f) What is the size of the business premises?
(SQ. FT. OR SQ.M)
1g) How many staff does your business employ? (Please Tick)
 2 1-5 staff □ 6-10 staff □ 11-20 staff □ 21-50 staff □ 51-100 staff □ 100 +
1h) Has the business always operated from the city/town centre?
☐ Yes ☑ No
If no, where did you relocate from:
1i) During the time trading in the city/town, has the business?
Grown Significantly Grown Moderately Remained Largely Static Declined Moderately Declined Significantly
1j) How would you say that your business has performed over the past 12 months?
 □ Very Well □ Well ☑ Moderately □ Poorly □ Very Poorly

IK) HC	ow do you expect your business to performance over the next 12 months?	
11) Ha	 □ Very well □ Well ☑ Moderate / Static □ Poorly □ Very Poorly □ Very Poorly ve you any plans to alter your business in any way in the next five years? 	
	 No Yes, close Yes, relocate in town centre Yes, relocate out-of-centre Yes, extend floorspace Yes, reduce floorspace Yes, refurbish existing floorspace Yes, other (please specify) 	
If you	are relocating, where are you considering moving to?	
********		,,,,,,,
lm) if	relocating, what is the main reason for this decision?	
	 □ Current retail unit is in poor shape □ Drop in takings ☑ High rates and charges □ Town centre is too qulet □ Other (please specify) 	
1n) Wi	nat specific support would help your business?	
	 ☑ Training ☑ Shop Front Improvement Grants ☑ Marketing assistance ☐ CCTV / Security ☐ Other (please specify) 	
2) Who	at are the main issues constraining your business?	
•	Tick up to 3 ans	wers
a)	Rents / overheads	
b)	General economy	₩2
c)	Quality or size of premises	□3
d)	Staff recruitment / retention	2 4
e)	Availability of car parking	□5
f)	Cost of car parking	□6
g)	Public transport links	□7

	h)	Competition from other businesses in the City/Town Centre	□8
	i)	Competition from other businesses in the wider areas	□9
	j)	Competition from other City/Town Centres nearby	□10
	k)	Competition from other Town Centres in the Republic of Ireland	□11
	l)	Security issues	□12
	m)	Lack of visitors / customers	□13
	n)	Poor location of premises	□14
	0)	Poor quality of town centre environment	□15
	p)	Other sources? (please specify below)	□16
****			***********
****			************
****	•••••		•1••••
3)	App	proximately, what proportion (%) of your trade / business comes from?	
ENT	TER A	PPROX. %	
		Local residents within the city/ town / immediate hinterland 60%	
		□ Other residents in the wider Council area 30% □ Residents in the Republic of Ireland 20%	
		Local employees (i.e. those working in the town) 30%	
		Tourist / Leisure Visitors from outside Derry city/Strabane (22)	
		Other (please state)	***********
4)	Who	it is your opinion of the City/Town Centre's market position in shopping term	ns?
			Tick One
		a) Too 'up market'	□ 1
		b) Fine as it is	⊠ 2
		c) Too 'down market'	□3

	Very Good	Quite Good	Neither Good nor Poor	Quite Poor	Very Poor	Don't know
Rents / Rates	1	2	3	4	5	6
Availability of parking	1	2 -	3	4	5	6
Cost of parking		2	3	4	5	6
Traffic congestion	1	2	3	4	5	6
Bus service	1	2).	3	4	5	6
Pedestrian Connections within the town centre		2	3	4	5	6

Safety / security	1	2 .	3	4	5	6
Range of shops and services available	1	2	3	4	5	6
Quality of shops and services available	1	(2)	3	4	5	6
Entertainment and leisure facilities	1	2	3	4	5	6
Marketing / promotion	1)	12	3	4	5	6
Liveliness / street life / character	1	2	3	4	5	6
The street market	1	2	3	4	5	6
Quality / number of places to eat / drink		2	3	4	5	6
Quality of public realm	1	2	3	4	5	6
General shopping environment	1 30	(2)	3	4	5	e 6
7) Do you think there is an societies, amusement arcs (Please tick one) Good Balance Too many non- Not enough no	retail uses on retail use	es, pubs and re	estaurants, fas	t food outlet	s)?	
Too many char Too many cafe Too many cafe 8) What improvement med (PLEASE TICK NO MORE THAN THE Increased choice in the	es esures woul EEE) ce/range o multiples e town cen	l d you like wo of shops atre		o see in the	City/Town (Centre?
☐ More Independ ☐ Improved stree ☐ Improved stree	t paving t furniture					

☐ Free car parking☐ Flexible parking☐

	Alternative car park arrangements (e.g. pay on foot) More street cleaning Improved public transport More entertainment/leisure facilities More quality restaurants/pavement cafes More special markets More cultural facilities (i.e. theatre) Improved security/CCTV Greater promotion/marketing of the centre Improved signposting Public toilets Other (please state) Cheaper rates Too many budget shops, card shops, charity shops Need more street lighting Improved physical connections within the town centre
9) Wo	uld you welcome further expansion of the City/town centre?
	Yes No
9a) Pl	ease briefly explain why?
9b) If	you have answered YES to question 9, please describe the type of expansion yould like to see?
	Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops Town centre redevelopment Need another large supermarket Covered market area and other shopping areas
10) WI	hich centre(s) do you consider to be your biggest competitor?
	Derry City Centre Strabane Town Centre Lisnagelvin District Centre Springtown District Centre

□ Rath Mór District Centre □ Northside District Centre □ Omagh Town Centre □ Belfast City Centre □ Coleraine Town Centre □ Letterkenny Town Centre □ Buncrana Town Centre □ Ballybofey Town Centre □ Foodstores ☑ Out-of-centre retail parks (please specify)
Other (please specify)
12) Do you operate any other businesses in any other centres in the Derry and Strabane Council area?
☐ Yes ☑ No ☐ If yes, where?
13) If yes; is this other business trading better, worse or the same?
Better Worse Same
14) Are you a member of the following?
 □ Chamber of Commerce □ Retail NI □ Derry City Centre Initiative □ Strabane Business Improvement District (BID) □ Other (please specify)
If you have any further comments in regard to the city/ town centre, then please feel free to express you views below.



RETAILER & BUSINESS SURVEY

The District Council commissioned independent consultants (GVA and JUNO Planning) to complete a retail and town centre study of Derry/Londonderry, Strabane and the wider Council areato inform future planning policy which is being prepared as part of the emerging Local Development Plan.

As part of the retail and town centre study, the Council is seeking to understand the views of local businesses in Derry City/Strabane. The results of the questionnaire will help to inform future strategies for improving the city/town centre and prioritise resources to best help local traders.

The Council would therefore be grateful if you could contribute to this exercise by completing the following questionnaire which should take no longer than five minutes to complete. <u>The deadline</u> for return of completed questionnaires is Wednesday 11th April 2018.

1d) How would you describe your business? (Please tick relevant box)
 Food retailer (e.g., newsagent, grocer, supermarket, bakery etc. but <u>not</u> including restaurants, cafes, takeaways, public houses) Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.) Retail Service (e.g. hairdresser, opticians etc.). Leisure service (e.g. public house, restaurant, café, take-away etc.) Professional service (e.g. bank, estate agent, betting shop, etc.) Other (please specify)
1e) Are the business premises leased or owner occupied?
Leased Owner Occupied No Answer
If) What is the size of the business premises?
200 sq feh (SQ. FT. OR SQ.M)
1g) How many staff does your business employ? (Please Tick)
☐ 1-5 staff ☐ 6-10 staff ☐ 11-20 staff ☐ 21-50 staff ☐ 51-100 staff ☐ 100 +
1h) Has the business always operated from the city/town centre?
Yes No
If no, where did you relocate from:
1i) During the time trading in the city/town, has the business?
Grown Significantly Grown Moderately Remained Largely Static Declined Moderately Declined Significantly
1j) How would you say that your business has performed over the past 12 months?
 □ Very Well ☑ Well □ Moderately □ Poorly □ Very Poorly

IK) HO	ow do you expect your business to performance over the flexi 12 it	IOIIIIS?
11) Hav	 ☐ Very well ☑ Well ☐ Moderate / Static ☐ Poorly ☐ Very Poorly ve you any plans to alter your business in any way in the next five your poorly 	years?
	 No Yes, close Yes, relocate in town centre Yes, relocate out-of-centre Yes, extend floorspace Yes, reduce floorspace Yes, refurbish existing floorspace Yes, other (please specify) 	
If you	are relocating, where are you considering moving to?	
I mo) if	relocating, what is the main reason for this decision?	,
11117 11	relocating, what is the main reason for this decision:	
	☐ Current retail unit is in poor shape ☐ Drop in takings ☐ High rates and charges ☐ Town centre is too quiet ☐ Other (please specify)	
1n) Wh	nat specific support would help your business?	
	☐ Training ☐ Shop Front Improvement Grants ☐ Marketing assistance ☐ CCTV / Security ☐ Other (please specify) ☐ Can Man	
2) Who	at are the main issues constraining your business?	
	<u> </u>	Tick up to 3 answers
a)	Rents / overheads	
b)	General economy	□2
c)	Quality or size of premises	□3
d)	Staff recruitment / retention	□4
e)	Availability of car parking	□5
f)	Cost of car parking	□6
g)	Public transport links	□7

h)	Competition from other businesses in the City/Town Centre	⊠ 8
i)	Competition from other businesses in the wider areas	□9
j)	Competition from other City/Town Centres nearby	□10
k)	Competition from other Town Centres in the Republic of Ireland	□ 11
l)	Security issues	□12
m)	Lack of visitors / customers	□13
n)	Poor location of premises	□14
0)	Poor quality of town centre environment	□15
p)	Other sources? (please specify below)	_ □16
ENTER A		
	Department Depa	10°6a
4) Who	Local residents within the city/ town / immediate hinterland 20%. Other residents in the wider Council area 20%. Residents in the Republic of Ireland 30%. Local employees (i.e. those working in the town) 6%. Tourist / Leisure Visitors from outside Derry city/Strabane 10%.	
4) Who	Local residents within the city/ town / immediate hinterland 20% Other residents in the wider Council area 20% Residents in the Republic of Ireland 30% Local employees (i.e. those working in the town) 6% Tourist / Leisure Visitors from outside Derry city/Strabane 10%. Other (please state)	
4) Who	Local residents within the city/ town / immediate hinterland 20% Other residents in the wider Council area 20% Residents in the Republic of Ireland 30% Local employees (i.e. those working in the town) 6% Tourist / Leisure Visitors from outside Derry city/Strabane 10%. Other (please state)	ms?
4) Who	Local residents within the city/ town / immediate hinterland 20% Other residents in the wider Council area 20% Residents in the Republic of Ireland 30% Local employees (i.e. those working in the town) 6% Tourist / Leisure Visitors from outside Derry city/Strabane 10% Other (please state) other (please state)	ms? Tick One

	Very Good	Quite Good	Neither Good nor Poor	Quite Poor	Very Poor	Don't know
Rents / Rates	1	2	3	4	⑤ .	6
Availability of parking	1	2	3	4	5	6
Cost of parking	1	②	3	4	5	6
Traffic congestion	1	2	③	4	5	6
Bus service	1	2	3	4	5	6
Pedestrian Connections within the town centre	1	2	3	4	5	6

Safety / security	1	2	3	4	5	6
Range of shops and services available	1	0	3	4	5	6
Quality of shops and services avallable	1	2	3	4	5	6
Entertainment and leisure facilities	1	2	3	4	5	6
Marketing / promotion	1	2	3	4	5	6
Liveliness / street life / character	1	©	3	4	5	6
The street market	1	.2	3	4	5	©
Quality / number of places to eat / drink	0	2	3	4	5	6
Quality of public realm	1	②	3	4	5	6
General shopping environment	1	② ,	3	4	_{7.} 5	6
6) How would you describ a) Too many small	(independ					ne]]]2
b) About the right	THAT					

7) Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Please tick one)
Good Balance Too many non-retail uses Not enough non retail uses Please specify Need more street-side cafes, national banks Too many charity shops, government agencies Too many cafes

8) What improvement measures would you like would you like to see in the City/Town Centre? (PLEASE TICK NO MORE THAN THREE)

IÇK	NO MORE THAN THREE)
	Increased choice/range of shops
	More national multiples
	Foodstore in the town centre
	More Independent/Specialist traders
	Improved street paving
	Improved street furniture
\mathbf{G}	Improved built environment
	Free car parking
	Flexible parking

	Alternative car park arrangements (e.g. pay on toot)
□	More street cleaning
	Improved public transport
	More entertainment/leisure facilities
	More quality restaurants/pavement cafes
	More special markets
	More cultural facilities (i.e. theatre)
	Improved security/CCTV
	Greater promotion/marketing of the centre
	Improved signposting
	Public toilets
	Other (please state)
	Cheaper rates
	Too many budget shops, card shops, charity shops
_	Need more street lighting
_	Improved physical connections within the town centre
<u></u>	Improved priysical connections within the fowr certife
9) Would y	ou welcome further expansion of the City/town centre?
	Yes
□	No
0-1 Dia	to de a comparir colored
ya) Please	briefly explain why?

9b) If you I	have answered YES to question 9, please describe the type of expansion
you would	like to see?
	Covered shopping facilities
_	More grocery / foodstores
	More department stores
	More general retailing
	More independent shops
	Cheaper parking
	Need to attract tourism
	More up-market shops
	Town centre redevelopment
	Need another large supermarket
	Covered market area and other shopping areas
	., -
10) Which	centre(s) do you consider to be your biggest competitor?
	Porny City Contro
	Derry City Centre
]	Strabane Town Centre
	Lisnagelvin District Centre
	Springtown District Centre

Rath Mór District Centre Northside District Centre Dmagh Town Centre Belfast City Centre Coleraine Town Centre Letterkenny Town Centre Buncrana Town Centre Ballybofey Town Centre Ballybofey Town Centre Codstores Dut-of-centre retail parks (please specify). The Internet Other (please specify).
12) Do you operate any other businesses in any other centres in the Derry and Strabane Council area?
 Yes No If yes, where?
13) If yes; is this other business trading better, worse or the same?
 □ Better □ Worse □ Same
14) Are you a member of the following?
☐ Chamber of Commerce ☐ Retail NI ☐ Derry City Centre Initiative ☐ Strabane Business Improvement District (BID) ☐ Other (please specify)
If you have any further comments in regard to the city/ town centre, then please feel free to express you views below.
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RETAILER & BUSINESS SURVEY

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The Council would therefore be grateful if you could contribute to this exercise by completing the following questionnaire which should take no longer than five minutes to complete. <u>The deadline for return of completed questionnaires is Wednesday 11th April 2018.</u>

☐ Under one year ☐ Under three years ☐ Under five years ☐ Under ten years ☐ Ten to twenty years ☐ Over twenty years		Derry City and Strabane District Council RECEIVED 12 APR 2018
1b) What is your business?		
Part of national group/ch Other (please specify)	nain IND	
1c) If not an independent, do you ho	ave any autonor	ny of decision making at a local level?
☐ Yes ☐ No		

1d) How would you describe your business? (Please tick relevant box)
\square Food retailer (e.g. newsagent, grocer, supermarket, bakery etc. but <u>not</u> including restaurants, cafes, takeaways, public houses)
Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)
Retail Service (e.g. hairdresser, opticians etc.).
Leisure service (e.g. public house, restaurant, café, take-away etc.)
Professional service (e.g. bank, estate agent, betting shop, etc.)
Other (please specify)
1e) Are the business premises leased or owner occupied?
☑ Owner Occupied
☐ No Answer
LI NO MISWOI
1f) What is the size of the business premises?
(SQ. FT. OR SQ.M)
1g) How many staff does your business employ? (Please Tick)
□ 1-5 staff
□ 太-10 staff
🗹 11-20 staff
☐ 21-50 staff
☐ 51-100 staff
□ 100 +
1h) Has the business always operated from the city/town centre?
Yes Yes
□ No
If no, where did you relocate from:
1i) During the time trading in the city/town, has the business?
Grown Significantly
☐ Grown Moderately
Remained Largely Static
☐ Declined Moderately
☐ Declined Significantly
_ beamed digrimed my
1j) How would you say that your business has performed over the past 12 months?
Very Well
☐ Well
☐ Moderately
Poorly
☐ Very Poorly
- VOLY LOOMY

1k) Ho	w do you expect your business to performance over the nex	xt 12 months?
	☐ ¥ery well	
	Well Well	
	☐ Moderate / Static	
	Poorly	
	☐ Very Poorly	All a later
11) Hav	re you any plans to alter your business in any way in the nex	rt five years?
	No.	
	☐ Yes, close	
	☐ .Yes, relocate in town centre	
	Yes, relocate out-of-centre	
	Yes, extend floorspace	
	Yes, reduce floorspace	
	Yes, refurbish existing floorspace	
	Yes, other (please specify)	
If you	are relocating, where are you considering moving to?	
1m) If	relocating, what is the main reason for this decision?	
		•
	☐ Current retail unit is in poor shape	
	☐ Drop in takings	
	High rates and charges	
	Town centre is too quiet	
	☐ Other (please specify)	
1n) Wh	nat specific support would help your business?	
	If the stand to the standard of the standard o	
	Shop Front Improvement Grants Marketing assistance	
	CCTV / Security	
	Other (please specify)	
2) Who	at are the main issues constraining your business?	
	2.000	Tick up to 3 answers
a)	Rents / overheads	
b)	General economy	<u>t</u> 2
c)	Quality or size of premises	□3
d)	Staff recruitment / retention	□4
e)	Availability of car parking	□5
f)	Cost of car parking	□6
g)	Public transport links	□7

j) Cor k) Cor l) Sec m) Lac n) Poc	mpetition from other businesses in the wider areas mpetition from other City/Town Centres nearby mpetition from other Town Centres in the Republic of Ireland curity issues of visitors / customers or location of premises or quality of town centre environment her sources? (please specify below)	10 10 11 12 13 14 16
k) Cor I) Sec m) Lac n) Poc o) Poc	mpetition from other Town Centres in the Republic of Ireland curity issues k of visitors / customers or location of premises or quality of town centre environment	1
n) Poo	eurity issues k of visitors / customers or location of premises or quality of town centre environment	12 13 14 15
m) Lac n) Poc o) Poc	ck of visitors / customers or location of premises or quality of town centre environment	1; 1; 1;
n) Poc	or location of premises or quality of town centre environment	□1. □1.
o) Poc	or quality of town centre environment	- 1.
p) Oth	er sources? (please specify below)	
	Other residents in the wider Council area Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane	
	Other (please state)	ng terms?
□) What is y	Other (please state) Your opinion of the City/Town Centre's market position in shopping	ng terms?
☐ •) What is y a) T	Other (please state)	

	Very Good	Quite Good	Neither Good nor Poor	Quite Poor	Very Poor	Don't know
Rents / Rates	1	2	3	4	(5)	6
Availability of parking	1	2	3	4	5	6
Cost of parking	1	2	(3)	4	5	6
Traffic congestion	1	2	(3)	4	5	6
Bus service	1	2	(3)	4	5	6
Pedestrian Connections within the town centre	1	2	3	4	5	6

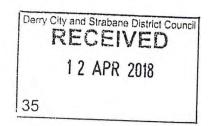
Safety / security		2	3	4	5	6
Range of shops and services available	1	2	(3)	4	5	6
Quality of shops and services available	1	2	(3)	4	5	6
Entertainment and leisure facilities	i	(2)	3	4	5	6
Marketing / promotion	1	2	3	4	5	6
Liveliness / street life / character	i	(2)	3	4	5	6
The street market	1	2	(3)	4	5	6
Quality / number of places to eat / drink	(1)	2	3	4	5	6
Quality of public realm	1	(2)	3	4	5	6
General shopping environment	1	2	(3)	4	5	6
 a) Too many small b) About the right c) Too many large 	(independ	ent) shops / n	ot enough lar	ge (chain) st	×	11
7) Do you think there is ar societies, amusement arc [Please tick one]						ıks, buildi
☐ Good Balance						

oo many large (chain) stores / not enough small (independent) shops?
think there is an appropriate mix of shops and other non-retail uses (e.g. banks, build amusement arcades, cafes, pubs and restaurants, fast food outlets)?
ne]
Good Balance Too many non-retail uses Not enough non retail uses Please specify
provement measures would you like would you like to see in the City/Town Centre?
Increased choice/range of shops More national multiples Foodstore in the town centre More Independent/Specialist traders Improved street paving Improved street furniture Improved built environment Free car parking Flexible parking

	 Alternative car park arrangements (e.g. pay on foot)
	☐ More street cleaning
	☐ Improved public transport
	More entertainment/leisure facilities
	☐ More quality restaurants/pavement cafes
	☐ Møre special markets
	More cultural facilities (i.e. theatre)
	Improved security/CCTV
	Greater promotion/marketing of the centre
	☐ Improved signposting
	☐ Public toilets
A.	☐ Other (please state)
	☐ Cheaper rates
	Too many budget shops, card shops, charity shops
	<u></u>
	Need more street lighting
	Improved physical connections within the town centre
9) Woul	d you welcome further expansion of the City/town centre?
	Yes
	□ No
9a) Plec	se briefly explain why?
9b) If yo	bu have answered YES to question 9, please describe the type of expansion
9b) If yo	
9b) If yo	ou have answered YES to question 9, please describe the type of expansion uld like to see?
9b) If yo	ou have answered YES to question 9, please describe the type of expansion uld like to see? Covered shopping facilities
9b) If yo	bu have answered YES to question 9, please describe the type of expansion uld like to see? Covered shopping facilities More grocery / foodstores
9b) If yo	Du have answered YES to question 9, please describe the type of expansion uld like to see? Covered shopping facilities More grocery / foodstores More department stores
9b) If yo	nu have answered YES to question 9, please describe the type of expansion uld like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing
9b) If yo	Du have answered YES to question 9, please describe the type of expansion and like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops
9b) If yo	Du have answered YES to question 9, please describe the type of expansion and like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking
9b) If yo	Language of the specific control of the specific contr
9b) If yo	Low have answered YES to question 9, please describe the type of expansion uld like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops
9b) If yo	La have answered YES to question 9, please describe the type of expansion and like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops Town centre redevelopment
9b) If yo	Language of the type of expansion of type of expansion of the type of expansion of type of expansion of the type of expansion of type of type of expansion of type of expansion of type of expansion of type of type of expansion of expansion of type of expansion of type of expansion of expansio
9b) If yo	La have answered YES to question 9, please describe the type of expansion and like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops Town centre redevelopment
9b) If yo	Language of the type of expansion of type of expansion of the type of expansion of type of expansion of the type of expansion of type of type of expansion of type of expansion of type of expansion of type of type of expansion of expansion of type of expansion of type of expansion of expansio
9b) If yo	La L
9b) If yo	La L
9b) If yo	Du have answered YES to question 9, please describe the type of expansion uld like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops Town centre redevelopment Seed another large supermarket Covered market area and other shopping areas Ch centre(s) do you consider to be your biggest competitor? Derry City Centre Strabane Town Centre
9b) If yo	La L

☐ Rath Mór District Centre
☐ Northside District Centre
☐ Qmagh Town Centre
Belfast City Centre
☐ Coleraine Town Centre
☐ Letterkenny Town Centre
☐ Buncrana Town Centre
☐ Ballybofey Town Centre
☐ Foodstores
Out-of-centre retail parks (please specify)
The Internet
Other (please specify)
12) Do you operate any other businesses in any other centres in the Derry and Strabane Council area?
□ Xes
Mo No
☐ If yes, where?
13) If yes; is this other business trading better, worse or the same?
☐ Better
□ Worse
14) Are you a member of the following?
☐ Chamber of Commerce
☐ Retail NI
☐ Derry City Centre Initiative
☐ Strabane Business Improvement District (BID)
☐ Other (please specify)
If you have any further comments in regard to the city/ town centre, then please feel free to express you views below.





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The Council would therefore be grateful if you could contribute to this exercise by completing the following questionnaire which should take no longer than five minutes to complete. <u>The deadline for return of completed questionnaires is Wednesday 11th April 2018.</u>

1a) How long, approximately, has the business traded in the city/town centre?
Under one year Under three years Under five years Under ten years Ten to twenty years Over twenty years
1b) What is your business?
Part of national group/chain Other (please specify) PRIVATE INDEPENDENT
1c) If not an independent, do you have any autonomy of decision making at a local level?
☐ Yes ☐ No N\A

1d) How would you describe your business? (Please tick relevant box)
 Food retailer (e.g. newsagent, grocer, supermarket, bakery etc. but <u>not</u> including restaurants, cafes, takeaways, public houses) Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.) Retail Service (e.g. hairdresser, opticians etc.). Leisure service (e.g. public house, restaurant, café, take-away etc.) Professional service (e.g. bank, estate agent, betting shop, etc.) Other (please specify)
1e) Are the business premises leased or owner occupied?
Leased Owner Occupied No Answer
1f) What is the size of the business premises?
1000 sq Pt. (SQ. FT. OR SQ.M)
1g) How many staff does your business employ? (Please Tick)
1-5 staff 6-10 staff 11-20 staff 21-50 staff 151-100 staff 100 +
1h) Has the business always operated from the city/town centre?
Yes No
If no, where did you relocate from:
1i) During the time trading in the city/town, has the business?
☐ Grown Significantly ☐ Grown Moderately ☐ Remained Largely Static ☐ Declined Moderately ☐ Declined Significantly
1j) How would you say that your business has performed over the past 12 months?
Very Well Well Moderately Poorly Very Poorly

IK) HO	w do you expect your business to performance over the next	2 months?
	Very well	
	☐ Well	
	☐ Moderate / Static	
	Poorly	
	☐ Very Poorly	. 1
11) Hav	re you any plans to alter your business in any way in the next fi	ve years?
	No	
	☐ Yes, close	
	Yes, relocate in town centre	
	☐ Yes, relocate out-of-centre	
	☐ Yes, extend floorspace	
	☐ Yes, reduce floorspace	
	Yes, refurbish existing floorspace	
	Yes, other (please specify)	
If you	are relocating, where are you considering moving to?	
1m) If	relocating, what is the main reason for this decision?	
	☐ Current retail unit is in poor shape	
	☐ Drop in takings	
	☐ High rates and charges	
	☐ Town centre is too quiet	
	Other (please specify)	
In) Wh	agt specific support would holp your business?	
III) WI	nat specific support would help your business?	
	☐ Training	
	Shop Front Improvement Grants	
	Marketing assistance	
	CCTV / Security	
	Other (please specify)	
2) Who	at are the main issues constraining your business?	
		Tick up to 3 answers
a)	Rents / overheads	
b)	General economy	M2
c)	Quality or size of premises	□3
d)	Staff recruitment / retention	□4
e)	Availability of car parking	□5
f)	Cost of car parking	□6
g)	Public transport links	

h)	Competition from other businesses in the City/Town Centre	□8
i)	Competition from other businesses in the wider areas	□9
j)	Competition from other City/Town Centres nearby	□10
k)	Competition from other Town Centres in the Republic of Ireland	□11
I)	Security issues	□12
m)	Lack of visitors / customers	□13
n)	Poor location of premises	□14
0)	Poor quality of town centre environment	□15
p)	Other sources? (please specify below)	□16
0.000.000.000.000		
3) App	proximately, what proportion (%) of your trade / business comes from?	
ENTER A	PPROX. %	
ENTER A		
ENTER A	APPROX. % Local residents within the city/ town / immediate hinterland Other residents in the wider Council area Residents in the Republic of Ireland	
ENTER A	APPROX. % In Discrete Discret	
ENTER A	Local residents within the city/ town / immediate hinterland Other residents in the wider Council area Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane	
ENTER A	APPROX. % In Decay of the property of the control	
20°7	Local residents within the city/ town / immediate hinterland Other residents in the wider Council area Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane	
20°7	Local residents within the city/ town / immediate hinterland Other residents in the wider Council area Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state)	
20°7	Local residents within the city/ town / immediate hinterland Other residents in the wider Council area Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state)	terms?
20°7	Local residents within the city/ town / immediate hinterland Other residents in the wider Council area Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state) at is your opinion of the City/Town Centre's market position in shopping	terms?

	Very Good	Quite Good	Neither Good nor Poor	Quite Poor	Very Poor	Don't know
Rents / Rates	1	2	3	4	5	6
Availability of parking	1	2	3	4	5	6
Cost of parking	0	2	3	4	5	6
Traffic congestion	0	2	3	4	5	6
Bus service	1	2	3	4	5	6
Pedestrian Connections within the town centre	- 1	2	3	4	5	6

Safety / security	0	2	3	4	5	6
Range of shops and services available	i i	2	3	4	5	6
Quality of shops and services available	1	2	3	4	5	6
Entertainment and leisure facilities	1	2	3	4	5	6
Marketing / promotion	-1:	2	3	4	5	6
Liveliness / street life / character	1	2	3	4	5	6
The street market	i	2	3	4	5	6
Quality / number of places to eat / drink	1	2	3	4	5	6
Quality of public realm	①	2	3	4	5	6
General shopping environment	1	2	(3)	4	5	6

	F =
6) How would you describe the City/Town Centre's current shopping mix?	
그런 아이를 열었다면서 가게 하는 것이다. 그는 사람들이 가지 않는 것이 없는 것이 없는 것이 없는 것이다.	fick One
a) Too many small (independent) shops / not enough large (chain) stores?	□1
b) About the right mix?	≥ 2
c) Too many large (chain) stores / not enough small (independent) shops?	□3
7) Do you think there is an appropriate mix of shops and other non-retail uses (e.g societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?	. banks, building
(Please tick one)	
☑ Good Balance	
☐ Too many non-retail uses	
☐ Not enough non retail uses	
Please specify	
☐ Need more street-side cafes, national banks	
Too many charity shops, government agencies	
☐ Too many cafes	
8) What improvement measures would you like would you like to see in the City/To (PLEASE TICK NO MORE THAN THREE)	own Centre?
☐ Jncreased choice/range of shops	
More national multiples	
☐ Foodstore in the town centre	
More Independent/Specialist traders	
Improved street paving	
☐ Improved street furniture	
Improved built environment	
☐ Free car parking☐ Flexible parking	
- Healpie paiking	

Alternative car park arrangements (e.g. pay on foot) More street cleaning Improved public transport More entertainment/leisure facilities More quality restaurants/pavement cafes More special markets More cultural facilities (i.e. theatre) Improved security/CCTV Greater promotion/marketing of the centre Improved signposting Public toilets Other (please state) Cheaper rates Too many budget shops, card shops, charity shops Need more street lighting Improved physical connections within the town centre
9) Would you welcome further expansion of the City/town centre?
☐ Yes No
9a) Please briefly explain why?
IT IS COMPACT ENOUGH
9b) If you have answered YES to question 9, please describe the type of expansion you would like to see?
☐ Covered shopping facilities
☐ More grocery / foodstores
☐ More department stores
☐ More general retailing
☐ More independent shops
☐ Cheaper parking
☐ Need to attract tourism
☐ More up-market shops☐ Town centre redevelopment
☐ Need another large supermarket
☐ Covered market area and other shopping areas
10) Which centre(s) do you consider to be your biggest competitor?
☐ Derry City Centre
☐ Strabane Town Centre
☐ Lisnagelvin District Centre
☐ Springtown District Centre

Rath Mór District Centre
☐ Northside District Centre
☐ Omagh Town Centre
☐ Belfast City Centre
☐ Coleraine Town Centre
☐ Letterkenny Town Centre
☐ Buncrana Town Centre
☐ Ballybofey Town Centre
☐ Foodstores
Out-of-centre retail parks (please specify)
The Internet
\square Other (please specify)
12) Do you operate any other businesses in any other centres in the Derry and Strabane Council area?
□ Yes
☑ No
☐ If yes, where?
□ If yes, writere?
13) If yes; is this other business trading better, worse or the same?
☐ Better
☐ Worse
☐ Same
14) Annual de la companya de la compa
14) Are you a member of the following?
Chamber of Commerce
☐ Retail NI
☐ Derry City Centre Initiative
☐ Strabane Business Improvement District (BID)
Other (please specify)
If you have any further comments in regard to the city/ town centre, then please feel free to express you views below.



RETAILER & BUSINESS SURVEY

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As part of the retail and town centre study, the Council is seeking to understand the views of local businesses in Derry City/Strabane. The results of the questionnaire will help to inform future strategies for improving the city/town centre and prioritise resources to best help local traders.

The Council would therefore be grateful if you could contribute to this exercise by completing the following questionnaire which should take no longer than five minutes to complete. <u>The deadline for return of completed questionnaires is Wednesday 11th April 2018.</u>

1a) How long, approximately, has the business traded in the city/town centre?
☐ Under one year
☐ Under three years
☐ Under five years
☐ Under ten years
☐ Ten to twenty years
Over twenty years
1b) What is your business?
Part of national group/chain Other (please specify) Shopping Centre
1c) If not an independent, do you have any autonomy of decision making at a local level?
☐ Yes ☐ No

1d) How would you describe your business? (Please tick relevant box)
 Food retailer (e.g. newsagent, grocer, supermarket, bakery etc. but not including restaurants, cafes, takeaways, public houses) Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.) Retail Service (e.g. hairdresser, opticians etc.). Leisure service (e.g. public house, restaurant, café, take-away etc.) Professional service (e.g. bank, estate agent, betting shop, etc.) Other (please specify)
1e) Are the business premises leased or owner occupied?
☐ Leased ☐ Owner Occupied ☐ No Answer
1f) What is the size of the business premises?
Shopping Centre 375,000 ft2
1g) How many staff does your business employ? (Please Tick) 1-5 staff 6-10 staff 11-20 staff 21-50 staff 51-100 staff
100 + 1500 STAFF EMPLOYED
1h) Has the business always operated from the city/town centre?
☐ Yes☐ No
If no, where did you relocate from:
1i) During the time trading in the city/town, has the business?
☐ Grown Significantly ☐ Grown Moderately ☐ Remained Largely Static ☐ Declined Moderately ☐ Declined Significantly
1j) How would you say that your business has performed over the past 12 months?
 □ Very Well □ Well □ Moderately □ Poorly

	☐ Very Poorly	
1k) Ho	w do you expect your business to performance over the next 12 months?	
11) Ha	 □ Very well □ Well □ Moderate / Static □ Poorly □ Very Poorly ve you any plans to alter your business in any way in the next five years? 	
	 No Yes, close Yes, relocate in town centre Yes, relocate out-of-centre Yes, extend floorspace Yes, reduce floorspace Yes, refurbish existing floorspace Yes, other (please specify) 	
If you	are relocating, where are you considering moving to?	
1m) If	relocating, what is the main reason for this decision?	
	 □ Current retail unit is in poor shape □ Drop in takings □ High rates and charges □ Town centre is too quiet □ Other (please specify) 	
1n) Wł	nat specific support would help your business?	
	☐ Training ☐ Shop Front Improvement Grants ☐ Marketing assistance ☐ CCTV / Security ☐ Other (please specify)	
2) Wha	at are the main issues constraining your business?	
2)	Rents / overheads	
a) b)	General economy	□1 □2
c)		□2
d)	Quality or size of premises Staff recruitment / retention	□3 □4
а) e)	Availability of car parking	□4 □5
f)	Cost of car parking	□ ₅

g)	Public transport links	□7
h)	Competition from other businesses in the City/Town Centre	□8
i)	Competition from other businesses in the wider areas	□9
j)	Competition from other City/Town Centres nearby	□10
k)	Competition from other Town Centres in the Republic of Ireland	□11
l)	Security issues	□12
m)	Lack of visitors / customers	□13
n)	Poor location of premises	□14
o)	Poor quality of town centre environment	□15
p)	Other sources? (please specify below)	□16
		•••••
3) App	proximately, what proportion (%) of your trade / business comes from?	
	PPROX. %	
ENTER A	PPROX. % 70 % Local residents within the city/ town / immediate hinterland 12% Other residents in the wider Council area 18% Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane	
ENTER A	70 % Local residents within the city/ town / immediate hinterland 12% Other residents in the wider Council area 18% Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state)	Tick One
ENTER A	70 % Local residents within the city/ town / immediate hinterland 12% Other residents in the wider Council area 18% Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state) It is your opinion of the City/Town Centre's market position in shopping temporary to the council area Too 'up market'	Tick One
ENTER A	70 % Local residents within the city/ town / immediate hinterland 12% Other residents in the wider Council area 18% Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state)	Tick One

	Very Good	Quite Good	Neither Good nor Poor	Quite Poor	Very Poor	Don't know
Rents / Rates	1	2	3	4	5	6
Availability of parking	1	2	3	4	5	6
Cost of parking	1	2	3	4	5	6
Traffic congestion	1	2	3	4	5	6
Bus service	1	2	3	4	5	6
Pedestrian Connections within the town centre	1	2	3	4	5	6

Safety / security	1	2	3	4	5	6
Range of shops and services available	1	2	3	4	5	6
Quality of shops and services available	1	<mark>2</mark>	3	4	5	6
Entertainment and leisure facilities	1	2	3	4	5	6
Marketing / promotion	1	2	3	4	5	6
Liveliness / street life / character	1	2	3	4	5	6
The street market	1	2	3	4	5	6
Quality / number of places to eat / drink	1	2	3	4	5	6
Quality of public realm	1	2	3	4	5	6
General shopping environment	1	2	3	4	5	6

6) How would you describe the City/Town Centre's current shopping mix?	
Tick Or	ne
a) Too many small (independent) shops / not enough large (chain) stores? \Box]1
b) About the right mix?]2
c) Too many large (chain) stores / not enough small (independent) shops?	13
7) Do you think there is an appropriate mix of shops and other non-retail uses (e.g. bar societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?	nks, building
[Please tick one]	
 ☐ Good Balance ☐ Too many non-retail uses ☐ Not enough non retail uses ☐ Please specify ☐ Need more street-side cafes, national banks ☐ Too many charity shops, government agencies ☐ Too many cafes 	
8) What improvement measures would you like would you like to see in the City/Town C [PLEASE TICK NO MORE THAN THREE]	Centre?
☐ Increased choice/range of shops ☐ More national multiples ☐ Foodstore in the town centre ☐ More Independent/Specialist traders ☐ Improved street paving ☐ Improved street furniture ☐ Improved built environment ☐ Free car parking	

☐ Flexible parking

	Alternative car park arrangements (e.g. pay on foot)
	More street cleaning
	Improved public transport
	More entertainment/leisure facilities
	More quality restaurants/pavement cafes
	More special markets
	More cultural facilities (i.e. theatre)
	Improved security/CCTV
	Greater promotion/marketing of the centre Improved signposting
	Public toilets
	Other (please state)
	Cheaper rates
_	Too many budget shops, card shops, charity shops
	Need more street lighting
	Improved physical connections within the town centre
9) Would	you welcome further expansion of the City/town centre?
	Yes
	No
9a) Please	e briefly explain why?
There is a	lack of leisure facilities / Hotel bedroom spaces ,and night time economy within
the city ce	entre and also a few multi national retailers not currently represented
	have answered YES to question 9, please describe the type of expansion like to see?
	Covered shopping facilities More groups / feedstores
	More grocery / foodstores More department stores
	More general retailing
	More independent shops
	Cheaper parking
	Need to attract tourism
	More up-market shops
	Town centre redevelopment
	Need another large supermarket
	Covered market area and other shopping areas
10) Which	centre(s) do you consider to be your biggest competitor?
	Derry City Centre
	Strabane Town Centre
	Lisnagelvin District Centre
	Springtown District Centre
	Rath Mór District Centre
	Northside District Centre

╚	<mark>Omagh Town Centre</mark>
	Belfast City Centre
	Coleraine Town Centre_
	<mark>Letterkenny Town Centre</mark>
	Buncrana Town Centre
_	Ballybofey Town Centre
	Foodstores
	Out-of-centre retail parks (Cresen link Buncrana Rd)
)The Internet
	Other (please specify)
	Other (piedse specify)
12) Do you area?	operate any other businesses in any other centres in the Derry and Strabane Council
	Yes
Ц	If yes, where?
13) If yes; is	s this other business trading better, worse or the same?
	Better
П	Worse
	Same
_	
14) Are you	a member of the following?
	Chamber of Commerce
	Retail NI
	Derry City Centre Initiative
	Strabane Business Improvement District (BID)
	Other (please specify)
_	
	e any further comments in regard to the city/ town centre, then please feel free to u views below.

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The Council would therefore be grateful if you could contribute to this exercise by completing the following questionnaire which should take no longer than five minutes to complete. <u>The deadline for return of completed questionnaires is Wednesday 11th April 2018.</u>

1a) How long, approximately, has the business traded in the city/town centre?
☐ Under one year ☐ Under three years ☐ Under five years X Under ten years ☐ Ten to twenty years ☐ Over twenty years
1b) What is your business?
Part of national group/chain X Other (please specify) Charity shop as part of The Salvation Army
1c) If not an independent, do you have any autonomy of decision making at a local level?
X Yes □ No

rd) How would you describe your business? (Please tick relevant box)
 ☐ Food retailer (e.g. newsagent, grocer, supermarket, bakery etc. but not including restaurants, cafes, takeaways, public houses) X Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.) ☐ Retail Service (e.g. hairdresser, opticians etc.). X Leisure service (e.g. public house, restaurant, café, take-away etc.) ☐ Professional service (e.g. bank, estate agent, betting shop, etc.) X Other (please specify)community service with charity shop, food and adviuce provided
1e) Are the business premises leased or owner occupied?
☐ Leased X Owner Occupied ☐ No Answer
1f) What is the size of the business premises?
1g) How many staff does your business employ? (Please Tick)
X 1-5 staff ☐ 6-10 staff ☐ 11-20 staff ☐ 21-50 staff ☐ 51-100 staff ☐ 100 +
1h) Has the business always operated from the city/town centre?
X Yes □ No
If no, where did you relocate from:
1i) During the time trading in the city/town, has the business?
☐ Grown Significantly ☐ Grown Moderately ☐ Remained Largely Static ☐ Declined Moderately X Declined Significantly
1j) How would you say that your business has performed over the past 12 months?
 □ Very Well □ Well X Moderately □ Poorly □ Very Poorly

1k) How do you expect your business to performance over the next 12 months?

	☐ Very well ☐ Well ✓ Moderate (Static	
	X Moderate / Static Poorly	
	☐ Very Poorly	
1I) Ha	ve you any plans to alter your business in any way in the next	five years?
	 □ No □ Yes, close □ Yes, relocate in town centre □ Yes, relocate out-of-centre 	
	Yes, extend floorspace	
	Yes, reduce floorspace	
	Yes, refurbish existing floorspace	
	X Yes, other (please specify)	
If you	are relocating, where are you considering moving to?	
1m) If	relocating, what is the main reason for this decision?	
	Current retail unit is in poor shape	
	Drop in takings	
	☐ High rates and charges	
	☐ Town centre is too quiet ☐ Other (please specify)	
1n) Wi	nat specific support would help your business?	
	☐ Training	
	Shop Front Improvement Grants	
	☐ Marketing assistance	
	CCTV / Security	
	Other (please specify)	
2) Wha	at are the main issues constraining your business?	
		Tick up to 3 answers
a)	Rents / overheads	□1
b)	General economy	□2
c)	Quality or size of premises	x 3
d)	Staff recruitment / retention	□4
e)	Availability of car parking	x 5
f)	Cost of car parking	□6
g)	Public transport links	□7
h)	Competition from other businesses in the City/Town Centre	□8

i)	Competition from other businesses in the wider areas	□9
j)	Competition from other City/Town Centres nearby	□10
k)	Competition from other Town Centres in the Republic of Ireland	□11
l)	Security issues	□12
m)	Lack of visitors / customers	□13
n)	Poor location of premises	x 14
o)	Poor quality of town centre environment	□15
p)	Other sources? (please specify below)	□16
	proximately, what proportion (%) of your trade / business comes fr	om?
ENIER A	90 Local residents within the city/ town / immediate hinterland Other residents in the wider Council area 2 Residents in the Republic of Ireland 4 Local employees (i.e. those working in the town) 4 Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state)	
4) Wha	at is your opinion of the City/Town Centre's market position in shop	ping terms?
		Tick One
	a) Too 'up market'	□1
	b) Fine as it is	x 2
	c) Too 'down market'	□3

	Very Good	Quite Good	Neither Good nor Poor	Quite Poor	Very Poor	Don't know
Rents / Rates	1	2	3	4	5	6
Availability of parking	1	2	3	4	5	6
Cost of parking	1	2	3	4	5	6
Traffic congestion	1	2	3	4	5	6
Bus service	1	2	3	4	5	6
Pedestrian Connections within the town centre	1	2	3	4	5	6
Safety / security	1	2	3	4	5	6
Range of shops and services available	1	2	3	4	5	6

Quality of shops and services available	1	2	3	4	5	6
Entertainment and leisure facilities	1	2	3	4	5	6
Marketing / promotion	1	2	3	4	5	6
Liveliness / street life / character	1	2	3	4	5	6
The street market	1	2	3	4	5	6
Quality / number of places to eat / drink	1	2	3	4	5	6
Quality of public realm	1	2	3	4	5	6
General shopping environment	1	2	3	4	5	6

, building
ntre?

☐ Flexible parking

☐ More street cleaning☐ Improved public transport

☐ Alternative car park arrangements (e.g. pay on foot)

	☐ More entertainment/leisure facilities
	☐ More quality restaurants/pavement cafes
	☐ More special markets
	☐ More cultural facilities (i.e. theatre)
	☐ Improved security/CCTV
	☐ Greater promotion/marketing of the centre
	☐ Improved signposting
	☐ Public toilets
	xOther (please state) later night opening for cafes and places that are dog friendly!
	☐ Cheaper rates
	☐ Too many budget shops, card shops, charity shops
	☐ Need more street lighting
	☐ Improved physical connections within the town centre
9) Wo	ould you welcome further expansion of the City/town centre?
	□ Yes
	□ No
o \ D	
9a) P	ease briefly explain why?
9b) If	you have answered YES to question 9, please describe the type of expansion
	vould like to see?
	☐ Covered shopping facilities
	☐ More grocery / foodstores
	More department stores
	More general retailing
	More independent shops
	☐ Cheaper parking
	☐ Need to attract tourism
	☐ More up-market shops
	☐ Town centre redevelopment
	☐ Need another large supermarket
	☐ Covered market area and other shopping areas
10) W	hich centre(s) do you consider to be your biggest competitor?
	☐ Derry City Centre
	☐ Strabane Town Centre
	☐ Lisnagelvin District Centre
	☐ Springtown District Centre
	☐ Rath Mór District Centre
	□ Northside District Centre
	☐ Omagh Town Centre☐ Belfast City Centre

	 □ Coleraine Town Centre □ Letterkenny Town Centre □ Buncrana Town Centre □ Ballybofey Town Centre □ Foodstores □ Out-of-centre retail parks (please specify) □ The Internet □ Other (please specify)
12) Do area?	you operate any other businesses in any other centres in the Derry and Strabane Council
	☐ Yes X No ☐ If yes, where?
13) If y	es; is this other business trading better, worse or the same?
	☐ Better ☐ Worse ☐ Same
14) Are	e you a member of the following?
	 □ Chamber of Commerce □ Retail NI □ Derry City Centre Initiative □ Strabane Business Improvement District (BID) □ Other (please specify)
	have any further comments in regard to the city/ town centre, then please feel free to s you views below.

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1a) How long, approximately, has the business	traded in the city/t	own centre?
Under one year Under three years Under five years Under ten years Ten to twenty years (under variable) Over twenty years	different	brauds.
1b) What is your business?		
Part of national group/chain Other (please specify)		
1c) If not an independent, do you have any au	tonomy of decision	making at a local level?
Yes No		

1d) How would you describe your business? (Please tick relevant box)
 Food retailer (e.g. newsagent, grocer, supermarket, bakery etc. but not including restaurants, cafes, takeaways, public houses) Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.) Retail Service (e.g. hairdresser, opticians etc.). Leisure service (e.g. public house, restaurant, café, take-away etc.) Professional service (e.g. bank, estate agent, betting shop, etc.) Other (please specify)
1e) Are the business premises leased or owner occupied?
Leased Owner Occupied No Answer
1f) What is the size of the business premises?
(SQ. FT. OR SQ.M)
1g) How many staff does your business employ? (Please Tick)
☐ 1-5 staff ☐ 6-10 staff ☐ 11-20 staff ☐ 21-50 staff ☐ 51-100 staff ☐ 100 +
1h) Has the business always operated from the city/town centre?
☐ Yes ☐ No
If no, where did you relocate from:
1i) During the time trading in the city/town, has the business?
Grown Significantly Grown Moderately Remained Largely Static Declined Moderately Declined Significantly
1j) How would you say that your business has performed over the past 12 months?
Very Well Well Moderately Poorly

110	, ,,,	ow do you expect your business to performance	Over me me	AT 12 IIIOIIIIS:
11)	На	Very well Well Moderate / Static Poorly Very Poorly ve you any plans to alter your business in any we	ay in the ne	xt five years?
18		 No Yes, close Yes, relocate in town centre Yes, relocate out-of-centre Yes, extend floorspace Yes, reduce floorspace Yes, refurbish existing floorspace Yes, other (please specify) Solit r.f. f. 		Certain greas.
ir y	OU.	are relocating, where are you considering movi	ng to?	
*****	*****		*****************	
1m	i) If	Current retail unit is in poor shape Drop in takings High rates and charges Town centre is too quiet Other (please specify)	ion?	
ln)) Wi	hat specific support would help your business?		
		☐ Training ☐ Shop Front Improvement Grants ☐ Marketing assistance ☐ CCTV / Security ☐ Other (please specify) facror CUSh	ribuha	de business
2) \	Who	at are the main issues constraining your business	(1.6)	
				Tick up to 3 answers
	a)	Rents / overheads		
	b)	General economy		□2
	c)	Quality or size of premises		□3
	d)	Staff recruitment / retention		□4
	e)	Availability of car parking		□5
	f}	Cost of car parking		□6
	g)	Public transport links		□7

h) C	Competition from other businesses in the City/Town Centre	-8
i) (Competition from other businesses in the wider areas	□9
j) C	Competition from other City/Town Centres nearby	□10
k} C	Competition from other Town Centres in the Republic of Iretand	
I) S	Security issues	□12
m) L	ack of visitors / customers	□13
n) P	Poor location of premises	□14
o) F	Poor quality of town centre environment	□15
p) (Other sources? (please specify below)	□16
3) Appre	oximately, what proportion (%) of your trade / business comes from?	**************************************
] []	Local residents within the city/ town / immediate hinterland Other residents in the wider Council area Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state) hours how all over hworice Until Lee	al Europe
4) What	is your opinion of the City/Town Centre's market position in shopping terms	?
		Tick One
(a) Too 'up market'	
k	o) Fine as it is	=2
C	c) Too 'down market'	□3

	Very Good	Quite Good	Neither Good nor Poor	Quite Poor	Very Poor	Don't know
Rents / Rates	1	(2)	3	4	5	6
Availability of parking	1	(2)	3	4	5	6
Cost of parking		2	3	4	5	6
Traffic congestion	1	2 .	3	4	5	6
Bus service	1	2,	3	4	5	6
Pedestrian Connections within the Iown centre	1	2	. 3	4	5	6

Safety / security	1	2).	3	4	5	6
Range of shops and services available	1	2	3 ີ	4	5	6
Quality of shops and services available	1	2	3	4	5	6
Entertainment and leisure facilities	1	2	3	4	5	6
Marketing / promotion	1	2	3	4	5	6
Liveliness / street life / character	1	2	3	4	5	6
The street market	1	2	3	4	5	6
Quality / number of places to eat / drink	1	2	3	4	5	6
Quality of public realm	1	(2)	3	4	5	6
General shopping environment	1	2	3	4	5	6

shopping environment	1	(2)	3	4	5	6
6) How would you describ	e the City/	Town Centre's	s current shopp	oing mix?		
				-	Tick O	ne
a) Too many small	(independ	lent) shops (r	not enough lar	ge (chain) st	ores?	31
b) About the right]2
c) Too many large	(chain) sto	ores / not eno	ugh small (inde	ependent) st	nops? E]3
7) Do you think there is ar societies, amusement arc [Please tick one]	appropric ades, cafe	ate mix of shoes, pubs and r	ps and other r estaurants, fas	non-retail use t food outlet	es (e.g. bar s)?	nks, building
Good Balance Too many non- Not enough no Please specify Need more stre Too many cha Too many cafe	retail uses on retail use eet-side co rity shops,	afes, national		***************************************	***************************************	
8) What improvement med (PLEASE TICK NO MORE THAN TH		ıld you like w	ould you like t	o see in the	City/Town (Centre?
Increased chai	ice/range	of shops				
☐ More national	*					
Foodstore in th						
☐ More Independ		ialist traders				
Improved stree	1111					
Improved stree		ant				
Free car parkin		2111				
E Hee Cal barkii	19					

☐ Flexible parking

Alternative car park arrangements (e.g. pay on foot) More street cleaning Improved public transport More entertainment/leisure facilities More quality restaurants/pavement cafes More special markets More cultural facilities (i.e. theatre) Improved security/CCTV Greater promotion/marketing of the centre Improved signposting Public toilets Other (please state) Cheaper rates
 Too many budget shops, card shops, charity shops Need more street lighting
Improved physical connections within the town centre
9) Would you welcome further expansion of the City/town centre?
□ Yes □ No
9a) Please briefly explain why?
Davy relies having on taceism. It needs an altraction that would warrant a moruflet stay esp focusing on families (
9b) If you have answered YES to question 9, please describe the type of expansion you would like to see?
Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops Town centre redevelopment Need another large supermarket Covered market area and other shopping areas
10) Which centre(s) do you consider to be your biggest competitor?
☐ Derry City Centre ☐ Strabane Town Centre ☐ Lisnagelvin District Centre ☐ Springtown District Centre

Rath Mór District Centre	
☐ Northside District Centre	
☐ Omagh Town Centre	
Belfast City Centre	
☐ Coleraine Town Centre	
Letterkenny Town Centre	
Buncrana Town Centre	
☐ Ballybofey Town Centre	
☐ Foodstores	
Out-of-centre retail parks (please specify)	
☐ The Internet	
Other (please specify)	
12) Do you operate any other businesses in any other centres in the Derry and Strabane Council area?	1
☐ Yes	
₽ No	
☐ If yes, where?	
— ii yos, wiioto+	
13) If yes; is this other business trading better, worse or the same?	
☐ Better	
☐ Worse	
☐ Same	
14) Are you a member of the following?	
Chamber of Commerce	
Retail N	
Derry City Centre Initiative	
Strabane Business Improvement District (BID)	
Other (please specify)	
· ·	
If you have any further comments in regard to the city/ town centre, then please feel free to express you views below.	
More tocus on topingue more tourists in	
More family attracts	
Mary 17 TIVE LOT CALLEY	

THE COUNCIL APPRECIATES YOUR PARTICIPATION AND CONTRIBUTION



RETAILER & BUSINESS SURVEY

The District Council commissioned independent consultants (GVA and JUNO Planning) to complete a retail and town centre study of Derry/Londonderry, Strabane and the wider Council areato inform future planning policy which is being prepared as part of the emerging Local Development Plan.

As part of the retail and town centre study, the Council is seeking to understand the views of local businesses in Derry City/Strabane. The results of the questionnaire will help to inform future strategies for improving the city/town centre and prioritise resources to best help local traders.

The Council would therefore be grateful if you could contribute to this exercise by completing the following questionnaire which should take no longer than five minutes to complete. <u>The deadline for return of completed questionnaires is Wednesday 11th April 2018.</u>

ia) How long, approximately, has the business traded in the city/town centre?
Under one year Under three years Under five years Under ten years Ten to twenty years Over twenty years
1b) What is your business?
Part of national group/chain Other (please specify) DENTIL PARTICE 1c) If not an independent, do you have any autonomy of decision making at a local level?
Yes No

1d) How would you describe your business? (Please tick relevant box)
Food retailer (e.g. newsagent, grocer, supermarket, bakery etc. but not including restaurants, cafes, takeaways, public houses) Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.) Retail Service (e.g. hairdresser, opticians etc.). Leisure service (e.g. public house, restaurant, café, take-away etc.) Professional service (e.g. bank, estate agent, betting shop, etc.) Other (please specify) DENTAL PRACTICE
1e) Are the business premises leased or owner occupied?
Leased Owner Occupied No Answer
1f) What is the size of the business premises?
SODV (SQ. FT. OR SQ.M)
1g) How many staff does your business employ? (Please Tick)
☐ 1-5 staff ☐ 6-10 staff ☐ 11-20 staff ☐ 21-50 staff ☐ 51-100 staff ☐ 100 +
1h) Has the business always operated from the city/town centre?
Yes No
If no, where did you relocate from:
1i) During the time trading in the city/town, has the business?
Grown Significantly Grown Moderately Remained Largely Static Declined Moderately Declined Significantly
1j) How would you say that your business has performed over the past 12 months?
Very Well Well Moderately Poorly Very Poorly

 □ Very well □ Well ☒ Moderate / Static □ Poorly □ Very Poorly □ Very Poorly □ Very Poorly
·
No Yes, close
Yes, relocate in town centre
Yes, relocate out-of-centre
Yes, extend floorspace
Yes, reduce floorspaceYes, refurbish existing floorspace
Yes, other (please specify)
are relocating, where are you considering moving to?
, and a second s
relocating, what is the main reason for this decision?
researing, what is the main reason for this decision?
Current retail unit is in poor shape
Drop in takings
☐ High rates and charges☐ Town centre is too quiet
Other (please specify)
hat specific support would help your business?
it⇒
🔼 Iraining
Training Shop Front Improvement Grants
Shop Front Improvement Grants Marketing assistance
Shop Front Improvement Grants Marketing assistance CCTV / Security
Shop Front Improvement Grants Marketing assistance CCTV / Security Other (please specify)
Shop Front Improvement Grants Marketing assistance CCTV / Security Other (please specify)
Shop Front Improvement Grants Marketing assistance CCTV / Security Other (please specify)
Shop Front Improvement Grants Marketing assistance CCTV / Security Other (please specify)
Shop Front Improvement Grants Marketing assistance CCTV / Security Other (please specify) at are the main issues constraining your business? Tick up to 3 answer Rents / overheads General economy
Shop Front Improvement Grants Marketing assistance CCTV / Security Other (please specify)
Shop Front Improvement Grants Marketing assistance CCTV / Security Other (please specify) at are the main issues constraining your business? Tick up to 3 answer Rents / overheads General economy Quality or size of premises Staff recruitment / retention
Shop Front Improvement Grants Marketing assistance CCTV / Security Other (please specify) at are the main issues constraining your business? Tick up to 3 answer Rents / overheads General economy Quality or size of premises Staff recruitment / retention

h)	Competition from other businesses in the City/Town Centre	□8
i)	Competition from other businesses in the wider areas	□9
j)	Competition from other City/Town Centres nearby	□10
k)	Competition from other Town Centres in the Republic of Ireland	□ 11
I)	Security issues	□12
m)	Lack of visitors / customers	□13
n)	Poor location of premises	□14
0)	Poor quality of town centre environment	□15
(q	Other sources? (please specify below)	□16
	PPROX. % Local residents within the city/ town / immediate hinterland Other residents in the wider Council area Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane	60 30 10
ENTER A	PPROX. % Local residents within the city/ town / immediate hinterland Other residents in the wider Council area Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state)	60 30 10
ENTER A	PPROX. % Local residents within the city/ town / immediate hinterland Other residents in the wider Council area Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state) It is your opinion of the City/Town Centre's market position in shopp	om? 60 30 10
ENTER A	PPROX. % Local residents within the city/ town / immediate hinterland Other residents in the wider Council area Residents in the Republic of Ireland Local employees (i.e. those working in the town) Tourist / Leisure Visitors from outside Derry city/Strabane Other (please state)	om? 60 30 10 sing terms? Tick One

	Very Good	Quite Good	Neither Good nor Poor	Quite Poor	Very Poor	Don't know
Rents / Rates	1	2	3	4	5	6
Availability of parking	1	2	(3)	4	5	6
Cost of parking	1	2	3	4	5	6
Traffic congestion	1	2	3	4	5	6
Bus service	1	(2)	3	4	5	6
Pedestrian Connections within the town centre	1	(2)	3	4	5	6

		1	I	T	T	·
Safety / security	1	2	3	4	5	6
Range of shops and services available	1	2	3	4	5	6
Quality of shops and services available	1	2	3	<u>(4)</u>	5	6
Entertainment and leisure facilities	1	2	3	4	5	6
Marketing / promotion	1	2	3	4	(5)	6
Liveliness / street life / character	1	2	3	4	(5)	6
The street market	1	2	3	4	(5)	6
Quality / number of places to eat / drink	1	2	3	4	5	6
Quality of public realm	1	2	3	4	5	6
General shopping environment	1	2	3	4	5	6

A Hammardal and the second sec
6) How would you describe the City/Town Centre's current shopping mix?
Tick One
a) Too many small (independent) shops / not enough large (chain) stores? \Box 1
b) About the right mix? $\Box 2$
c) Too many large (chain) stores / not enough small (independent) shops?
7) Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?
[Please tick one]
Good Balance Too many non-retail uses Not enough non retail uses Please specify Need more street-side cafes, national banks Too many charity shops, government agencies Too many cafes
8) What improvement measures would you like would you like to see in the City/Town Centre? [PLEASE TICK NO MORE THAN THREE]
☐ Increased choice/range of shops
☐ More national multiples
Foodstore in the town centre
More Independent/Specialist traders ■ The state of
\square Improved street paving
Improved street furniture
Improved built environment
Free car parking
\square Flexible parking

	☐ Alternative car park arrangements (e.g. pay on foot)
	☐ More street cleaning
	☐ Improved public transport
	☐ More entertainment/leisure facilities
	☐ More quality restaurants/pavement cafes
	More special markets
	More cultural facilities (i.e. theatre)
	Improved security/CCTV
	Greater promotion/marketing of the centre
	Improved signposting
	Public toilets
	Other (please state)
	Cheaper rates
	Too many budget shops, card shops, charity shops
	Need more street lighting
	☐ Improved physical connections within the town centre
9) Wou	ld you welcome further expansion of the City/town centre?
	Yes
	LI NO
9a) Ple	ase briefly explain why? USE UP EMPTY BUILDINGS — "Fill in Hegaps"
	USE UP EMPTY BULLDINGS - "Fill in HOGODS"
•••••	7.5

•••••	
9b) if y	ou have answered YES to question 9, please describe the type of expansion
you wo	uld like to see?
	Covered shopping facilities
	☐ More grocery / foodstores
	☐ More department stores
	☐ More general retailing
	☐ More independent shops
	☐ Cheaper parking
	Need to attract tourism
	More up-market shops
	Town centre redevelopment
	Need another large supermarket
	Covered market area and other shares
	Covered market area and other shopping areas
10) Whi	ch centre(s) do you consider to be your biggest competitor?
	□ Derry City Centre
	Strabane Town Centre
	Lisnagelvin District Centre
	Springtown District Centre
	- Abundanti Digital Catille

Rath Mór District Centre
☐ Northside District Centre☐ Omagh Town Centre
Belfast City Centre
Coleraine Town Centre
Letterkenny Town Centre Buncrana Town Centre
Ballybofey Town Centre
☐ Foodstores
= 30 of the folding pains (piedse specify)
☐ Other (please specify)
☐ Other (please specify)
12) Do you operate any other businesses in any other centres in the Derry and Strabane Council area?
☐ Yes
No No
If yes, where?
13) If yes; is this other business trading better, worse or the same?
☐ Better
Worse
☐ Same
14) Are you a member of the following?
Chamber of Commerce
Retail NI
 Derry City Centre Initiative Strabane Business Improvement District (BID)
Other (please specify)
If you have any further comments in regard to the city/ town centre, then please feel free to express you views below.
ICT have developed some excellent
facilities and involved local worker
- Reduce alcohol outlets (or 1 tax on alcohol)
- Increase [grant-and] european - Euro Evening caps
THE COUNCIL APPRECIATES YOUR PARTICIPATION AND CONTRIBUTION
open spaces.
(probably (well like
Merchant City in
Glasgow)
*



RETAILER & BUSINESS SURVEY

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CONTINUE CO GITTA ICISOTO SECTORS.
1a) How long, approximately, has the business traded in the city/town centre?
☐ y∕nder one year
Under three years
☐ Under five years
☐ Under ten years
☐ Ten to twenty years
Over twenty years
1b) What is your business?
Part of national group/chain Other (please specify) Technical Repairs & Training Coach
c) If not an independent, do you have any autonomy of decision making at a local level?
Yes NA.

1d) How would you describe your business? (Please tick relevant box)	
Food retailer (e.g. newsagent, grocer, supermarket, bakery etc. but not including restaurants, cafes, takeaways, public houses) Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.) Retail Service (e.g. hairdresser, opticians etc.). Leisure service (e.g. public house, restaurant, café, take-away etc.) Professional service (e.g. bank, estate agent, betting shop, etc.) Other (please specify)	n
1e) Are the business premises leased or owner occupied?	
Leased Owner Occupied No Answer	
1f) What is the size of the business premises?	
2002 PT. (SQ. FT. OR SQ.M)	
1g) How many staff does your business employ? (Please Tick)	
☐ 1-5 staff ☐ 6-10 staff ☐ 11-20 staff ☐ 21-50 staff ☐ 51-100 staff ☐ 100 +	
1h) Has the business always operated from the city/town centre?	
□ res □ No	
If no, where did you relocate from:	
1i) During the time trading in the city/town, has the business?	
Grown Significantly Grown Moderately Remained Largely Static Declined Moderately Declined Significantly	
1j) How would you say that your business has performed over the past 12 months?	
 Very Well Well Moderately Poorly Very Poorly 	

1k) How do you expect your business to performance over the next 12 months?	
D Vom Dosiness to performance over the next 12 months?	
Verywell Well	
Moderate / Static	
L Poorly	
U Very Poorly 11) Have you appropriate to the second seco	
11) Have you any plans to alter your business in any way in the next five years?	
Yes, close	
Yes, relocate in town centre Yes, relocate out-of-centre	
Yes, extend floorspace	
Yes, reduce floorspace	
Yes, refurbish existing floorspace	
Yes, other (please specify)	••••••
If you are relocating, where are you considering moving to?	
1m) If relocating, what is the main reason for this decision?	
Current retail unit is in poor shape	
☐ Drop in takings ☐ High rates and charges	
Town centre is too quiet	
Other (please specify)	
1n) What specific support would help your business?	•••••••
, with specific support would fielp your business?	
☐ Training	
Shop Front Improvement Grants .	
☐ Marketing assistance ☐ CCTV / Security	
Other (please specify)	
	••••••
2) What are the main issues constraining your business?	
Tick up to 3	answers
a) Rents / overheads	
b) General economy	□2
c) Quality or size of premises	□3
d) Staff recruitment / retention	4
e) Availability of car parking	W5
f) Cost of car parking	T16
g) Public transport links	

	h)	Competition from other businesses in the City/Town Centre	⊡8	
	i)	Competition from other businesses in the wider areas	□9	
	j)	Competition from other City/Town Centres nearby	□10	
	k)	Competition from other Town Centres in the Republic of Ireland	□11	
		Security issues	□12 __	
	m)	Lack of visitors / customers	1 3	
	n)	Poor location of premises	□14	
		Poor quality of town centre environment	☑15	
		Other sources? (please specify below)	□16	
•••••	****		••••••	
•••••				
•••••	•••••			
3) A	pp	proximately, what proportion (%) of your trade / business comes from?		
		PPROX. % Local residents within the city/ town / immediate hinterland		
	30	Other residents in the wider Council area		
		Residents in the Republic of Ireland		
		Local employees (i.e. those working in the town)		
		☐ Tourist / Leisure Visitors from outside Derry city/Strabane ☐ Other (please state)		
		U Offici (piedse state)		
4) W	/ha	t is your opinion of the City/Town Centre's market position in shopping term	is?	
			Tick One	
		a) Too 'up market'		
		b) Fine as it is	□2 	_
		c) Too 'down market'	₩3	

	Very Good	Quite Good	Neither Good nor Poor	Quite Poor	Very Poor	Don't know
Rents / Rates		2	3.	4	5/	6
Availability of parking		2	3/	4	5	6
Cost of parking	1	2/	3	4	5	6
Traffic congestion	1	2/	3	4	5	6
Bus service	1	2	3	4	5	6/
Pedestrian Connections within the town centre	1	2/	3	4	5	6

safety / security	1	2	3	4/	5	6
Range of shops and services available		2	3/	4	5	6
Quality of shops and services available		2	3/	4	5	6
Entertainment and leisure facilities		2	3/	4	5	6
Marketing / promotion		2	3	4	5	6.
Liveliness / street life / character		2	3	4	5	6
The street market		2	3	4	5	6
Quality / number of places to eat / drink		2	3/	4	5	6
Quality of public realm		2	3.	4	5	6/
General shopping environment		2	3	4	5	6

nopping environment	Edia Variable	2				
				ina miv?		
6) How would you describ	e the City/I	Town Centre's	s current snop	omg mix:	Tick C	ne
				(chain)		11
a) Too many smal	I (independ	ent) shops / 1	not enough lar	ge (Chairi)	101034	72
b) About the right	mix ?				L 2	<u>1</u> 3
c) Too many large	e (chain) sto	res / not enc	ough small (ind	ependent) s	snopse	
7) Do you think there is a societies, amusement ar	n approprio	ate mix of shees, pubs and	ops and other restaurants, fa	non-retail ust food outle	ses (e.g. bo	JIKS, DUIGII
[Please tick one]						
Good Balanc	6					
Too many not						
Not enough r	non retail us	es				
☐ Please specify	y					
☐ Need more st	reet-side co	afes, nationa	al banks			
☐ Too many ch		governmen	agencies			
Too many ca	fes					
8) What improvement me	easures wo	uld you like	would you like	e to see in t	ne City/Iov	vn Cenire:
[PLEASE TICK NO MORE THAN T	HREE					
☐ Increased ch	oice/range	of shops.				
☐ More nationa						
☐ Foodstore in t	he town ce	entre				
☐ More Indepe	ndent/Spec	cialist trader	S			
[] Improved stre	eet paving					
[] Improved stre	et furniture					
Improved bui	It environm	nent				
☐ Free car park						
☐ Flexible parking	ng					

Li Allollia Cal park arrangements /-	
Alternative car park arrangements (e.g. pay on foot) More street cleaning	
Improved public transport	
More entertainment/leisure facilities	
More quality restaurants/pavement cafes	
More special markets	
More cultural facilities (i.e. theatre)	
Improved security/CCTV	
Greater promotion/marketing of the centre	
Improved signposting	
Public toilets	
Other (please state)	
Cheaper rates	
Too many budget shops, card shops, charity shops	
Need more street lighting	
Improved physical connections within the town centre	
9) Would you welcome further expansion of the City/town centre?	
Yes	
9a) Please briefly explain why?	
7a) rieuse bliefly expluit wity:	
The town centre needs some big multinationals	
to attract footfall into town Centre (Costle de	1
Macia St. Aborcom Sq.)	
Main St, Abercom Sq.)	
9b) If you have answered YES to question 9, please describe the type of expansion	
Main St, Abercom Sq.)	
9b) If you have answered YES to question 9, please describe the type of expansion you would like to see?	
9b) If you have answered YES to question 9, please describe the type of expansion you would like to see? Covered shopping facilities	
9b) If you have answered YES to question 9, please describe the type of expansion you would like to see? Covered shopping facilities More grocery / foodstores	
9b) If you have answered YES to question 9, please describe the type of expansion you would like to see? Covered shopping facilities More grocery / foodstores More department stores	
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9b) If you have answered YES to question 9, please describe the type of expansion you would like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking	
9b) If you have answered YES to question 9, please describe the type of expansion you would like to see? Covered shopping facilities More grocery / foodstores More department stores More general retailing More independent shops Cheaper parking Need to attract tourism	
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9b) If you have answered YES to question 9, please describe the type of expansion you would like to see? Covered shopping facilities	

Rath Mór District Centre Northside District Centre Omagh Town Centre Belfast City Centre Coleraine Town Centre Letterkenny Town Centre Buncrana Town Centre Ballybofey Town Centre Ballybofey Town Centre Foodstores Out-of-centre retail parks (please specify) The Internet Other (please specify)
12) Do you operate any other businesses in any other centres in the Derry and Strabane Council
The Derry and Strabane Council
Yes No
If yes, where?
13) If yes; is this other business trading better, worse or the same?
☐ Worse
☐ Same
14) Are you a member of the following?
Chamber of Commerce Retail NI
Derry City Centre Initiative
Strabane Business Improvement District (BID)
Other (please specify)
If you have any further comments in regard to the city/ town centre, then please feel free to express you views below.
Town centre premises are of poor quality (Dampete). Theres no marketing for tourism Tocally Town cent is often overgrown with weeds't delapidated.
took of marketing for town cent, Rates are outte of hand
SE COUNCIL APPRECIATES YOUR PARTICIPATION AND CONTRIBUTION



RETAILER & BUSINESS SURVEY

The District Council commissioned independent consultants (GVA and JUNO Planning) to complete a retail and town centre study of Derry/Londonderry, Strabane and the wider Council areato inform future planning policy which is being prepared as part of the emerging Local Development Plan.

As part of the retail and town centre study, the Council is seeking to understand the views of local businesses in Derry City/Strabane. The results of the questionnaire will help to inform future strategies for improving the city/town centre and prioritise resources to best help local traders.

The Council would therefore be grateful if you could contribute to this exercise by completing the following questionnaire which should take no longer than five minutes to complete. <u>The deadline for return of completed questionnaires is Wednesday 11th April 2018.</u>

1a) How long, approximately, has the business traded in the city/town centre?
☐ Under one year
☐ Under three years
☐ Under five years
Under ten years
Ten to twenty years
Over twenty years
1b) What is your business?
☐ Part of national group/chain
Other (please specify) - Licensed Restaurant
1c) If not an independent, do you have any autonomy of decision making at a local level?
☐ Yes ☐ No

1d) How would you describe your business? (Please tick relevant box)
 □ Food retailer (e.g. newsagent, grocer, supermarket, bakery etc. but not including restaurants, cafes, takeaways, public houses) □ Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.) □ Retail Service (e.g. hairdresser, opticians etc.). □ Leisure service (e.g. public house, restaurant, café, take-away etc.) □ Professional service (e.g. bank, estate agent, betting shop, etc.) □ Other (please specify)
1e) Are the business premises leased or owner occupied?
☐ Leased ☐ Owner Occupied ☐ No Answer
1f) What is the size of the business premises?
(SQ. FT. OR SQ.M)
1g) How many staff does your business employ? (Please Tick)
☐ 1-5 staff ☐ 6-10 staff ☐ 11-20 staff ☐ 21-50 staff ☐ 51-100 staff ☐ 100 +
1h) Has the business always operated from the city/town centre?
☐ Yes☐ No
If no, where did you relocate from:
1i) During the time trading in the city/town, has the business?
☐ Grown Significantly ☐ Grown Moderately ☐ Remained Largely Static ☐ Declined Moderately ☐ Declined Significantly
1j) How would you say that your business has performed over the past 12 months?
 □ Very Well □ Well □ Moderately □ Poorly □ Very Poorly

1k) Ho	ow do you expect your business to performance over the nex	t 12 months?
]]]	 □ Very well □ Well □ Moderate / Static □ Poorly □ Very Poorly □ Very Poorly ve you any plans to alter your business in any way in the next 	t five years?
If you	Yes, close Yes, relocate in town centre Yes, relocate out-of-centre Yes, extend floorspace Yes, reduce floorspace Yes, refurbish existing floorspace Yes, other (please specify) are relocating, where are you considering moving to?	
 1m) If	relocating, what is the main reason for this decision?	
	 ☐ Current retail unit is in poor shape ☐ Drop in takings ☐ High rates and charges ☐ Town centre is too quiet ☐ Other (please specify) 	
1n) Wh	nat specific support would help your business?	
	☐ Training ☐ Shop Front Improvement Grants ☐ Marketing assistance ☐ CCTV / Security ☐ Other (please specify)	
2) Wha	at are the main issues constraining your business?	
		Tick up to 3 answers
a)	Rents / overheads	□1
b)	General economy	□2
c)	Quality or size of premises	□3
d)	Staff recruitment / retention	□4
e)	Availability of car parking	□5
f)	Cost of car parking	□6
g)	Public transport links	□7

h)	Competition from other businesses in the City/Town Centre	□8
i)	Competition from other businesses in the wider areas	□9
j)	Competition from other City/Town Centres nearby	□10
k)	Competition from other Town Centres in the Republic of Ireland	□11
l)	Security issues	□12
m)	Lack of visitors / customers	□13
n)	Poor location of premises	□14
o)	Poor quality of town centre environment	□15
p)	Other sources? (please specify below)	□16
3) App	proximately, what proportion (%) of your trade / business comes from?	
ENTER A	PPROX. % Local residents within the city/ town / immediate hinterland 40% Other residents in the wider Council area 30% Residents in the Republic of Ireland 30% Local employees (i.e. those working in the town) 30%	
ENTER A	PPROX. % Local residents within the city/ town / immediate hinterland 40% Other residents in the wider Council area 30% Residents in the Republic of Ireland 30%	
ENTER A	Local residents within the city/ town / immediate hinterland 40% Other residents in the wider Council area 30% Residents in the Republic of Ireland 30% Local employees (i.e. those working in the town) 30% Tourist / Leisure Visitors from outside Derry city/Strabane 30%	
ENTER A	Local residents within the city/ town / immediate hinterland 40% Other residents in the wider Council area 30% Residents in the Republic of Ireland 30% Local employees (i.e. those working in the town) 30% Tourist / Leisure Visitors from outside Derry city/Strabane 30% Other (please state)	
ENTER A	Local residents within the city/ town / immediate hinterland 40% Other residents in the wider Council area 30% Residents in the Republic of Ireland 30% Local employees (i.e. those working in the town) 30% Tourist / Leisure Visitors from outside Derry city/Strabane 30% Other (please state) It is your opinion of the City/Town Centre's market position in shopping a) Too 'up market'	terms? Tick One
ENTER A	Local residents within the city/ town / immediate hinterland 40% Other residents in the wider Council area 30% Residents in the Republic of Ireland 30% Local employees (i.e. those working in the town) 30% Tourist / Leisure Visitors from outside Derry city/Strabane 30% Other (please state) It is your opinion of the City/Town Centre's market position in shopping	terms?

5) How do you rate the City/Town Centre in terms of the following?

(Tick one answer for each factor)

	Very Good	Quite Good	Neither Good nor Poor	Quite Poor	Very Poor	Don't know
Rents / Rates	1	2	3	4	5	6
Availability of parking	1	2	3	4	5	6
Cost of parking	1	2	3	4	5	6
Traffic congestion	1	2	3	4	5	6
Bus service	1	2	3	4	5	6
Pedestrian Connections within the town centre	1	2	3	4	5	6

Safety / security	1	2	<mark>3</mark>	4	5	6
Range of shops and services available	1	2	3	4	<mark>5</mark>	6
Quality of shops and services available	1	2	3	4	5	6
Entertainment and leisure facilities	1	2	3	4	<mark>5</mark>	6
Marketing / promotion	1	2	3	4	5	6
Liveliness / street life / character	1	2	3	4	<mark>5</mark>	6
The street market	1	2	3	4	5	<mark>6</mark>
Quality / number of places to eat / drink	1	2	3	4	5	6
Quality of public realm	1	2	3	4	5	6
General shopping environment	1	2	3	4	<mark>5</mark>	6

6) How would you describe the City/Town Centre's current shopping mix?	
	Tick One
a) Too many small (independent) shops / not enough large (chain) stores?	□1
b) About the right mix?	□2
c) Too many large (chain) stores / not enough small (independent) shops?	□3
7) Do you think there is an appropriate mix of shops and other non-retail uses (e.g societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?	g. banks, building
[Please tick one]	
☐ Good Balance ☐ Too many non-retail uses ☐ Not enough non retail uses ☐ Please specify	
8) What improvement measures would you like would you like to see in the City/To [PLEASE TICK NO MORE THAN THREE]	own Centre?
Increased choice/range of shops More national multiples Foodstore in the town centre More Independent/Specialist traders Improved street paving Improved street furniture Improved built environment	
☐ Free car parking	

 $\hfill \square$ Flexible parking

☐ More street cleaning☐ Improved public transport	
☐ Improved public transport	
☐ More entertainment/leisure facilities	
☐ More quality restaurants/pavement cafes	
☐ More special markets	
☐ More cultural facilities (i.e. theatre)	
☐ Improved security/CCTV	
☐ Greater promotion/marketing of the centre	
☐ Improved signposting	
☐ Public toilets	
Other (please state)	
☐ Cheaper rates	
☐ Too many budget shops, card shops, charity shops	
☐ Need more street lighting	
☐ Improved physical connections within the town centre	
9) Would you welcome further expansion of the City/town centre?	
☐ Yes	
□ No	
9a) Please briefly explain why?	
Not until we can establish a thriving town centre at its current size. The shopping centre ha	ıd
become too fragmented.	
9b) If you have answered YES to question 9, please describe the type of expansion	
you would like to see?	
☐ Covered shopping facilities	
☐ More grocery / foodstores	
involve grocery / robustores	
More department stores	
More department stores More general retailing	
More general retailing	
More general retailingMore independent shops	
More general retailingMore independent shopsCheaper parking	
 More general retailing More independent shops Cheaper parking Need to attract tourism 	
 More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops 	
 ☐ More general retailing ☐ More independent shops ☐ Cheaper parking ☐ Need to attract tourism ☐ More up-market shops ☐ Town centre redevelopment 	
 ☐ More general retailing ☐ More independent shops ☐ Cheaper parking ☐ Need to attract tourism ☐ More up-market shops ☐ Town centre redevelopment ☐ Need another large supermarket 	
 ☐ More general retailing ☐ More independent shops ☐ Cheaper parking ☐ Need to attract tourism ☐ More up-market shops ☐ Town centre redevelopment 	
 ☐ More general retailing ☐ More independent shops ☐ Cheaper parking ☐ Need to attract tourism ☐ More up-market shops ☐ Town centre redevelopment ☐ Need another large supermarket 	
 More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops Town centre redevelopment Need another large supermarket Covered market area and other shopping areas 10) Which centre(s) do you consider to be your biggest competitor?	
 More general retailing More independent shops Cheaper parking Need to attract tourism More up-market shops Town centre redevelopment Need another large supermarket Covered market area and other shopping areas 10) Which centre(s) do you consider to be your biggest competitor? Derry City Centre	
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	Springtown District Centre Rath Mor District Centre
	Northside District Centre Omagh Town Centre Belfast City Centre Coleraine Town Centre Letterkenny Town Centre Buncrana Town Centre Ballybofey Town Centre Foodstores Out-of-centre retail parks (please specify) The Internet Other (please specify)
12) Do yo area?	ou operate any other businesses in any other centres in the Derry and Strabane Council
	Yes No If yes, where?
13) If yes;	is this other business trading better, worse or the same?
	Better Worse Same
14) Are yo	ou a member of the following?
	Chamber of Commerce Retail NI Derry City Centre Initiative Strabane Business Improvement District (BID) Other (please specify)
	ve any further comments in regard to the city/ town centre, then please feel free to ou views below.

THE COUNCIL APPRECIATES YOUR PARTICIPATION AND CONTRIBUTION

Appendix 7 Pedestrian Counts (by NEMS)



NEMS market research 22 Manor Way Belasis Hall Technology Park Billingham TS23 4HN Tel 01642 37 33 55 www.nemsmr.co.uk

Derry City & Strabane Town Centre Pedestrian Counts

for

GVA

March 2018

Job Ref: 190318

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Introduction

1.1 Research Background & Objectives

NEMS Market Research was commissioned to undertake a study into current footfall levels in the Northern Irish centres of Derry and Strabane to determine typical footfall patterns (each with respective populations of 108,000 and 18,000 according to Northern Ireland Statistics and Research Agency Census data).

1.2 Research Methodology

To evaluate the footfall in the town centre of Strabane, three sampling points were selected:

- Point 1: Railway Street (outside O'Doherty);
- Point 2: Main Street (outside Semi-Chem);
- Point 3: Castle Street (outside Superdrug).

To evaluate the footfall in Derry, four clusters of sampling points were selected:

Cluster A

- Point 1A: Shipquay Street, near to Veritas;
- **Point 2A:** Ferryquay Street, near to Subway;
- Point 3A: Castle Street, near to Baldies Barbers.

Cluster B

- **Point 1B:** Foyleside Between Foyle St entrance & Iceland entr.;
- Point 2B: OpticiansNewmarket St Outside Progressive Building Society;
- Point 3B: Carlisle Road Outside Curtis.

Cluster C

- Point 1C: Strand Rd Between entrance of Quayside & Ice Wharf;
- Point 2C: Waterloo Place/ Strand Rd Outside Gordons Chemists:
- **Point 3C**: Shipquay Pl/Waterloo Pl Outside Maiden City Butchers.

Cluster D

- Point 1D: Spencer Road Outside Sandwich Co;
- Point 2D: Spencer Road Outside Nonnas Pizza;
- Point 3D: Clooney Terrace Outside Mace.

A map of the Derry and Strabane enumeration points can be found in Appendix 5.

One enumerator was deployed to each of the location clusters in Derry and Strabane, counting the number of pedestrians passing left and right for each location continuously between 10.00 and 16.00, in 16-minute segments. Counts excluded children aged 7 or under, vagrants, post-persons, traffic wardens, police and delivery men / women.

The counts were conducted between 10am and 4pm. To provide a sample across a weekday and a weekend, counts were conducted on two days; Thursday 22nd March and Saturday 24th March 2018.

The fieldwork was conducted by our highly experienced and professional market research interviewers working to the Code of Practice and quality assurance of The Market Research Society, to which we subscribe.

1.3 Analysis

The 16-minute raw counts were multiplied by a factor of 3.529 to give a footfall per hour. Footfall counts for the trading periods of 9am-10am and 4pm-5pm were modelled from the overall hourly pattern measured across the day and were modelled iteratively to have an overall hourly index approximately half that of the adjacent hour, with the total then split across the days proportionally to daily footfalls.

Results

2.1 Footfall patterns by day - Strabane

Main Street registered as the busiest of the three Strabane locations, with an average footfall count of 1998 per day, closely followed by Castle Street with 1886 average passers-by per day. With only a third as many passers-by, Railway Street was clearly the least active location measured, with an average daily footfall of 586.

With a footfall figure of 1400, Castle Street was the most traversed on a weekday (compared to 1023 for Main Street and 283 for Railway Street). However, Main Street recorded the greatest weekend footfall, with a count of 2972, which was 1.3x the Castle Street figure and 3.3x Railway Street.

Of the two days monitored, Saturday was clearly the busier for all three enumeration points, logging an overall increase of 2.3x, with Railway Street and Main Street recording significant increases of 3.1x and 2.9x respectively, compared to only 1.7x for Castle Street.

See Fig 1 below for a detailed breakdown of footfall counts by day for the Strabane enumeration points.

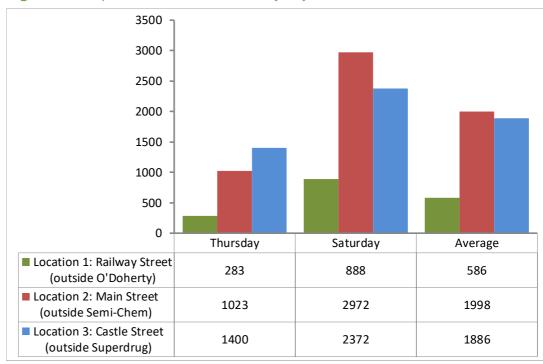


Fig 1: Footfall patterns at each location by day

2.2 Footfall patterns by time of day - Strabane

Looking at the footfall across the trading day, footfall between 10am and 2pm was 50% higher than the trading hours leading up and following this block of time, with 11am-12pm being the busiest (between 13-20% higher than the already busy 10am-2pm period).

Footfall along Castle Street was highest throughout the morning and early afternoon (between 9am and 2pm), falling notably at 2pm, with a slight increase at 3pm.

Main Street exhibited the most obvious peak in footfall, increasing from 287 between 10am-11am to 396 between 11am-12pm, before falling back to 304 from 12pm-1pm; after which, footfall declined consistently to a low of 150 between 4pm-5pm.

Railway Street only registered hourly footfall counts of between 60-94 during the 8 trading hours measured, displaying highest footfall in the hour leading up to, and following on from 12pm-1pm.

See Fig 2 below for a detailed breakdown of footfall counts by day and for the Strabane enumeration points.

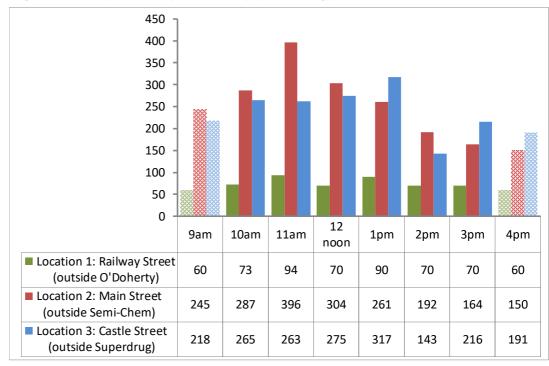


Fig 2: Footfall patterns by time of day (hr starting) for each location

Note: shaded blocks indicate modelled data

2.3 Footfall patterns by day - Derry

On both enumeration days, footfall was highest on Newmarket Street, registering 9185 on the Thursday and 8297 on the Saturday. Juxtaposed to having the highest weekday and weekend footfall figures, Newmarket Street was the only location to register a decrease in footfall (of 10%) on a weekend compared to a weekday.

On a weekday, Newmarket Street footfall was 41% higher than the second most traversed location (Strand Road), yet on a weekend the gap between Newmarket Street and the second most traversed location (Waterloo Place / Strand Road) narrowed to only 12%.

Ferryquay Street was the least affected by day, with only a 6% increase on a weekend (equivalent to a difference of just over 200 passers-by). This contrasts with Shipquay Street, which saw footfall double from 2086 on the Thursday to 4233 on the Saturday, whereas Clooney Terrace dropped from a weekday figure of 1319 to 533 on the weekend.

Of the two days monitored, Saturday was busier, but only by 25%; this was largely attributed to Shipquay Street, Castle Street, Foyleside, Waterloo Place / Strand Road, Spencer Road (outside Sandwich Co) and Clooney Terrace.

See Fig 3 below for a detailed breakdown of footfall counts by day for all 12 enumeration points throughout Derry.

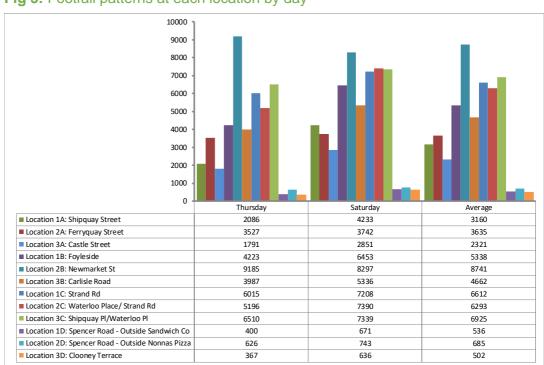


Fig 3: Footfall patterns at each location by day

2.4 Footfall patterns by time of day - Derry

Looking at the footfall across the trading day, the peak footfall is between 12pm and 2pm (averaging 7222 passers-by per hour). The morning (between 9am and 11am) had the quietest trading hours, just under 25% lower footfall than the hourly average of 6289.

Foyleside registered a significant increase in footfall between 11am and 12pm (1105, compared to 516 the hour before and 634 the following hour), while Shipquay Street had largely consistent footfall throughout the day – between 325 and 445, with an average of 395.

Newmarket Street was the location to register the overall greatest footfall, peaking 12pm and 1pm, after which it declined steadily from 1354 to 775. Shipquay Place / Waterloo Place was relatively quiet between 9am and 12pm, after which footfall increased nearly 50% from a morning average of 593 to an afternoon average of 876; similar disparity between morning and afternoon was also evident among the Strand Road and Waterloo Place / Strand Road enumeration locations.

Fig 4 below shows the details for each trading hour.

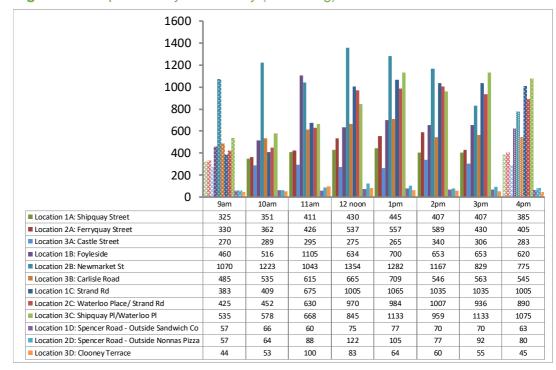
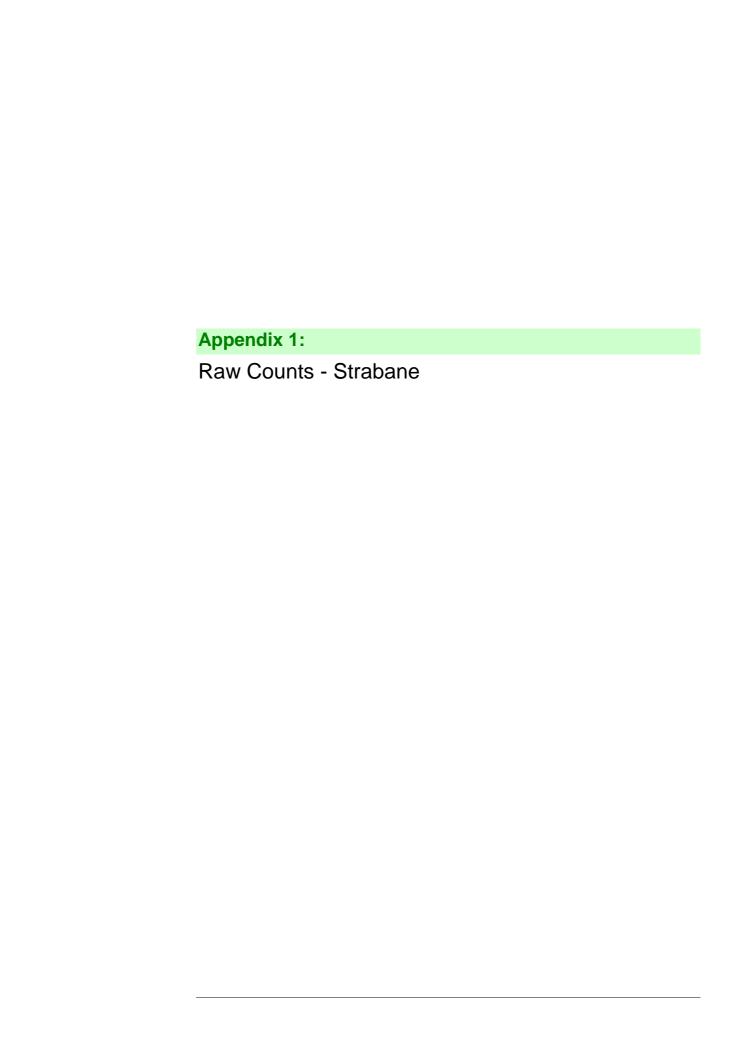


Fig 4: Footfall patterns by time of day (hr starting) for each location

Note: shaded blocks indicate modelled data



NEMS Market Research

STRABANE PEDESTRIAN COUNTS

Thursday 22nd March 2018

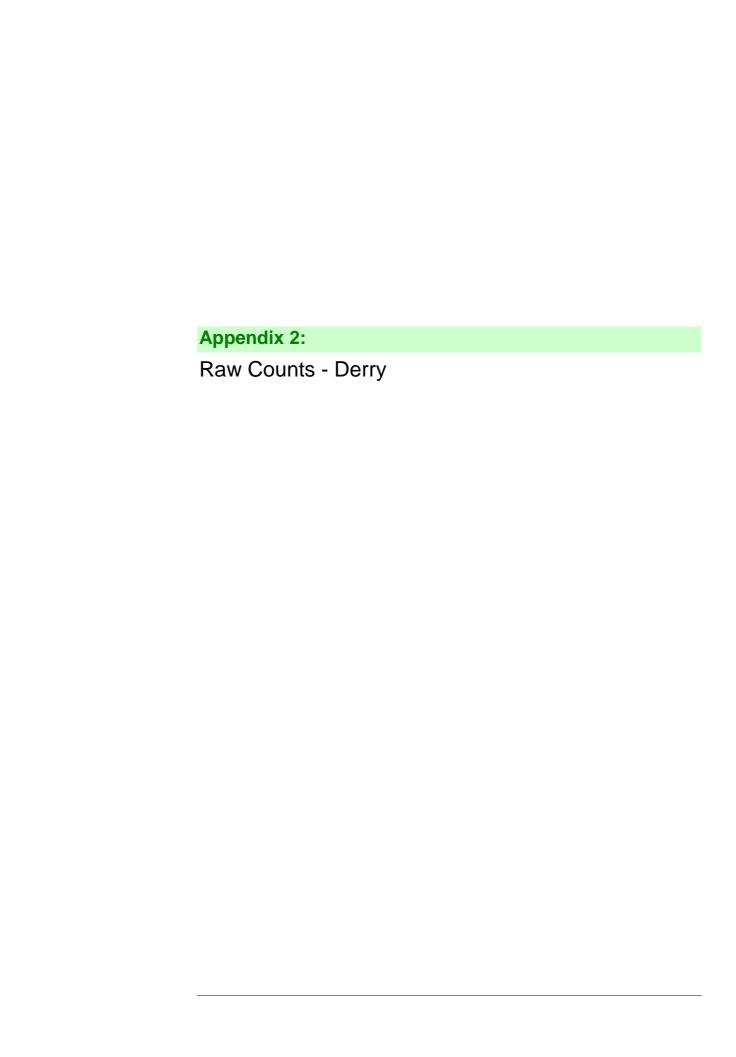
Day 1

Time	Location	Left to Right	Right to Left	Total	Index
10.00 - 10.16	Location 1: Railway Street (outside O'Doherty)	10	5	15	16
10.21 - 10.37	Location 2: Main Street (outside Semi-Chem)	17	18	35	38
10.42 - 10.58	Location 3: Castle Street (outside Superdrug)	29	30	59	64
11.03 - 11.19	Location 1: Railway Street (outside O'Doherty)	5	3	8	9
11.24 - 11.40	Location 2: Main Street (outside Semi-Chem)	21	20	41	45
11.45 - 12.01	Location 3: Castle Street (outside Superdrug)	18	23	41	45
	BREAK 1				
12.31 - 12.47	Location 1: Railway Street (outside O'Doherty)	3	5	8	9
12.52 - 13.08	Location 2: Main Street (outside Semi-Chem)	20	40	60	65
13.13 - 13.29	Location 3: Castle Street (outside Superdrug)	51	41	92	100
13.34 - 13.50	Location 1: Railway Street (outside O'Doherty)	11	4	15	16
13.55 - 14.11	Location 2: Main Street (outside Semi-Chem)	22	10	32	35
	BREAK 2				
14.31 - 14.47	Location 3: Castle Street (outside Superdrug)	15	11	26	28
14.52 - 15.08	Location 1: Railway Street (outside O'Doherty)	2	4	6	7
15.13 - 15.29	Location 2: Main Street (outside Semi-Chem)	8	6	14	15
15.34 - 15.50	Location 3: Castle Street (outside Superdrug)	11	13	24	26
		243	233	476	

NEMS Market Research STRABANE PEDESTRIAN COUNTS Saturday 24th March 2018

Day 2

Time	Location	Left to Right	Right to Left	Total	Index
10.00 - 10.16	Location 1: Railway Street (outside O'Doherty)	15	9	24	14
10.21 - 10.37	Location 2: Main Street (outside Semi-Chem)	53	65	118	69
10.42 - 10.58	Location 3: Castle Street (outside Superdrug)	38	44	82	48
11.03 - 11.19	Location 1: Railway Street (outside O'Doherty)	18	24	42	25
11.24 - 11.40	Location 2: Main Street (outside Semi-Chem)	110	60	170	100
11.45 - 12.01	Location 3: Castle Street (outside Superdrug)	57	42	99	58
	BREAK 1				
12.31 - 12.47	Location 1: Railway Street (outside O'Doherty)	16	13	29	17
12.52 - 13.08	Location 2: Main Street (outside Semi-Chem)	47	55	102	60
13.13 - 13.29	Location 3: Castle Street (outside Superdrug)	39	38	77	45
13.34 - 13.50	Location 1: Railway Street (outside O'Doherty)	16	17	33	19
13.55 - 14.11	Location 2: Main Street (outside Semi-Chem)	42	28	70	41
	BREAK 2				
14.31 - 14.47	Location 3: Castle Street (outside Superdrug)	28	22	50	29
14.52 - 15.08	Location 1: Railway Street (outside O'Doherty)	12	19	31	18
15.13 - 15.29	Location 2: Main Street (outside Semi-Chem)	46	27	73	43
15.34 - 15.50	Location 3: Castle Street (outside Superdrug)	68	23	91	54
		605	486	1091	



NEMS Market Research
DERRY PEDESTRIAN COUNTS
Thursday 22nd March 2018
Day 1A - Locations 1A, 2A & 3A

Time	Location	Left to Right	Right to Left	Total	Index
10.00 - 10.16	Location 1A: Shipquay Street, near to Veritas	33	31	64	43
10.21 - 10.37	Location 2A: Ferryquay Street, near to Subway	39	62	101	68
10.42 - 10.58	Location 3A: Castle Street, near to Baldies Barbers	22	23	45	30
11.03 - 11.19	Location 1A: Shipquay Street, near to Veritas	38	27	65	44
11.24 - 11.40	Location 2A: Ferryquay Street, near to Subway	59	58	117	79
11.45 - 12.01	Location 3A: Castle Street, near to Baldies Barbers	28	29	57	39
	BREAK 1				
12.31 - 12.47	Location 1A: Shipquay Street, near to Veritas	43	43	86	58
12.52 - 13.08	Location 2A: Ferryquay Street, near to Subway	63	59	122	82
13.13 - 13.29	Location 3A: Castle Street, near to Baldies Barbers	33	31	64	43
13.34 - 13.50	Location 1A: Shipquay Street, near to Veritas	39	28	67	45
13.55 - 14.11	Location 2A: Ferryquay Street, near to Subway	77	71	148	100
	BREAK 2				
14.31 - 14.47	Location 3A: Castle Street, near to Baldies Barbers	37	48	85	57
14.52 - 15.08	Location 1A: Shipquay Street, near to Veritas	34	39	73	49
15.13 - 15.29	Location 2A: Ferryquay Street, near to Subway	54	65	119	80
15.34 - 15.50	Location 3A: Castle Street, near to Baldies Barbers	36	33	69	47
		635	647	1282	

NEMS Market Research
DERRY PEDESTRIAN COUNTS
Saturday 24th March 2018

Day 1B - Locations 1A, 2A & 3A

Time	Location	Left to Right	Right to Left	Total	Index
10.00 - 10.16	Location 1A: Shipquay Street, near to Veritas	39	51	90	54
10.21 - 10.37	Location 2A: Ferryquay Street, near to Subway	43	49	92	55
10.42 - 10.58	Location 3A: Castle Street, near to Baldies Barbers	61	48	109	66
11.03 - 11.19	Location 1A: Shipquay Street, near to Veritas	52	58	110	66
11.24 - 11.40	Location 2A: Ferryquay Street, near to Subway	55	55	110	66
11.45 - 12.01	Location 3A: Castle Street, near to Baldies Barbers	48	52	100	60
	BREAK 1				
12.31 - 12.47	Location 1A: Shipquay Street, near to Veritas	59	49	108	65
12.52 - 13.08	Location 2A: Ferryquay Street, near to Subway	81	83	164	99
13.13 - 13.29	Location 3A: Castle Street, near to Baldies Barbers	39	38	77	46
13.34 - 13.50	Location 1A: Shipquay Street, near to Veritas	41	33	74	45
13.55 - 14.11	Location 2A: Ferryquay Street, near to Subway	85	81	166	100
	BREAK 2				
14.31 - 14.47	Location 3A: Castle Street, near to Baldies Barbers	42	54	96	58
14.52 - 15.08	Location 1A: Shipquay Street, near to Veritas	51	38	89	54
15.13 - 15.29	Location 2A: Ferryquay Street, near to Subway	58	52	110	66
15.34 - 15.50	Location 3A: Castle Street, near to Baldies Barbers	41	53	94	57
		795	794	1589	

NEMS Market Research
DERRY PEDESTRIAN COUNTS
Thursday 22nd March 2018
Day 2A - Locations 1B, 2B & 3B

Time	Location	Left to Right	Right to Left	Total	Index
10.00 - 10.16	Location 1B: Foyleside - Between Foyle St entrance & Iceland entr.	65	58	123	29
10.21 - 10.37	Location 2B: Newmarket St - Outside Progressive Building Society	125	139	264	63
10.42 - 10.58	Location 3B: Carlisle Road - Outside Curtis Opticians	48	60	108	26
11.03 - 11.19	Location 1B: Foyleside - Between Foyle St entrance & Iceland entr.	71	83	154	37
11.24 - 11.40	Location 2B: Newmarket St - Outside Progressive Building Society	184	200	384	92
11.45 - 12.01	Location 3B: Carlisle Road - Outside Curtis Opticians BREAK 1	69	74	143	34
12.31 - 12.47	Location 1B: Foyleside - Between Foyle St entrance & Iceland entr.	75	68	143	34
12.52 - 13.08	Location 2B: Newmarket St - Outside Progressive Building Society	171	145	316	76
13.13 - 13.29	Location 3B: Carlisle Road - Outside Curtis Opticians	85	78	163	39
13.34 - 13.50	Location 1B: Foyleside - Between Foyle St entrance & Iceland entr.	94	76	170	41
13.55 - 14.11	Location 2B: Newmarket St - Outside Progressive Building Society BREAK 2	220	198	418	100
14.31 - 14.47	Location 3B: Carlisle Road - Outside Curtis Opticians	71	62	133	32
14.52 - 15.08	Location 1B: Foyleside - Between Foyle St entrance & Iceland entr.	61	83	144	34
15.13 - 15.29	Location 2B: Newmarket St - Outside Progressive Building Society	145	103	248	59
15.34 - 15.50	Location 3B: Carlisle Road - Outside Curtis Opticians	49	86	135	32
		1533	1513	3046	

NEMS Market Research
DERRY PEDESTRIAN COUNTS
Saturday 24th March 2018
Day 2B - Locations 1B, 2B & 3B

Time	Location	Left to Right	Right to Left	Total	Index
10.00 - 10.16	Location 1B: Foyleside - Between Foyle St entrance & Iceland entr.	79	73	152	35
10.21 - 10.37	Location 2B: Newmarket St - Outside Progressive Building Society	208	180	388	89
10.42 - 10.58	Location 3B: Carlisle Road - Outside Curtis Opticians	86	91	177	41
11.03 - 11.19	Location 1B: Foyleside - Between Foyle St entrance & Iceland entr.	195	240	435	100
11.24 - 11.40	Location 2B: Newmarket St - Outside Progressive Building Society	84	88	172	40
11.45 - 12.01	Location 3B: Carlisle Road - Outside Curtis Opticians BREAK 1	89	96	185	43
12.31 - 12.47	Location 1B: Foyleside - Between Foyle St entrance & Iceland entr.	102	93	195	45
12.52 - 13.08	Location 2B: Newmarket St - Outside Progressive Building Society	206	200	406	93
13.13 - 13.29	Location 3B: Carlisle Road - Outside Curtis Opticians	115	100	215	49
13.34 - 13.50	Location 1B: Foyleside - Between Foyle St entrance & Iceland entr.	100	103	203	47
13.55 - 14.11	Location 2B: Newmarket St - Outside Progressive Building Society BREAK 2	106	98	204	47
14.31 - 14.47	Location 3B: Carlisle Road - Outside Curtis Opticians	82	76	158	36
14.52 - 15.08	Location 1B: Foyleside - Between Foyle St entrance & Iceland entr.	103	101	204	47
15.13 - 15.29	Location 2B: Newmarket St - Outside Progressive Building Society	98	96	194	45
15.34 - 15.50	Location 3B: Carlisle Road - Outside Curtis Opticians	89	76	165	38
		1742	1711	3453	

NEMS Market Research
DERRY PEDESTRIAN COUNTS
Thursday 22nd March 2018
Day 3A - Locations 1C, 2C & 3C

Time	Location	Left to Right	Right to Left	Total	Index
10.00 - 10.16	Location 1C: Strand Rd - Between entrance of Quayside & Ice Wharf	26	28	54	16
10.21 - 10.37	Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists	23	27	50	15
10.42 - 10.58	Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers	61	58	119	36
11.03 - 11.19	Location 1C: Strand Rd - Between entrance of Quayside & Ice Wharf	57	64	121	36
11.24 - 11.40	Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists	63	58	121	36
11.45 - 12.01	Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers	111	70	181	54
	BREAK 1	404	400		
12.31 - 12.47	Location 1C: Strand Rd - Between entrance of Quayside & Ice Wharf	131	160	291	87
12.52 - 13.08	Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists	115	142	257	77
13.13 - 13.29	Location 3C: Shipquay Pl/Waterloo PI - Outside Maiden City Butchers	205	129	334	100
13.34 - 13.50	Location 1C: Strand Rd - Between entrance of Quayside & Ice Wharf	165	127	292	87
13.55 - 14.11	Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists	109	145	254	76
	BREAK 2				
14.31 - 14.47	Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers	132	109	241	72
14.52 - 15.08	Location 1C: Strand Rd - Between entrance of Quayside & Ice Wharf	134	133	267	80
15.13 - 15.29	Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists	85	125	210	63
15.34 - 15.50	Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers	115	151	266	80
		1532	1526	3058	

NEMS Market Research
DERRY PEDESTRIAN COUNTS
Saturday 24th March 2018

Day 3B - 1	Locations	1C,	2C	& :	3C
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Time	Location	Left to Right	Right to Left	Total	Index
10.00 - 10.16	Location 1C: Strand Rd - Between entrance of Quayside & Ice Wharf	64	100	164	49
10.21 - 10.37	Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists	128	63	191	57
10.42 - 10.58	Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers	117	72	189	56
11.03 - 11.19	Location 1C: Strand Rd - Between entrance of Quayside & Ice Wharf	136	103	239	71
11.24 - 11.40	Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists	120	95	215	64
11.45 - 12.01	Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers	95	80	175	52
12.31 - 12.47	BREAK 1 Location 1C: Strand Rd - Between entrance of Quayside & Ice Wharf	155	90	245	72
12.52 - 13.08	Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists	162	98	260	77
13.13 - 13.29	Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers	170	100	270	80
13.34 - 13.50	Location 1C: Strand Rd - Between entrance of Quayside & Ice Wharf	163	113	276	82
13.55 - 14.11	Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists	149	134	283	84
	BREAK 2				
14.31 - 14.47	Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers	127	143	270	80
14.52 - 15.08	Location 1C: Strand Rd - Between entrance of Quayside & Ice Wharf	172	113	285	84
15.13 - 15.29	Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists	147	142	289	86
15.34 - 15.50	Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers	174	164	338	100
		2079		3689	

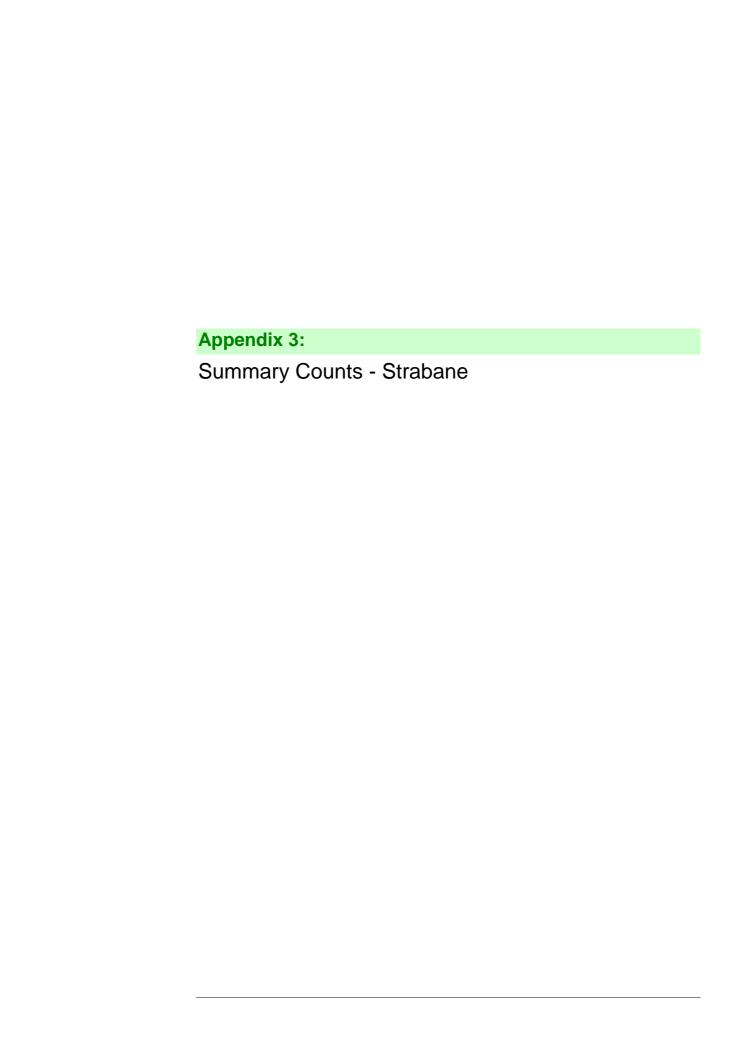
NEMS Market Research
DERRY PEDESTRIAN COUNTS
Thursday 22nd March 2018
Day 4A - Locations 1D, 2D & 3D

Time	Location	Left to Right	Right to Left	Total	Index
10.00 - 10.16	Location 1D: Spencer Road - Outside Sandwich Co	8	7	15	52
10.21 - 10.37	Location 2D: Spencer Road - Outside Nonnas Pizza	10	8	18	62
10.42 - 10.58	Location 3D: Clooney Terrace - Outside Mace	6	5	11	38
11.03 - 11.19	Location 1D: Spencer Road - Outside Sandwich Co	5	4	9	31
11.24 - 11.40	Location 2D: Spencer Road - Outside Nonnas Pizza	7	13	20	69
11.45 - 12.01	Location 3D: Clooney Terrace - Outside Mace BREAK 1	10	6	16	55
12.31 - 12.47	Location 1D: Spencer Road - Outside Sandwich Co	10	7	17	59
12.52 - 13.08	Location 2D: Spencer Road - Outside Nonnas Pizza	17	12	29	100
13.13 - 13.29	Location 3D: Clooney Terrace - Outside Mace	9	6	15	52
13.34 - 13.50	Location 1D: Spencer Road - Outside Sandwich Co	11	8	19	66
13.55 - 14.11	Location 2D: Spencer Road - Outside Nonnas Pizza BREAK 2	7	12	19	66
14.31 - 14.47	Location 3D: Clooney Terrace - Outside Mace	7	4	11	38
14.52 - 15.08	Location 1D: Spencer Road - Outside Sandwich Co	7	5	12	41
15.13 - 15.29	Location 2D: Spencer Road - Outside Nonnas Pizza	12	9	21	72
15.34 - 15.50	Location 3D: Clooney Terrace - Outside Mace	4	7	11	38

NEMS Market Research
DERRY PEDESTRIAN COUNTS
Saturday 24th March 2018

Day 4B - Locations 1C, 2C & 3C

Time	Location	Left to Right	Right to Left	Total	Index
10.00 - 10.16	Location 1D: Spencer Road - Outside Sandwich Co	11	9	20	54
10.21 - 10.37	Location 2D: Spencer Road - Outside Nonnas Pizza	10	6	16	43
10.42 - 10.58	Location 3D: Clooney Terrace - Outside Mace	12	5	17	46
11.03 - 11.19	Location 1D: Spencer Road - Outside Sandwich Co	12	11	23	62
11.24 - 11.40	Location 2D: Spencer Road - Outside Nonnas Pizza	18	9	27	73
11.45 - 12.01	Location 3D: Clooney Terrace - Outside Mace	21	16	37	100
	BREAK 1				
12.31 - 12.47	Location 1D: Spencer Road - Outside Sandwich Co	15	8	23	62
12.52 - 13.08	Location 2D: Spencer Road - Outside Nonnas Pizza	19	17	36	97
13.13 - 13.29	Location 3D: Clooney Terrace - Outside Mace	11	8	19	51
13.34 - 13.50	Location 1D: Spencer Road - Outside Sandwich Co	10	12	22	59
13.55 - 14.11	Location 2D: Spencer Road - Outside Nonnas Pizza	14	8	22	59
	BREAK 2				
14.31 - 14.47	Location 3D: Clooney Terrace - Outside Mace	12	9	21	57
14.52 - 15.08	Location 1D: Spencer Road - Outside Sandwich Co	14	11	25	68
15.13 - 15.29	Location 2D: Spencer Road - Outside Nonnas Pizza	16	12	28	76
15.34 - 15.50	Location 3D: Clooney Terrace - Outside Mace	10	8	18	49
		205	149	354	



NEMS Market Research STRABANE PEDESTRIAN COUNT SUMMARIES THURSDAY 22ND MARCH AND SATURDAY 24TH MARCH 2018

Location 1: Railway Street (outside O'Doherty)

	Day:			
Hr starting	Thurs 22	Sat 24	Average	Index
9am (modelled)	45	75	60	82
10am	56	90	73	100
11am	30	158	94	128
12 noon	30	109	70	95
1pm	56	124	90	123
2pm	23	116	70	95
3pm	23	116	70	95
4pm (modelled)	20	100	60	82
TOTAL	283	888	586	

Location 2: Main Street (outside Semi-Chem)

	Day:			
Hr starting	Thurs 22	Sat 24	Average	Index
9am (modelled)	110	380	245	98
10am	131	443	287	115
11am	154	638	396	159
12 noon	225	383	304	122
1pm	185	336	261	104
2pm	120	263	192	77
3pm	53	274	164	65
4pm (modelled)	45	255	150	60
TOTAL	1023	2972	1998	

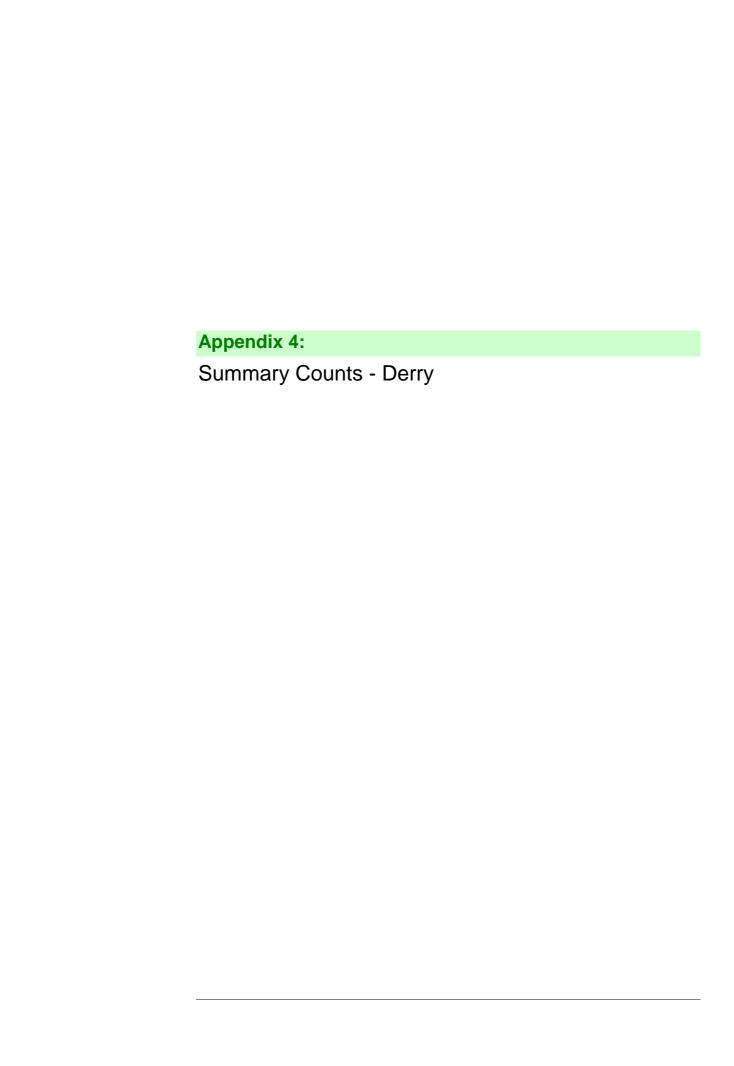
Location 3: Castle Street (outside Superdrug)

	Day:			
Hr starting	Thurs 22	Sat 24	Average	Index
9am (modelled)	160	275	218	92
10am	221	308	265	112
11am	154	371	263	111
12 noon	250	300	275	117
1pm	345	289	317	134
2pm	98	188	143	61
3pm	90	341	216	91
4pm (modelled)	82	300	191	81
TOTAL	1400	2372	1886	

Red text denotes modelled data

Sum of raw counts:

Point 1	62	202
Point 2	246	662
Point 3	257	424



NEMS Market Research DERRY PEDESTRIAN COUNT SUMMARIES THURSDAY 22ND MARCH AND SATURDAY 24TH MARCH 2018

Location 1A: Shipquay Street, near to Veritas

Day: Hr starting Thurs 22 Sat 24 Average Index 9am (modelled) 10am 11am 12 noon 1pm 2pm 3pm 4pm (modelled) TOTAL

Location 2A: Ferryquay Street, near to Subway

Day: Hr starting Thurs 22 Sat 24 **Average** Index 9am (modelled) 10am 11am 12 noon 1pm 2pm 3pm 4pm (modelled) TOTAL

Location 3A: Castle Street, near to Baldies Barbers

	Day:			
Hr starting	Thurs 22	Sat 24	Average	Index
9am (modelled)	145	395	270	46
10am	169	409	289	50
11am	214	375	295	51
12 noon	220	330	275	47
1pm	240	289	265	45
2pm	319	360	340	58
3pm	259	353	306	53
4pm (modelled)	225	340	283	48
TOTAL	1791	2851	2321	

Location 1B: Foyleside - Between Foyle St entrance & Iceland entr.

	Day:			
Hr starting	Thurs 22	Sat 24	Average	Index
9am (modelled)	420	500	460	69
10am	461	570	516	77
11am	578	1631	1105	166
12 noon	536	731	634	95
1pm	638	761	700	105
2pm	540	765	653	98
3pm	540	765	653	98
4pm (modelled)	510	730	620	93
TOTAL	4223	6453	5338	

Location 2B: Newmarket St - Outside Progressive Building Society

	Day:			
Hr starting	Thurs 22	Sat 24	Average	Index
9am (modelled)	890	1250	1070	98
10am	990	1455	1223	112
11am	1440	645	1043	95
12 noon	1185	1523	1354	124
1pm	1332	1231	1282	117
2pm	1568	765	1167	107
3pm	930	728	829	76
4pm (modelled)	850	700	775	71
TOTAL	9185	8297	8741	

Location 3B: Carlisle Road - Outside Curtis Opticians

	Day:			
Hr starting	Thurs 22	Sat 24	Average	Index
9am (modelled)	360	610	485	83
10am	405	664	535	92
11am	536	694	615	106
12 noon	580	750	665	114
1pm	611	806	709	122
2pm	499	593	546	94
3pm	506	619	563	97
4pm (modelled)	490	600	545	94
TOTAL	3987	5336	4662	

Location 1C: Strand Rd - Between entrance of Quayside & Ice Wharf

	Day:			
Hr starting	Thurs 22	Sat 24	Average	Index
9am (modelled)	190	575	383	46
10am	203	615	409	49
11am	454	896	675	82
12 noon	1091	919	1005	122
1pm	1095	1035	1065	129
2pm	1001	1069	1035	125
3pm	1001	1069	1035	125
4pm (modelled)	980	1030	1005	122
TOTAL	6015	7208	6612	

Location 2C: Waterloo Place/ Strand Rd - Outside Gordons Chemists

	Day:			
Hr starting	Thurs 22	Sat 24	Average	Index
9am (modelled)	160	690	425	54
10am	188	716	452	57
11am	454	806	630	80
12 noon	964	975	970	123
1pm	959	1008	984	125
2pm	953	1061	1007	128
3pm	788	1084	936	119
4pm (modelled)	730	1050	890	113
TOTAL	5196	7390	6293	

Location 3C: Shipquay PI/Waterloo PI - Outside Maiden City Butchers

	Day:			
Hr starting	Thurs 22	Sat 24	Average	Index
9am (modelled)	390	680	535	62
10am	446	709	578	67
11am	679	656	668	77
12 noon	890	800	845	98
1pm	1253	1013	1133	131
2pm	904	1013	959	111
3pm	998	1268	1133	131
4pm (modelled)	950	1200	1075	124
TOTAL	6510	7339	6925	

Location 1D: Spencer Road - Outside Sandwich Co

	Day:			
Hr starting	Thurs 22	Sat 24	Average	Index
9am (modelled)	45	68	57	84
10am	56	75	66	98
11am	34	86	60	90
12 noon	64	86	75	112
1pm	71	83	77	115
2pm	45	94	70	104
3pm	45	94	70	104
4pm (modelled)	40	85	63	93
TOTAL	400	671	536	

Location 2D: Spencer Road - Outside Nonnas Pizza

	Day:			
Hr starting	Thurs 22	Sat 24	Average	Index
9am (modelled)	60	54	57	67
10am	68	60	64	75
11am	75	101	88	103
12 noon	109	135	122	143
1pm	94	115	105	122
2pm	71	83	77	90
3pm	79	105	92	108
4pm (modelled)	70	90	80	93
-				
TOTAL	626	743	685	

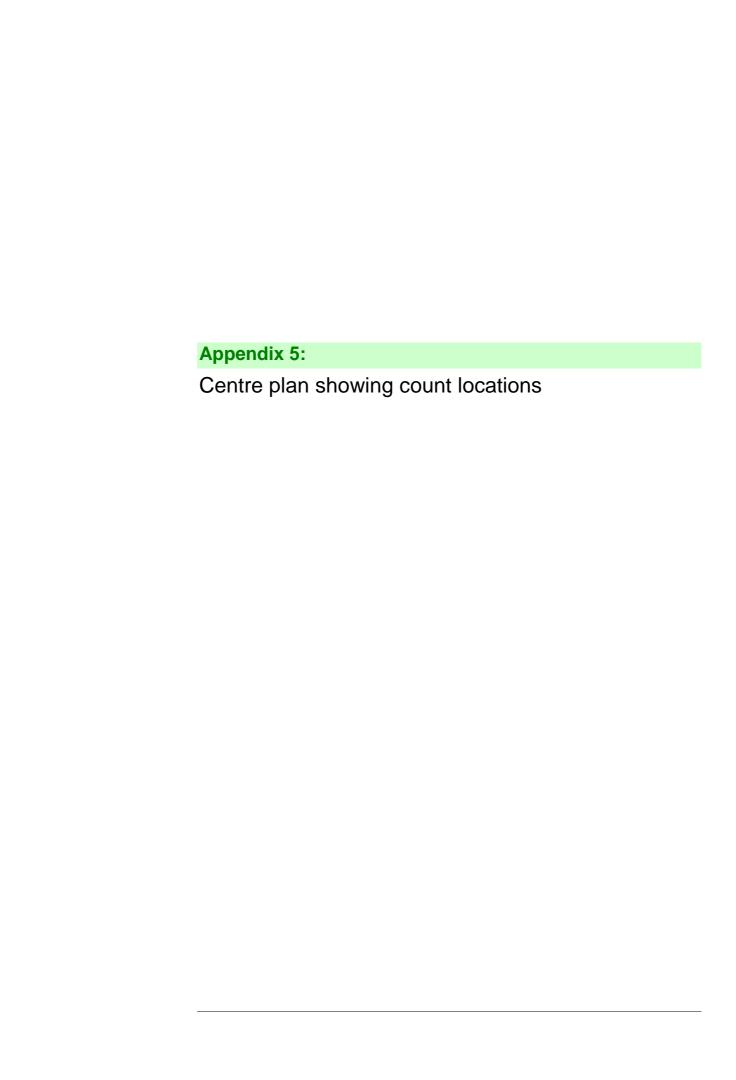
Location 3D: Clooney Terrace - Outside Mace

	Day:			
Hr starting	Thurs 22	Sat 24	Average	Index
9am (modelled)	35	53	44	70
10am	41	64	53	84
11am	60	139	100	159
12 noon	58	108	83	132
1pm	56	71	64	101
2pm	41	79	60	96
3pm	41	68	55	87
4pm (modelled)	35	54	45	71
TOTAL	367	636	502	

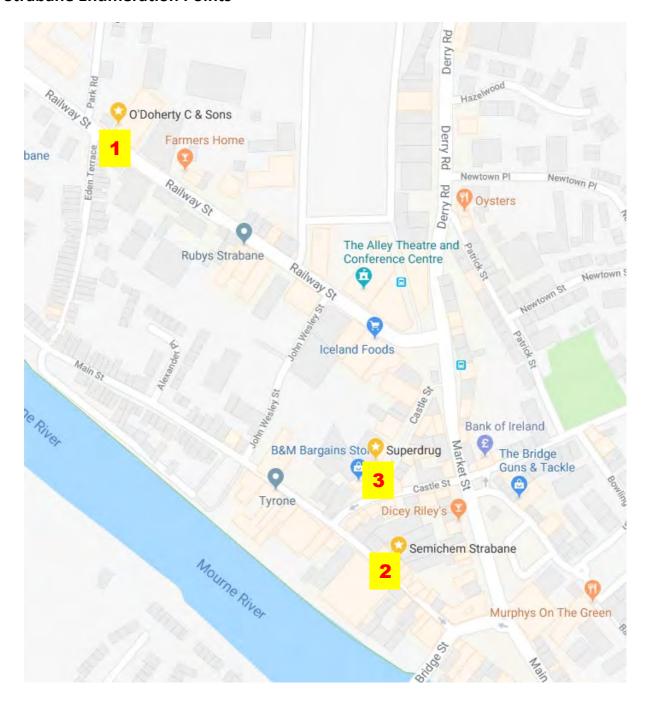
Red text denotes modelled data

Sum of raw counts:

Point 1A	565	972
Point 2A	746	1188
Point 3A	899	1405
Point 1B	933	1480
Point 2B	2109	1798
Point 3B	724	957
Point 1C	1373	1588
Point 2C	1220	1601
Point 3C	1213	1320
Point 1D	89	147
Point 2D	141	170
Point 3D	68	119



Strabane Enumeration Points

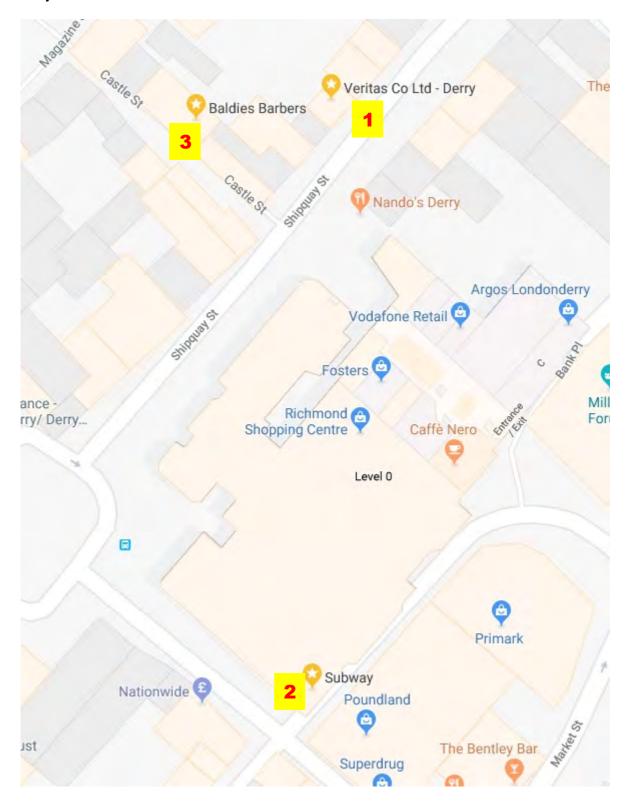


Location 1: Railway Street (outside O'Doherty)

Location 2: Main Street (outside Semi-Chem)

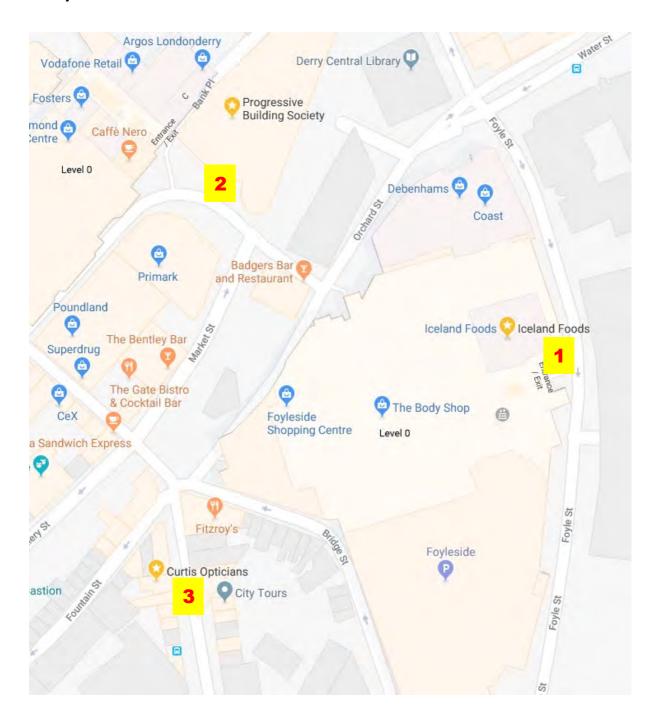
Location 3: Castle Street (outside Superdrug)

Derry Enumeration Points - A



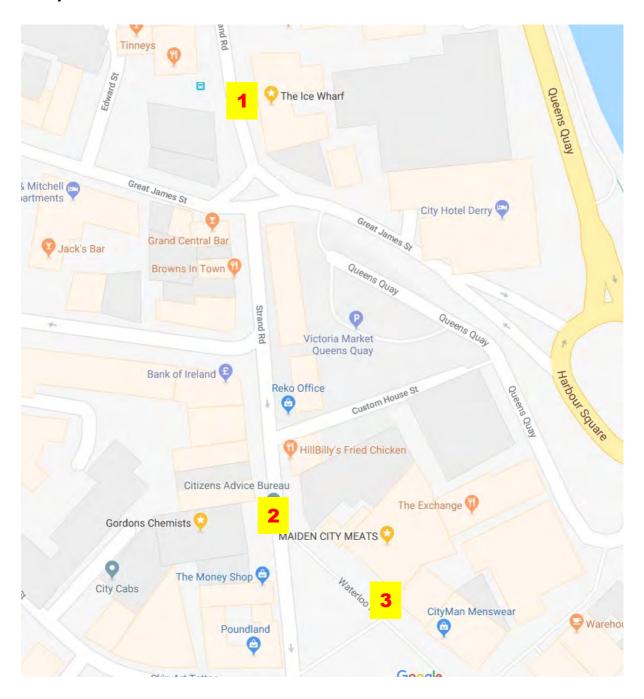
Location 1A: Shipquay Street, near to Veritas
Location 2A: Ferryquay Street, near to Subway
Location 3A: Castle Street, near to Baldies Barbers

Derry Enumeration Points - B



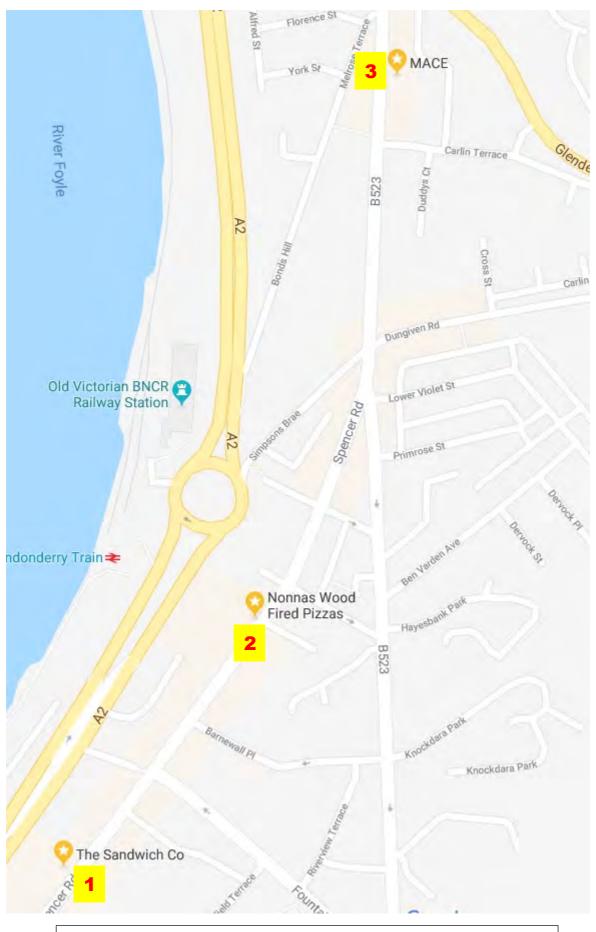
Location 1B: Foyleside - Between Foyle St entrance & Iceland entr.Location 2B: Newmarket St - Outside Progressive Building SocietyLocation 3B: Carlisle Road - Outside Curtis Opticians

Derry Enumeration Points - C



Location 1C: Strand Rd - Between entrance of Quayside & Ice Wharf **Location 2C:** Waterloo Place/ Strand Rd - Outside Gordons Chemists **Location 3C:** Shipquay Pl/Waterloo Pl - Outside Maiden City Butchers

Derry Enumeration Points - D



Location 1D: Spencer Road - Outside Sandwich CoLocation 2D: Spencer Road - Outside Nonnas PizzaLocation 3D: Clooney Terrace - Outside Mace

Appendix 8 Comparable Towns Matrix

		Appendix 8 - Review of Com	parable/Benchmark C	Cities		
	Comparable / Indicator	Data Source	Derry - Londonderry	Belfast City	Galway	Dundee
People and city	Population (2016)	NINIS mid year 2016 population estimates / www.nrscotland.gov.uk / NISRA	85,104	339,579	79,504	148,270
	Population (2011)	NINIS mid year 2016 population estimates / Central Statistics Office, 2011	83,163	333,895	75,529	147,200
	' '	Census NINIS mid-uses 2017 perulation actimates	· ·		· ·	
	Rising or falling population (between 2011 and 2016) Unemployment measure (claimant count, 2018)	NINIS mid year 2016 population estimates NINIS, Nomis, Central Statistics Office Ireland	+2.3% 5.25%	+1.67% 2.10%	+5% 5.70%	+0.73%
	Business Improvement District	Google	None	Belfast One BID (April 2016)	None	Under preparation
	Average house price	Zoopla (May 2018), Central Statistics Office Ireland (Jan 18)	£113,376	£158,921	£201,820	£154,641
	, wordige nodice price	Zoopia (way 2018), Central statistics Office fielding (241-16) https://www.thetimes.co.uk/article/average-house-prices-in-galway-city for-2018-xznr3c8pk	-	2100,721	2201,020	2101,011
	University and colleges present	Google	Ulster University Magee Campus, North West Regional College	The Open University HQ Queens University Belfast Ulster University (Belfast Campus) St Marys University College Stranmills University College Belfast Metropolitan College	National University of Ireland, Galway Galway Community College Galway-Mayo Institute of Technology Ballinasloe College of FE	University of Dundee Abertay University Al-Maktoum College Dundee and Angus College
	Student population (Further and higher education)	NISRA population data, Central Statistics Office Ireland, Dept for the Economy Belfast and Higher Education Statistics Agency, Wikipedia	15,527	47,877	11,187	approx 20,000
	Investment projects in 2018	Google	Redevelopment of Derry Train Station £27m Dualling of A6 Graduate medical school proposed by Ulster Uni Maritime Museum £11m	City Deal £1bn (Autumn 2017 budget) Redevelopment of Broadcasting House by BBC £77m Hi-tech coal facility by LCC £12m	£23m invested by Government for improving Galway's major roads in 2018 £8.8m invested by Government in Galway City's water supply network in 2018.	£1bn investment over 30 years at waterfront redevelopment
Retail offer	VenueScore 2016	VenueScore 2016	148	388	N/A	234
	VenueScore 2016 UK Ranking	VenueScore 2016	150	17	N/A	52
	Comparison floorspace (total sqft)	GOAD	371,900	1,060,200	266,500	506,800
	Total number of comparison units	GOAD	79	212	257	106
	Average size of comparison unit (sqft)	GVA	4,708	5,001	1,037	4,781
	Convenience floorspace (total sqft)	GOAD	62,300	71,600	12,700	70,900
	Total number of convenience units	GOAD	8	28 50	52	22
	Major retailers present (number of units) Vacancy rates (% of total floorspace)	GOAD GOAD	23 15%	16%	26 12%	33 17%
Leisure / Tourism	Hotels and guest houses (total number)	Tract Snapshot, STR Inc / Failte Ireland / AMPM	23	48	100	30 (excluding guest houses)
Leisure / Tourisiti	Hotels and guest houses (total namber) Hotels and guest houses (bedrooms)	Tract Snapshot, STR Inc / Failte Ireland / AMPM	967	4,239	4,822	1,403 (excluding guest houses)
	Hotel development project pipeline	Tract Snapshot, STR Inc / AMPM Pipeline	10	36	N/A	16
	Visitor numbers to location in 2016 (overnight trips)	https://www.nisra.gov.uk/publications/local-government- district-tourism-statistics-publications visit Scotland Research	282,939	1,459,760	1,675,000 (Galway, Mayo and Roscommon)	357,000
	Visitor spend in 2016	https://www.nisra.gov.uk/publications/local-government-district-tourism-statistics-publications	£50m	£334m	N/A	£83.14m
	Leisure services (number of outlets)	GOAD	12	63	24	40
	Leisure services (floorspace sqft)	GOAD	31,000	331,600	52,600	168,800
	Restaurants, cafes, fast food (total number)	GOAD	58	158	125	81
	Restaurants, cafes, fast food (% of total floorspace)	GOAD	14%	17%	17%	15%
	Kilometres from an airport	AA Route Planner	12km	30km	87km	5km
	Name of airport		City of Derry	Belfast International	Ireland West Airport	Dundee
	Number of destination connections from airport	Airport websites	18	58	24	1
	Number of visitor attractions	Tourism Northern Ireland, Visit Scotland	6	16	N/A	23
	Breakdown of 5 star rated visitor attractions	Tourism Northern Ireland, Visit Scotland	1	6	N/A	2
	Breakdown of 4 star rated visitor attractions	Tourism Northern Ireland, Visit Scotland	3	8	N/A	10
	Breakdown of 3 star rated visitor attractions Nightlife - Places to go	Tourism Northern Ireland, Visit Scotland Tripadvisor	2 18	2 102	N/A 87	11 29
Culture	Overall Rank RSA Heritage Index 2016	RSA Heritage Index 2016	10th of 11	102 1st of 11	35 heritage sites	29 2nd of 32
- Culture	Rank for Historic Built Environment	RSA Heritage Index 2016	9th of 11	1st of 11	31 museums	3rd of 32
	Rank Museums, Archives and Artefacts	RSA Heritage Index 2016	2nd of 11	1st of 11	10 art galleries in Galway	1st of 32
	Rank for Parks and Open Space	RSA Heritage Index 2016	11th of 11	1st of 11	City and County	1st of 32
	Major cultural festivals, events, awards	https://allevents.in/derry/festivals# http://www.leisureandculturedundee.com/events	31 Festivals /year UK City of Culture in 2013 Foyle Maritime Festival Jazz Festival Walled City Marathon LegenDerry Food Festival International Choir Festival North West Business Awards Foyle Centennial Womens Award		Wild Atlantic Way Tours Crystal Tours Food Tours Galway Bay Marathon	14 Festivals / year UNESCO only UK City of Design V&A Museum (opens Sept) Dundee Summer Street Festival Festival of the Future DigiArts Festival Game Design Awards Dundee Business, Sports and Musicians Awards



Appendix 9 Derry-Londonderry Workshop Notes



Note of Workshop

Purpose of Workshop:	Derry City & Strabane District Council Retail Study - Derry/Londonderry Stakeholder Workshop
Location:	The Guildhall, Guildhall Street, Derry/Londonderry
Date:	20 April 2018

Details:		
Attendees present		
TBC		

Summary	
1.1	A workshop was held with key stakeholders in Derry - Londonderry, with details of attendees shown above. The workshop commenced with a brief presentation by GVA and Juno on the following matters: 1. Emerging findings from the town centre healthcheck 2. Responses received to date to the business survey 3. A summary overview of the scope and methodology being used to assess retail needs
1.2	Following the presentation, attendees were asked to offer any views on the following to help inform completion of the retail study: 1. Feedback on any parts of the presentation 2. The strengths, weaknesses, threats and opportunities that are relevant to Derry – Londonderry city centre, retailing and other main town centre uses 3. Key planning policy considerations relating to the city centre, retailing and other main town centre uses and the emerging Local Development Plan process, such as the designation of a city centre boundary, retail needs across the city, city centre regeneration and appropriate uses within the network of centres across the city.
1.3	The following summary feedback was recorded in response to the above points. • Does population growth across the retail study period take into account housing allocations from the current plan and emerging LDP?

Summary

- Charity shops are chipping away at the 'destination' value of the city centre.
- The city centre needs a point of difference in relation to its retail offer. More niche/specialist retailers should be encouraged in the Cathedral Quarter.
- Retail circuits and general way-finding within the city centre is weak. Perceptions are
 that it is difficult to orientate yourself in relation to the city centre's key attractions.
 More is needed to join-up its retail, leisure and cultural offer.
- Expectations in relation to the city centre's retail offer should be kept realistic.
- Car parks at Quayside and Foyleside do not operate at capacity.
- More should be done to encourage independent travellers, who might be more
 inclined to spend longer in the city centre. Many tour operators allocate little time for
 tourists to really discover what the city centre has to offer.
- There are fears that the city could become a dormitory town.
- There is demand from new fashion retailers to locate within the city centre, such as Zara and GAP.
- The city needs at least four new large floorplate retail units to service demands. Opportunities are limited within the city walls, but the car park along Foyle Street is one such option.
- There is a lack of white-collar workers populating the city centre during the day and into the evening. More businesses and public services need to be convinced to either relocate or open premises within the heart of the city centre.
- The University should be encouraged to look at locating new campus facilities in the heart of the city centre. Retention levels (post graduation) are poor.
- A number of retail operators increasingly want to locate on retail parks given format requirements and immediate proximity to parking.
- The retail study should also have been informed by a survey of people in the city centre.
- The current rating system does not help the city centre and needs reforming. More stimulus is needed for retailing and hospitality firms.
- What is the day-trip attraction in Derry? The city has much to offer, but it is quite fragmented.
- Public/Private partnerships are needed to help regenerate parts of the city centre, particularly long term vacant sites.
- What will City Deal do for Derry?
- Many of the national multiple retailers within the city centre are known to be trading at UK average levels, which is encouraging.
- Any city centre boundary has to encourage town centre uses co-locate so that they can reinforce each other for the vitality and attractiveness of the city centre.
- Defining a primary retail core with the aim of restricting the amount of non-retail uses would be self-defeating. There is no justification for this.
- Waterside does not function as part of the city centre and should be a separate centre
- Premises should be made available in the city centre core for tech start-ups.
- The city needs an urban renewal scheme in which all stakeholders within the city centre should contribute; it is their civic responsibility to do so.
- Crescent Link Retail Park fulfils a District Centre role and should be identified accordingly in the LDP.
- Needs and demands across the city region are not sufficient to sustain an unrestricted retail offer at the city's retail parks, without significant detriment to the city centre.
- A development brief should be prepared for Lisnagelvin leisure centre which is coming to the market shortly.

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Summary

- Some form of role for retail parks within the network and hierarchy of centres could work, but this should be subservient to, and properly aligned with a city centre first strategy.
- Health checks should be undertaken for District Centres, there may be more capacity there. There is available space within Springtown and Northside.
- Existing town centres are so small, there are no available sites which forces retailers out of town.
- Certain stores in the city are performing well due to transport links city centre doing poorly as a result.
- Definition of the role of the different centres required in the plan glossary can't refer back to PPS5.
- Whitehouse close to becoming a District Centre.
- Plan needs to clarify what would be considered acceptable in the city centre. No sites available in the city centre suitable for food retailers.
- There is a need for additional convenience retailing in Waterside.
- In terms of capacity, if quantitative need can't be established applications then as long as there's no impact on the city centre applications should be considered favourably.
- Certain convenience retailers are very successful in urban locations.
- Derry-Londonderry has lower city centre living than would be expected due to the Troubles. Interest now increasing.
- The city is difficult to understand as a visitor, no designated 'quarters' associated with, for example, the night time economy.
- Independent offer and range of food and beverage, and hospitality of locals, is a massive asset of the city.
- Should direct comparison growth away from district centres.
- Points were raised in relation to individual retailer pressures within the city.
- Density in the city centre is too low, NI generally is built around the car and retail models reflect this reality.

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Appendix 10 Strabane Workshop Notes



Note of Workshop

Purpose of Workshop:	Derry City & Strabane District Council Retail Study – Strabane Stakeholder Workshop
Location:	The Alley Theatre, Railway Street, Strabane
Date:	19 April 2018

Details:		
Attendees present		
TBC		

Summary	
1.1	A workshop was held with key stakeholders in Strabane, with details of attendees shown above. The workshop commenced with a brief presentation by GVA and Juno on the following matters: 1. Emerging findings from the town centre healthcheck 2. Responses received to date to the business survey 3. A summary overview of the scope and methodology being used to assess retail needs
1.2	 Following the presentation, attendees were asked to offer any views on the following to help inform completion of the retail study: Feedback on any parts of the presentation The strengths, weaknesses, threats and opportunities that are relevant to Strabane town centre, retailing and other main town centre uses Key planning policy considerations relating to Strabane town centre, retailing and other main town centre uses and the emerging Local Development Plan process, such as the designation of a town centre boundary and retail needs.
1.3	 The following summary feedback was recorded in response to the above points. The traditional core of the town centre needs to differentiate its retail offer from the outlying retail parks. Greater incentives are needed to sustain and grow independent traders within the

Summary

town centre.

- The town centre needs some commercial leisure uses to get visitors and residents to stay longer. Lifford has a small cinema for example.
- Improvements are required to public realm throughout the traditional part of the town centre.
- The town centre benefits from strong support for the now established Business Improvement District (95% voted in favour of establishing the BID). This is a strength for the town centre.
- The town centre hosts a good calendar of events including a summer festival, night time concerts and Christmas markets.
- The BID is progressing several initiatives aimed at improving the vitality and attractiveness of the town centre, including "welcome themes", soft landscaping, CCTV, gateway signage into the town and rationalising refuse collections.
- Public transport services directly into the heart of the town centre should be encouraged.
- Initiatives should look at intercepting tourist trade as it passes throughout Derry, Fermanagh and Donegal. More could be done to exploit this to the benefit of the town centre. There are no coach park drop-off facilities within the town centre.
- Improvements to public realm, pedestrian accessibility or even a shuttle bus would help generate linked trips between the traditional town centre and retail parks/Asda. More needs to be done to encourage this.
- The evening economy offer is ok, but could be better.
- There is no 'greenspace' within the heart of the town centre. This could be an artificial space even, but something is needed to encourage people to spend longer in the town centre and pause throughout the day for lunch etc. The area formerly used as a bowling green, just beyond the town centre, could be one such opportunity (it is currently used as a car park).
- The river is a great asset to the town and more should be done to improve accessibility. A new pedestrian bridge would help revitalise Main Street.
- Improvements to the A5 are welcomed and will help ease congestion in the town.
- Regeneration of the SCORE site should be prioritised. It would be a great opportunity
 for commercial/community leisure uses. The town needs more facilities to help
 improve health and wellbeing of its residents.
- The town centre lacks any commercial office space, even for business start-ups.
- Generally a good mix of all types of independent retailers, people travel to Strabane for this.
- Need to give people the reason to travel between the retail parks and the traditional town centre. Development of Railway Street is the missing link. Footfall between the two will increase in the long term.

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Appendix 11 Household Survey Results (by NEMS)

Page 1 March 2018

	Total	l	Zone	1	Zone	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11		
Q01 Where did your hous	sehold l	ast uı	ndertake	a ma	ain food	and g	grocery sl	hop1	?																
Zone 1																									
Costcutter, Beechwood	0.4%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	
Avenue, Derry																									
Costcutter, Rathmor Centre,	0.5%	5	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Creggan	1.00/	10	1 40/	2	1.70/	•	1.00/	0	0.00/	0	0.00/		0.00/	0	0.00/		0.00/	0	0.00/	0	2.00/	_	0.00/	0	
Dunnes, Springtown	1.0%	10	1.4%	3	1.7%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	0	
Shopping Centre, Derry	1 (0/	1.0	C 10/	10	0.70/	1	0.00/	0	0.00/	0	0.00/	0	2.60/	1	0.00/	0	0.00/	0	1.50/	2	0.00/	0	0.00/	0	
Iceland, Buncrana Road, Derry	1.6%	16	6.4%	12	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	
Iceland, Foyleside Shopping	0.7%	7	2.5%	5	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre, Derry	0.770	,	2.570	3	0.070	U	2.070	1	0.070	U	0.070	U	0.770	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	O	
Lidl, Buncrana Road, Derry	3.3%	33	13.5%	26	3.9%	4	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Bishop Street, Derry	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	
Mace, Garden City, Derry	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	
Mace, Messines Terrace,	0.0%	0	0.0%	0		0	0.9%	0		0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Derry																									
Marks & Spencer, Foyleside	0.2%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Shopping Centre, Derry (in a covered shopping centre)																									
Sainsbury's Superstore, Strand Road, Derry	8.4%	84	34.1%	65	12.8%	13	6.1%	3	0.7%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Eurospar, Creggan Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Park Avenue, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Greenhaw Road,	0.4%	4		4		0	0.0%	0		0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Derry																									
Supervalu, Meadowbank	0.3%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Court, Strand Road, Derry																									
Supervalu, Northside Village	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre, Shantallow																									
Supervalu, Waterloo Place, Derry	0.4%	4	1.4%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Derry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 1	0.3%	3	0.9%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 2																									
Centra, Trench Road,	0.2%	2	0.0%	0	1.8%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waterside, Derry																									
Costcutter, Crescent Link, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Clooney Terrace,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derry Marks & Spencer Simply	0.8%	8	1.9%	4	2.7%	3	0.9%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2	2	Zone 3		Zone 4	ļ	Zone 5		Zone 6		Zone 7		Zone 8		Zone 9)	Zone 10	1	Zone 1	1
Food, Crescent Link Retail Park, Derry (outside on a retail park)																								
Spar, Church Meadows, Derry	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Rossdowney Park, Derry	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Blackburn Crescent, Waterside	1.1%	10	1.7%	3	6.5%	7	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Duncastle Road, Newbuildings	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Crescent Link Retail Park, Derry	2.1%	21	5.1%	10	9.2%	10	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lisnagelvin Shopping Centre, Derry	10.0%	99	12.5%	24	50.1%	53	33.7%	16	1.0%	1	0.0%	0	9.8%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Quayside Centre, Strand Road, Derry	2.2%	21	5.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	7.9%	11	0.0%	0	0.0%	0
Local shops, Drumahoe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2 Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Church Brae, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Main Street, Eglinton	0.7%	7	0.0%	0		0	13.5%	6	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 3 Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Branch Road, Strabane	9.0%	89	2.5%	5	3.2%	3	4.9%	2	72.4%	62	12.3%	3	3.2%	1	13.6%	8	0.0%	0	0.0%	0	0.0%	0	4.5%	4
B&M, Castle Street, Strabane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Ballycolman Avenue, Strabane	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Meetinghouse Street, Strabane	0.0%	0	0.0%	0		0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Railway Street, Strabane	0.4%	4	0.0%	0		0		0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	3.4%	3
Lidl, Bradley Way, Strabane	1.3%	13	0.0%	0	0.0%	0			13.9%	12	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mace, Fyfin Road, Victoria Bridge, Strabane	0.0%	0	0.0%	0		0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0
Mace, Melmount Road, Strabane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Berryhill Road, Artigarvan	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Derry Road, Strabane Spar, Fountain Street, Strabane	0.0% 0.0%	0 0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0											

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
G M II	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.007	0	0.004	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Spar, Mellmount Road, Sion Mills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Urney Road, Strabane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0,0	0		0	0.0%	0	0.0%	0	0.070	0
Supervalu, Main Street, Strabane	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Stores & Service Station, Melmount Road, Sion Mills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Strabane Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 4 Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street,	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlederg Costcutter, Castlefin Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlederg Mace, Strabane Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlederg Spar, Dergvalley Shopping	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Castlederg Other Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	0.407	_	0.007		0.004		0.004		0.004		0.004		= 00/	_	0.004		0.004		0.00/		0.00/		0.004	•
Centra, Main Street, Claudy	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Costcutter, Main Street, Claudy	0.1%	1	0.0%	0	0.0%	0	0.0%	0		0		0	1.9%	1	0.0%	0		0	0.0%	0	0.0%	0		0
Spar, Main Street, Claudy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Spar, Main Street, Feeny	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Station Road, Dungiven	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Garvagh Road, Dungiven	0.9%	9	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	19.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dungiven Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 6 Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Greencastle, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallachers Nisa, Main Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtonstewart	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Mace, Gortin Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0
Mace, Meelmore Drive, Strathroy	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0
Marks & Spencer, Showgrounds Retail Park, Omagh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Dergbrough Road, Plumbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone		Zone 6		Zone 7		Zone 8	,	Zone 9		Zone 1	n	Zone 1		
	10141		Zone 1		Zone 2		Zone 3		Zone 4		Zone :	3	Zone)	Zone /		Zone	•	Zone 9		Zone 1	U	Zone 1	L	
Spar, Gortin Road, Omagh	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Manse Road, Drumquin	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Strabane Road, Newtownstewart	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Vivo Xtra, William Street, Castlederg	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.1%	10	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Gortin Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 7 Zone 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Catherine Street, Limavady	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Main Street, Limavady Mace, Greystone Road, Limavady	0.6% 0.1%	6 1	0.0% 0.0%	0		0	0.9% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	3.1% 0.0%	1	0.0% 0.0%	0	5.2% 1.0%	4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Spar, Anderson Park (off Edenmore Road), Limayady	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Irish Green Street, Limavady	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Main Street, Ballykelly	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Market Street, Limavady	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	7.1%	5	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Broad Road, Limavady	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Main Street, Limavady	5.9%	58	0.0%	0	0.0%	0	10.5%	5	0.0%	0	0.0%	0	20.4%	9	0.0%	0	61.1%	44	0.0%	0	0.0%	0	0.0%	0	
Local shops, Limavady Town Centre	0.4%	4	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Other Zone 8 Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Ardaravan Square, Buncrana	2.2%	21	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	20	0.0%	0	0.0%	0	
Centra, Main Street, Moville Costcutter, Carndonagh Road, Moville	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0		0	0.0% 0.0%	0	0.0% 0.0%	0		0 0	
Costcutter, Church Road, Carndonagh	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	10	0.0%	0	0.0%	0	
Food For Thought, Upper Main Street, Buncrana	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gala, Eamonn Gillen & Sons, Main Street, Gort North, Moville	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	10	0.0%	0	0.0%	0	
Gala, John Callaghan (Burt Ltd), Service Station, Burt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zono 1		Zone 2		Zone 3		Zone 4		Zono 5		Zono 6		Zone 7		Zono 9		Zone	n	Zone 1	Δ	Zone 1	1	
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	1	Zone /		Zone 8		Zone	9	Zone 1	·U	Zone 1	1	
Harkin's, Main Street, Muff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Ardaravan Square, Buncrana	3.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	31	0.0%	0	0.0%	0	
Mace, Elaghbeg, Bridgend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Grianan Vale, Burnfoot	0.6%	6	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6		0	0.0%	0	
Spar, Main Street, Muff	0.2%	2	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	1.5%	2		0	0.0%	0	
Spar, Texaco Service Station, Bunrana Road, Bridgend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Cockhill Road, Buncrana	3.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	31	0.0%	0	0.0%	0	
Supervalu, Main Street, Carndonagh	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	
Local shops, Carndonagh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 9 Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Neil T Blaney Road (outskirts of town), Letterkenny	5.2%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	36.4%	50	0.0%	0	
Aldi, Ramelton Road (near Letterkenny Shopping Centre), Letterkenny	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	19	0.0%	0	
Centra, Mountain Top, Letterkenny	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	
Dunnes, Forte Shopping Centre, Neil T Blaney Road, Letterkenny	3.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	21.6%	30	0.0%	0	
Dunnes, Old Town Road, Main Street, Letterkenny	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	7	0.0%	0	
Gala, Breenagh Post Office, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gala, Ivan Browne, Main Street, Manorcunningham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Courtyard Shopping Centre, Main Street, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Larkins, Oldtown, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Greenmount, Glenkeen, Milford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Letterkenny Roundabout, Ballyraine, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Pearse Road, Letterkenny (near Letterkenny Retail Park)	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	12	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 1	1	
Mana Dun Ausla Duningan	0.00/	0	0.00/	0	0.0%	0	0.0%	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.0%	0	
Mace, Dry Arch Business Park, Bonagee	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
McElhinneys XL, Manorcunningham, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Old Town Stores, Oldtown Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Simpsons, Glencar Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Glencar Shopping Centre, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Port Road, Letterkenny	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.00	0	
Spar, Ramelton Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny Tesco Superstore, Letterkenny Shopping Centre, Port Road,	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	9	5.0%	4	
Letterkenny XL Swilly Food Stores, Gortlee Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 11 Aldi, Chestnut Road, Ballybofey	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	18	
Alexander's, Main Street, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Andies, Main Street, Stranorlar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Main Street, Stranorlar, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gala, Paul Harkin, Derry Road, St Johnston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gala, Paul Harkin, Harkin's Forecourt, Donegal Road, Ballybofey	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5	
D's XL Quick Store, Main Street, Castlefinn	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	
idl, Donegal Road, Ballybofey	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	23	
face, Main Street, Stranorlar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
IcElhinneys Department Store, Main Street, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
par, Letterkenny Road, Lifford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Navenny Shopping Centre,	2.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.7%	24	

	Total	l	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone '	7	Zone 8		Zone 9		Zone 1	0	Zone 11	L
Ballybofey Local shops, Castlefinn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area Asda, Dromore Road, Omagh	3.0%	29	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	46.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ring Road, Coleraine	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Sweep Road, Cookstown	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0		0
Co-op, Ballylurgan House, Main Street, Fivemiletown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dungannon Street, Moy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lower Main Street, Bushmills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Church Street, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Cloghore, Ballyshannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Gulladuff Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Magherafelt Road, Castledawson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Magherafelt Road, Moneymore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Tobermore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, New Line, Manorhamilton	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Orritor Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes, Main Street, Cavan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala, Angela Duffy, The Diamond, Belturbet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala, Dermot Lee, Churchview, Ballyhaise	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala, Garry Smith, Rakeelan, Ballyconnell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Railway Road, Coleraine	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Scarfes Centre, Kelvine Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, James Street,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighteu.												•	,												111111 2010
	Total		Zone 1		Zone 2		Zone 3		Zone 4	ļ	Zone 5	;	Zone	6	Zone '	7	Zone 8	3	Zone 9		Zone 1	0	Zone 11	1	
Meetinghouse Hill,																									
Omagh																									
Lidl, Station Square Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park, Cookstown	0.00/		0.00/		0.00/		0.00/		0.004		1.00/		0.00/		0.004		0.00/		0.00/		0.004		0.00/		
Mace, Church Street, Fermanagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Drumcliff, Donegal Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Dunfanaghy, Kill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Dungannon Road,	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0		0	0.0%	0	
Cookstown	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U											
Mace, Dunhill Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coleraine	0.00,0	-	,.	-		-		-				-	,.		,.		,.							-	
Mace, Inishkeel, Portnoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Killdress Filling Station, Drum Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Littlebridge Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Moneymore	0.070	Ü	0.070	Ü	0.070	Ů	0.070	Ü	0.070	Ü	0.070	Ü	0.070	·	0.070	Ů	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	
Mace, Main Street, Dungloe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, N56, Crolly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Mace, N56, Dunkineely	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Portnoo Road, Ardara	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Roughan Road, Newmills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Swatragh Filling Station, Moneysharvin Road, Swatragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer Simply Food, Orritor Road Retail Park, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Quinn's, College Road, Duffcarrick, Ardmore	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	
Sainsbury's Superstore, Riverside Regional Centre, Coleraine	0.8%	8	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	0	0.7%	0	9.8%	7	0.0%	0	0.0%	0	0.0%	0	
Spar, A29 Service Station, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Church Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballyconnell Spar, Church Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cookstown Spar, Cloghore,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
Ballyshannon		_		_		_		_		_		_		_		_		_		_		_			
Spar, Derry Road, Castlederg	0.3%	3	0.0%	0		0	0.0%	0	0.0%		10.3%	3	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	
Spar, Dromore Road, Omagh	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Spar, Lawford Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Derry & Strabane Household Survey for GVA Page 9 March 2018

Weighted:

	T-4-1		71		7 2		72		74		75		7(77		70		70		7 10		7 11	
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	,	Zone 11	
Marraman																								
Moneymore Spar, Lissan Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, N15, Tullaghan Spar, Old Mountfield Road,	0.0% 0.1%	0 1		0	0.0% 0.0%	0	0.0% 0.0%	$0 \\ 0$	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Mullaghmore, Omagh Spar, St Patricks Street, Drapers Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Tamlaght Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Top Oil Service Station, Belturbet	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Westland Road South, Cookstown Supervalu, Carnmore Road,	0.0%	0			0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungloe Supervalu, Donegal Shopping Centre, Donegal Town	0.0%	0			0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
upervalu, Market Street, Omgah	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
esco Metro, Dawson Street, Monaghan	0.0%	0			0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
esco Superstore, Ballyronan Road, Magherafelt	0.3%	3	0.0%	0	1.0%	1	1.5%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
esco Superstore, Banfield Road, Coleraine	0.1%	1	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
esco Superstore, Coleraine Road, Portstewart	0.0%	0			0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0
esco Superstore, Main Street/Pearce Street, Cavan	0.0%	U	0.0%	0	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	0	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U
esco Superstore, New Line Road, Ballinamore	0.0%	0			0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
esco Superstore, O'Connell Street, Sligo	0.0%	0			0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Cookstown ocal shops, Omagh Town	0.0%	1			0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre ther Outside Catchment	0.8%	8	0.0%		0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.5%		10.8%	7	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Area SFT & Nulls	1.20/	12	0.00/	0	1.00/	2	4.00/	2	1 10/	1	1 00/	0	2.70/	2	1 70/	1	2.00/	2	0.00/	0	1.20/	2	0.00/	0
nternet / delivery Don't know / can't remember)	1.2% 0.0%	12	0.0% 0.0%	0	1.9% 0.0%	0	4.9% 0.0%	2	1.1% 0.0%	1	1.0% 0.0%	0	3.7% 0.0%	2 0	1.7% 0.0%	1	3.0% 0.0%	2 0	0.0% 0.0%	0	1.2% 0.0%	2	0.0% 0.0%	0

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	Total	l	Zone	1	Zone	2	Zone	3	Zone 4	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone 1	11
(Don't do this tyme of	0.0%	0	0.0%	0	0.0%	0	0.00/	0	0.00/	0	0.0%	0	0.00/	0	0.00/	0	0.0%	0	0.00/	0	0.00/	0	0.00/	0
(Don't do this type of shopping)	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	U
Weighted base:		992		192		105		47		85		27		44		62		73		133		138		85
Sample:		991		98		100		100		99		98		100		99		98		80		79		40
Q01AWhich retailer di	d you use fo	or you	ır last ir	nterne	t / deliv	ery m	ain food	d shop	?															
Those that said 'Inte	•	-				•		•																
		, ~																						
Asda	16.5%	2	0.0%	0	0.0%	0	14.6%	0	0.0%	0	100.0%	0	18.7%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	15.9%	2	0.0%	0	49.0%	1	0.0%	0	100.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco	61.6%	7	0.0%	0	51.0%	1	85.4%	2	0.0%	0	0.0%	0	81.3%	1	0.0%	0	66.7%	1	0.0%	0	100.0%	2	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
remember)																								
Weighted base:		12		0		2		2		1		0		2		1		2		0		2		0
Sample:		18		0		2		5		1		1		3		2		3		0		1		0

Derry & Strabane Household Survey for GVA

Weighted:

Not those that said '(Do one 1 estcutter, Beechwood Avenue, Derry estcutter, Rathmor Centre, Creggan unnes, Springtown		_		ng)' at				od an	ıd grocei															
ostcutter, Beechwood Avenue, Derry ostcutter, Rathmor Centre, Creggan unnes, Springtown	0.6%		0.0%	^					-	y sn	op (was i	t the	same, c	r dif	erent, ar	nd if	so, pleas	e sp	ecify)?					
Avenue, Derry ostcutter, Rathmor Centre, Creggan unnes, Springtown	0.6%		0.0%	^																				
estcutter, Rathmor Centre, Creggan unnes, Springtown		6		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Creggan innes, Springtown		6																						
innes, Springtown	1.2%		2.6%	5	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
. 1	1.2%																							
Shopping Centre, Derry		12	1.6%	3	2.9%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0
eland, Buncrana Road,	1.2%	12	3.9%	8	0.7%	1	1.7%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Derry																								
eland, Foyleside Shopping Centre, Derry	0.4%	4	0.9%	2	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
dl, Buncrana Road, Derry	2.2%	22	9.0%	17	1.0%	1	5.2%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ace, Bishop Street, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ace, Garden City, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ace, Messines Terrace, Derry	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
arks & Spencer, Foyleside Shopping Centre, Derry (in a covered shopping centre)	1.0%	10	4.2%	8	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
insbury's Superstore, Strand Road, Derry	6.9%	68	26.2%	51	10.5%	11	8.1%	4	2.5%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ar, Eurospar, Creggan Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ar, Park Avenue, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
pervalu, Greenhaw Road,	0.0%	4		4		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derry pervalu, Meadowbank	0.6%	5	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Court, Strand Road, Derry																								
pervalu, Northside Village Centre, Shantallow	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
pervalu, Waterloo Place, Derry	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
cal shops, Derry City Centre	0.2%	2	0.9%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0
her Zone 1 one 2	0.5%	4	1.0%	2	1.9%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
entra, Trench Road, Waterside, Derry	0.3%	3	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ostcutter, Crescent Link, Derry	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ace, Clooney Terrace, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
arks & Spencer Simply	2.0%	19	5.2%	10	5.8%	6	3.4%	2	1.6%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	l	Zone 1		Zone 2	2	Zone 3	3	Zone 4	1	Zone 5		Zone 6	•	Zone 7		Zone 8	3	Zone 9		Zone 1	0	Zone 1	1
Food, Crescent Link Retail Park, Derry (outside on a retail park)																								
Spar, Church Meadows, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Rossdowney Park, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Blackburn Crescent, Waterside	1.0%	10	1.6%	3	5.8%	6	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Duncastle Road, Newbuildings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Crescent Link Retail Park, Derry	2.6%	25	6.7%	13	10.9%	11	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lisnagelvin Shopping Centre, Derry	11.2%	110	19.0%	37	41.7%	43	36.4%	17	4.9%	4	0.0%	0	19.2%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Quayside Centre, Strand Road,	1.3%	12	6.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derry Local shops, Drumahoe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2 Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Church Brae, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Main Street, Eglinton	0.4%	4	0.0%	0	0.0%	0	9.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 3 Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Branch Road, Strabane	8.2%	81	3.4%	7	4.9%	5	3.9%	2	61.0%	52	11.0%	3	2.2%	1	8.3%	5	1.0%	1	0.0%	0	0.0%	0	6.5%	5
B&M, Castle Street, Strabane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Ballycolman Avenue, Strabane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Meetinghouse Street, Strabane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Railway Street, Strabane	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Lidl, Bradley Way, Strabane	1.4%	14	0.0%	0	0.0%	0	0.0%	0	15.4%	13	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mace, Fyfin Road, Victoria Bridge, Strabane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mace, Melmount Road, Strabane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Berryhill Road, Artigarvan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Derry Road, Strabane Spar, Fountain Street, Strabane	0.1% 0.0%	1 0	0.0% 0.0%	0	0.7% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	L
Spar, Mellmount Road, Sion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mills						U	0.070	U				U		U						U				
Spar, Urney Road, Strabane	0.2%	2	0.0%	0		0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0
Supervalu, Main Street, Strabane	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Stores & Service Station, Melmount Road, Sion Mills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Strabane Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 4 Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street,	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlederg Costcutter, Castlefin Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlederg Mace, Strabane Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlederg Spar, Dergvalley Shopping	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Castlederg Other Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Centra, Main Street, Claudy	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Claudy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Claudy	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Feeny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Station Road, Dungiven	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Garvagh Road, Dungiven	0.7%	6	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	13.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dungiven Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 6 Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Greencastle,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh Gallachers Nisa, Main Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtonstewart Mace, Gortin Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
, ,	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0		0	0.0%	0
Mace, Meelmore Drive, Strathroy							0.0%						0.0%		0.0%			-			0.0%			
Marks & Spencer, Showgrounds Retail Park, Omagh	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Dergbrough Road, Plumbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	1
Spar, Gortin Road, Omagh Spar, Manse Road, Drumquin	0.1% 0.1%	1	0.0% 0.0%	0	1.0% 1.1%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0										
Spar, Strabane Road, Newtownstewart	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vivo Xtra, William Street, Castlederg	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	1	25.4%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gortin Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 7 Zone 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Catherine Street, Limavady	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Main Street, Limavady Mace, Greystone Road, Limavady	1.0% 0.1%	9 1	0.0% 0.0%	0	4.1% 0.0%	2 0	0.0% 0.0%	0	10.6% 1.6%	8	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0								
Spar, Anderson Park (off Edenmore Road),	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Limavady Spar, Irish Green Street, Limavady	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Main Street, Ballykelly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Market Street, Limavady	1.0%	10	0.0%	0	0.7%	1	0.9%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	11.1%	8	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broad Road, Limavady	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Main Street, Limavady	4.9%	48	0.0%	0	0.0%	0	9.8%	5	0.0%	0	0.0%	0	22.4%	10	0.0%	0	46.6%	34	0.0%	0	0.0%	0	0.0%	0
Local shops, Limavady Town Centre	0.4%	4	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0
Other Zone 8 Zone 9	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0
Aldi, Ardaravan Square, Buncrana	1.9%	19	1.6%	3	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0			11.7%	16	0.0%	0		0
Centra, Main Street, Moville	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0
Costcutter, Carndonagh Road, Moville	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Church Road, Carndonagh	0.8%	8	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	5.8%	8	0.0%	0		0
Food For Thought, Upper Main Street, Buncrana	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0
Gala, Eamonn Gillen & Sons, Main Street, Gort North. Moville	0.6%	6	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6	0.0%	0	0.0%	0
Gala, John Callaghan (Burt Ltd), Service Station, Burt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Derry & Strabane Household Survey for GVA Page 15 March 2018

Weighted:

Weighted:											101	G	V A												March 2018
	Total	l	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	6	Zone 7	'	Zone 8	3	Zone 9	9	Zone 1	.0	Zone 1	1	
Harkin's, Main Street, Muff	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	
Lidl, Ardaravan Square, Buncrana	3.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	26.8%	36	0.0%	0	0.0%	0	
Mace, Elaghbeg, Bridgend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Grianan Vale, Burnfoot	0.4%	4	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	
Spar, Main Street, Muff	1.3%	13	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	13	0.0%	0	0.0%	0	
Spar, Texaco Service Station, Bunrana Road, Bridgend	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Cockhill Road, Buncrana	3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%		24.5%	33	0.0%	0	0.0%	0	
Supervalu, Main Street, Carndonagh	0.9%	9	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	6.5%	9	0.0%	0	0.0%	0	
Local shops, Carndonagh Town Centre	0.2%	2	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0			0.0%	0	1.5%	2		0	0.0%	0	
Other Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 10 Aldi, Neil T Blaney Road (outskirts of town), Letterkenny	4.9%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	35.6%	47	0.0%	0	
Aldi, Ramelton Road (near Letterkenny Shopping Centre), Letterkenny	2.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	19	0.0%	0	
Centra, Mountain Top, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dunnes, Forte Shopping Centre, Neil T Blaney Road, Letterkenny	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	28	0.0%	0	
Dunnes, Old Town Road, Main Street, Letterkenny	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	9	0.0%	0	
Gala, Breenagh Post Office, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gala, Ivan Browne, Main Street, Manorcunningham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Courtyard Shopping Centre, Main Street, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Larkins, Oldtown, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Greenmount, Glenkeen, Milford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Letterkenny Roundabout, Ballyraine, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Pearse Road, Letterkenny (near Letterkenny Retail Park)	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	12	0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	}	Zone 9		Zone 1	0	Zone 1	1	
Mace, Dry Arch Business	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park, Bonagee	0.070	Ü	0.070	Ü	0.070		0.070	Ü	0.070	0	0.070	Ü	0.070		0.070	Ů	0.070	Ü	0.070	Ü	0.070	O	0.070	Ů	
McElhinneys XL, Manorcunningham, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Old Town Stores, Oldtown Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Simpsons, Glencar Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Glencar Shopping Centre, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Port Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Ramelton Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny																									
Tesco Superstore, Letterkenny Shopping Centre, Port Road, Letterkenny	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	9	5.1%	4	
XL Swilly Food Stores, Gortlee Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 11 Aldi, Chestnut Road, Ballybofey	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	19	
Alexander's, Main Street, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Andies, Main Street, Stranorlar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Main Street, Stranorlar, Ballybofey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	
Gala, Paul Harkin, Derry Road, St Johnston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gala, Paul Harkin, Harkin's Forecourt, Donegal Road, Ballybofey	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	
JD's XL Quick Store, Main Street, Castlefinn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	
Lidl, Donegal Road, Ballybofey	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	19	
Mace, Main Street, Stranorlar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
McElhinneys Department Store, Main Street, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Letterkenny Road, Lifford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Navenny Shopping Centre,	2.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.5%	27	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone	7	Zone 8	8	Zone 9		Zone 1	0	Zone 1	l	
Ballybofey																									
Local shops, Castlefinn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Survey Area Asda, Dromore Road,	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	38.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Omagh	0.004		0.004		4.50/	•	0.00/		0.00/		0.00/		- aa.		0.004		= 00.		0.00/		0.00/		0.004		
Asda, Ring Road, Coleraine Asda, Sweep Road, Cookstown	0.8% 0.1%	8	0.0% 0.0%	0		2 0	0.9% 1.6%	0	0.0% 0.0%	0		0	5.3% 0.0%	2 0		0	5.0% 0.0%	4 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Co-op, Ballylurgan House, Main Street, Fivemiletown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Dungannon Street, Moy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Lower Main Street, Bushmills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Church Street, Maghera	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Cloghore, Ballyshannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Gulladuff Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Magherafelt Road, Castledawson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Magherafelt Road, Moneymore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Main Street, Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Main Street, Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Main Street, Tobermore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, New Line, Manorhamilton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Orritor Road, Cookstown	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0		0	0.0%	0	
Dunnes, Main Street, Cavan	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0		0	0.0%	0	
Gala, Angela Duffy, The Diamond, Belturbet	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gala, Dermot Lee, Churchview, Ballyhaise	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gala, Garry Smith, Rakeelan, Ballyconnell	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Railway Road, Coleraine	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0.7%	1	0.0%	0	0.0%	0	0.0%	0	
Iceland, Scarfes Centre, Kelvine Road, Omagh	0.2%	2	0.0%		0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		2	0.0%	0	0.0%	0		0	0.0%	0	
Lidl, James Street,	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	7.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Derry & Strabane Household Survey for GVA

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March 2018

Weighted:

Weighteu.													· · · ·												Wiaren 2010
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	5	Zone 7		Zone 8	3	Zone 9		Zone 1	0	Zone 1	1	
Maatinghayaa II:ll																									
Meetinghouse Hill, Omagh																									
Lidl, Station Square Retail Park, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Church Street, Fermanagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Drumcliff, Donegal Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Dunfanaghy, Kill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Dungannon Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Dunhill Road, Coleraine	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	
Mace, Inishkeel, Portnoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Killdress Filling Station, Drum Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cookstown Mace, Littlebridge Road, Moneymore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Main Street, Dungloe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, N56, Crolly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, N56, Dunkineely	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Portnoo Road, Ardara	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Roughan Road, Newmills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Swatragh Filling Station, Moneysharvin Road, Swatragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer Simply Food, Orritor Road Retail Park, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Quinn's, College Road, Duffcarrick, Ardmore	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	
Sainsbury's Superstore, Riverside Regional Centre, Coleraine	0.7%	7	1.0%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0	
Spar, A29 Service Station, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Church Street, Ballyconnell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Church Street, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Cloghore, Ballyshannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Derry Road, Castlederg	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Dromore Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Lawford Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	ı	Zone 11	
Moneymore Spar, Lissan Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, N15, Tullaghan	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Spar, Old Mountfield Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mullaghmore, Omagh	0.10/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	1.50/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Spar, St Patricks Street, Drapers Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Tamlaght Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Top Oil Service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station, Belturbet Spar, Westland Road South,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookstown	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U
Supervalu, Carnmore Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungloe																								
Supervalu, Donegal Shopping Centre, Donegal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town	0.20/	2	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	2.20/	2	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Supervalu, Market Street, Omgah	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Dawson Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monaghan																								
Tesco Superstore,	0.2%	2	0.0%	0	1.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyronan Road, Magherafelt																								
Tesco Superstore, Banfield Road, Coleraine	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Coleraine Road, Portstewart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Main Street/Pearce Street, Cayan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, New Line Road, Ballinamore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, O'Connell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street, Sligo Tesco Superstore, Orritor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Cookstown	0.070	Ü	0.070	U	0.070	U	0.070	U	0.070	Ü	0.070	Ü	0.070	U	0.770	U	0.070	Ü	0.070	Ü	0.070	Ü	0.070	O .
Local shops, Omagh Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Outside Catchment	1.0%	9	0.0%	0	0.0%	0	0.7%	0	1.0%	1	0.7%	0	0.0%	0	11.2%	7	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Area																								
SFT & Nulls	1.20/	12	0.007	0	2.00/	2	4.00/	2	1 10/	1	1.00/	0	2.00/	1	1.70/	1	4.007	2	0.604	1	0.00/	^	0.007	0
Internet / delivery (Don't know / can't	1.3% 0.0%	13	0.0% 0.0%	0	3.0% 0.0%	3	4.9% 0.0%	2	1.1% 0.0%	0	1.0% 0.0%	0	2.9% 0.0%	0	1.7% 0.0%	0	4.0% 0.0%	3	0.6% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
remember)	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	U.U 70	U	0.070	U	0.070	U	U.U 70	U	0.070	U	0.070	U	0.070	U

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	Total	al Zone 1		1	Zone		Zone 3		Zone 4		Zone 5	5	Zone 6		Zone	7	Zone	Zone 8		9	Zone	10	0 Zone 11	
(Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
shopping)																								
Weighted base:		983		194		103		47		85		27		44		63		73		133		131		84
Sample:		984		99		98		99		99		97		100		100		98		80		75		39
Q02AWhich retailer did				et / de	livery m	ain fo	ood sho	p?																
Those that said 'Inter	rnet / deliver	y' at Q	02																					
Asda	36.5%	5	0.0%	0	66.2%	2	0.0%	0	100.1%	1	100.0%	0	24.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	8.4%	1	0.0%	0	0.0%	0	14.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco	48.4%	6	0.0%	0	33.8%	1	85.4%	2	0.0%	0	0.0%	0	76.0%	1	0.0%	0	74.7%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		13		0		3		2		1		0		1		1		3		1		0		0
Sample:		20		0		3		5		1		1		3		2		1		1		0		0

Derry & Strabane Household Survey for GVA

Weighted:

March 2018 Total Zone 9 Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 10 Zone 11 Meanscore: [£] Conversion Rate Used: 1 Euro = 0.87 British Pound Q03 Approximately how much money does your household normally spend on a main food and grocery shop? Not those that said '(Don't do this type of shopping)' at O01 £1 - £10 0.3% 3 0.0% 0 0.9% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 2 0.0% 0 0.0% 0 £11 - £20 2.7% 27 5.3% 10 4.1% 4 0.0% 0 3.0% 3 7.4% 2 2.1% 1 4.2% 3 1.0% 1 1.5% 2 0.0% 0 1.9% 2 £21 - £30 4.3% 43 4.5% 9 8.2% 3.3% 2 2 14.3% 4 2.7% 4 3.2% 2 7.3% 0.0% 0 1.4% 1.9% 6.1% 10 12 1.9% 3 5.7% 2 5 8.2% 2 £31 - £40 5.6% 56 6.3% 8.9% 9 1 7.1% 6 12.0% 6.8% 4 6.5% 11 1.3% 0.0% 0 £41 - £50 11.7% 116 12.3% 24 6.2% 6 16.1% 8 11.9% 10 10.8% 3 7.3% 3 9.9% 6 13.5% 10 22.5% 30 6.5% 9 8.0% 7 7 2 £51 - £60 12.4% 123 8.7% 17 10.0% 11 13.4% 8.6% 8.2% 5.6% 2 6.6% 4 8.1% 6 30.9% 41 9.7% 13 14.6% 12 6 £61 - £70 8.7% 86 5.1% 10 8.5% 6.2% 3 6.2% 5 6.7% 2 8.9% 4 9.3% 6 10.7% 8 10.3% 14 8.8% 12 16.6% 14 8.7% 6.7% 10 £71 - £80 87 13 17.6% 18 15.5% 7 11.5% 10 6.6% 2 12.4% 5 6.4% 4 15.9% 12 1.4% 2 2.6% 4 11.6% £81 - £90 8.7% 86 6.9% 13 2.8% 3 5.6% 3 3.9% 3 4.5% 2.5% 1 6.6% 4 2.2% 2 11.7% 16 20.4% 28 14.3% 12 £91 - £100 8.0% 79 12.9% 25 11.0% 12 10.8% 5 10.8% 9 7.5% 2 17.8% 8 10.1% 6 16.8% 12 0.0% 0 0.0% 0 0.0% 0 0 12 4.2% 8 1.0% 0.9% 0.0% 0 0.0% 2.6% 2 3 8.8% 5 £101 - £110 3.6% 36 0 4.4% 4 1.0% 1 1.9% 5.9% 3.5% 35 3 5 0 £111 - £120 6.3% 12 5.7% 6 9.9% 5 0.9% 1 2.0% 1 3.2% 4.9% 1.6% 1 0.0% 0 3.9% 0.0% £121 - £130 2.6% 26 0.0% 0 0.7% 2.5% 1.8% 2 1.5% 5.0% 2 0.0% 0 1.0% 1 1.4% 2 10.2% 14 3.8% 3 £131 - £140 0.7% 7 0.9% 2 2.0% 2 2.5% 1.7% 0.0% 0 0.0% 0 1.6% 0.0% 0 0.0% 0.0% 0 0.0% 0 1 1 1 0 25 8 3 2 0 £141 - £150 2.6% 4.3% 1.6% 2 1.0% 0 1.7% 1.0% 0 7.1% 9.0% 6 3.6% 3 0.0% 0 1.3% 0.0% £151 - £160 0.7% 7 0.0% 0 1.0% 1.9% 0.0% 0 0.0% 0.7% 0 0.0% 0 0.0% 0.0% 0.0% 0 5.2% 4 0.0% £161 - £170 0.1% 1 0.0% 0 0.0% 0 0.0% 0 1.0% 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 £171 - £180 1.7% 17 0.0% 0 1.6% 2 0.0% 0 1.6% 1 0.0% 0 0.0% 0 1.6% 1 1.0% 1 1.4% 2 1.3% 2 10.1% 9 0 0 £181 - £190 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% £191 - £200 0.6% 6 0.0% 0 1.6% 2 2.4% 1 0.0% 0 0.0% 0 1.5% 1.7% 1 1.7% 0.0% 0 0.0% 0 0.0% 0 £201 - £210 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0 0 0 0 0.0% 0 0.0% 0 £211 - £220 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% £221 - £230 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 £231 - £240 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 £241 - £250 0 0 0.0% 0 0 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% £251+ 0.4% 4 0.7% 1 0.0% 0 0.0% 0 2.6% 2 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 (Don't know / varies) 11.8% 117 27 5.6% 4.5% 2 18.5% 16 4 16.0% 7 12.5% 8 9.8% 0.0% 25.3% 35 6 13.8% 6 14.8% 0 6.6% 0.7% 7 2 1.1% 1.7% 0.9% 2.6% 1.7% 0.0% 0 0.0% 0.0% 0 0.0% 0 (Refused) 0.9% 1.6% 0 Mean: 77.29 77.61 75.01 83.85 85.07 56.99 86.23 81.52 81.75 55.98 86.64 87.84

27

98

44

100

63

100

73

99

133

80

138

79

85

40

Weighted base:

Sample:

994

994

194

99

105

100

47

100

85

99

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Derry & Strabane Household Survey for GVA

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Meanscore: [Number of vis

Q04 How often does your household do a main food and grocery shop?

Not those that said '(Don't do this type of shopping)' at Q01

,			, ,,	07	~																			
More than once a week	14.8%	147	25.1%	49	17.6%	18	9.0%	4	10.7%	9	35.8%	10	16.4%	7	11.0%	7	12.9%	9	15.2%	20	0.0%	0	14.9%	13
Once a week	69.1%	688	61.8%	120	67.7%	71	66.4%	32	73.5%	63	55.3%	15	58.9%	26	70.1%	44	75.3%	55	82.1%	110	66.9%	92	71.9%	61
Once a fortnight	10.7%	106	4.5%	9	8.1%	9	18.6%	9	7.9%	7	7.2%	2	18.0%	8	12.5%	8	5.8%	4	2.0%	3	29.3%	40	10.2%	9
Once a month	2.7%	27	1.5%	3	5.8%	6	3.4%	2	4.9%	4	1.7%	0	3.5%	2	1.7%	1	4.1%	3	0.0%	0	2.6%	4	3.1%	3
Less often	0.5%	5	1.6%	3	0.7%	1	0.7%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	2.2%	22	5.5%	11	0.0%	0	1.9%	1	3.0%	3	0.0%	0	2.5%	1	4.7%	3	1.9%	1	0.6%	1	1.3%	2	0.0%	0
Mean:		1.07		1.22		1.09		0.97		1.04		1.31		1.05		1.04		1.07		1.14		0.83		1.08
Weighted base: Sample:		994 994		194 99		105 100		47 100		85 99		27 98		44 100		63 100		73 99		133 80		138 79		85 40

, eighteur													· · · · ·												1,141,011
	Tota	l	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone	5	Zone 6	ó	Zone 7	7	Zone 8	3	Zone 9		Zone 1	10	Zone 1	1	
Q05 What is your main r			• •			NED	AT Q01)	for y	our mai	n foo	d shopp	ing?													
Can get petrol there	0.3%	3	0.0%	0	~	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.7%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	
Can visit other locations on one single trip	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0		0		0		0		0		0		0	
Car parking - easy to find a space	3.3%	33	7.8%	15	5.0%	5		1	4.2%	4	2.0%	1		0	1.7%	1	0.7%	1		2	2.5%	3		0	
Car parking - is cheap	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	8.8%	8	
ar parking - is free	1.7%	17	0.7%	1	0.0%	0	0.9%	0	1.9%	2	0.0%	0	0.7%	0	0.0%	0	1.5%	1	0.0%	0	5.2%	7	6.4%	5	
lose to home	37.9%	377	36.7%	71	49.3%	52	33.6%	16	33.7%	29	28.1%	8	40.9%	18	30.5%	19	41.1%	30	53.8%	72	20.0%	27	41.7%	36	
lose to work	1.3%	13	1.0%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.5%	1	1.0%	1	1.0%	1	3.0%	4	2.5%	3	1.9%	2	
elivery service	0.8%	8	0.0%	0	2.9%	3	1.7%	1	1.1%	1	0.0%	0	0.0%	0	3.3%	2		1	0.0%	0	0.0%	0	0.0%	0	
asy access in / out of store	0.4%	4	0.9%	2	1.9%	2		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	
asy to get to by car	1.9%	19	0.0%	0	1.0%	1	1.5%	1	0.0%	0	1.0%	0		0		0		0	3.5%	5	2.6%	4		8	
asy to get to by public transport	0.4%	4	0.9%	2	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0	0.6%	1	1.3%	2		0	
ood internal layout	1.0%	10	0.9%	2	1.9%	2	1.0%	0	0.9%	1	1.1%	0	0.7%	0	0.7%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	
ood quality of FOOD goods	10.6%	105	9.1%	18	4.9%	5	8.5%	4	12.9%	11	6.5%	2	6.3%	3	6.1%	4	5.6%	4	11.5%	15	19.2%	26	15.9%	14	
ood range of FOOD goods	12.9%	128	10.5%	20	12.7%	13	20.1%	10	14.3%	12	17.9%	5	16.0%	7	15.0%	9	10.1%	7	2.1%	3	25.2%	35	7.6%	6	
ood range of shops nearby	0.3%	3	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
ood service / friendly staff	1.8%	18	1.1%	2	2.8%	3	3.7%	2	1.9%	2	9.0%	2	3.6%	2	1.7%	1	3.6%	3	1.4%	2	0.0%	0	0.0%	0	
abit / always use it	5.8%	58	1.4%	3	2.5%	3	3.5%	2	6.1%	5	7.1%	2	2.8%	1	2.0%	1	3.3%	2	17.5%	23	9.0%	12	3.3%	3	
ternet shopping is more convenient	0.7%	7	0.0%	0	0.0%	0	4.7%	2	0.0%	0	1.0%	0	3.7%	2	0.0%	0	2.0%	1	0.0%	0	1.2%	2	0.0%	0	
ower prices (ASK WHETHER THEY ACTUALLY MEAN 'Value of the pound (£) compared to the Euro (€)' AND CHOOSE ACCORDINGLY)	10.3%	102	22.5%	44	9.0%	9	9.0%	4	16.9%	14	9.3%	3	10.1%	4	17.0%	11	11.4%	8	1.5%	2	0.0%	0	3.3%	3	
yalty card / points scheme / had voucher(s)	0.6%	6	1.9%	4	0.9%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ce shopping environment	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.9%	1	1.5%	1	0.7%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	
eference for retailer	0.8%	8	0.9%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.9%	0	3.8%	2	0.0%	0	0.9%	1	1.2%	2	0.0%	0	
aff discount / work there	1.2%	12	1.0%	2		2		1	1.0%	1	1.7%	0	4.5%	2	1.0%	1	5.3%	4	0.0%	0	0.0%	0		0	
llue of the Pound (£) compared to the Euro (€)	0.1%	1	0.0%	0	0.0%	0		1	0.0%	0		0		0		0		0	0.0%	0	0.0%	0		0	
her	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
an do leisure activity there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
lose to family	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ood opening hours	0.1%	1	0.0%	0	0.0%	0		0	1.7%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	
ood range of non-food goods	0.1%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	1.0%	1	0.7%	1	0.0%	0	0.0%	0		0	
arge store	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	

Weighted base:

Sample:

Derry & Strabane Household Survey for GVA

	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone 1	1
Like to support local shops Offers click and collect there	0.1% 0.1%	1	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.6% 0.0%	1	0.7% 0.0%	0	0.0% 1.6%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
On school run (Don't know / varies)	0.1% 0.1% 3.4%	1 34	0.0% 0.0% 1.9%	0 4	0.0% 0.0% 2.7%	0 3	0.0% 0.0% 3.8%	0 2	0.0% 0.0% 1.7%	0	0.0% 0.0% 7.7%	0 2	0.0% 0.0% 2.5%	0	1.0% 1.0% 7.7%	1 5	0.0% 0.0% 3.8%	0	0.0% 0.0%	0	0.0% 8.9%	0 12	0.0% 0.0% 1.4%	0 1
Weighted base: Sample:		994 994		194 99		105 100		47 100		85 99		27 98		44 100		63 100		73 99		133 80		138 79		85 40
Q06 When your househo						_	•		NTIONE	D AT	Q01), d	oes it	also vi	sit OT	HER sh	ops, l	leisure o	r ser	vice out	lets o	n the sa	ame s	hopping	trip? [PR]
Always	4.8%	47	7.4%	14	3.4%	4	4.5%	2	9.4%	8	7.6%	2	12.0%	5	6.8%	4	10.8%	8	0.0%	0	0.0%	0	0.0%	0
Normally	5.1%	50	5.8%	11	5.8%	6	6.1%	3	3.6%	3	5.9%	2	7.8%	3	9.0%		13.8%	10		0	0.0%	0	8.0%	7
Sometimes	16.2%	159	15.0%	29	13.8%		11.4%	5	19.7%	17	11.2%		13.2%	6	13.5%	8	0.0 / 0		11.1%		19.4%		34.9%	30
Rarely	18.3%	180	2.6%	5	0.0%	0	2.0%	1	7.0%	6	0.0%	0	2.0%	1	3.1%	2	4.9%		36.9%	49		73		40
Never	54.3%	533	68.3%	132	77.0%	79		34	60.3%	51	74.6%		62.5%	26	67.7%	42			52.0%	69	23.3%	32	6.4%	5
(Don't know / can't remember)	1.4%	13	1.0%	2	0.0%	0	1.0%	0	0.0%	0	0.7%	0	2.6%	1	0.0%	0	2.5%	2	0.0%	0	3.8%	5	3.4%	3

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	Tota	l	Zone	1	Zone 2	;	Zone 3		Zone 4	ļ	Zone	5	Zor	ne 6		Zone 7	7	Zone	8	Zone 9)	Zone	10	Zone	11
Q07 Which of the follow Those that said 'Alwa	-		-			norm	ally und	ertak	e on the	sam	e shopp	ing t	rip? [N	/IR/PI	R]										
Go shopping for other food items	35.1%	90	40.7%	22	26.4%	6	25.9%	3	40.1%	11	11.8%	1	49.4%	ó	7	34.2%	6	58.0%	14	30.8%	5	13.5%	4	33.1%	12
Go shopping for non-food items	40.7%	104	24.3%	13	70.2%	17	50.2%	5	52.1%	14	43.8%	3	26.3%	ó	4	35.3%	6	40.3%	9	36.6%	5	46.0%	12	40.9%	15
Visit a bank, post office, building society, cash	19.0%	48	2.5%	1	0.0%	0	4.4%	0	28.7%	8	26.4%	2	16.7%	ó	2	5.1%	1	10.6%	2	81.7%	12	6.7%	2	47.3%	17
point, etc. Visit other services such as hairdresser / dry cleaner etc.	7.4%	19	0.0%	0	0.0%	0	9.0%	1	12.8%	4	13.1%	1	4.7%	ó	1	0.0%	0	11.8%	3	0.0%	0	0.0%	0	27.5%	10
Visit a café or restaurant	19.7%	50	9.3%	5	7.4%	2	11.2%	1	40.9%	11	10.2%	1	14.8%	5	2	3.5%	1	13.6%	3	12.5%	2	40.5%	11	32.6%	12
Go window shopping / browsing	10.6%	27	18.8%	10		1	0.0%	0	5.8%	2		0	6.9%		1	0.0%		12.5%	3			13.5%		14.4%	5
Use sports / leisure or entertainment facilities	4.4%	11	12.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	ó	1	6.7%	1	10.9%	3	0.0%	0	0.0%	0	0.0%	0
Get petrol	12.9%	33	2.5%	1	3.2%	1	4.6%	0	20.5%	6	0.0%	0	0.0%	Ó	0	17.0%	3	17.7%	4	12.5%	2	13.5%	4	33.3%	12
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School run	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	0	0.0%	ó	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit family	0.7%	2	0.0%	0	0.0%	0	9.0%	1	0.0%	0	6.1%	0	2.9%		0	0.0%	0	0.0%	0	0.0%	0	,.	0	0.0%	0
Work	0.8%	2	0.0%	0		1	7.8%	1	0.0%	0	3.0%	0	0.0%		0	0.0%	0	0.0,0	0	0.0%	0		0		0
(Don't know)	1.2%	3	3.3%	2	0.0%	0	3.4%	0	0.0%	0	0.0%	0	2.2%	Ď	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		255		54		24		10		28		7		1	14		18		24		15		26		37
Sample:		264		28		23		22		33		24		3	32		28		33		9		15		17

	Total		Zone 1	l	Zone 2		Zone 3		Zone 4	l	Zone :	5	Zone	5	Zone '	7	Zone 8	3	Zone 9		Zone 10)	Zone 11		
Q08 Where does your ho Those that said 'Go shop								is triį	o with a	main	food sh	op to	(STORI	E MEI	NTIONEI	D AT	Q01)?								
Zone 1																									
Ballyarnett Local Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Road EAST Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre Buncrana Road WEST Local	0.9%	1	0.0%	0	12.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre Centre	0.970	1	0.070	U	12.270	1	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
M&S, Topman, Topshop)																									
celand, Buncrana Road,	2.6%	2	8.1%	2	0.0%	0	17.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derry Lesley Retail Park, Strand Road (Smyths Toys,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PureGym, KFC)	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Lidl, Buncrana Road, Derry Londonderry / Derry CITY	0.0% 20.7%	0	0.0% 55.8%		0.0% 59.8%	0	0.0% 17.8%	0	0.0% 7.2%	0	0.0% 0.0%	0	0.0% 10.6%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
CENTRE Lower Galliagh Road Local	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre Cantagn Road Local	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
Northside District Centre	2.1%	2	8.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park Village Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ennyburn Industrial Estate,	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Springtown, Derry																									
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rath Mor District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
tichmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	0.0%		0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0			0.0%	0	0.0%	0	0.0%	0		0	
Springtown District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Springtown Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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Derry & Strabane Household Survey for GVA

Weighteu.												_													,
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	3	Zone 9		Zone 10	0	Zone 11		
Springtown Road, Derry Other Zone 1	3.7%	2	14.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 2	3.1%	3	14.4%	3	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0		0		0	
Campsie Business Park, Eglinton, Derry	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	U	
CFC Interiors, Clooney Road, Campsie, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	4.8%	4	13.5%	3	12.2%	1	17.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Drumahoe Village Centre Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	0.5%	0	0.0%	0	0.0%	0	17.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Maydown Village & Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Area, Derry Trench Road Shopping Center, Hollymount Park, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 2 Zone 3	1.1%	1	0.0%	0	15.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Eglinton Village Centre Other Zone 3 Zone 4	0.5% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	17.1% 0.0%	0	0.0% 0.0%	0	0.00,0	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.00	0	0.0% 0.0%	0	
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear,	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone (6	Zo	ne 7		Zone 8		Zone 9		Zone :	10	Zon	e 11	
Gallaghers Fresh Food Centre, McDonalds) Sion Mills Village Centre Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland,	0.0% 0.7%	0	0.0% 0.0%	0 0		0 0	0.0% 0.0%	0 0	0.0% 5.5%	0	0.0% 0.0%	0 0	0.0% 0.0%	0			0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0			0 0
Poundstretcher, Argos, Peacocks, New Look)																										
Strabane Town Centre	16.0%	14	0.0%	0	0.0%	0	0.0%	0	80.0%	9	0.0%	0	10.6%	1	29.79	%	2	0.0%	0	0.0%	0	0.0%	0	21.7%	ó	3
Other Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0
Zone 5																										
Castlederg Village Centre	0.9%	1	0.0%	0		0	0.0%	0	0.0%		100.0%	1	0.0%	0			0	0.0%	0	0.0%	0	0.0%	0			0
Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0
Zone 6																										
Claudy Village Centre	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.1%	2	0.09	%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0
Feeny Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0
Zone 7																										
Newtownstewart Village Centre	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.39	%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	0
Zone 8																										
Dungiven Town Centre	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	1	0.09	%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0
Limavady Town Centre	17.2%	15	0.0%	0	0.0%	0	13.1%	0	0.0%	0	0.0%	0	36.1%	2	0.09	%	0	91.0%	12	0.0%	0	0.0%	0	0.0%	ó	0
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0
Other Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0
Zone 9	2.070	•	/0	•	/0	,	/-		/0	•	/0		2.370	3	3.37	-	-	/0	Ü	/-		/0	,	3.07	-	
Buncrana Town Centre	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	0.0%	0 1	100.0%	3	0.0%	0	0.0%	ó	0
Burnfoot Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0
Burt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0
Carndonagh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0
Moville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0
Zone 10 Applegreen Fuel Station, Derry Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centra, Mountain Top, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys/PC World, Blaney Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larkins, Oldtown, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Town Centre	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%		00.0%	4	0.0%	0
McElhinneys XL, Manorcunningham, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche) Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chestnut Road, Ballybofey	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	3
Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	10	Zone	11	
Home Bakery, Master Shoe)																									
Ballybofey Town Centre	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	3	
Castlefinn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Co-op, Hollow Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		Ö		0	0.0%	0		0		0	
Castlefinn	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070		0.070	•	0.070		0.070	Ü	0.070		0.070	0	0.070	Ü	0.070	Ü	
Lidl, Donegal Road,	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	4	
Ballybofey																									
Navenny Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Navenny, BALLYBOFEY																									
(Supervalu)																									
Raphoe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stranorlar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Other Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Survey Area																									
Asda, Dromore Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Omagh																									
Belfast City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.070	0		0	0.0%	0	0.0%	0	0.070	0	
Coleraine Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		1	0.0%	0	0.0%	0		0	
Crossroads Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Donegal Shopping Centre, DONEGAL TOWN (Supervalu)	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
Donegal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dunnes, Irishtown Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0		0		0	
Omagh																									
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B&M, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc, Card Factory)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Omagh City Centre	4.6%	4	0.0%	0	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	53.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Riverside Retail Park,	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%		0.0%	0		1	0.0%	0		0		0	
Coleraine																									
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Outside Catchment Area SFT & Nulls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

By Zone Weighted Filtered

Weighted:

Derry & Strabane Household Survey for GVA

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	Total		Zone 1	1	Zone 2	,	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	,	Zone 8		Zone 9		Zone 10)	Zone 1	11
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		87		22		6		3		11		1		6		6		14		3		4		12
Sample:		90		11		7		6		13		3		14		8		19		2		2		5

	Total		Zone	1	Zone	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone '	7	Zone 8	3	Zone 9		Zone 10	0	Zone 1	I	
Q09 Where does your ho Those that said 'Go shop								s trip	with a n	nain f	ood sho	op to	(STORE	MEN	TIONED	AT Q	.01)?								
Zone 1																									
Ballyarnett Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Road EAST Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Road WEST Local Centre	0.7%	1	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	0.8%	1	0.0%	0	0.0%	0	8.8%	0	0.0%	0	0.0%	0	10.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
celand, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lesley Retail Park, Strand Road (Smyths Toys, PureGym, KFC)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ondonderry / Derry CITY CENTRE	25.0%	26	89.6%	12	44.4%	7	8.8%	0	23.6%	3	0.0%	0	18.0%	1	0.0%	0	7.8%	1	0.0%	0	14.7%	2	0.0%	0	
Lower Galliagh Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Northside District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ennyburn Industrial Estate, Springtown, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rath Mor District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lichmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	0.0%	0		0		0	0.0%	0	0.0%		0.0%	0	0.0%	0			0.0%	0		0		0		0	
Springtown District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Springtown Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Springtown Road, Derry Other Zone 1 Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campsie Business Park, Eglinton, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CFC Interiors, Clooney Road, Campsie, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	4.3%	5	10.4%	1	13.7%	2	9.2%	0	0.0%	0		0	10.9%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orumahoe Village Centre Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.4% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	8.8% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0										
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	1.7%	2	0.0%	0	6.0%	1	8.8%	0	0.0%	0	0.0%	0	8.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	6.5%	7	0.0%	0	26.7%	4	31.2%	2	0.0%	0	0.0%	0	22.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maydown Village & Retail Area, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
French Road Shopping Center, Hollymount Park, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2 Zone 3	0.4%	0	0.0%	0	0.0%	0	8.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eglinton Village Centre Other Zone 3 Zone 4	0.4% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	8.8% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.00	0								
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear,	0.0% 0.0%	0 0																						

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	6	Zone	7	Zone	8	Zone 9		Zone 1	10	Zone 1	1	
Gallaghers Fresh Food																									
Centre, McDonalds)																									
Sion Mills Village Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	
Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland,	2.5%	3	0.0%	0	4.6%	1	0.0%	0	8.5%	1	22.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Poundstretcher, Argos, Peacocks, New Look)																									
Strabane Town Centre	13.2%	14	0.0%	0	0.0%	0	0.0%	0	67.9%	10	6.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	4	
Other Zone 4	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0		0		0	
Zone 5	0.070	Ü	0.070		0.070	Ü	0.070	0	0.070	Ů	0.070	Ü	0.070		0.070	·	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	
Castlederg Village Centre	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	70.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0		0	0.0%	0		0	0.0%	0		0	0.0%	0	
Foodhalls)																									
Zone 6 Claudy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Feeny Village Centre	0.0%	0		0		0	0.0%	0	0.0%	0		0		0	0.0%		0.0%	0		0		0		0	
Zone 7	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Newtownstewart Village Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 8																									
Dungiven Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Limavady Town Centre	7.9%	8	0.0%	0	0.0%	0	6.7%	0	0.0%	0	0.0%	0		1	0.0%		76.2%	7	0.0%	0	0.0%	0	0.0%	0	
Vindyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	0.0%	0		0		0	0.0%	0	0.0%	0		0		0			0.0%	0	0.0%	0		0	0.0%	0	
Other Zone 8 Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Town Centre	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	65.8%	4	0.0%	0	0.0%	0	
Burnfoot Village Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Burt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Carndonagh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Moville Town Centre Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Applegreen Fuel Station, Derry Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Weighted:											for	G	VA												March 2018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l	
Centra, Mountain Top, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Currys/PC World, Blaney Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	3	0.0%	0	
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Larkins, Oldtown, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.2%	2	14.7%	2	0.0%	0	
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	2	16.3%	3	
Letterkenny Town Centre McElhinneys XL, Manorcunningham, Letterkenny	1.7% 0.0%	2 0	0.0% 0.0%	0		0		0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%		14.7% 0.0%	2		0	
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3

Zone 11

The Courtyard Shopping

Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)

Aldi, Chestnut Road,

Ballybofey Shopping Centre,

BALLYBOFEY (Valley Pharmacy, Gallaghers

Ballybofey

1.6%

0.0%

2.7%

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3 0.0%

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0.0%

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Derry & Strabane Household Survey for GVA

Weighted: Total Zone 2 Zone 3 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 1 Zone 4 Zone 5 Home Bakery, Master Shoe) 5.0% 5 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 32.5% 5 Ballybofey Town Centre 0.0% 0 0.0% 0.0% 1.5% 2 0.0% 0.0% 0 0 0.0% 0.0% 0 2 Castlefinn Town Centre 0.0% 0 0 0.0% 0 0.0% 0.0% 0 0 0.0% 0 0.0% 9.8% Co-op, Hollow Road, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Castlefinn Lidl, Donegal Road, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Ballybofey Navenny Shopping Centre, 0.0% 0 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% Navenny, BALLYBOFEY (Supervalu) Raphoe Town Centre 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% Stranorlar Town Centre 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0 0 0.0% 0 0 0 0 0 0 0.0% 0 0 0 Other Zone 11 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% **Outside Survey Area** Asda, Dromore Road, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 Omagh 0.0% Belfast City Centre 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 1.4% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 15.9% 0.0% 0.0% 0 0.0% 0 Coleraine Town Centre 1 0.0% 0 0 0 0 0 0.0% 0 0.0% 0 0 0.0% 0.0% 0.0% 0.0% 0 Crossroads Village Centre 0.0% 0.0% 0 0 0.0% 0 0.0% 0.0% 0 0 0.0% 0 Donegal Shopping Centre, 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0 DONEGAL TOWN (Supervalu) 0.0% Donegal Town Centre 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 Dunnes, Irishtown Road, 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Omagh Great Northern Retail Park, 0.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 7.2% 0 0.0% 0 0.0% 0.0% 0.0% 0 Tamlaght Road, OMAGH (Halfords, Homebase, B&M, Harry Corry) Oaks Shopping Centre, Oaks 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc, Card Factory) Omagh City Centre 4.4% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 73.5% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Riverside Retail Park, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Coleraine Station Square Retail Park, 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Molesworth Street.

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Corry)

Area
SFT & Nulls

COOKSTOWN (Argos, Lidl, Carpetwright, Harry

Other Outside Catchment

0.0%

0.0%

0.0%

0.0%

0.0%

By Zone Weighted Filtered

Weighted:

Derry & Strabane Household Survey for GVA

Page 37 March 2018

	Total		Zone 1	1	Zone 2	;	Zone 3		Zone 4	1	Zone s	5	Zone 6		Zone 7	,	Zone 8		Zone 9		Zone 1	0	Zone	11
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		105		13		17		5		14		3		4		6		9		5		12		16
Sample:		115		8		16		11		18		11		8		11		13		4		7		8

Weighted: March 2018 Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 5 Q10 Where does your household go to use a bank, Post Office, building society, cash point etc. when linking this trip with a main food shop to (STORE MENTIONED AT Q01)? Those that said 'Visit a bank, post office, building society, cash point, etc.' at OO7 AND Excl. Nulls Zone 1 0.0% 0 0.0% 0 Ballvarnett Local Centre 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0 0 0 Buncrana Road EAST Local 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Centre Buncrana Road WEST Local 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 Centre Faustina Retail Park. 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Buncrana Road (The Range, Dunelm) Foyleside Shopping Centre. 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island. Next, The Body Shop, M&S, Topman, Topshop) Iceland, Buncrana Road, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Derry Lesley Retail Park, Strand 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Road (Smyths Toys, PureGvm, KFC) Lidl, Buncrana Road, Derry 0.0% 0 0.0% 0 0 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% Londonderry / Derry CITY 7.3% 4 100.0% 1 0.0% 0 0.0% 0 26.9% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 CENTRE Lower Galliagh Road Local 0 0 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% Centre Northside District Centre 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Park Village Centre 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Pennyburn Industrial Estate, 0.0% 0 0 0.0% 0 0 0.0% 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% Springtown, Derry Quayside Shopping Centre, 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0 0 Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists) 0.0% 0 0.0% 0.0% Rath Mor District Centre 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 Richmond Shopping Centre, 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct) Springtown District Centre 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0

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Springtown Industrial Estate,

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Springtown Road, Derry Other Zone 1 Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campsie Business Park, Eglinton, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CFC Interiors, Clooney Road, Campsie, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drumahoe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maydown Village & Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Area, Derry French Road Shopping Center, Hollymount Park, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2 Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eglinton Village Centre Other Zone 3 Zone 4	0.9% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	99.9% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.00	0
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear,	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0

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Weighten.											101	•	•													Waren 201
	Total	l	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	6	Z	Zone 7		Zone 8	3	Zone 9		Zone 1	.0	Zone 11	1	
Gallaghers Fresh Food Centre, McDonalds) Sion Mills Village Centre Strabane Shopping / Retail	0.0% 0.0%	0 0	0.0% 0.0%	0 0		0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.000	0 0	0.0% 0.0%	0 0		.0% .0%	0 0	0.0% 0.0%	0							
Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)																										
Strabane Town Centre	9.9%	5	0.0%	0	0.0%	0	0.0%	0	54.8%	4	0.0%	0	0.0%	0	50.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	10.5%	1	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 5																										
Castlederg Village Centre	3.6%	2	0.0%	0		0	0.0%	0	0.0%		100.0%	2	0.0%	0		.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 6																										
Claudy Village Centre	2.2%	1	0.0%	0		0	0.0%	0	0.0%	0			45.5%	1		.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Feeny Village Centre Zone 7	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		28.4%	1		.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newtownstewart Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 8																										
Dungiven Town Centre	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			13.1%	0		.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Limavady Town Centre	5.8%	3	0.0%	0		0	0.0%	0	0.0%	0	0.000	0	13.1%	0		.0%		00.0%	2	0.0%	0	0.0%	0	0.0%	0	
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 8 Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Town Centre	28.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0 1	100.0%	12	0.0%	0	9.6%	2	
Burnfoot Village Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Carndonagh Town Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Moville Town Centre Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Applegreen Fuel Station, Derry Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centra, Mountain Top,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny	0.0%	U	0.0%	U	0.0%	U	0.070	U	0.0%	U	0.0%	U	0.070	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U
Currys/PC World, Blaney Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larkins, Oldtown,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	100.0%	2	0.0%	0
Look, M&S, Wallis, River Island) Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco,	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	2
Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)																								
Letterkenny Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McElhinneys XL, Manorcunningham, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche) Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chestnut Road, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

, eighteu.																									1.141 011 2010
	Tota	l	Zone 1		Zone 2		Zone 3		Zone 4		Zone :	5	Zone 6	í	Zone 7	,	Zone 8	3	Zone 9		Zone 1	10	Zone	11	
Home Bakery, Master																									
Shoe)	20.50		0.00/		0.00/		0.00/		0.004		0.004		0.00/		0.004		0.004		0.00/		0.004		00.50		
Ballybofey Town Centre	28.7%	14	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0		0	0.0%	0	0.0% 0.0%	0	0.0%	0		14	
Castlefinn Town Centre Co-op, Hollow Road,	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0		0	0.0% 0.0%	0		0	0.0% 0.0%	0		0	
Castlefinn																									
Lidl, Donegal Road, Ballybofey	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0		0	
Navenny Shopping Centre, Navenny, BALLYBOFEY (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Raphoe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stranorlar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 11 Outside Survey Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Dromore Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Belfast City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coleraine Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Crossroads Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	
Donegal Shopping Centre, DONEGAL TOWN (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donegal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dunnes, Irishtown Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B&M, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc, Card Factory)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Omagh City Centre	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Riverside Retail Park.	0.0%	0		0		0	0.0%	0	0.0%	0		0			0.0%	0		0		0	0.0%	0		0	
Coleraine	0.070	Ü	0.070	,	0.070	U	0.070	U	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	U	0.070	U	0.070	J	0.070	U	
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Outside Catchment Area SFT & Nulls	1.3%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

By Zone Weighted Filtered

Weighted:

Derry & Strabane Household Survey for GVA

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	,	Zone 8		Zone 9)	Zone 10)	Zone 1	11
Internet / delivery (Don't know / can't remember)	0.0% 0.0%	0	0.0% 0.0%		0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%		0.0% 0.0%	0		0	0.0% 0.0%	0 0								
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		48 44		1 1		0		0 1		8 9		2 6		2 5		1 2		2 4		12 7		2 1		17 8

weighted:											10	U	V A												March 2018
	Total		Zone 1	1	Zone 2	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone 8	8	Zone	9	Zone	10	Zone 1	1	
Q11 Where does your ho Those that said 'Visit of		_							•		hen link	ing th	nis trip v	vith a	main fo	od sh	op to (S	TORI	E MENT	IONEI	D AT Q	01)?			
Zone 1																									
Ballyarnett Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Road EAST Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre Buncrana Road WEST Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Faustina Retail Park, Buncrana Road (The	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Range, Dunelm) Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)																									
Iceland, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lesley Retail Park, Strand Road (Smyths Toys, PureGym, KFC)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Londonderry / Derry CITY CENTRE	13.7%	3	0.0%	0	0.0%	0	51.0%	0	60.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lower Galliagh Road Local Centre	0.0%	0		0		0		0		0		0	0.0%	0			0.0%	0	0.0%	0			0.0%	0	
Northside District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	,.	0	0.0.0	0	0.0%	0		0		0	
Park Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Pennyburn Industrial Estate, Springtown, Derry	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	U	
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rath Mor District Centre	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Springtown District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Springtown Industrial Estate,	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Springtown Road, Derry																								
Other Zone 1 Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campsie Business Park, Eglinton, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CFC Interiors, Clooney Road, Campsie, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prumahoe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%		0.0%	0		0	0.0%	0	0.0%	0		0
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
isnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maydown Village & Retail Area, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crench Road Shopping Center, Hollymount Park, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2 Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iglinton Village Centre Other Zone 3 One 4	2.3% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	48.9% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0		0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear,	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0

By Zone Weighted Filtered	
Weighted:	
Gallaghers Fresh Food	
Centre, McDonalds)	
Sion Mills Village Centre	
Strabane Shopping / Retail	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Gallaghers Fresh Food																								
Centre, McDonalds) ion Mills Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
rabane Shopping / Retail	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park, Branch Road,	0.070	U	0.070	O																				
STRABANE																								
(SportsDirect, Poundland,																								
Poundstretcher, Argos,																								
Peacocks, New Look)																								
Strabane Town Centre	7.5%	1	0.0%	0	0.0%	0	0.0%	0	39.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Castlederg Village Centre	4.6%	1	0.0%	0		0	0.0%	0	0.0%		00.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derg Valley Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Lower Strabane																								
Road, CASTLEDERG																								
(Spar, Hamiltons																								
Foodhalls)																								
Zone 6	0.00/		0.00/		0.004		0.00/		0.004		0.00/		0.00/		0.00/		0.004		0.007		0.00/		0.00/	
laudy Village Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
eeny Village Centre	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	99.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtownstewart Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre	0.070	U	0.070	U	0.0%	U	0.070	U	0.0%	U	0.070	U	0.070	U										
howgrounds Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedan Avenue, OMAGH	0.070	Ü	0.070		0.070	Ü	0.070		0.070		0.070	· ·												
(Argos, M&S, Next,																								
Peacocks, River Island,																								
Sports Direct, Poundland,																								
New Look)																								
Zone 8																								
Oungiven Town Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0
imavady Town Centre	14.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		100.0%	3	0.0%	0	0.0%	0	0.0%	0
Vindyhill Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windyhill Road,																								
LIMAVADY (ELSS																								
Engineering)																								
Other Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
one 9	0.004	^	0.004	^	0.007	_	0.004	^	0.004		0.007	^	0.001	^	0.004	^	0.004	^	0.001		0.004	^	0.001	
uncrana Town Centre	0.0%	0	0.0%	0	0.0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
urnfoot Village Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
urt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carndonagh Town Centre Moville Town Centre	0.0% 0.0%	0																						
one 10	0.0%	U																						
Applegreen Fuel Station,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ppregreen i uci station,	0.070	U	0.070	v																				

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Centra, Mountain Top,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Currys/PC World, Blaney	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%		0.0%	0		0	0.0%	0	0.0%	0
Road, Letterkenny																								
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	0.0%		0.0%		0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%		0.0%	0		0	0.0%	0		0
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larkins, Oldtown, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0
McElhinneys XL, Manorcunningham, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11 Aldi, Chestnut Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballybofey Ballybofey Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BALLYBOFEY (Valley Pharmacy, Gallaghers																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	10	Zone	11	
Home Bakery, Master Shoe)																									
Ballybofey Town Centre	28.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.2%	5	
Castlefinn Town Centre	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%		15.7%	2	
Co-op, Hollow Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	
Castlefinn	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Lidl, Donegal Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballybofey	0.070		0.070		0.070		0.070	Ü	0.070		0.070	•	0.070		0.070	•	0.070		0.070	0	0.070	Ü	0.070	Ü	
Navenny Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Navenny, BALLYBOFEY (Supervalu)																									
Raphoe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stranorlar Town Centre	17.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%	3	
Other Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Survey Area																									
Asda, Dromore Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Omagh																									
Belfast City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.070	0	
Coleraine Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	
Crossroads Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	
Donegal Shopping Centre, DONEGAL TOWN (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donegal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dunnes, Irishtown Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	
Omagh																									
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B&M, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc, Card Factory)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Omagh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Riverside Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coleraine																									
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Outside Catchment Area SFT & Nulls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

By Zone Weighted Filtered

Weighted:

Derry & Strabane Household Survey for GVA

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 1	11
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0.0	0	0.0%	0	0.070	0	0.070	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		19		0		0		1		4		1		1		0		3		0		0		10
Sample:		19		0		0		2		4		3		1		0		4		0		0		5

	Total		Zone 1		Zone 2		Zone 3		Zone 4	ļ	Zone 5	;	Zone	6	Zone '	7	Zone	8	Zone 9		Zone 10)	Zone 11	l	
Q12 Where does your ho Those that said 'Visit a d							hen linki	ng tl	nis trip w	/ith a	main fo	od sh	op to (S	STOR	E MENT	IONE	D AT Q	01)?							
Zone 1																									
Ballyarnett Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Road EAST Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Buncrana Road WEST Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Faustina Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Road (The	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Range, Dunelm)																									
Foyleside Shopping Centre,	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0	
Orchard Street (Boots,	/0	-	/-	•	/0	~	/0	~	/-	•	/0	Ü	2.370		5.570			•	/0	Ŭ		_	2.270	~	
Clarks, Debenhams,																									
Dunnes, River Island,																									
Next, The Body Shop,																									
M&S, Topman, Topshop)																									
celand, Buncrana Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derry																									
Lesley Retail Park, Strand	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road (Smyths Toys,																									
PureGym, KFC)																									
Lidl, Buncrana Road, Derry	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0		0		0	
Londonderry / Derry CITY	15.2%	7	72.7%	4	0.0%	0	30.2%	0	22.6%	3	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
CENTRE	0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/	0	
Lower Galliagh Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre Northside District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	
Park Village Centre Pennyburn Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0% 0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0% 0.0%	0		0	
Springtown, Derry	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Quayside Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Strand Road (Tesco.	0.070	U	5.070	U	0.070	v	0.070	v	0.070	J	0.070	J	0.070	0	0.070	0	0.070	0	3.070	0	0.070	U	0.070	v	
Savers, Card Factory,																									
Quayside Interiors,																									
Poundsworth, H. Sweeny																									
Chemists)																									
Rath Mor District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Richmond Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ferryquay Street (Argos,																									
Card Factory, Fosters,																									
Game, Holland & Barrett,																									
JD Sports, New Look,																									
Sports Direct)																									
Springtown District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Springtown Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Springtown Road, Derry Other Zone 1	0.0%	0	0.00/	0	0.0%	0	0.0%	0	0.00/	0	0.0%	0	0.0%	0	0.00/	0	0.0%	0	0.00/	0	0.00/	0	0.00/	0	
Zone 2	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U															
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Campsie Business Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Eglinton, Derry CFC Interiors, Clooney Road, Campsie, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us,	3.7%	2	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Carpetright, Harveys) Drumahoe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Glenkeen Furnishings, Glendermott Road,	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	
Waterside, Derry Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	0.9%	0	0.0%	0	0.0%	0	39.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Maydown Village & Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Area, Derry Trench Road Shopping Center, Hollymount Park, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 2 Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Eglinton Village Centre Other Zone 3 Zone 4	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0									
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear,	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0															

	by Zone	weighted Filter
•	Weighte	d:

vveighteu.												_	•												March 20
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	i	Zone 6		Zone 7		Zone 8	1	Zone 9		Zone 10	0	Zone 11	1	
Gallaghers Fresh Food																									
Centre, McDonalds) Sion Mills Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos,	3.7%	2	0.0%	0	0.0%	0	0.0%		13.7%		29.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Peacocks, New Look)		_								_															
Strabane Town Centre	15.8%	7	0.0%	0	0.0%	0	0.0%		63.7%		40.5%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 5	0.40/		0.00/		0.00/		0.00/		0.00/		20.00/		0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0	
Castlederg Village Centre	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		29.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 6																									
Claudy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Feeny Village Centre Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0	
Newtownstewart Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 8																									
Dungiven Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Limavady Town Centre	10.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		2	0.0%		100.0%	3	0.0%	0	0.0%	0	0.0%	0	
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0		0	0.0%	0	0.0%	0		0	
Other Zone 8 Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burnfoot Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Carndonagh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Moville Town Centre	0.0%	Õ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Õ	0.0%	0		0	
Zone 10																									
Applegreen Fuel Station, Derry Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	l	
Centra, Mountain Top,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Currys/PC World, Blaney Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0	
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Larkins, Oldtown, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny Town Centre	20.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	100.0%	2	60.0%	5	24.6%	3	
McElhinneys XL, Manorcunningham, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche) Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Chestnut Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballybofey Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone :	5	Zone	6	Zone '	7	Zone 8	i	Zone 9		Zone 1	.0	Zone 11		
Home Bakery, Master																									
Shoe)																									
Ballybofey Town Centre	17.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.4%	8	
Castlefinn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Hollow Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Castlefinn																									
Lidl, Donegal Road, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Navenny Shopping Centre, Navenny, BALLYBOFEY (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Raphoe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Stranorlar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Survey Area																									
Asda, Dromore Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Belfast City Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Coleraine Town Centre	1.6%	1	0.0%	0	0.0%		30.2%	0	0.0%	0	0.0%		19.3%	0	0.0%	0	0.0,0	0	0.0%	0	0.0%	0	0.0%	0	
Crossroads Village Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Donegal Shopping Centre, DONEGAL TOWN (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donegal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dunnes, Irishtown Road,	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0		0		0		0		0	0.0%	0		0	
Omagh	0.070		0.070		0.070	Ü	0.070		0.070		0.070		0.070	Ü	0.070		0.070		0.070		0.070	Ü	0.070	Ü	
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B&M, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Home Bargains, Blue Inc, Card Factory)																									
Omagh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Riverside Retail Park,	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0		0		0		0		0	0.0%	0		0	
Coleraine		-		-		-		-		-		_		-		-		-		-		-		-	
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Outside Catchment Area	2.9%	1	27.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
SFT & Nulls																									

By Zone Weighted Filtered

Weighted:

Derry & Strabane Household Survey for GVA

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	Total		Zone 1	-	Zone 2	2	Zone 3		Zone 4	1	Zone 5	;	Zone 6	6	Zone	7	Zone	8	Zone 9		Zone 10)	Zone	11
Internet / delivery	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember) (Don't do this type of shopping)	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		47 43		5 3		2		1 3		11 13		1 3		2 5		1 1		3 4		2		9 5		11 4

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	5	Zone	5	Zone '	7	Zone	8	Zone 9)	Zone 1	0	Zone 1	1	
Mhere does your ho Those that said 'Go win		_			•			ng th	is trip w	ith a	main foo	od sh	op to (S	TORI	E MENTI	ONEI	D AT Q0	1)?							
Zone 1																									
Ballyarnett Local Centre Buncrana Road EAST Local	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	
Centre	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ů	0.070	Ü	0.070	Ü	0.070	Ů	0.070	Ü	0.070	Ü	
Buncrana Road WEST Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	12.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	4	0.0%	0	
Iceland, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lesley Retail Park, Strand Road (Smyths Toys, PureGym, KFC)	11.3%	3	31.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Londonderry / Derry CITY CENTRE	27.4%	8	68.7%	7	100.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lower Galliagh Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Northside District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pennyburn Industrial Estate, Springtown, Derry	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rath Mor District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	0.0%		0.0%	0		0		0	0.0%	0		0	0.0%	0			0.0%	0	0.0%	0		0	0.0%	0	
Springtown District Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	
Springtown Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2	_	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Springtown Road, Derry Other Zone 1 Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campsie Business Park, Eglinton, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CFC Interiors, Clooney Road, Campsie, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orumahoe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maydown Village & Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Area, Derry French Road Shopping Center, Hollymount Park, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2 Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eglinton Village Centre Other Zone 3 Zone 4	0.0% 0.0%	0		0	0.0% 0.0%	0		0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.00	0 0								
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear,	0.0% 0.0%	0 0																						

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Dy Zone	· · cignica	-	
Weighted	1:		

																March 2016									
	Total Zo		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Gallaghers Fresh Food Centre, McDonalds) Sion Mills Village Centre Strabane Shopping / Retail	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	
Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)																									
Strabane Town Centre	9.9%	3	0.0%	0	0.0%	0	0.0%		100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	
Other Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 5																									
Castlederg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 6																									
Claudy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Feeny Village Centre Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newtownstewart Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 8																									
Dungiven Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Limavady Town Centre	9.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	100.0%	1	0.0%	0	57.8%	2	0.0%	0	0.0%	0	0.0%	0	
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 8 Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burnfoot Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Carndonagh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Moville Town Centre Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Applegreen Fuel Station, Derry Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

by Zone	weighted	rmere
Weighted	l:	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Centra, Mountain Top,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Currys/PC World, Blaney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Letterkenny Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larkins, Oldtown,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Town Centre	15.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	100.0%	2	0.0%	0	40.6%	3
McElhinneys XL, Manorcunningham, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche) Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chestnut Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballybofey Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Derry & Strabane Household Survey for GVA

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	.0	Zone 1	1	
Home Bakery, Master Shoe)																									
Ballybofey Town Centre	9.3%	3	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%		40.6%	3	
Castlefinn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Co-op, Hollow Road, Castlefinn	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0		0		0	0.0%	0		0		0	
Lidl, Donegal Road, Ballybofey	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0,0	0	
Navenny Shopping Centre, Navenny, BALLYBOFEY (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Raphoe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stranorlar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Survey Area																									
Asda, Dromore Road, Omagh	0.0%	0	0.0%	0		0	0.0%	0	,.	0		0	0.0%	0		0		0	0.0%	0		0	0.0,0	0	
Belfast City Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	
Coleraine Town Centre	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			42.2%	1	0.0%	0	0.0%	0	0.0%	0	
Crossroads Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	
Donegal Shopping Centre, DONEGAL TOWN (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donegal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ounnes, Irishtown Road, Omagh	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0		0		0	0.0%	0		0		0	
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B&M, Harry Corry)	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	,	0		0	0.0%	0	0.0%	0		0	
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc, Card Factory)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Omagh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Riverside Retail Park,	0.0%	0	0.0%	0		0		0		0		0	0.0%		0.0%		0.0%	0	0.0%	0		0		0	
Coleraine	/-	Ü	/0	•	/0	Ü	/0	•	/0	Ü	/	Ŭ	2.270	•	/0	•	2.270	Ŭ	/-		/0	9	2.070	~	
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Corry) Other Outside Catchment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Area SFT & Nulls																									

By Zone Weighted Filtered

Weighted:

Derry & Strabane Household Survey for GVA

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	Total		Zone 1	1	Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	7	Zone 8		Zone 9		Zone 10	ı	Zone 11	1
Internet / delivery (Don't know / can't	0.0% 0.0%	0	0.0% 0.0%		0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%		0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
remember) (Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		28 19		10 5		1 1		0		2 2		0		1 2		0 0		3		2 1		4 2		6 3

Derry & Strabane Household Survey for GVA

Weighted:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone (5	Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11		
Q14 Where does your ho										ien li	nking thi	s tri	p with a	main	food sh	op to) (STORE	MEI	NTIONED	AT (Q01)?				
Zone 1																									
Ballyarnett Local Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Road EAST Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Road WEST Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lesley Retail Park, Strand Road (Smyths Toys, PureGym, KFC)	21.6%	2	50.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Londonderry / Derry CITY CENTRE	29.6%	2	50.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	68.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lower Galliagh Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Northside District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pennyburn Industrial Estate, Springtown, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rath Mor District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Springtown District Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0		0	0.0%	0	
Springtown Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2	_	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Springtown Road, Derry Other Zone 1 Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campsie Business Park, Eglinton, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CFC Interiors, Clooney Road, Campsie, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orumahoe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maydown Village & Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Area, Derry French Road Shopping Center, Hollymount Park, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2 Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eglinton Village Centre Other Zone 3 Zone 4	0.0% 0.0%	0		0	0.0% 0.0%	0		0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.00	0 0								
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear,	0.0% 0.0%	0 0																						

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6)	Zone 7	1	Zone 8		Zone 9		Zone 1	0	Zone 11		
Gallaghers Fresh Food Centre, McDonalds) Sion Mills Village Centre Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland,	0.0% 0.0%	0 0	0.0% 0.0%	0																					
Poundstretcher, Argos, Peacocks, New Look)																									
Strabane Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 5																									
Castlederg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 6																									
Claudy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Feeny Village Centre Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newtownstewart Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 8																									
Dungiven Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Limavady Town Centre	20.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.6%	0	0.0%		54.6%	1	0.0%	0	0.0%	0	0.0%	0	
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 8 Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burnfoot Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Burt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Carndonagh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Moville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Zone 10 Applegreen Fuel Station, Derry Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	1	Zone 11	
Centra, Mountain Top, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys/PC World, Blaney Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larkins, Oldtown, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
etterkenny Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0
AcElhinneys XL, Manorcunningham, Letterkenny	0.0%	0		0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche) Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chestnut Road, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

weighted:											10	ı G	V A														March 2018
	Total		Zone 1		Zone 2		Zone 3		Zone 4	ļ	Zone	5	Zone	6	Zone	e 7		Zone 8		Zone 9		Zone 1	10	Zor	ne 11		
Home Bakery, Master																											
Shoe)																											
Ballybofey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	
Castlefinn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				0.0%	0	0.0%	0	0.0%	0			0	
Co-op, Hollow Road, Castlefinn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	
Lidl, Donegal Road, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	
Navenny Shopping Centre, Navenny, BALLYBOFEY (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	
Raphoe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(0.0%	0	0.0%	0	0.0%	0			0	
Stranorlar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	
Other Zone 11 Outside Survey Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	
Asda, Dromore Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	
Belfast City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	
Coleraine Town Centre	14.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(0 4	15.4%	1	0.0%	0	0.0%	0	0.09	%	0	
Crossroads Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	
Donegal Shopping Centre, DONEGAL TOWN (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	
Donegal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	
Dunnes, Irishtown Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B&M, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc, Card Factory)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	
Omagh City Centre	14.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	1	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	
Riverside Retail Park,	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%			0.0%	0	0.0%	0	0.0%	0			0	
Coleraine	0.070	Ü	0.070	0	0.070	0	0.070	Ü	0.070	Ü	0.070	Ü	0.070	3	0.070	,	-	2.070	J	0.070	0	0.070	J	5.07		~	
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	
Other Outside Catchment Area SFT & Nulls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(0	0.0%	0	0.0%	0	0.0%	0	0.09	%	0	

By Zone Weighted Filtered

Weighted:

Derry & Strabane Household Survey for GVA

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	7	Zone 8		Zone 9		Zone 10)	Zone 1	1
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		8		4		0		0		0		0		1		1		3		0		0		0
Sample:		9		2		0		0		0		0		2		2		3		0		0		0

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Derry & Strabane Household Survey for GVA

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 4 Zone 5 Q15 Where does your household go to get petrol when linking this trip with a main food shop to (STORE MENTIONED AT Q01)? Those that said 'Get petrol' at O07 AND Excl. Nulls Zone 1 0.0% 0 0 0 0 0 Ballvarnett Local Centre 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0 0 0.0% 0 Buncrana Road EAST Local 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 Centre Buncrana Road WEST Local 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0 0 Centre Faustina Retail Park. 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Buncrana Road (The Range, Dunelm) Foyleside Shopping Centre, 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0.0% 0.0% Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island. Next, The Body Shop, M&S, Topman, Topshop) Iceland, Buncrana Road, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Derry Lesley Retail Park, Strand 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Road (Smyths Toys, PureGym, KFC) Lidl, Buncrana Road, Derry 0.0% 0 0.0% 0 0 0 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 Londonderry / Derry CITY 5.9% 2 100.0% 1 0.0% 0 100.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 CENTRE 0.0% Lower Galliagh Road Local 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% Centre Northside District Centre 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Park Village Centre 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Pennyburn Industrial Estate, 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0.0% 0.0% 0 0 0.0% 0 0 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% Springtown, Derry Quayside Shopping Centre, 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0 0 Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists) 0.0% 0 0.0% 0.0% Rath Mor District Centre 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 Richmond Shopping Centre, 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct) Springtown District Centre 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Springtown Industrial Estate, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 11	l
Springtown Road, Derry Other Zone 1 Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campsie Business Park, Eglinton, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CFC Interiors, Clooney Road, Campsie, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drumahoe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	2.4%	1	0.0%	0 1	100.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maydown Village & Retail Area, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trench Road Shopping Center, Hollymount Park, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2 Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eglinton Village Centre Other Zone 3 Zone 4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear,	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0														

by Z	ne weighted	rmere
Weigl	nted:	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	i	Zone 7	7	Zone 8		Zone 9		Zone 1	0	Zone 11	l	
Gallaghers Fresh Food Centre, McDonalds)																									
Sion Mills Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Strabane Town Centre	9.3%	3	0.0%	0	0.0%	0	0.0%		57.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 4 Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Castlederg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	
Zone 6																									
Claudy Village Centre Feeny Village Centre	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Zone 7	0.070		0.070	Ü	0.070		0.070		0.070	Ü	0.070	Ü	0.070		0.070										
Newtownstewart Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 8	0.00/		0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/		0.00/		0.00/	0	0.00/		0.00/		0.00/	0	
Dungiven Town Centre	0.0% 13.3%	0 4	0.0% 0.0%	0			0.0% 100.0%	0 4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0											
Limavady Town Centre Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0			0.0%	0	0.0%	0	0.0%	0		0	
Other Zone 8 Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burnfoot Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	
Burt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Carndonagh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Moville Town Centre Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Applegreen Fuel Station, Derry Road, Letterkenny	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0	

Derry & Strabane Household Survey for GVA

Weighted:

weighted:											101	G	V A												March 2018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	1	Zone 9		Zone 1	0	Zone 11	l	
Centra, Mountain Top,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny Currys/PC World, Blaney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Letterkenny Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0	
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Larkins, Oldtown, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny Town Centre	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	
McElhinneys XL, Manorcunningham, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche) Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Chestnut Road, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

D	y Zone v	veignieu	rmere
W	eighted:		

None Bakery, Manter Sunday		Total	l	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	5	Zone	6	Zone '	7	Zone 8	8	Zone 9		Zone 1	0	Zone 1	.1	
Subject of																										
Cardiefrim Town Centre Coop, Hollow Money 10, 10% 10,	Shoe)																									
Co-op. Hollow Road, O.W, O. 0.0% O. 0.											-				-		-		-							
Castlema Light Denegal Randa, 0.0% 0																										
Ballyhode/S viscensy All LYBOFEY Viscensy All LYBOF	Castlefinn																									
Navenny, BÅLLYBOFEX Super-lain Super-lai	Ballybofey																									
Traindar Town Centre 5.3 2 0.0% 0	Navenny, BALLYBOFEY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ther Zone 11 witside Survey Area such LYDomore Read,	aphoe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ustide Survey Area side. Dromore Read, 2 9% 1 0 0% 0 0.0%	tranorlar Town Centre	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%		
Sada Dromore Road, 2.9% 1 0.0% 0 0.		6.8%	2	0.0%	0	0.0%	0	0.0%	0	42.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Charge Selfast City Centre 0.0% 0	•																									
	Omagh		_														•									
Consension Village Centre 0.0% 0 0.0	2										-															
omegal Shopping Centre, DoNeGAL TOWN (Supervalue) Omegal Town Centre U.0% 0 0.0																			-							
DONEGAL TOWN (Supervalu) (Supe	U																		-							
Some gal Town Centre 0.0% 0	DONEGAL TOWN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dumes, Irishtown Road, One of the Company of the Company of the Company of the Coloral Read Park, One of the Coloral Read Park	\ 1 /	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tamlaght Road, OMAGH (Halfords, Homebase, Ba&M, Harry Corry) laks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc. Card Factory) magh City Centre 2.0% 1 0.0% 0 0	Junnes, Irishtown Road,		0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc, Card Factory) Imagh City Centre 2.0% 1 0.0% 0 0.0%	Tamlaght Road, OMAGH (Halfords, Homebase,										0															
Dragh City Centre 2.0% 1 0.0% 0 0.0%	Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Eiverside Retail Park, 0.0% 0		2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry) Other Outside Catchment 0.0% 0	iverside Retail Park,		0		0		0		0		0		0				0		0		0		0			
ther Outside Catchment 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	Moles worth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	• ,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

By Zone Weighted Filtered

Weighted:

Derry & Strabane Household Survey for GVA

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	7	Zone 8		Zone 9		Zone 10)	Zone 1	11
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.00/	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		31		1		1		0		5		0		0		2		4		2		4		12
Sample:		25		1		1		1		5		0		0		4		5		1		2		5

Derry & Strabane Household Survey for GVA

Weighted:

weighteu.											10	·	V 1 L												March 201
	Total	!	Zone 1	l	Zone 2	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone 8	8	Zone 9)	Zone 1	0	Zone 1	1	
Q16 Where does your ho Those that said 'Other' a		_		activ	ities whe	en lin	king this	s trip	with a n	nain f	ood sho	p to (STORE	MEN ⁻	TIONED	AT Q	01)?								
Zone 1																									
Ballyarnett Local Centre Buncrana Road EAST Local Centre	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	
Buncrana Road WEST Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
M&S, Topman, Topshop) Iceland, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lesley Retail Park, Strand Road (Smyths Toys, PureGym, KFC)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Londonderry / Derry CITY CENTRE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lower Galliagh Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
Northside District Centre	0.0%	0		0		0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	
Park Village Centre	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pennyburn Industrial Estate, Springtown, Derry	0.0%	0		0		0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0		0	
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rath Mor District Centre	0.0%	0		0		0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0		0	0.0%	0		0	
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	U	0.0%	0	0.0%	0	0.0%	0	
Springtown District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
Springtown Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2	_	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Springtown Road, Derry Other Zone 1 Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campsie Business Park, Eglinton, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CFC Interiors, Clooney Road, Campsie, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orumahoe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maydown Village & Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Area, Derry French Road Shopping Center, Hollymount Park, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2 Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eglinton Village Centre Other Zone 3 Zone 4	0.0% 0.0%	0		0	0.0% 0.0%	0		0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.00	0 0								
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear,	0.0% 0.0%	0 0																						

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	i	Zone 7		Zone 8	;	Zone 9		Zone 1	.0	Zone 11	1	
Gallaghers Fresh Food																									
Centre, McDonalds)																									
Sion Mills Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos,	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	
Peacocks, New Look)																									
Strabane Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 5																									
Castlederg Village Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 6																									
Claudy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Feeny Village Centre Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newtownstewart Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 8	0.00/		0.00/		0.00/		0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0	
Dungiven Town Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Limavady Town Centre	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	U	
Other Zone 8 Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burnfoot Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Carndonagh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Moville Town Centre Cone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Applegreen Fuel Station, Derry Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	L
Centra, Mountain Top, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys/PC World, Blaney Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larkins, Oldtown, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McElhinneys XL, Manorcunningham, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche) Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chestnut Road, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	10	Zone 1	11	
Home Bakery, Master Shoe)																									
Ballybofey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Castlefinn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Co-op, Hollow Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0		0	
Castlefinn	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ů	0.070	Ü	
Lidl, Donegal Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballybofey																									
Navenny Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Navenny, BALLYBOFEY (Supervalu)																									
Raphoe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stranorlar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Survey Area																									
Asda, Dromore Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Omagh																									
Belfast City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coleraine Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Crossroads Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donegal Shopping Centre, DONEGAL TOWN (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donegal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dunnes, Irishtown Road,	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0		0		0	
Omagh																									
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B&M, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Card Factory)																									
Omagh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Riverside Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0		0		0	
Coleraine	0.070		0.070	0	0.070	Ü	0.070		0.070	0	0.070		0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070		0.070	Ü	
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Outside Catchment Area SFT & Nulls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

By Zone Weighted Filtered

Weighted:

Derry & Strabane Household Survey for GVA

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Internet / delivery (Don't know / can't	0.0% 0.0%	0	0.0% 0.0%		0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%		0.0% 0.0%	0		0	0.0% 0.0%	0								
remember) (Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		0		0		0		0		0		0		0		0		0		0		0		0 0

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-	Total	1	Zone 1	1	Zone 2	,	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	l	Zone 11	1	
Q17 Where did your hous	sehold l	ast uı	ndertake	a 'to	p-up' foo	d an	d grocery	/ sho	op?																
Zone 1																									
Costcutter, Beechwood	1.0%	7	5.0%	6	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Avenue, Derry																									
Costcutter, Rathmor Centre,	0.5%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Creggan																									
Dunnes, Springtown	0.6%	4	2.6%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Shopping Centre, Derry																									
Iceland, Buncrana Road,	1.8%	13	7.5%	9	3.8%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derry																									
Iceland, Foyleside Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre, Derry	4.00/		= 00/	_	4.407		0.00/		0.004		0.00/		1.00/		0.004		0.00/		4 - 60/	_	0.00/		0.004		
Lidl, Buncrana Road, Derry	1.3%	9	5.0%	6		1	0.0%	0	0.0%	0		0	1.3%	0	0.0%	0		0	1.6%	2	0.0%	0	0.0%	0	
Mace, Bishop Street, Derry	0.3%	2		2		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Mace, Garden City, Derry	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	
Mace, Messines Terrace,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derry	1.0%	7	3.0%	4	5 10/	4	0.0%	0	0.00/	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, Foyleside Shopping Centre, Derry (in a covered shopping centre)	1.0%	,	3.0%	4	5.1%	4	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
Sainsbury's Superstore, Strand Road, Derry	2.5%	18	13.1%	16	2.4%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Eurospar, Creggan Road, Derry	1.4%	10	5.4%	7	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Park Avenue, Derry	0.5%	4	2.2%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Greenhaw Road, Derry	2.1%		11.4%	14		1	0.0%	0		0		0	0.0%	0		0		0	0.0%	0		0		0	
Supervalu, Meadowbank Court, Strand Road, Derry	0.4%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Northside Village Centre, Shantallow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Waterloo Place, Derry	0.5%	4	2.2%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Derry City Centre	1.3%	9	6.6%	8	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 1	3.3%	24	18.0%	22	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 2																									
Centra, Trench Road, Waterside, Derry	1.1%	8	0.0%	0	9.0%	6	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Crescent Link, Derry	0.5%	3	1.5%	2	1.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Clooney Terrace, Derry	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer Simply	2.2%	16	2.6%	3	13.1%	9	3.4%	1	2.2%	1	0.0%	0	1.2%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	

													•												
	Total		Zone 1		Zone 2		Zone 3	3	Zone 4	ŀ	Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	1	
Food, Crescent Link Retail Park, Derry (outside on a retail park)																									
Spar, Church Meadows, Derry	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Rossdowney Park, Derry	0.5%	4	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Blackburn Crescent, Waterside	0.5%	4	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Duncastle Road, Newbuildings	0.2%	1	0.0%	0	1.1%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Crescent Link Retail Park, Derry	1.3%	10	0.0%	0	10.5%	7	,	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Lisnagelvin Shopping Centre, Derry	2.3%	17	4.0%	5	12.5%	9	5.7%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Quayside Centre, Strand Road, Derry	0.3%	2	1.5%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Drumahoe Village Centre	0.6%	4	0.0%	0	0.0%	0	11.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 2 Zone 3	0.6%	4	0.0%	0	3.6%	3	1.2%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Church Brae, Derry	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Main Street, Eglinton	2.0%	15	0.0%	0		0	36.6%	14	0.0%	0		0	0.0%	0		0	2.1%	1	0.0%	0		0		0	
Other Zone 3 Zone 4	0.4%	3	0.0%	0	0.0%	0	8.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Branch Road, Strabane B&M, Castle Street,	1.5% 0.0%	11 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	17.5% 0.0%	10 0	1.7% 0.0%	0	1.3% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	$0 \\ 0$	
Strabane Costcutter, Ballycolman	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Avenue, Strabane Costcutter, Meetinghouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Street, Strabane Iceland, Railway Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Strabane	0.00/		0.00/		4 = 0.		2.00/		- 00/		0.004		0.00/		0.004		0.004		0.00/		0.00/		0.00/		
Lidl, Bradley Way, Strabane	0.8%	6	0.0%	0	1.5%	1	2.0%	1	6.8%	4	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Mace, Fyfin Road, Victoria Bridge, Strabane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1		0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	
Mace, Melmount Road, Strabane	0.2%	2	0.0%	0		0	0.0%	0	2.9%	2		0	0.0%	0		0		0	0.0%	0		0		0	
Spar, Berryhill Road, Artigarvan	0.4%	3	0.0%	0		0	0.0%	0	3.4%	2		0	0.0%	0		1		0	0.0%	0		0		0	
Spar, Derry Road, Strabane	0.7%	5	0.0%	0	0.0%	0	0.0%	0	8.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Fountain Street, Strabane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Coor Mallorand Dood C	0.70/	5	0.00/	0	0.00/	0	0.00/	0	0.10/	_	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Spar, Mellmount Road, Sion Mills	0.7%		0.0%	0	0.0%		0.0%		8.1%	5	0.0%		0.0%		0.0%	0		0	0.0%		0.0%			
Spar, Urney Road, Strabane	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0		1	0.0.0	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Main Street, Strabane	0.8%	6	0.0%	0	0.0%	0	1.2%	0	8.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Stores & Service Station, Melmount Road, Sion Mills	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Strabane Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	7.3%	4	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 4	1.3%	9	0.0%	0	0.0%	0	0.0%	0	15.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5		-		-		-		-				-		-		-		-		-		-		-
Co-op, High Street, Castlederg	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	14.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Castlefin Road, Castlederg	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mace, Strabane Road, Castlederg	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Dergvalley Shopping Centre, Castlederg	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	3	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 5 Zone 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.50/	4	0.00/	0	0.0%	0	0.0%	0	0.00/	0	0.00/	0	12.20/	4	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Centra, Main Street, Claudy Costcutter, Main Street.	0.5% 0.0%	4 0	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0		0	12.2% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Claudy			0.0%																					
Spar, Main Street, Claudy	0.7%	5	0.0%	0	0.0%	0	1.2%	0	1.3%	1	0.0%		11.4%	4	0.0%	0	0.0.0	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Feeny	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		10.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Station Road, Dungiven	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Garvagh Road, Dungiven	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dungiven Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 6 Zone 7	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Greencastle, Omagh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallachers Nisa, Main Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtonstewart	0.10/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	2.10/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Mace, Gortin Road, Omagh Mace, Meelmore Drive,	0.1% 0.1%	1 1	0.0% 0.0%	0	0.0% 1.5%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.1% 0.0%	1 0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Strathroy Marks & Spencer,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showgrounds Retail Park, Omagh	0.40/	2	0.004	0	0.004	0	0.004	0	0.004	0	0.007	0	0.004	0	6.70	2	0.004	0	0.004	0	0.007	0	0.004	0
Spar, Dergbrough Road, Plumbridge	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		7 ama 2																		
					Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Spar, Gortin Road, Omagh (0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Manse Road, Orumquin	0.2%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Strabane Road, Newtownstewart	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Vivo Xtra, William Street, Castlederg	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	19.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Gortin Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 7 Zone 8	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Catherine Street, Limavady	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	
	0.6% 0.0%	5	0.0% 0.0%	0	6.1% 0.0%	3 0	1.0% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0													
Spar, Anderson Park (off Edenmore Road), Limayady	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	7	0.0%	0	0.0%	0	0.0%	0	
	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	5	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Main Street, (Ballykelly	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	7.0%	4	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Market Street, Limavady	1.1%	8	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	12.8%	7	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Broad Road, Limavady	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	6	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Main Street, Limavady	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	12.3%	7	0.0%	0	0.0%	0	0.0%	0	
Local shops, Limavady Town Centre	1.2%	9	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	13.5%	7	0.0%	0	0.0%	0	0.0%	0	
Zone 9	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	6.1%	3	0.0%	0	0.0%	0	0.0%	0	
Buncrana	0.3%	2	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	1.6%	2	0.0%	0	0.0%	0	
	0.3% 0.0%	2 0	0.0% 0.0%	0	1.7% 0.0%	2 0	0.0% 0.0%	0	0.0% 0.0%	0															
Costcutter, Church Road, Carndonagh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	
2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gala, Eamonn Gillen & Sons, Main Street, Gort North, Moville	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	10	0.0%	0	0.0%	0	
· ·	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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Zone 3 Zone 4	Zone 5 Zone 6	Zone 7 Zone 8	70		
			Zone 9	Zone 10	Zone 11
	0 0.0% 0 0.0% 0		0 0.0% 0	0.0% 0	
0.0% 0 0.0% 0	0 0.0% 0 0.0% 0	0.0% 0 0.0%	0 4.2% 5	0.0% 0	
	0 0.0% 0 0.0% 0		0 3.4% 4	0.0% 0	0.0% 0
	0 0.0% 0 0.0% 0		0 18.1% 21	0.0% 0	0.0% 0
	0 0.0% 0 0.0% 0		0 12.1% 14	0.0% 0	
0.0% 0 0.0% 0	0 0.0% 0 0.0% 0	0.0% 0 0.0%	0 2.5% 3	0.0% 0	0.0% 0
0.0% 0 0.0% 0	0 0.0% 0 0.0% 0	0.0% 0 0.0%	0 31.8% 37	0.0% 0	0.0% 0
0.0% 0 0.0% 0	0 0.0% 0 0.0% 0	0.0% 0 0.0%	0 8.2% 10	0.0% 0	0.0% 0
0.0% 0 0.0% 0	0 0.0% 0 0.0% 0	0.0% 0 0.0%	0 0.0% 0	0.0% 0	0.0% 0
0.0% 0 0.0% 0	0 0.0% 0 0.0% 0	0.0% 0 0.0%	0 0.0% 0	0.0% 0	0.0% 0
0.0% 0 0.0% 0	0 0.0% 0 0.0% 0	0.0% 0 0.0%	0 0.0% 0	12.7% 14	0.0% 0
0.0% 0 0.0% 0	0 0.0% 0 0.0% 0	0.0% 0 0.0%	0 0.0% 0	1.6% 2	0.0% 0
0.0% 0 0.0% 0	0 0.0% 0 0.0% 0	0.0% 0 0.0%	0 0.0% 0	20.6% 23	0.0% 0
0.0% 0 0.0% 0	0 0.0% 0 0.0% 0	0.0% 0 0.0%	0 0.0% 0	6.4% 7	0.0% 0
0.0% 0 0.0% 0	0 0.0% 0 0.0% 0	0.0% 0 0.0%	0 0.0% 0	9.7% 11	0.0% 0
0.0% 0 0.0% 0	0 0.0% 0 0.0% 0	0.0% 0 0.0%	0 0.0% 0	0.0% 0	0.0% 0
0.0% 0 0.0% 0	0 0.0% 0 0.0% 0	0.0% 0 0.0%	0 0.0% 0	0.0% 0	0.0% 0
0.0% 0 0.0% 0	0 0.0% 0 0.0% 0	0.0% 0 0.0%	0 0.0% 0	1.6% 2	0.0% 0
0.0% 0 0.0% 0	0 0.0% 0 0.0% 0	0.0% 0 0.0%	0 0.0% 0	12.5% 14	0.0% 0
0.0% 0 0.0% 0	0 0.0% 0 0.0% 0	0.0% 0 0.0%	0 0.0% 0	0.0% 0	0.0% 0
0.0% 0 0.0% 0	0 0.0% 0 0.0% 0	0.0% 0 0.0%	0 0.0% 0	0.0% 0	0.0% 0
	0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0%	0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	0.0% 0 0.0%	0.0%	0.0%

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	10	Zone 1	1	
Mace, Dry Arch Business	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park, Bonagee	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
McElhinneys XL, Manorcunningham, Letterkenny	2.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	18	0.0%	0	
Old Town Stores, Oldtown Road, Letterkenny	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	
Simpsons, Glencar Road, Letterkenny	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	
Spar, Glencar Shopping Centre, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Port Road, Letterkenny	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	
Spar, Ramelton Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Letterkenny Shopping Centre, Port Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
KL Swilly Food Stores, Gortlee Road, Letterkenny	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	11	0.0%	0	
Zone 11 Aldi, Chestnut Road, Ballybofey	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	
Alexander's, Main Street, Ballybofey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	
Andies, Main Street, Stranorlar	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	
Costcutter, Main Street, Stranorlar, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gala, Paul Harkin, Derry Road, St Johnston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gala, Paul Harkin, Harkin's Forecourt, Donegal Road, Ballybofey	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	8	
D's XL Quick Store, Main Street, Castlefinn	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	14	
idl, Donegal Road, Ballybofey	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	11	
Mace, Main Street, Stranorlar	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	12	
AcElhinneys Department Store, Main Street, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
par, Letterkenny Road, Lifford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Navenny Shopping Centre,	2.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	19	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	1	
Meetinghouse Hill, Omagh																									
Lidl, Station Square Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park, Cookstown																									
Mace, Church Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fermanagh																									
Mace, Drumcliff, Donegal	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	
Town																									
Mace, Dunfanaghy, Kill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Dungannon Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cookstown																									
Mace, Dunhill Road, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Inishkeel, Portnoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Killdress Filling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Station, Drum Road,																									
Cookstown																									
Mace, Littlebridge Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Moneymore																									
Mace, Main Street, Dungloe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, N56, Crolly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, N56, Dunkineely	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Portnoo Road, Ardara	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Roughan Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newmills																									
Mace, Swatragh Filling Station, Moneysharvin Road, Swatragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer Simply Food, Orritor Road Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park, Cookstown																									
Quinn's, College Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Duffcarrick, Ardmore												_													
Sainsbury's Superstore, Riverside Regional Centre, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, A29 Service Station, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Church Street, Ballyconnell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Church Street, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Cloghore,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballyshannon	0.20/	2	0.00/	0	0.00/	0	0.00/	0	0.00/	Λ	10.2%	2	0.00/	Ω	1 /10/	1	0.00/	Λ	0.00/	Ω	0.00/	0	0.0%	0	
Spar, Derry Road, Castlederg	0.3%	_	0.0%	0	0.0%	0	0.0%	0	0.0%			2	0.0% 0.0%	0	1.4% 0.0%	1	0.0%	0	0.0%	0	0.0% 0.0%	0		-	
Spar, Dromore Road, Omagh Spar, Lawford Street,	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0											
spar, Lawrord Street,	0.0%	U																							

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Manayimara																								
Moneymore Spar, Lissan Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, N15, Tullaghan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Old Mountfield Road, Mullaghmore, Omagh	0.6%	5	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	10.5%	5	0.0%	0	0.0%	0	0.0%	0		0
par, St Patricks Street, Drapers Town	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0		0	2.0%	1	0.0%	0		0	0.0%	0	0.0%	0		0
Spar, Tamlaght Road, Omagh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0
Spar, Top Oil Service Station, Belturbet	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0			0.0%	0	0.0%	0	0.0%	0		0
Spar, Westland Road South, Cookstown	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0			0.0%	0	0.0%	0	0.0%	0		0
Supervalu, Carnmore Road, Dungloe Supervalu, Donegal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0
Shopping Centre, Donegal Town	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	U	0.0%	U	0.0%	0	0.0%	U								
upervalu, Market Street, Omgah	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
esco Metro, Dawson Street, Monaghan	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0
esco Superstore, Ballyronan Road, Magherafelt	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sesco Superstore, Banfield Road, Coleraine	0.1%	1	0.0%	0		1	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0		0
Tesco Superstore, Coleraine Road, Portstewart	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0			0.0%	0	0.0%	0	0.0%	0		0
Tesco Superstore, Main Street/Pearce Street, Cayan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sesco Superstore, New Line Road, Ballinamore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cesco Superstore, O'Connell Street, Sligo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
esco Superstore, Orritor Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ocal shops, Omagh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Outside Catchment Area	0.6%	4	0.0%	0	0.0%	0	2.9%	1	0.0%	0	1.8%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GFT & Nulls nternet / delivery Don't know / can't	0.0% 0.0%	0 br>0																						

By Zone Weighted Filtered

Weighted:

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-	Total		Zone	1	Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6	i	Zone 7	7	Zone 8	3	Zone	9	Zone 1	10	Zone	11
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		737 718		124 65		69 67		37 78		59 69		15 57		32 70		43 69		55 74		118 72		110 63		73 34

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Weighted:

Q18 And where did your ho		d sh																							
Not those that said '(Don't d													it the sa	ıme, d	or differe	ent, a	nd if diff	erent	, please s	spec	ify)?				
Zone 1																									
Costcutter, Beechwood 0 Avenue, Derry	0.6%	4	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Rathmor Centre, 0	0.5%	4	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
, 1 &	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	1.4%	10	5.0%	6	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derry Iceland, Foyleside Shopping 0	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre, Derry Lidl, Buncrana Road, Derry 1	1.8%	13	8.1%	10	1.1%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	
	0.3%	2	1.5%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derry	J.U%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
•	0.6%	5	1.5%	2	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's Superstore, 2	2.3%	16	10.7%	13	4.3%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
1	0.7%	5	3.1%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Derry	20/	2	1 10/		1 10/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
1	0.3%	2	1.1%		1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Derry	0.8%	6	4.4%	5	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Meadowbank 1 Court, Strand Road, Derry	1.6%	11	9.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Northside Village 0 Centre, Shantallow	0.4%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Waterloo Place, 0 Derry	0.6%	4	2.3%	3	1.4%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3	1.3%	9	6.7%	8	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	3.4%	25	18.5%	23	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centra, Trench Road, 1	1.1%	8	0.0%	0	8.7%	6	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.7%	5	1.5%	2	3.6%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derry Marks & Spencer Simply 1	1.7%	12	1.1%	1	11.1%	8	3.5%	1	2.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3	3	Zone 4	ı	Zone 5		Zone 6		Zone 7		Zone 8	3	Zone 9		Zone 1	0	Zone 1	1
Food, Crescent Link Retail Park, Derry (outside on a retail park)																								
Spar, Church Meadows, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Rossdowney Park, Derry	0.7%	5	0.0%	0	7.2%	5	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Blackburn Crescent, Waterside	0.6%	4	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Duncastle Road, Newbuildings	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Crescent Link Retail Park, Derry	2.3%	17	2.6%	3	15.0%	10	7.0%	3	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lisnagelvin Shopping Centre, Derry	2.2%	16	5.2%	6	11.0%	8	3.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Quayside Centre, Strand Road, Derry	0.8%	6	4.5%	6	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Drumahoe Village Centre	0.7%	5	0.0%	0	0.0%	0	13.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2 Zone 3	0.3%	2	0.0%	0	2.5%	2	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Church Brae, Derry	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Main Street, Eglinton	1.7%	12	0.0%	0	0.0%	0	32.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 3 Zone 4	0.5%	3	0.0%	0	0.0%	0	9.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Branch Road, Strabane	1.8%	13	0.0%	0	1.5%	1	0.0%	0	19.7%	12	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Castle Street, Strabane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Ballycolman Avenue, Strabane	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Meetinghouse Street, Strabane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Railway Street, Strabane	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bradley Way, Strabane	1.0%	7	0.0%	0	1.5%	1	2.0%	1	8.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mace, Fyfin Road, Victoria Bridge, Strabane	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mace, Melmount Road, Strabane	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Berryhill Road, Artigarvan	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Derry Road, Strabane Spar, Fountain Street, Strabane	1.0% 0.1%	7 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	12.5% 1.3%	7 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.00	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Spar, Mellmount Road, Sion	0.6%	4	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mills		-																						
Spar, Urney Road, Strabane Supervalu, Main Street, Strabane	0.3% 0.5%	2 4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.3%	0	2.4% 5.5%	1	0.0% 0.0%	0	0.0% 0.0%	0	1.4% 0.0%	1		0	0.0% 0.0%	0	0.0% 0.0%	0		0
Village Stores & Service Station, Melmount Road, Sion Mills	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Strabane Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	7.3%	4	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 4 Zone 5	1.1%	8	0.0%	0	0.0%	0	0.0%	0	13.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Castlederg	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	18.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Castlefin Road,	0.4%	3	0.0%	0	2.5%	2	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlederg Mace, Strabane Road,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlederg Spar, Dergvalley Shopping	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	4	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Castlederg Other Zone 5 Zone 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centra, Main Street, Claudy	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Main Street, Claudy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0
Spar, Main Street, Claudy	0.7%	5	0.0%	0	0.0%	0	1.3%	0	1.3%	1	0.0%	0	11.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Feeny	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0			10.5%	3	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Spar, Station Road, Dungiven	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	6.5%	2	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Supervalu, Garvagh Road, Dungiven	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dungiven Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 6 Zone 7	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Greencastle,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh Gallachers Nisa, Main Street, Newtonstewart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mace, Gortin Road, Omagh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mace, Meelmore Drive, Strathroy	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0		0
Marks & Spencer, Showgrounds Retail Park,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh Spar, Dergbrough Road, Plumbridge	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total Z		Zone 1	Zone 1			Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 1	l	
Spar, Gortin Road, Omagh Spar, Manse Road,	0.5% 0.2%	4 1	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	9.0% 3.1%	4 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	
Drumquin Spar, Strabane Road,	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newtownstewart				Ü	0.070	Ü	0.070	Ü				Ü	0.070	Ü		0	0.070	Ü	0.070	Ü		Ü			
Vivo Xtra, William Street, Castlederg	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	16.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Gortin Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 7 Zone 8	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Catherine Street, Limavady	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	
Lidl, Main Street, Limavady	0.6%	4	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0,0	0		3	1.0%	1	0.0%	0		0	
Mace, Greystone Road, Limavady	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	
Spar, Anderson Park (off Edenmore Road),	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	8	0.0%	0	0.0%	0	0.0%	0	
Limavady Spar, Irish Green Street, Limavady	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	7	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Main Street, Ballykelly	0.5%	4	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.6%	3	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Market Street, Limavady	1.7%	12	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	20.8%	11	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Broad Road, Limavady	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Main Street, Limavady	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	
Local shops, Limavady Town Centre	1.1%	8	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	11.6%	6	0.0%	0	0.0%	0	0.0%	0	
Other Zone 8 Zone 9	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	9.4%	5	0.0%	0	0.0%	0	0.0%	0	
Aldi, Ardaravan Square,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	
Buncrana Centra, Main Street, Moville	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	
Costcutter, Carndonagh Road, Moville	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Costcutter, Church Road, Carndonagh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	
Food For Thought, Upper Main Street, Buncrana	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gala, Eamonn Gillen & Sons, Main Street, Gort North, Moville	1.4%	10	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	10	0.0%	0	0.0%	0	
Gala, John Callaghan (Burt Ltd), Service Station, Burt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Derry & Strabane Household Survey for GVA

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	Total		Zone 1		Zone 2		Zono 3		7 4										7 (0	Zono 1	10	Zone 1	1	
		Total			Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	,	Zone 10		Zone 11		
Harkin's, Main Street, Muff	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	1.0%	1	0.0%	0	0.0%	0	
Lidl, Ardaravan Square, Buncrana	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0	
Mace, Elaghbeg, Bridgend	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	4.2%	5	0.0%	0	0.0%	0	
Spar, Grianan Vale, Burnfoot	2.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	15.9%	18	0.0%	0	0.0%	0	
Spar, Main Street, Muff	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0			11.3%	13	0.0%	0	0.0%	0	
Spar, Texaco Service Station, Bunrana Road, Bridgend	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	
Supervalu, Cockhill Road, Buncrana	5.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.3%	37	0.0%	0	0.0%	0	
Supervalu, Main Street, Carndonagh	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	10	0.0%	0	0.0%	0	
Local shops, Carndonagh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 9	0.3%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 10																									
Aldi, Neil T Blaney Road (outskirts of town), Letterkenny	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	12	0.0%	0	
Aldi, Ramelton Road (near Letterkenny Shopping Centre), Letterkenny	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	
Centra, Mountain Top, Letterkenny	3.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	23	0.0%	0	
Dunnes, Forte Shopping Centre, Neil T Blaney Road, Letterkenny	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	7	0.0%	0	
Dunnes, Old Town Road, Main Street, Letterkenny	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	11	0.0%	0	
Gala, Breenagh Post Office, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gala, Ivan Browne, Main	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Street, Manorcunningham																									
Iceland, Courtyard Shopping Centre, Main Street, Letterkenny	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	
Larkins, Oldtown, Letterkenny	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	14	0.0%	0	
Lidl, Greenmount, Glenkeen, Milford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Letterkenny Roundabout, Ballyraine, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Pearse Road, Letterkenny (near Letterkenny Retail Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	.0	Zone 1	1	
W . D . I . D . :	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.004	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Mace, Dry Arch Business Park, Bonagee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
McElhinneys XL, Manorcunningham, Letterkenny	2.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	18	0.0%	0	
Old Town Stores, Oldtown Road, Letterkenny	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	
Simpsons, Glencar Road, Letterkenny	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	
Spar, Glencar Shopping Centre, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Port Road, Letterkenny Spar, Ramelton Road,	0.2% 0.0%	2 0	0.0% 0.0%	0		2 0		0																	
Letterkenny Tesco Superstore, Letterkenny Shopping Centre, Port Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
XL Swilly Food Stores, Gortlee Road, Letterkenny Zone 11	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	14	0.0%	0	
Aldi, Chestnut Road, Ballybofey	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	
Alexander's, Main Street, Ballybofey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	
Andies, Main Street, Stranorlar	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	
Costcutter, Main Street, Stranorlar, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gala, Paul Harkin, Derry Road, St Johnston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gala, Paul Harkin, Harkin's Forecourt, Donegal Road, Ballybofey	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	7	
JD's XL Quick Store, Main Street, Castlefinn	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	10	
Lidl, Donegal Road, Ballybofey	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	9	
Mace, Main Street, Stranorlar	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	9	
McElhinneys Department Store, Main Street, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Letterkenny Road, Lifford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Supervalu, Navenny Shopping Centre,	2.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.5%	17	

Derry & Strabane Household Survey for GVA Page 96 March 2018

Weighted:

weighteu.											101		V 1.1													March 2018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone (5	7	Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11		
Ballybofey																										
Local shops, Castlefinn Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	
Outside Survey Area																										
Asda, Dromore Road, Omagh	0.2%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Ring Road, Coleraine	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Sweep Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cookstown																										
Co-op, Ballylurgan House, Main Street, Fivemiletown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Dungannon Street, Moy	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Lower Main Street, Bushmills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Church Street, Maghera	0.0%	0			0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Cloghore, Ballyshannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Gulladuff Road, Magherafelt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Magherafelt Road, Castledawson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Magherafelt Road, Moneymore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Main Street, Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Main Street, Dromore	0.1%	1	0.0%		0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Main Street, Tobermore	0.0%	0	0.0%		0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, New Line, Manorhamilton	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Orritor Road, Cookstown	0.0%	0	0.0%		0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dunnes, Main Street, Cavan Gala, Angela Duffy, The	0.0% 0.0%	0).0%).0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0													
Diamond, Belturbet Gala, Dermot Lee,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Churchview, Ballyhaise Gala, Garry Smith, Rakeelan,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballyconnell Iceland, Railway Road, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Scarfes Centre, Kelvine Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, James Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.	.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Derry & Strabane Household Survey for GVA

Weighted:

weighted:											101	G	VA												March 2018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone	6	Zone '	7	Zone 8	3	Zone 9		Zone 1	0	Zone 1	1	
Meetinghouse Hill,																									
Omagh Lidl, Station Square Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park, Cookstown																									
Mace, Church Street, Fermanagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Drumcliff, Donegal Town	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%	0	
Mace, Dunfanaghy, Kill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Dungannon Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Dunhill Road, Coleraine	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	
Mace, Inishkeel, Portnoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Killdress Filling Station, Drum Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Littlebridge Road, Moneymore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Main Street, Dungloe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, N56, Crolly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, N56, Dunkineely	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Mace, Portnoo Road, Ardara	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Mace, Roughan Road, Newmills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mace, Swatragh Filling Station, Moneysharvin Road, Swatragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer Simply Food, Orritor Road Retail Park, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Quinn's, College Road, Duffcarrick, Ardmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's Superstore, Riverside Regional Centre, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, A29 Service Station, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Church Street, Ballyconnell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Church Street, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Cloghore, Ballyshannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Derry Road, Castlederg	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Dromore Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Lawford Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
	Total		Zone 1		Zone 2		Zone 5		Zone 4		Zone 5		Zone o		Zone /		Zone o		Zone 9		Zone 10	,	Zone 11	
Moneymore																								
Spar, Lissan Road, Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, N15, Tullaghan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Spar, Old Mountfield Road, Mullaghmore, Omagh	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		4		0	0.0%	0	0.0%	0	0.0%	0
Spar, St Patricks Street, Drapers Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Tamlaght Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh Spar, Top Oil Service Station, Belturbet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Westland Road South,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookstown Supervalu, Carnmore Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dungloe Supervalu, Donegal Shopping Centre, Donegal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Supervalu, Market Street, Omgah	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Dawson Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monaghan Tesco Superstore, Ballyronan Road, Magherafelt	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Banfield Road, Coleraine	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Coleraine Road, Portstewart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Main Street/Pearce Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cavan Tesco Superstore, New Line Road. Ballinamore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, O'Connell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street, Sligo Tesco Superstore, Orritor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Cookstown Local shops, Omagh Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Outside Catchment Area SFT & Nulls	0.4%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.8%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.3%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Derry & Strabane Household Survey for GVA

Weighted:

weighted.											10	ı G	V 1 L												Watch 2016
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone	11	
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base: Sample:		719 706		123 64		69 67		36 75		59 69		15 57		31 68		43 69		55 74		116 71		109 62		62 30	
Meanscore: [£] C	onversion	Rate	Used: 1	Euro	= 0.87 E	British	Pound																		
Q19 Approximately he Not those that said		-	•			d nor	mally sp	end o	on a 'top	o-up' f	ood and	d groc	ery sho	p?											
£1 - £10	33.4%	256	33.6%	44	39.5%	28	35.3%	13	35.3%	22	29.7%	5	33.2%	11	45.2%	21	31.8%	18	58.5%	71	18.6%	21	1.6%	1	
£11 - £20	31.6%	243		35	17.9%	13	30.9%	12	27.6%	17	53.2%	8	32.9%	11	22.1%	10	19.0%	11	26.3%	32	47.8%	54	51.1%	39	
£21 - £30	17.9%	138		35	20.4%	15	22.1%	8	13.1%	8	6.5%	1	19.5%	6	16.7%	8	21.6%	12	8.6%	11	15.4%	18	20.7%	16	
£31 - £40	3.4%	26		3		4	4.2%	2		3	1.3%	0	3.4%	1	5.0%	2	3.3%	2	0.0%	0	3.0%	3		5	
£41 - £50	3.5%	27	3.9%	5		5	2.4%	1	0.0%	0	0.0%	0	1.3%	0		3	2.6%	1	0.0%	0	1.6%	2		9	
£51 - £60	0.2%	2		0		0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0		0	
£61 - £70	0.1%	1	0.0%	0		0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0		0	
£71 - £80	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0		0	
£81 - £90	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£91 - £100	0.4%	3	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	
£101 - £110	0.2%	1	0.0%	0		0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£111 - £120	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£121 - £130	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£131 - £140	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£141 - £150	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£151 - £160 £161 - £170	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
£171 - £180	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
£181 - £190	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
£191 - £200	0.0%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	
£201 - £210	0.1%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£211 - £220	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£221 - £230	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
£231 - £240	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
£241 - £250	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£251+	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / varies)	8.6%	66		8		5	5.1%	2	15.3%	10	8.0%	1	5.6%	2	2.3%		13.4%	8	6.5%	8	13.7%	16		6	
(Refused)	0.3%	3	0.0%	0		1	0.0%	0	1.3%	1	1.3%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	

14.33

15

57

19.06

33

72

19.07

46

73

26.74

56

75

11.63

122

74

22.85

77

36

17.28

114

65

18.52

63

74

Mean:

Sample:

Weighted base:

18.38

767

742

18.58

131

68

20.31

72

69

18.28

38

79

Derry & Strabane Household Survey for GVA

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	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	e 5	Zon	e 6	Zone	e 7	Zone	e 8	Zone	9	Zone	10	Zone	11
Meanscore: [Numl	per of visi	ts pei	week]																					
Q20 How often does you						p food	l shopp	ing?																
Daily	9.6%	74	14.2%	19	6.9%	5	5.7%	2	16.6%	11	7.4%	1	15.8%	5	10.1%	5	11.1%	6	7.0%	9	9.1%	10	2.1%	2
More than 3 times a week	17.0%	130	11.7%	15	14.5%	10	9.4%	4	15.8%	10	29.5%	5	16.3%	5	10.8%	5	11.7%	7	16.9%	21	36.8%	42	9.0%	7
Two or three times a week	39.2%	301	37.1%	49	29.2%	21	33.3%	13	33.4%	21	35.0%	5	32.3%	11	38.1%	18	37.4%	21	66.6%	81	31.0%	35	35.0%	27
Once a week	27.2%	208	32.0%	42	37.9%	27	43.7%	16	17.0%	11	21.7%	3	25.5%	8	31.9%	15	33.3%	19	7.8%	10	17.0%	19	49.8%	38
Once a fortnight	2.9%	22	0.0%	0	6.6%	5	6.0%	2	13.7%	9	0.0%	0	3.2%	1	2.3%	1	5.3%	3	0.0%	0	0.0%	0	2.1%	2
Less often	1.1%	8	1.4%	2	3.8%	3	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
(Don't know / varies / no particular pattern)	3.0%	23	3.7%	5	1.1%	1	2.1%	1	1.0%	1	6.4%	1	7.0%	2	5.7%	3	1.3%	1	1.6%	2	6.2%	7	0.0%	0
Mean:		2.71		2.82		2.24		2.11		2.90		2.98		3.05		2.57		2.57		2.96		3.25		1.89
Weighted base:		767		131		72		38		63		15		33		46		56		122		114		77
Sample:		742		68		69		79		74		57		72		73		75		74		65		36

Derry & Strabane Household Survey for GVA

Weighted:

Weighteu.																									
	Tota	ıl	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone :	5	Zone	6	Zone '	7	Zone	8	Zone 9)	Zone 1	0	Zone 1	1	
Q21 So, speaking as an Excl. Nulls	individu	al, ca	n you tel	ll me	where y	ou la	st made	a pui	chase o	of clot	hes or s	hoes	?												
Zone 1																									
Ballyarnett Local Centre	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	
Buncrana Road EAST Local Centre	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Road WEST Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre																									
Faustina Retail Park, Buncrana Road (The	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Range, Dunelm) Foyleside Shopping Centre,	19.8%	181	43.8%	74	33.6%	33	24.3%	11	16.2%	13	9.4%	2	24.9%	10	1.2%	1	12.2%	8	11.5%	15	7.7%	11	4.3%	3	
Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	19.070	101	43.070	74	33.070	33	24.370	11	10.270	13	9.470	2	24.970	10	1.270	1	12.270	0	11.570	13	7.770	11	4.570	3	
Iceland, Buncrana Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derry																									
Lesley Retail Park, Strand Road (Smyths Toys, PureGym, KFC)	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Londonderry / Derry CITY CENTRE	23.2%		21.8%		24.1%		36.1%		21.1%	17	0.0%		27.9%	12			25.4%		68.7%	87	0.0%	0	0.0%	0	
Lower Galliagh Road Local Centre	0.0%	0		0		0		0		0		0	0.0%	0	0.0%		0.0%	0		0	0.0%	0	0.0%	0	
Northside District Centre	0.1%	1	0.0%	0		0		0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park Village Centre	0.0%	0		0		0		0		0		0	0.0% 0.0%	0	0.0%	0		0	0.0%	0	0.0% 0.0%	0	0.0%	0	
Pennyburn Industrial Estate, Springtown, Derry	0.0%	U	0.0%	0	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	U	
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	0.2%	2	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	
Rath Mor District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	0.5%		1.9%	3		2		0	0.0%	0		0	0.0%	0	0.0%	0		0		0		0		0	
Springtown District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Springtown Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 1	l
Carinatana B. 1 B.																								
Springtown Road, Derry Other Zone 1 Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campsie Business Park, Eglinton, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CFC Interiors, Clooney Road, Campsie, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	0.9%	9	1.9%	3	4.4%	4	1.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drumahoe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	2.3%	21	8.5%	14	4.4%	4	0.8%	0	0.0%	0	1.2%	0	1.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	1.8%	17	3.0%	5	6.4%	6	7.0%	3	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maydown Village & Retail Area, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trench Road Shopping Center, Hollymount Park, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2 Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eglinton Village Centre	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 3 Zone 4	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0
Asda, Branch Road, Strabane	0.5%	5	1.8%	3	0.0%	0	0.0%	0	1.7%	1	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear,	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0		Ö	0.9%	0		0		0	0.0%	0	0.0%	0		0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	1
Gallaghers Fresh Food Centre, McDonalds) Sion Mills Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
abane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)	0.9%	9	0.0%	0	0.0%	0	0.0%	0	1.7%	1		2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.2%	2		3
Strabane Town Centre Other Zone 4 Zone 5	4.2% 0.0%	39 0	0.0% 0.0%	0	2.0% 0.0%	0	1.0% 0.0%	0	38.3% 0.0%	31 0	10.5% 0.0%	2	1.0% 0.0%	0	2.1% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		1
Centre Stastlederg Village Centre Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons	0.5% 0.0%	4 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.8% 0.0%	1 0	16.6% 0.0%	4 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Foodhalls) Zone 6 Claudy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
eeny Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ewtownstewart Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
howgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	1.0%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	14.9%	3	0.0%	0	8.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
one 8	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
ngiven Town Centre navady Town Centre	0.0% 2.4%	0 22	0.0% 0.0%	0	0.0% 1.0%	0	0.0% 3.6%	0 2	0.0% 0.0%	0		0	0.0% 10.5%	0 4	0.0% 0.0%		0.0% 22.2%	0 15	0.0% 0.0%	0	0.0% 0.0%	0	0.0	0
Mindyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0			0.0%	0	0.0%	0	0.0%	0	0.0,0	0
Other Zone 8 Zone 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
uncrana Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00	0	0.0%	0	0.0%	0	0.0%	0	4.5%	6	0.0%	0	0.0%	0
nfoot Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
t Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
rndonagh Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
oville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0,0	0
Applegreen Fuel Station, Derry Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 1	1
Centra, Mountain Top, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys/PC World, Blaney Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.6%	4	0.0%	0
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larkins, Oldtown,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	10.4%	96	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	7	56.9%	78	14.5%	10
etterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	2.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	12.6%	17	8.6%	6
etterkenny Town Centre	1.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	7.6%	10	8.3%	5
IcElhinneys XL, Manorcunningham, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche) Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chestnut Road, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	10

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	•	Zone	7	Zone	e 8	Zone 9		Zone 1	10	Zone 1	1
Home Bakery, Master Shoe)																								
Ballybofey Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	10.8%	7
Castlefinn Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00,0	0	0.0%	0		0		0		0	0.0%	0		2
Co-op, Hollow Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0		0		0		0
Castlefinn	0.070		0.070	0	0.070	0	0.070	0	0.070	Ü	0.070	Ü	0.070	Ů	0.070		0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü
Lidl, Donegal Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballybofey																								
Navenny Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Navenny, BALLYBOFEY																								
(Supervalu)																								
Raphoe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stranorlar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0
Other Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area																								
Asda, Dromore Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh																								
Belfast City Centre	1.1%	10	1.9%	3		2	2.0%	1	1.0%	1		0	3.2%	1			1.8%	1	0.0%	0		0		0
Coleraine Town Centre	2.4%	22	0.8%	1	1.8%	2	3.6%	2	0.0%	0		0	3.5%	1	0.0,0		22.7%	16		0	0.0%	0		0
Crossroads Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0		0	0.0%	0		0
Donegal Shopping Centre, DONEGAL TOWN (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donegal Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunnes, Irishtown Road, Omagh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B&M, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc, Card Factory)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh City Centre	5.1%	47	0.0%	0	0.0%	0	0.0%	0	5.1%	1	26.6%	6	1.0%	0	63.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park,	0.0%	0	0.0%	0		0	0.0%	0			0.0%	0	0.0%		0.0%	0		0		0		0		0
Coleraine																								
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.00,0	0		0		0	0.0%	0		0
Other Outside Catchment Area SFT & Nulls	1.5%	13	0.8%	1	2.8%	3	3.0%	1	2.9%	2	3.1%	1	6.2%	3	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

By Zone Weighted Filtered

Weighted:

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	Total	l	Zone	1	Zone	2	Zone 3	3	Zone 4	ı	Zone :	5	Zone	5	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11
Internet / delivery (Don't know / can't	11.8% 0.0%	108		21 0	15.0% 0.0%	15 0	11.6% 0.0%	5	8.5% 0.0%	7 0	4.0% 0.0%	1	11.1% 0.0%	5	10.1% 0.0%		12.5% 0.0%	9	3.1% 0.0%	4 0		16 0	30.1% 0.0%	20 0
remember) (Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		915 920		168 86		100 94		44 93		81 94		23 85		42 96		58 92		69 93		127 76		138 79		66 32

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	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5		Zone	6	Zone 7		Zone	8	Zone	9	Zone 1	10	Zone 1	1	
Q22 And the time before Not those that said '(Do				•							Excl. Nulls														
Zone 1																									
Ballyarnett Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Road EAST Local Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Road WEST Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	16.6%	143	31.1%	51	29.6%	28	29.3%	12	10.8%	8	12.3%	3	25.1%	10	5.5%	3	10.8%	7	9.3%	12	6.8%	9	0.0%	0	
Iceland, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lesley Retail Park, Strand Road (Smyths Toys, PureGym, KFC)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Londonderry / Derry CITY CENTRE	27.0%	232	29.2%	47	26.0%	25	35.3%	15	29.7%	23	3.2%	1	34.4%	14	7.5%	4	27.8%	19	67.4%	85	0.0%	0	0.0%	0	
Lower Galliagh Road Local Centre	0.3%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	
Northside District Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pennyburn Industrial Estate, Springtown, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	0.3%	2	0.0%	0	1.1%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	
Rath Mor District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	2.1%	18	10.6%	17	0.0%	0		0		0		0	0.0%	0		0		0	0.7%	1	0.0%	0		0	
Springtown District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Springtown Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	l
Springtown Road, Derry																								
Other Zone 1 Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campsie Business Park, Eglinton, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CFC Interiors, Clooney Road, Campsie, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	1.0%	9	3.1%	5	3.7%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drumahoe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	1.9%	16	2.0%	3	9.6%	9	1.6%	1	2.0%	2	1.2%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	0.9%	8	1.2%	2	2.1%	2	5.9%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maydown Village & Retail Area, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trench Road Shopping Center, Hollymount Park, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2 Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eglinton Village Centre Other Zone 3 Zone 4	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%		0.0%	0	0.0%	0	0.0% 0.0%	0		0	0.0%	0
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear,	0.1% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.0% 0.0%	1 0	2.0% 0.9%	0	0.0% 0.0%	0										

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Weighted:											for	G	VA												March 2018
	Total		Zone 1		Zone 2		Zone 3		Zone 4	ļ	Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	1	
Gallaghers Fresh Food Centre, McDonalds)																									
Sion Mills Village Centre Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)	0.0% 1.3%	0 11	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.0%	0 0	0.0% 0.0%	0		0 2	0.0% 1.6%	0	0.0% 4.0%	0 2	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 13.2%	0	
Strabane Town Centre	3.5%	30	0.0%	0	0.0%	0	0.0%	0	32.4%	25	7.2%	2	1.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2	
Other Zone 4 Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Castlederg Village Centre Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)	0.3% 0.0%	3 0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0	13.5% 0.0%	3 0	0.0% 0.0%	0 0		0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0		0	
Zone 6 Claudy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Feeny Village Centre Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Newtownstewart Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	1.1%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	22.2%	5	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 8																									
Dungiven Town Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0			0.0%	0	0.0%	0	0.0%	0		0	
Limavady Town Centre Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	2.2% 0.0%	19 0	0.0% 0.0%	0	0.0% 0.0%	0	4.7% 0.0%	0	0.0% 0.0%	0		0	6.8% 0.0%	3 0	0.0% 0.0%	0	21.1% 0.0%	14 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0,0	0	
Other Zone 8 Zone 9	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	
Buncrana Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6	0.0%	0	0.0%	0	
Burnfoot Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Carndonagh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	
Moville Town Centre Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Applegreen Fuel Station, Derry Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l.
Centra, Mountain Top,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny	0.0%	U	0.0%	U	0.070	U	0.070	U	0.0%	U	0.0%	U	0.070	U	0.0%	U	0.070	U	0.0%	U	0.0%	U	0.070	U
Currys/PC World, Blaney Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.7%	3	2.7%	1
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larkins, Oldtown,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River	9.9%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	9	55.5%	72	9.8%	4
Island) Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes,	3.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	13.5%	17	6.3%	3
Sky, Zone Clothing)	1.00/		0.007		0.004		0.00/		4.00/		0.004		0.00/		0.004		0.004		• • • • •		4.00/	_	42.00/	_
Letterkenny Town Centre McElhinneys XL, Manorcunningham, Letterkenny	1.8% 0.0%	16 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.8% 0.0%	1 0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.9% 0.0%	4 0	4.0% 0.0%		12.0% 0.0%	5 0
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche) Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chestnut Road, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	4

Derry & Strabane Household Survey for GVA

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	7	Zone	8	Zone 9		Zone	10	Zone 1	11	
Home Bakery, Master																									
Shoe)																									
Ballybofey Town Centre	0.6%	5	0.0%	0		0	0.0%	0	0.0%	0		1	0.0%	0		0		0	0.0%	0	0.0%	0		4	
Castlefinn Town Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Co-op, Hollow Road, Castlefinn	0.0%	0		0		0	0.0%	0		0		0	0.0%	0		0		0	0.0%	0		0		0	
Lidl, Donegal Road, Ballybofey	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0		0		0	
Navenny Shopping Centre, Navenny, BALLYBOFEY (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Raphoe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stranorlar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Survey Area																									
Asda, Dromore Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Belfast City Centre	1.6%	14	3.1%	5		4	1.0%	0	1.0%	1		1	3.7%	2		1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	
Coleraine Town Centre	3.0%	26	3.4%	5		2	4.8%	2	0.0%	0		0	5.3%	2			19.8%	13	0.0%	0	0.0%	0	0.0%	0	
Crossroads Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Donegal Shopping Centre, DONEGAL TOWN (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donegal Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dunnes, Irishtown Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B&M, Harry Corry)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc, Card Factory)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Omagh City Centre	4.6%	40	0.0%	0	0.0%	0	0.0%	0	5.9%	5	18.0%	4	0.0%	0	58.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Riverside Retail Park, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Outside Catchment	1.2%	10	0.0%	0	2.8%	3	2.1%	1	2.7%	2	0.0%	0	3.5%	1	4.0%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	
Area SFT & Nulls																									

By Zone Weighted Filtered

Weighted:

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	Total	l	Zone	1	Zone	2	Zone 3	3	Zone 4	ı	Zone 5	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone	11
Internet / delivery	12.8%	110	16.3%	26	17.3%	16	10.9%	5	8.9%	7	5.8%	1	10.0%	4	2.9%	2	16.1%	11	0.0%	0	17.5%	23	33.9%	15
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		859 870		162 82		95 89		42 89		77 89		22 81		40 92		53 85		67 90		127 76		129 74		45 23

Derry & Strabane Household Survey for GVA

Weighted:

	Total	l	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone S	5	Zone	6	Zone	7	Zone	8	Zone 9)	Zone 1	0	Zone 1	1	
Q23 Now thinking about Excl. Nulls	other no	on-foc	od shop	oing,	where d	id yo	ur house	hold	last ma	ke a _l	purchase	e of f	urniture	, carp	ets, or	soft h	ouseho	ld furr	nishings	?					
Zone 1		_		_		_		_		_		_		_		_		_		_		_	0.5		
Ballyarnett Local Centre Buncrana Road EAST Local Centre	0.3% 0.3%	2	1.6% 1.5%	2 2	0.0% 0.0%	0	0.0% 1.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
centre suncrana Road WEST Local Centre	0.6%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	
austina Retail Park, Buncrana Road (The	0.7%	4	2.5%	3	1.5%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Range, Dunelm) oyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop,	1.4%	8	2.8%	3	0.0%	0	3.7%	1	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	
M&S, Topman, Topshop) eland, Buncrana Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derry esley Retail Park, Strand Road (Smyths Toys, PureGym, KFC)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
idl, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ondonderry / Derry CITY CENTRE	22.0%	137	30.8%	36	26.2%	18	27.6%	9	30.0%	16	0.0%	0	26.2%	8	10.2%	4	14.2%	7	33.0%	33	0.0%	0	12.2%	5	
ower Galliagh Road Local Centre	0.1%	0	0.0%	0		0		0	0.0%	0		0	0.0%	0			0.0%	0		0	0.0%	0		0	
orthside District Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	
ark Village Centre	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	
ennyburn Industrial Estate, Springtown, Derry	1.8%	11	7.4%	9		3		0		0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ath Mor District Centre	0.3%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ichmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
pringtown District Centre	0.7%	5	3.1%	4		1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Springtown Industrial Estate,	0.5%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Springtown Road, Derry																								
Other Zone 1 Zone 2	0.7%	5	3.1%	4	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campsie Business Park, Eglinton, Derry	0.5%	3	0.0%	0	1.5%	1	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CFC Interiors, Clooney Road, Campsie, Derry	0.6%	4	0.0%	0	3.0%	2	2.8%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	9.3%	58	13.2%	16	29.1%	20	24.7%	8	3.8%	2	5.0%	1	27.0%	8	3.9%	2	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Drumahoe Village Centre Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.0% 2.4%	0 15	0.0% 6.6%	0 8	0.0% 7.3%	0 5	0.0% 4.6%	0 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 2.8%	0	0.0% 0.0%	0 0								
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	1.0%	6	0.0%	0	5.6%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	1.3%	8	3.7%	4	2.7%	2	0.0%	0	1.5%	1	0.0%	0	1.4%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Maydown Village & Retail Area, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trench Road Shopping Center, Hollymount Park, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2 Zone 3	0.8%	5	2.5%	3	0.0%	0	1.3%	0	1.5%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eglinton Village Centre Other Zone 3 Zone 4	0.7% 0.0%	4 0	2.7% 0.0%	3	0.0% 0.0%	0	3.6% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear,	0.0% 0.1%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.1%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4	1	Zone 5	5	Zone	6	Zone 7	,	Zone 8	3	Zone 9		Zone 1	10	Zone 1	1	
Gallaghers Fresh Food Centre, McDonalds) Sion Mills Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0		0	0.0%	0		3	
Strabane Town Centre Other Zone 4	4.4% 0.0%	27 0	0.0% 0.0%	0	0.0% 0.0%	$0 \\ 0$	1.0% 0.0%	$0 \\ 0$	37.1% 0.0%	20 0		1 0	0.0% 0.0%	0		3		0		0	0.0% 0.0%	$0 \\ 0$		3 0	
Zone 5	2.40/		0.00/		4.50/		0.00/		4.00/	_	10.10		0.00/		2.00/		2.40/		0.00/		0.00/		0.00/		
Castlederg Village Centre Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)	2.4% 0.0%	15 0	0.0% 0.0%	0	1.5% 0.0%	1 0	0.0% 0.0%	0	4.3% 0.0%	0	49.4% 0.0%	9	0.0% 0.0%	0		1 0		1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Zone 6																									
Claudy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Feeny Village Centre Zone 7	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0		0		0		0	
Newtownstewart Village Centre	2.0%	13	0.0%	0	0.0%	0	0.0%	0	7.1%	4	12.5%	2	0.0%	0	15.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 8																									
Dungiven Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1		0		0	0.0%	0	0.0%	0	0.0%	0	
Limavady Town Centre	3.2%	20	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	10.3%	3	0.0%	0	34.6%	16	0.0%	0	0.0%	0	0.0%	0	
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 8 Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Town Centre	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	13	0.0%	0	0.0%	0	
Burnfoot Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Carndonagh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Moville Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	
Zone 10																									
Applegreen Fuel Station, Derry Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	10	Zone	11	
Centra, Mountain Top,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Currys/PC World, Blaney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Letterkenny																									
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	6.1%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	48.5%	31	2.7%	1	
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Larkins, Oldtown,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny																									
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	3.9%	24	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	32.7%	21	0.0%	0	
cetterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	0.4%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	
etterkenny Town Centre	7.9%	49	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	30.6%	31	2.6%	2	30.8%	14	
AcElhinneys XL, Manorcunningham, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche) Zone 11	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	
Aldi, Chestnut Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballybofey Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone	5	Zone	7	Zone	8	Zone 9		Zone 1	0	Zone 1	1	
Home Bakery, Master Shoe)																									
Ballybofey Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	6	
Castlefinn Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		3	
Co-op, Hollow Road,	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Castlefinn																									
Lidl, Donegal Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballybofey																									
Navenny Shopping Centre, Navenny, BALLYBOFEY (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Raphoe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stranorlar Town Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Other Zone 11	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Outside Survey Area																									
Asda, Dromore Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Omagh	1.10/	_	2.70/	_	0.00/		1.00/		1.70/		0.00/	0	0.00/		1 101		4.20/	•	0.00/		0.00/		0.00/	0	
Belfast City Centre	1.1%	7	2.7%	3		0	1.0%	0	1.7%	1	0.0%	0	0.0%	0			4.2%	2	0.0%	0		0	0.0%	0	
Coleraine Town Centre	3.7%	23	3.7%	4	4.0%	3	1.0%	0	0.0%	0	2.5%	0	7.1%	2			27.0%	13	0.0%	0	0.0%	0	0.0%	0	
Crossroads Village Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donegal Shopping Centre, DONEGAL TOWN (Supervalu)	0.3%	2	1.6%	2	0.0%	0	0.0%	U	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	
Donegal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dunnes, Irishtown Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B&M, Harry Corry)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	1.4%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Card Factory)																									
Omagh City Centre	3.0%	19	0.0%	0		0	0.0%	0	1.5%	1	9.7%	2	0.0%	0	37.0%	16	0.0%	0	0.0%	0		0	0.0%	0	
Riverside Retail Park, Coleraine	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Outside Catchment Area SFT & Nulls	2.6%	16	2.5%	3	0.0%	0	9.8%	3	1.5%	1	1.4%	0	3.8%	1	12.8%	6	4.0%	2	0.0%	0	0.0%	0	0.0%	0	

By Zone Weighted Filtered

Weighted:

Derry & Strabane Household Survey for GVA

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	Total	I	Zone	1	Zone 2	2	Zone 3		Zone 4	ļ	Zone 5		Zone 6	5	Zone '	7	Zone	8	Zone	9	Zone 1	10	Zone	11
Internet / delivery	5.8%	36	2.3%	3	6.4%	4	5.0%	2	5.1%	3	3.6%	1	10.7%	3	1.4%	1	1.6%	1	8.8%	9	5.3%	3	15.9%	7
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		620 634		118 60		67 62		33 67		54 62		18 68		29 65		43 67		47 62		101 63		65 37		45 21

Derry & Strabane Household Survey for GVA

Weighted:

weighted.											10	J	V 1 L												March 2018
	Total	l	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	e 8	Zone	9	Zone 1	10	Zone	11	
Q24 Where did your hous Excl. Nulls	sehold l	ast ma	ake a pı	urcha	se of DI	Y and	l decorati	ing g	oods?																
Zone 1																									
Ballyarnett Local Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0		0		0		0	
Buncrana Road EAST Local	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre	0.40/	2	1.20/	2	1.20/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Buncrana Road WEST Local Centre	0.4%	3	1.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Faustina Retail Park.	1.1%	8	3.2%	5	1.2%	1	0.0%	0	2.2%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Road (The Range, Dunelm)	1.1%	٥	3.2%	3	1.2%	1	0.0%	U	2.2%	1	0.0%	U	1.2%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
Foyleside Shopping Centre,	0.2%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Orchard Street (Boots,	**	_				_		-									0.070	_	,.					-	
Clarks, Debenhams,																									
Dunnes, River Island,																									
Next, The Body Shop,																									
M&S, Topman, Topshop)																									
Iceland, Buncrana Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derry																									
Lesley Retail Park, Strand	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road (Smyths Toys,																									
PureGym, KFC)	0.40/	2	2.00/	2	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Lidl, Buncrana Road, Derry Londonderry / Derry CITY	0.4% 17.8%	120	2.0% 31.3%	3 47	0.0% 14.2%	0	0.0% 22.2%	0	0.0% 20.8%	0 14	0.0% 2.3%	0	0.0% 17.9%	0		0	0.0% 15.9%	0	0.0% 32.4%	0 31		0		0	
CENTRE	17.8%	129	31.5%	47	14.2%	12	22.2%	9	20.8%	14	2.5%	U	17.9%	6	0.0%	U	13.9%	10	32.4%	31	0.0%	U	0.0%	U	
Lower Galliagh Road Local	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre	0.270	•	0.070	·	1.270	•	0.070	Ü	0.070	Ů	0.070	Ü	0.070	Ů	1.070	Ů	0.070	Ü	0.070	Ů	0.070	Ů	0.070	Ü	
Northside District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park Village Centre	0.1%	0	0.0%	0		0		0		0		0	1.2%	0		0		0		0		0		0	
Pennyburn Industrial Estate,	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Springtown, Derry																									
Quayside Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Strand Road (Tesco,																									
Savers, Card Factory,																									
Quayside Interiors,																									
Poundsworth, H. Sweeny																									
Chemists)	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Rath Mor District Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0		0		0		0	
Richmond Shopping Centre, Ferryquay Street (Argos,	0.0%	U	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	
Card Factory, Fosters,																									
Game, Holland & Barrett,																									
JD Sports, New Look,																									
Sports Direct)																									
Springtown District Centre	2.3%	17	7.9%	12	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	
Springtown Industrial Estate,	2.6%		12.1%	18		0		0		0		0	0.0%	0		0		0		0		0		0	
1 2																									

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	Total		Zone 1	l	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Springtown Road, Derry																								
Other Zone 1 Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campsie Business Park, Eglinton, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CFC Interiors, Clooney Road, Campsie, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	22.9%	166	38.8%	58	66.1%	57	51.7%	21	15.6%	10	1.6%	0	32.3%	11	2.6%	1	10.3%	6	1.2%	1	0.0%	0	0.0%	0
Orumahoe Village Centre Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
isnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	0.5%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
isnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	0.5%	3	1.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iaydown Village & Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Area, Derry rench Road Shopping Center, Hollymount Park, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
glinton Village Centre ther Zone 3	1.3% 0.0%	9	0.0% 0.0%	0	1.2% 0.0%	1 0	18.0% 0.0%	7 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	1.2% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear,	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	5	Zone 7	7	Zone	8	Zone 9		Zone 1	0	Zone 11	l	
Gallaghers Fresh Food Centre, McDonalds) Sion Mills Village Centre Strabane Shopping / Retail Park, Branch Road,	0.3% 0.1%	3	0.0% 0.0%	0		0	0.0% 0.0%	0	3.0% 1.2%	2		0	0.0% 0.0%	0	1.3% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	
STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)	7.0 0/	20	0.004		0.004				45.00	20	- 400		0.004		2.004		0.004		0.004		0.004		- - - - - - - - - -		
Strabane Town Centre Other Zone 4 Zone 5	5.2% 0.7%	38 5	0.0% 0.0%	0		0	1.1% 0.0%	0	45.3% 7.4%	30 5		1	0.0% 0.0%	0	3.9% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	7.7% 0.0%	4 0	
Castlederg Village Centre Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)	1.4% 0.0%	10 0	0.0% 0.0%	0		1 0	0.0% 0.0%	0	1.2% 0.0%	1 0	45.2% 0.0%	9	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Zone 6 Claudy Village Centre Feeny Village Centre	0.2% 0.0%	1 0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0		0	3.2% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Zone 7 Newtownstewart Village	0.5%	3	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		3	0.0%	0	0.0%	0		0	0.0%	0	
Centre Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 8																									
Dungiven Town Centre	1.2%	9	0.0%	0		0	0.0%	0	0.0%	0			25.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Limavady Town Centre Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	3.1% 0.0%	22 0	0.0% 0.0%	0	0.0% 0.0%	0	2.9% 0.0%	1 0	0.0% 0.0%	0		0	6.3% 0.0%	2 0	0.0% 0.0%		30.4% 0.0%	19 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Other Zone 8 Zone 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	
Buncrana Town Centre	0.7%	5	0.0%	0		0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0	
Burnfoot Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Carndonagh Town Centre Moville Town Centre	0.0% 0.4%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 3.0%	0	0.0%	0	0.0% 0.0%	0	
Zone 10 Applegreen Fuel Station, Derry Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone	10	Zone	11	
Centra, Mountain Top,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny Currys/PC World, Blaney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Letterkenny Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	9.1%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	8	68.2%	47	19.8%	11	
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Larkins, Oldtown, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	2.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	19.4%	13	0.0%	0	
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	
Letterkenny Town Centre	6.6%	48	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%		35.4%	34	2.4%		22.1%	12	
McElhinneys XL, Manorcunningham, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche) Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Chestnut Road, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	

Derry & Strabane Household Survey for GVA

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weighted:											101	J	V 1 L												Watch 2016
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	5	Zone 7	7	Zone	8	Zone 9		Zone	10	Zone	11	
Home Bakery, Master																									
Shoe)																									
Ballybofey Town Centre	2.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%		35.4%	20	
Castlefinn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Co-op, Hollow Road, Castlefinn	0.6%	4	0.0%	0		0	0.0%	0		0		0	0.0%	0		0		0	0.0%	0			7.8%	4	
Lidl, Donegal Road, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Navenny Shopping Centre, Navenny, BALLYBOFEY (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Raphoe Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	
Stranorlar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Survey Area																									
Asda, Dromore Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Belfast City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coleraine Town Centre	2.5%	18	0.0%	0	0.9%	1	0.8%	0	0.0%	0		0	5.2%	2			23.8%	15	0.0%	0	0.0%	0		ő	
Crossroads Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		1	
Donegal Shopping Centre, DONEGAL TOWN (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Donegal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dunnes, Irishtown Road, Omagh	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0		0		0	
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B&M, Harry Corry)	2.5%	18	0.0%	0	0.0%	0	0.0%	0	2.2%	1	28.3%	5	0.0%	0	23.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc, Card Factory)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Omagh City Centre	3.9%	28	0.0%	0	0.0%	0	0.0%	0	1.2%	1	8.3%	2	0.0%	0	54.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Riverside Retail Park, Coleraine	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	12.1%	8	0.0%	0	0.0%	0	0.0%	0	
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Outside Catchment Area SFT & Nulls	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	1.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	

By Zone Weighted Filtered

Weighted:

Derry & Strabane Household Survey for GVA

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	Total	l	Zone	1	Zone	2	Zone 3	3	Zone 4	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	.0	Zone	11
Internet / delivery	2.4%	17	0.0%	0	1.9%	2	1.1%	0	0.0%	0	2.1%	0	0.0%	0	1.9%	1	2.3%	1	9.4%	9	5.0%	3	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		726		149		86		41		65		19		35		48		62		95		69		56
Sample:		750		76		81		87		75		71		77		76		82		59		40		26

Derry & Strabane Household Survey for GVA

Weighted:

weighted:											10	1 0	V 1 L												Match 2016
	Tota	1	Zone	1	Zone 2	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone 9)	Zone 1	.0	Zone 1	11	
Q25 Where did your hous	sehold l	ast m	ake a pı	urcha	se of do	mesti	ic applia	nces	, such a	s was	shing ma	achine	es, fridg	es or	cookers	s?									
Zone 1																									
Ballyarnett Local Centre Buncrana Road EAST Local Centre	0.1% 0.4%	1 3	0.0% 2.1%	0		0	0.0% 0.0%	0	1.3% 0.0%	1	1.2% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Buncrana Road WEST Local Centre	0.5%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lesley Retail Park, Strand Road (Smyths Toys, PureGym, KFC)	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Londonderry / Derry CITY CENTRE	14.5%	106	18.2%	28	11.5%	10	16.1%	6	12.7%	8	0.0%	0	18.3%	6	2.4%	1	8.8%	6	44.8%	41	0.0%	0	0.0%	0	
Lower Galliagh Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Northside District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pennyburn Industrial Estate, Springtown, Derry	1.0%	7	4.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rath Mor District Centre	0.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	0.0%		0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0			0.0%	0		0		0		0	
Springtown District Centre Springtown Industrial Estate,	0.2% 0.3%	2 2	1.2% 1.2%	2 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.2%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	

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	Total	l	Zone 1	1	Zone 2	,	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	1
Carinatana Bard Dama																								
Springtown Road, Derry Other Zone 1 Zone 2	0.3%	2	1.2%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campsie Business Park, Eglinton, Derry	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CFC Interiors, Clooney Road, Campsie, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	24.0%	176	49.7%	76	63.3%	53	42.7%	17	20.2%	12	7.0%	1	28.7%	10	4.6%	3	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Drumahoe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.0%	0		0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	0.5%	4	0.9%	1	1.8%	2	2.0%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	0.4%	3	0.9%	1	0.9%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maydown Village & Retail Area, Derry	0.7%	5	0.0%	0	3.2%	3	2.8%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trench Road Shopping Center, Hollymount Park, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2 Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eglinton Village Centre Other Zone 3 Zone 4	0.2% 0.1%	1 1	0.0% 0.0%	0		0	3.4% 2.3%	1	0.0% 0.0%	0		0	0.0% 0.0%	0		0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0,0	0
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear,	0.0% 0.1%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.4%	0	0.0% 0.0%	0	0.0% 0.0%	0		0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0

Derry & Strabane Household Survey for GVA

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													,												Water 20
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone s	5	Zone	6	Zone 7		Zone 8	3	Zone 9		Zone 1	.0	Zone 1	1	
Gallaghers Fresh Food Centre, McDonalds)	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Sion Mills Village Centre Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)	0.0% 0.7%	0 5	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 5.2%	0 3		0	0.0% 1.1%	0 0		0 0		0	0.0% 0.0%	0	0.0% 0.0%	0		0	
Strabane Town Centre	3.6%	27	0.0%	0	0.0%	0	0.0%	0	38.8%	24	3.8%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	
Other Zone 4 Zone 5	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0		Ö		0	
Castlederg Village Centre	1.7%	13	0.0%	0	0.0%	0	0.0%	0	3.8%	2	45.6%	10	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Zone 6																									
Claudy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Feeny Village Centre Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newtownstewart Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 8																									
Dungiven Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Limavady Town Centre	8.7%	64	1.2%	2	6.2%	5	16.3%	7	0.0%	0	0.0%	0	21.3%	8	0.0%	0	63.8%	43	0.0%	0	0.0%	0	0.0%	0	
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 8 Zone 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Buncrana Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	6	0.0%	0	0.0%	0	
Burnfoot Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burt Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	
Carndonagh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	
Moville Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	
Zone 10																									
Applegreen Fuel Station, Derry Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	1	
Cantas Manatain Tan	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Centra, Mountain Top, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Currys/PC World, Blaney Road, Letterkenny	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	
Torte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	3.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	24.5%	18	13.7%	7	
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Larkins, Oldtown, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	4.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	46.9%	34	0.0%	0	
Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.2%	2	
etterkenny Town Centre	7.2%	52	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.8%	30	7.2%	5	33.1%	17	
cElhinneys XL, Manorcunningham, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
he Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche) one 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
lldi, Chestnut Road, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Derry & Strabane Household Survey for GVA

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	Total	l	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	6	Zone	7	Zone	8	Zone 9		Zone 1	10	Zone 1	1
Home Bakery, Master Shoe)																								
Ballybofey Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	6
Castlefinn Town Centre	0.9%	0	0.0%	0		0	0.0%	0	0.0%	0		0		0		0		0	0.0%	0	0.0%	0		0
Co-op, Hollow Road,	0.8%	6		0		0	0.0%	0	0.0%	0		0			0.0%	0		0	0.0%	0			12.1%	6
Castlefinn	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	12.1/0	U
Lidl, Donegal Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballybofey	0.070	Ü	0.070	Ů	0.070	Ü	0.070	Ü	0.070		0.070	Ü	0.070	·	0.070	Ů	0.070		0.070	Ü	0.070	·	0.070	Ü
Navenny Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Navenny, BALLYBOFEY	0.070		0.070		0.070		0.070		0.070	Ü	0.070	Ü	0.070	Ů	0.070	Ü	0.070		0.070		0.070		0.070	Ü
(Supervalu)																								
Raphoe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stranorlar Town Centre	0.0%	0		Ō		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0
Other Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area																								
Asda, Dromore Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh																								
Belfast City Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Coleraine Town Centre	1.0%	7	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	0	3.2%	1	0.0,0	0		5	0.0%	0	0.0%	0	0.0%	0
Crossroads Village Centre	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donegal Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DONEGAL TOWN																								
(Supervalu)																								
Donegal Town Centre	1.0%	7	4.1%	6		0	0.0%	0	1.4%	1		0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0.0	0
Dunnes, Irishtown Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Omagh	0.50		0.007		0.004		0.00/		0.004				0.00/	_	4.40	•	0.00/		0.00/		0.004		0.004	
Great Northern Retail Park,	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamlaght Road, OMAGH																								
(Halfords, Homebase, B&M, Harry Corry)																								
Oaks Shopping Centre, Oaks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, DUNGANNON	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
(Sainsbury's.																								
Poundstretcher, Boots,																								
Home Bargains, Blue Inc,																								
Card Factory)																								
Omagh City Centre	5.9%	43	0.0%	0	0.0%	0	0.0%	0	4.5%	3	14.8%	3	0.0%	0	67.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park,	0.6%	4		0		0	0.8%	0		0		0		1		0		3	0.0%	0		0		0
Coleraine																								
Station Square Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Molesworth Street,																								
COOKSTOWN (Argos,																								
Lidl, Carpetwright, Harry																								
Corry)																								
Other Outside Catchment	0.8%	6	0.0%	0	1.4%	1	1.8%	1	0.0%	0	5.6%	1	3.0%	1	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Area																								
SFT & Nulls																								

By Zone Weighted Filtered

Weighted:

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	Total	l	Zone	1	Zone	2	Zone 3	3	Zone 4	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	.0	Zone	11
Internet / delivery (Don't know / can't remember)	9.3% 0.0%	68 0		17 0	8.4% 0.0%	7 0	5.9% 0.0%	2	7.1% 0.0%		6.2% 0.0%	1 0	6.3% 0.0%	2	7.8% 0.0%	4 0	8.7% 0.0%	6 0	0.9% 0.0%	1 0	16.7% 0.0%	12 0	21.8% 0.0%	11 0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		732 771		154 78		84 79		40 84		62 71		21 79		35 80		55 87		67 90		91 57		73 42		50 24

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Weighten.																									
	Tota	1	Zone	1	Zone 2	2	Zone 3		Zone 4		Zone 5	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	0	Zone 1	1	
Q26 Where did your hous	sehold l	ast m	ake a pı	urcha	se of ele	ctrica	al items s	such	as TVs,	DVD	players,	digit	al came	eras, N	/IP3 pla	yers, ı	mobile p	phone	es, comp	outers	s?				
Zone 1																									
Ballyarnett Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	
Buncrana Road EAST Local Centre	0.5%	4	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	
Buncrana Road WEST Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Faustina Retail Park, Buncrana Road (The	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Range, Dunelm) Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop,	2.2%	17	7.9%	13	2.0%	2	0.0%	0	2.2%	1	0.0%	0	2.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
M&S, Topman, Topshop) Iceland, Buncrana Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derry Lesley Retail Park, Strand Road (Smyths Toys, PureGym, KFC)	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Londonderry / Derry CITY CENTRE	15.4%		14.8%	24			17.5%		11.7%	8			17.0%	6			11.6%		53.4%	57	0.0%	0	6.4%	4	
Lower Galliagh Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Northside District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pennyburn Industrial Estate, Springtown, Derry	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rath Mor District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	0.7%	5	3.4%	5		0		0	0.0%	0		0	0.0%	0	0.0%	0		0		0		0		0	
Springtown District Centre	0.2%	1	0.0%	0	1.2%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Springtown Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1	-	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Springtown Road, Derry Other Zone 1 Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campsie Business Park, Eglinton, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CFC Interiors, Clooney Road, Campsie, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	26.5%	210	58.1%	93	66.7%	58	48.6%	20	13.7%	9	14.7%	3	38.3%	14	10.8%	6	9.9%	6	0.0%	0	1.8%	2	0.0%	0
Drumahoe Village Centre Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	1.1%	9	3.9%	6	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	0.7%	6	2.0%	3	1.1%	1	1.9%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maydown Village & Retail Area, Derry	0.3%	3	0.0%	0	1.9%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crench Road Shopping Center, Hollymount Park, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2 Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eglinton Village Centre Other Zone 3 Zone 4	0.1% 0.1%	0	0.0% 0.0%	0		0	1.1% 1.1%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.00	0
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear,	0.1% 0.1%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.8% 0.0%	0	0.0% 1.3%	0	2.2% 1.3%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0

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													'												March 20
	Total		Zone 1		Zone 2		Zone 3		Zone 4	ļ	Zone 5		Zone (•	Zone 7		Zone 8	3	Zone 9		Zone 1	10	Zone 1	1	
Gallaghers Fresh Food Centre, McDonalds)	0.00/	0	0.004	0	0.007	0	0.004	0	0.00/	0	0.004	0	0.004	0	0.004	0	0.00/	0	0.004	0	0.004	0	0.004	0	
Sion Mills Village Centre Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)	0.0% 0.8%	0 6	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 2.5%	0 2	0.0% 13.4%	0 3	0.0% 0.0%	0		0		0 0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 1.9%	0	
Strabane Town Centre	5.3%	42	0.0%	0	0.0%	0	0.0%	0	53.5%	34	7.0%	1	1.1%	0	2.1%	1	0.0%	0	0.00%	0	0.0%	0	6 90/	4	
Other Zone 4 Zone 5	0.0%	42 0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0% 0.0%	0	0.0%	0	6.8% 0.0%	0	
Castlederg Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	
Zone 6																									
Claudy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Feeny Village Centre Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newtownstewart Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	1	10.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 8																									
Dungiven Town Centre	0.4%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Limavady Town Centre	5.0%	40	0.0%	0	2.3%	2	9.4%	4	0.0%	0	0.0%	0	17.4%	6	0.0%	0	43.6%	28	0.0%	0	0.0%	0	0.0%	0	
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 8 Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Town Centre	2.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	21	0.0%	0	0.0%	0	
Burnfoot Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burt Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	
Carndonagh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Moville Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	
Zone 10																									
Applegreen Fuel Station, Derry Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	1	
Centra, Mountain Top,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny		_											0.070									_			
Currys/PC World, Blaney	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	
Road, Letterkenny	2 22/	4.0	0.007		0.004		0.00/		0.004		0.00/		0.00/		0.00/		0.004		4.40/		4.5.00/		4 407		
T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	2.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	15.0%	14	4.4%	3	
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Larkins, Oldtown,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny																									
etterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	5.5%	44	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	43.3%	41	0.0%	0	
Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	7.1%	7	4.9%	3	
etterkenny Town Centre	5.5%	44	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	16.3%	17	7.3%	7	26.8%	18	
cElhinneys XL, Manorcunningham, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
he Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche) one 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
aldi, Chestnut Road, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
allybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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Home Bakery, Master Shoe)	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	,	Zone 8		Zone 9		Zone 10)	Zone 1	1	
•											Zone 3		Zone o		Zone /		Zone o		20110						
Shoe)																									
D-11-1f T Ct	0.40/	2	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	4.20/	2	
Ballybofey Town Centre Castlefinn Town Centre	0.4% 0.0%	3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	4.3% 0.0%	3 0													
Co-op, Hollow Road, Castlefinn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Lidl, Donegal Road, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Navenny Shopping Centre, Navenny, BALLYBOFEY (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Raphoe Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	
Stranorlar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Survey Area																									
Asda, Dromore Road, Omagh	0.2%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Belfast City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coleraine Town Centre	0.9%	8	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	9.8%	6	0.0%	0	0.0%	0	0.0%	0	
Crossroads Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donegal Shopping Centre, DONEGAL TOWN (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donegal Town Centre	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dunnes, Irishtown Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B&M, Harry Corry)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Card Factory)	4	25	0.00/		0.004		0.00/		4.00/		20.40/		0.00/		50.00	•	0.004		0.00/		0.004		0.004		
Omagh City Centre	4.6%	37	0.0%	0	0.0%	0	0.0%	0	4.3%		28.1%	6	0.0%		53.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Riverside Retail Park, Coleraine	0.4%	3	0.0%	0		0	0.0%	0	0.0%		0.0%	0	1.8%		0.0%	0	4.2%	3	0.0%	0	0.0%	0		0	
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Outside Catchment Area SFT & Nulls	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.6%	1	1.8%	1	2.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	

By Zone Weighted Filtered

Weighted:

Derry & Strabane Household Survey for GVA

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	Tota	1	Zone	1	Zone	2	Zone 3	3	Zone 4	1	Zone	5	Zone	6	Zone '	7	Zone	8	Zone	9	Zone 1	.0	Zone	11
Internet / delivery	12.8%	101	5.9%	9	14.3%	13	7.8%	3	4.6%	3	9.7%	2	10.9%	4	12.5%	7	18.0%	11	1.8%	2	20.1%	19	42.7%	28
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		792		160		88		40		64		21		36		53		63		107		95		66
Sample:		793		80		83		84		74		76		80		82		83		66		55		30

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Derry & Strabane Household Survey for GVA

	Total	l	Zone	1	Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6	5	Zone 7	,	Zone 8		Zone 9		Zone 10)	Zone 11	l
Q27 Where did your hous	sehold l	ast m	ake a pı	ırchas	se of hea	alth, I	beauty or	che	mist iten	ns?														
Zone 1																								
Ballyarnett Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buncrana Road EAST Local	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.6%	2	0.0%	0	0.0%	0
Centre																								
Buncrana Road WEST Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop,	7.3%	68	24.6%	45	6.4%	6	7.8%	3	0.8%	1	0.8%	0	6.9%	3	0.0%	0	1.0%	1	0.0%	0	6.9%	9	0.0%	0
M&S, Topman, Topshop) celand, Buncrana Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derry																								
Lesley Retail Park, Strand Road (Smyths Toys, PureGym, KFC)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londonderry / Derry CITY CENTRE	18.2%	171	50.5%	93	29.5%	29	20.7%	9	6.9%	6	0.0%	0	12.7%	5	0.0%	0	4.4%	3	20.8%	25	0.0%	0	0.0%	0
Lower Galliagh Road Local Centre	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northside District Centre	0.4%	4	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ennyburn Industrial Estate, Springtown, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	0.3%	3	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rath Mor District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Shopping Centre,	0.0%		0.7%	1	0.0%	0			0.0%	0		0	0.0%	0	1.0%	1	0.0%	0	0.0%	0		0	0.0%	0
Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)										U										U		U		
pringtown District Centre	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springtown Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Springtown Road, Derry Other Zone 1 Zone 2	0.5%	5	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campsie Business Park, Eglinton, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CFC Interiors, Clooney Road, Campsie, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	8.6%	80	13.1%	24	40.5%	40	21.0%	9	5.2%	4	0.0%	0	3.7%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Orumahoe Village Centre Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.6% 0.0%	6	0.0% 0.0%	0	0.0% 0.0%	0	12.5% 0.0%	5	0.0% 0.0%	0	0.0% 0.0%	0	1.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	1.4%	13	1.0%	2	8.3%	8	1.8%	1	1.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maydown Village & Retail Area, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crench Road Shopping Center, Hollymount Park, Derry	0.7%	7	0.0%	0	6.4%	6	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2 Zone 3	0.7%	6	1.6%	3	3.1%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eglinton Village Centre Other Zone 3 Zone 4	1.0% 0.1%	9 1	0.0% 0.0%	0	0.0% 0.0%	0	21.6% 1.8%	9	0.0% 0.0%	0		0	0.0% 0.0%	0		0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.00	0
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear,	0.2% 0.0%	2 0	0.0% 0.0%	0	0.0% 0.0%	0	1.7% 0.0%	1 0	1.0% 0.0%	1 0	0.0% 0.0%	0												

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	Total		Zone 1		Zone 2		Zone 3		Zone 4	1	Zone	5	Zone	6	7	Zone 7		Zone 8	3	Zone 9		Zone 1	10	Zone 1	1
Gallaghers Fresh Food Centre, McDonalds) Sion Mills Village Centre Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland,	0.2% 0.2%	2 2	0.0% 0.0%	0 0		0 0	0.0% 0.0%	0 0	2.9% 1.0%	2 1		0	0.0% 0.0%	0		0% 0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 1.4%	0
Poundstretcher, Argos, Peacocks, New Look) Strabane Town Centre Other Zone 4 Zone 5	6.6% 0.1%	62 1	0.0% 0.0%	0		0	2.1% 0.0%	1 0	72.4% 1.0%	58 1		0	0.0% 0.0%	0		.7% .0%	3 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Castlederg Village Centre Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)	2.6% 0.0%	24 0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	90.0%	23 0	0.0% 0.0%	0		.4% .0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Zone 6 Claudy Village Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	5	0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feeny Village Centre Zone 7	0.4%	4	0.0%	0		0	0.0%	0	0.0%	0		0		4		.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Newtownstewart Village Centre	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	14.	.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	1.00/		0.004		0.004		4.50		0.00/		0.00/		20.20			0.04		0.00/		0.004		0.007		0.004	
Dungiven Town Centre Limavady Town Centre	1.3% 6.7%	12 63	0.0% 0.0%	0	0.0% 0.0%	0	1.7% 2.8%	1 1	0.0% 0.0%	0	0.0% 0.0%	0	28.3% 13.7%	11 6		.0% .0%		0.0% 78.4%	0 56	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		.0%		0.0%	0	0.0%	0	0.0%	0		0
Other Zone 8 Zone 9	0.2%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Buncrana Town Centre	7.9%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	60.8%	74	0.0%	0	0.0%	0
Burnfoot Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Burt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carndonagh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moville Town Centre Zone 10	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	9.5%	12	0.0%	0	0.0%	0
Applegreen Fuel Station, Derry Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	1	
Centra, Mountain Top, Letterkenny	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	
Currys/PC World, Blaney Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	11	0.0%	0	
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	
Larkins, Oldtown, Letterkenny	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	5.5%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.7%	52	0.0%	0	
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	2.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	21	5.0%	4	
Letterkenny Town Centre	2.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7	10.9%	14	3.3%	3	
McElhinneys XL, Manorcunningham, Letterkenny	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche) Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Chestnut Road, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	10	

- Cignica:											101		, , ,												march 2010
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	,	Zone 7	,	Zone 8	8	Zone 9		Zone 1	10	Zone 1	11	
Home Bakery, Master																									
Shoe)																									
Ballybofey Town Centre	3.7%	34	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.070	0		0	0.0%	0	0.0%		40.3%	34	
Castlefinn Town Centre	1.8%	17	0.0%	0		0	0.0%	0	0.0%	0		0		0		0		0	0.0%	0	0.0%		20.3%	17	
Co-op, Hollow Road, Castlefinn	0.0%	0	0.0%	0		0	0.0%	0		0		0		0		0		0	0.0%	0	0.0%		0.0%	0	
Lidl, Donegal Road, Ballybofey	0.3%	3	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%		3.3%	3	
Navenny Shopping Centre, Navenny, BALLYBOFEY (Supervalu)	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	9	
Raphoe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stranorlar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	
Outside Survey Area																									
Asda, Dromore Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Belfast City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coleraine Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	1.8%	1	0.070	0	,	7	0.0%	0	0.0%	0	0.0%	0	
Crossroads Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	
Donegal Shopping Centre, DONEGAL TOWN (Supervalu)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	
Donegal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dunnes, Irishtown Road, Omagh	0.0%	0	0.0%	0		0	0.0%	0		0		0		0		0		0	0.0%	0	0.0%	0		0	
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B&M, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc, Card Factory)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Omagh City Centre	4.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	59.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Riverside Retail Park, Coleraine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Outside Catchment Area	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.7%	1	10.1%	6	0.8%	1	0.0%	0	0.0%	0	3.1%	3	
SFT & Nulls																									

By Zone Weighted Filtered

Weighted:

Derry & Strabane Household Survey for GVA

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-																								
	Total	l	Zone	1	Zone	2	Zone 3	}	Zone 4	1	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11
Internet / delivery	2.9%	28	3.0%	5	2.1%	2	0.0%	0	6.2%	5	0.0%	0	3.3%	1	4.9%	3	2.8%	2	0.0%	0	6.9%	9	0.0%	0
•						_		0				-						_		0				
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		939		185		98		44		80		26		40		60		71		122		127		85
Sample:		936		95		93		92		93		93		92		96		96		73		73		40

Derry & Strabane Household Survey for GVA

	Total		Zone 1	l	Zone 2		Zone 3		Zone 4		Zone 5		Zone	6	Zone 7	7	Zone 8	3	Zone 9)	Zone 1	0	Zone 1	1
Q28 Where did your hous	sehold la	st ma	ake a pu	rcha	se of recr	eatio	onal good	ls sı	ıch as sı	orts	equipme	ent, l	oicycles	, mus	sical inst	rume	ents or to	ys?						
Zone 1																								
Ballyarnett Local Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.00	0	0.0%	0	0.0%	0	0.0,0	0	0.0%	0	0.0%	0	0.0%	0
Buncrana Road EAST Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buncrana Road WEST Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	0.4%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	3.2%	13	7.1%	7	1.8%	1	7.7%	2	0.0%	0	0.0%	0	6.6%	1	0.0%	0	3.5%	1	4.0%	1	0.0%	0	0.0%	0
Iceland, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lesley Retail Park, Strand Road (Smyths Toys, PureGym, KFC)	3.1%	13	7.3%	7	6.6%	4	1.3%	0	1.6%	1	2.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Buncrana Road, Derry	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londonderry / Derry CITY CENTRE	16.5%	70	21.9%	21	15.8%	9	17.1%	4	14.2%	5	4.6%	0	34.3%	8	3.8%	1	25.7%	9	55.5%	12	0.0%	0	0.0%	0
Lower Galliagh Road Local Centre	0.1%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northside District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pennyburn Industrial Estate, Springtown, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rath Mor District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	2.2%	9	8.2%	8	2.9%	2	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Springtown District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Springtown Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	 [
Springtown Road, Derry	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Other Zone 1 Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Campsie Business Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Eglinton, Derry CFC Interiors, Clooney Road, Campsie, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	18.3%	78	33.2%	32	49.9%	28	32.7%	8	13.2%	5	6.3%	1	11.5%	3	1.9%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	
Drumahoe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	0.5%	2	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	1.3%	5	3.3%	3	1.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	
Maydown Village & Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Area, Derry Trench Road Shopping Center, Hollymount Park, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 2 Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Eglinton Village Centre Other Zone 3 Zone 4	0.1% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.7% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0		0		0	
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear,	0.0% 0.6%	0 3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 7.2%	0 3	

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Weighteu.													,												March 201
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	;	Zone	6	Zone '	7	Zone 8	3	Zone 9		Zone 1	.0	Zone 1	1	
Gallaghers Fresh Food Centre, McDonalds)	0.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004		• • • • • • • • • • • • • • • • • • • •		0.004		0.004		0.004		
Sion Mills Village Centre Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos,	0.2% 1.5%	1 6	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 5.3%	0 2	0.0% 17.3%	0 2	0.0% 0.0%	0	0.0% 7.8%	0 3	2.0% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Peacocks, New Look)	F 40/	22	0.00/	0	0.00/	0	1.00/	0	47.60/	1.0	5 20V		0.00/	0	4.10/		0.00/	0	0.00/	0	0.00/	0	7.00/	2	
Strabane Town Centre Other Zone 4 Zone 5	5.4% 0.0%	23	0.0% 0.0%	0		0	1.8% 0.0%	0	47.6% 0.0%	18 0		1	0.0% 0.0%	0	4.1% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	7.2% 0.0%	3 0	
Castlederg Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Zone 6																									
Claudy Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Feeny Village Centre Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newtownstewart Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	1.4%	6	0.0%	0	0.0%	0	0.0%	0	7.5%	3	7.3%	1	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 8																									
Dungiven Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Limavady Town Centre	1.6%	7	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	13.7%	5	0.0%	0	0.0%	0	0.0%	0	
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 8 Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	4	0.0%	0	0.0%	0	
Burnfoot Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Carndonagh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Moville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 10																									
Applegreen Fuel Station, Derry Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	0	Zone 11	1
Centra, Mountain Top, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys/PC World, Blaney Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Torte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	5.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.0%	16	18.9%	7
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
arkins, Oldtown, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	5.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	2	39.9%	20	0.0%	0
etterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
etterkenny Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CElhinneys XL, Manorcunningham, Letterkenny	0.0%	0		0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
the Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche) Cone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ıldi, Chestnut Road, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Derry & Strabane Household Survey for GVA

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	6	Zone 7	7	Zone	8	Zone 9		Zone 1	10	Zone 1	1	
Home Bakery, Master																									
Shoe)																									
Ballybofey Town Centre	2.0%	9	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.070	0		0	0.0%	0	0.0%		23.8%	9	
Castlefinn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Co-op, Hollow Road, Castlefinn	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0		0		0	0.0%	0		0		0	
Lidl, Donegal Road, Ballybofey	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0		0		0	
Navenny Shopping Centre, Navenny, BALLYBOFEY (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Raphoe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stranorlar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside Survey Area																									
Asda, Dromore Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Belfast City Centre	0.4%	2	0.0%	0		1	2.0%	1	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0	0.00	0	
Coleraine Town Centre	1.8%	8	0.0%	0	3.1%	2	1.3%	0	0.0%	0		0	5.2%	1	0.070		12.2%	4	0.0%	0	0.0%	0	0.070	0	
Crossroads Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Donegal Shopping Centre, DONEGAL TOWN (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donegal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dunnes, Irishtown Road, Omagh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B&M, Harry Corry)	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1	0.0%	0	9.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc, Card Factory)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Omagh City Centre	4.3%	18	0.0%	0	0.0%	0	0.0%	0	2.2%	1	19.5%	2	0.0%	0	48.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Riverside Retail Park,	0.0%	0	0.0%	0		0		0		0	0.0%	0	0.0%		0.0%	0		0	0.0%	0		0		0	
Coleraine																									
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Outside Catchment	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	4.8%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	
Area SFT & Nulls	0.070	۷	0.070	U	0.070	U	0.070	U	0.070	U	2.070	U	4.070	1	0.070	U	3.270	1	0.070	U	0.070	U	0.070	U	

By Zone Weighted Filtered

Weighted:

Derry & Strabane Household Survey for GVA

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	Total		Zone	1	Zone 2	2	Zone 3	,	Zone 4	ļ	Zone 5	5	Zone	6	Zone	e 7	2	Zone 8		Zone 9)	Zone 1	0	Zone	11
Internet / delivery (Don't know / can't	20.2% 0.0%	85 0	19.0% 0.0%	18	12.6% 0.0%	7	23.2% 0.0%	6	8.3% 0.0%	3	4.7% 0.0%	0	19.1% 0.0%		16.4% 0 0.0%	5	5 35	.7%	13	9.3% 0.0%	2	20.9% 0.0%	10	42.9% 0.0%	16 0
remember) (Don't do this type of shopping)	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		C		.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		423 424		95 46		56 49		26 50		38 41		10 35		22 50		32 48			36 46		21 14		50 29		36 16

Derry & Strabane Household Survey for GVA

	Tota	l	Zone	1	Zone	2	Zone 3	3	Zone 4	1	Zone	5	Zone	5	Zone '	7	Zone	8	Zone 9		Zone 10	0	Zone 11		
Q29 Where did your hou Excl. Nulls	sehold l	ast m	ake a pı	urcha	se of oth	ner no	on-food i	items	such as	s boo	ks, CDs	, jewe	ellery or	china	and gla	ass ite	ems?								
Zone 1																									
Ballyarnett Local Centre Buncrana Road EAST Local Centre	0.0% 0.1%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Buncrana Road WEST Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	0.5%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
oyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	12.8%	74	26.6%	35	27.2%	19	28.7%	9	6.8%	4	6.4%	1	17.0%	5	0.0%	0	2.4%	1	1.5%	1	0.0%	0	0.0%	0	
eland, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
esley Retail Park, Strand Road (Smyths Toys, PureGym, KFC)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
idl, Buncrana Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ondonderry / Derry CITY CENTRE	19.3%	111	34.7%	45	29.2%	20	21.3%	7	8.0%	4	3.1%	0	27.3%	7	8.3%	3	11.6%	6	30.3%	18	0.0%	0	0.0%	0	
ower Galliagh Road Local Centre	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
orthside District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ark Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ennyburn Industrial Estate, Springtown, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
uayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny Chemists)	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ath Mor District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ichmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	0.9%	5	1.4%	2	3.8%	3	1.4%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
pringtown District Centre	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
pringtown Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	I
Springtown Road, Derry Other Zone 1 Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campsie Business Park, Eglinton, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CFC Interiors, Clooney Road, Campsie, Derry	0.3%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	0.4%	2	1.1%	1	1.1%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Orumahoe Village Centre Glenkeen Furnishings, Glendermott Road, Waterside, Derry	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	0.5%	3	0.0%	0	2.4%	2	1.1%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maydown Village & Retail Area, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crench Road Shopping Center, Hollymount Park, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2 Zone 3	0.7%	4	2.3%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eglinton Village Centre Other Zone 3 Zone 4	0.1% 0.0%	0	0.0% 0.0%	0		0	1.4% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0		0 0
Asda, Branch Road, Strabane Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear,	0.2% 0.6%	1 3	0.0% 0.0%	0	1.1% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.8%	0	0.0% 0.0%	0	1.6% 1.6%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 4.8%	0 3

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	Total		Zone 1		Zone 2		Zone 3		Zone 4	ı	Zone 5	·	Zone	6	Zone '	7	Zone	8	Zone 9		Zone 1	0	Zone 11	1	
	10441		Zone 1		Zone 2		Zone c		Zone		Zone c		Zone	•	Zone	•	Lone	o .	Zone		Zone 1	v	Zone 1	-	
Gallaghers Fresh Food																									
Centre, McDonalds)																									
ion Mills Village Centre	0.1%	1	0.0%	0		0	0.0%	0	1.5%	1	0.00,0	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
trabane Shopping / Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park, Branch Road, STRABANE																									
(SportsDirect, Poundland,																									
Poundstretcher, Argos,																									
Peacocks, New Look)																									
Strabane Town Centre	6.4%	37	0.0%	0	0.0%	0	0.0%	0	54.3%	29	5.4%	1	1.5%	0	10.2%	4	0.0%	0	0.0%	0	0.0%	0	4.8%	3	
Other Zone 4	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	ő	0.0%	0	0.0%	0	
Zone 5		_		-	~ . ~ . ~	-		-		,		-				,		-		_	~	,	*****	-	
Castlederg Village Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	22.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derg Valley Shopping	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Centre, Lower Strabane																									
Road, CASTLEDERG																									
(Spar, Hamiltons																									
Foodhalls)																									
Zone 6																									
Claudy Village Centre	0.3%	1	0.0%	0		0	0.0%	0	1.5%	1		0	2.5%	1	0.0%	0		0	0.0%	0		0	0.0%	0	
eeny Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 7	0.00/		0.00/		0.004		0.00/		0.004		0.00/		0.00/		0.00/		0.00/		0.00/		0.00/		0.004		
Newtownstewart Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre	0.00/	0	0.00/	0	0.0%	0	0.00/	0	0.00/	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00/	0	
Showgrounds Retail Park, Sedan Avenue, OMAGH	0.0%	U	0.0%	0	0.0%	U	0.0%	U	0.0%	U	1.9%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	U	
(Argos, M&S, Next,																									
Peacocks, River Island,																									
Sports Direct, Poundland,																									
New Look)																									
Zone 8																									
Dungiven Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Limavady Town Centre	3.6%	21	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	6.7%	2	0.0%	0	35.4%	18	0.0%	0	0.0%	0	0.0%	0	
Windyhill Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Windyhill Road,																									
LIMAVADY (ELSS																									
Engineering)		_		_		_		_		_		_		_		_		_		_		_			
Other Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 9	5.00	20	0.004	^	0.004	^	0.004	^	0.007	_	0.007	^	0.007	_	0.004	^	0.007	^	51.0°	20	0.007	^	0.004		
Buncrana Town Centre	5.3%	30	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	51.8%	30	0.0%	0	0.0%	0	
Burnfoot Village Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0%	0	0.0%	0	
Burt Village Centre	0.0%	0	0.0%	0			0.0%	0		0		0		0	0.0%	0		0		0	,.	0	0.0%	0	
Carndonagh Town Centre Moville Town Centre	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Zone 10	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Applegreen Fuel Station,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derry Road, Letterkenny	0.070	U	0.070	U	0.070	U	0.070	U	0.070	J	0.070	U	0.070	J	0.070	U	0.070	U	0.070	U	0.070	U	0.070	J	
Doily Roud, Letterkelling																									

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Centra, Mountain Top, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys/PC World, Blaney Road, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larkins, Oldtown, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterkenny Retail Park, Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)	6.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	77.8%	37	0.0%	0
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	3.7%	2	4.8%	3
Letterkenny Town Centre	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	6.8%	4	3.7%	2		3
McElhinneys XL, Manorcunningham, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche) Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chestnut Road, Ballybofey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	Ó	Zone 7		Zone 8	3	Zone 9		Zone 1	.0	Zone 1	11	
H DI W																									
Home Bakery, Master Shoe)																									
Ballybofey Town Centre	2.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	14	
Castlefinn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Co-op, Hollow Road,	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	
Castlefinn																									
idl, Donegal Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballybofey																									
Navenny Shopping Centre, Navenny, BALLYBOFEY (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Raphoe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
tranorlar Town Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	ő	0.0%	0		0	
Other Zone 11	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		ő	
Outside Survey Area																									
Asda, Dromore Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Omagh																									
Selfast City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	4.1%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	
oleraine Town Centre	1.1%	6	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	9.8%	5	0.0%	0	0.0%	0	0.0%	0	
rossroads Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donegal Shopping Centre, DONEGAL TOWN (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oonegal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ounnes, Irishtown Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Omagh																									
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B&M, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
laks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Card Factory)																									
Omagh City Centre	3.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	3	0.0%	0	41.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Riverside Retail Park,	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Coleraine																									
tation Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Outside Catchment Area FT & Nulls	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.9%	0	1.5%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Tota	ıl	Zone	1	Zone 2	2	Zone	3	Zone 4	l	Zone	5	Zone	6	Zone	7	Zone	8	Zone ?	9	Zone 1	10	Zone 1	1
Internet / delivery	28.9%	166	30.3%	30	29.7%	20	40.4%	13	25.3%	14	33.0%	5	34.4%	Q	28.1%	10	38.7%	20	6.3%	4	7.2%	3	52.5%	29
(Don't know / can't remember)	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%		0.0%	0		0	0.0%	0		0		0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		575		130		69		31		54		15		27		37		52		58		48		54
Sample:		575		67		63		62		59		53		60		57		69		36		27		22
OOO De man de la later					T\//!			• • -				6 -11-						- FRAID //	DD1					
Q30 Do you use the Inter	rnet, a n	ome c	ataiogu	e, or	i v/inter	active	snopp	ing to	underta	ке а	ny or the	TOILO	wing to	oa or	non-toc	oa sn	opping?	[IVIR/I	PKJ					
Food and groceries	8.5%	85	3.9%	8	14.3%	15	18.5%	9	8.1%	7	2.7%	1	9.7%	4	6.6%	4	15.9%	12	4.9%	7	13.7%	19	0.0%	0
Clothes and shoes	40.4%	404	37.4%	73	38.7%	41	46.2%	22	40.1%	35	32.7%	9	44.0%	19	28.8%	18	43.3%	32	33.8%	45	41.4%	58	61.7%	53
Furniture, carpets, soft household furnishings	7.8%	78	3.3%	6	11.6%	12	11.9%	6	5.8%	5	6.3%	2	9.5%	4	11.3%	7	9.0%	7	10.0%	13	2.5%	3	14.3%	12
DIY and decorating goods	5.6%	56	4.8%	9	5.2%	5	17.7%	8	1.6%	1	4.7%	1	5.7%	2	12.0%	8	8.6%	6	3.7%	5	1.2%	2	8.1%	7
Domestic appliances and electrical Items	13.2%	132	7.1%	14	14.8%	16	18.5%	9	11.9%	10	17.1%	5	19.2%	8	12.8%	8	21.4%	16	12.9%	17	10.1%	14	18.0%	15
Health, beauty and chemist Items	16.7%	167	3.8%	7	13.0%	14	22.9%	11	9.6%	8	9.7%	3	10.2%	4	10.5%	7	14.9%	11	39.6%	53	17.6%	24	29.0%	25
Recreational goods, such as sports equipment, bicycles, musical instruments and toys	14.4%	144	17.8%	35	21.2%	22	32.0%	15	9.8%	8	12.8%	4	15.5%	7	11.8%	7	18.6%	14	2.1%	3	7.5%	10	21.5%	18
Other Non-Food Items such as books, CDs, jewellery or china and glass items	25.0%	250	30.1%	59	32.5%	34	43.5%	21	26.3%	23	23.0%	6	28.9%	13	23.6%	15	39.1%	29	4.9%	7	1.2%	2	50.0%	43
(Don't do internet / catalogue TV/interactive shopping)	41.9%	419	39.3%	77	37.7%	40	36.7%	17	49.2%	43	60.3%	17	43.9%	19	42.5%	27	28.5%	21	49.5%	66	47.2%	66	32.1%	27
Weighted base:		1001		195		105		47		87		28		44		63		75		133		139		85
Sample:		1001		100		100		100		100		100		100		100		101		80		80		40

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	Tota	1	Zone	1	Zone	2	Zone :	3	Zone 4	ı	Zone	5	Zone	6	Zone	7	Zone	8	Zone 9)	Zone 1	10	Zone 1	1	
Q31 Which town / village Excl. Nulls	e do you	cons	ider to k	oe you	ır neare:	st cer	ntre?																		
Artigarvan	0.1%	1	0.0%	0		0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballykelly	0.5%	5	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	
Ballymagorry	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Beragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bushmills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Castledawson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Castlederg	2.3%	22	0.0%	0	0.0%	0	0.0%	0	0.9%	1	74.2%	20	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Claudy	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coleraine	1.3%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.7%	0	14.0%	10	0.0%	0	0.0%	0	0.0%	0	
Cookstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Creggan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Crescent Link Retail Park,	0.2%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derry																									
Draperstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dromore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
rumahoe	0.4%	4	0.0%	0	1.0%	1	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Prumquin	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oungiven	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
glinton	1.2%	12	0.0%	0	1.0%	1	22.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
eeny	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fermanagh	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ivemiletown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Soyleside Shopping Centre,	0.0%	2	0.0%	0		2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derry	0.270	2	0.070	U	2.1 /0	2	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Gortin	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Greysteel	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gillen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gilleter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
imavady	6.9%	66	0.0%	0	0.0%	1	9.0%	4	0.0%	0	0.0%	0	9.0%	4	0.0%			57	0.0%	0	0.0%	0	0.0%	0	
isnagelvin Shopping	0.9%	00	0.0%	0	0.7%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Centre, Derry	0.070	U	0.070	U	0.070	U	1.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
•	36.3%	349	96.0%	187	89.1%	93	54.4%	26	11.9%	10	0.0%	0	22.5%	10	2.0%	1	4.3%	3	14.5%	19	0.0%	0	0.0%	0	
ondonderry / Derry		0		0		93		0		0		0		0		0		0			0.0%	0		0	
Iaghera Iagherafalt	0.0%	1	0.0%		0.0%		0.0%	0	0.0% 0.0%		0.0%		0.0%	1	0.0%	1	0.0%		0.0%	0		0	0.0%	0	
lagherafelt	0.1%	_	0.0%	0	0.0%	0	0.0%			0	0.0%	0	1.5%	_	1.0%	_	0.0%	0	0.0%	0	0.0%		0.0%		
Ioneymore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
loy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ewbuildings	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ewmills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
lewtownstewart	0.8%	8	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	9.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
magh	4.4%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%		64.8%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
lumbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
hantallow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sion Mills	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Derry & Strabane Household Survey for GVA

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	Tota	l	Zone 1	1	Zone	2	Zone 3		Zone	4	Zone	5	Zone	6	Zone 7	,	Zone	8	Zone	9	Zone	10	Zone	11	
Strabane	9.9%	95	4.0%	8	0.7%	1	1.0%	0	77.6%	66	16.5%	5	0.0%	0	12.4%	8	0.0%	0	0.0%	0	0.0%	0	9.5%	8	
Strathroy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Swatragh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tobermore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Victoria Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waterside	0.4%	4	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ardara	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballinamore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballybofey	5.6%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.4%	54	
Ballyconnell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballyhaise	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballyshannon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Belturbet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bonagee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bridgend	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	7	0.0%	0	0.0%	0	
Buncrana	9.8%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	71.5%	94	0.0%	0	0.0%	0	
Burnfoot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	
Burt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Carndonagh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	
Castlefinn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	
Cavan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Crolly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donegal Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dungloe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dunkineely	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny	9.7%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	83.5%	89	1.9%	2	
Lifford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	
Manorcunningham	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0,0	0	0.0%	0	0.0%		16.5%	18	0.0%	0	
Manorhamilton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Milford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Monaghan	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mountain Top	0.0%	-	0.0%		0.0%	0		0	0.0%			0		0	0.0%	0		0	0.0%			0	0.0%	0	
Moville Muff	0.4% 0.0%	4	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	2.8% 0.0%	4	0.0% 0.0%	0	0.0% 0.0%	0	
Portnoo	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sligo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
St Johnston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stranorlar	1.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	18	
Tullaghan	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
,	0.070		0.070		0.070		0.070	-	0.070		0.070		0.070		0.070		0.070		0.070		0.070		0.070		
Weighted base:		963		195		104		47		85		27		44		62		75		131		107		85	
Sample:		976		100		99		100		98		99		100		99		101		79		61		40	

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Derry & Strabane Household Survey for GVA

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	e 6	Zone	7	Zone	2 8	Zone	9	Zone	10	Zone	11	
Meanscore: [Numbe	er of vis	its pe	week]																						
Q32 How often do you n Not those that said '(Do	•	,		E MEI	NTIONE	D AT	Q31) fo	r food	shoppi	ing, no	on-food	shop	ping or	to us	e servic	es?									
Everyday / most days	19.8%	190		35	13.0%	14	19.5%		33.6%	28	31.5%		43.9%		24.6%	15	27.4%	21		7		9	29.4%	25	
2 - 3 times a week	25.8%				18.0%	19			24.7%		30.6%		22.1%		23.6%		35.2%		11.0%		34.2%		40.5%	34	
Once a week	31.7%	305			27.0%		31.8%		28.8%		20.7%		17.9%		29.7%		22.8%		51.5%		42.8%		22.5%	19	
Once a fortnight	9.4%	90	8.7%		14.4%	15		2		4	5.8%	2		2		4		3		34		5		3	
Once a month	5.9%	57	9.3%		12.1%	13		5		1	6.1%	2	8.0%	3		4	6.7%	5	3.0%	4		2	0.0%	0	
Less often	4.5%	43	5.4%	11		10	8.8%	4		3	4.4%	1	1.5%	1	,	2		3	2.8%	4		2		3	
Never (Don't know / varies)	1.6% 1.4%	15 14	0.9% 1.1%	2 2		4 2	1.9% 2.6%	1 1	2.9% 1.1%	2	1.0% 0.0%	0	3.0% 0.0%	1 0	, , .	3	0.7% 0.0%	1 0	0.9% 0.0%	1 0		0 7	0.0%	0	
· ·	1.470		1.170		2.170		2.0%	_	1.170	•	0.0%		0.070			•	0.0%		0.070		0.570		0.0%		
Mean:		2.45		2.34		1.79		2.29		3.32		3.23		3.85		2.69		3.07		1.29		2.03		3.32	
Weighted base:		963		195		104		47		85		27		44		62		75		131		107		85	
Sample:		976		100		99		100		98		99		100		99		101		79		61		40	
Not those that said 'New Shopping					87.5%		, <u>-</u>	40	76.3%	63	93.1%	25	81.6%	35	86.0%	51	89.0%	66	59.0%	78	96.7%	105	87.3%	74	
Using financial services (e.g. banks, building societies)	27.1%		18.7%		13.9%	14			14.0%		12.2%		12.8%		17.3%		8.7%		73.6%		26.0%		49.1%	42	
Using other services (e.g. hairdressers, travel agent, opticians, etc.)	19.3%	184	7.8%	15	6.8%	7	11.1%	5	12.3%	10	18.0%	5	10.2%	4	11.1%	7	13.6%	10	54.2%	72	19.3%	21	32.7%	28	
Visiting Council offices / Job Centre / other public agency	2.2%	21	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.7%	1	1.1%	1	0.9%	1	2.3%	3	12.8%	14	0.0%	0	
Visiting restaurants / cafés / public houses	22.6%	215	20.3%	39	20.1%	20	16.0%	7	18.6%	15	11.6%	3	7.3%	3	13.3%	8	17.5%	13	40.8%	54	30.4%	33	21.9%	19	
Work in / near to city centre	7.4%	71	7.8%	15		9	1.6%	1	8.0%	7	6.5%	2		5		5	4.1%	3	5.0%	7		8	9.7%	8	
Tourism / sight-seeing / browsing	4.7%	44	9.2%	18	1.8%	2	9.4%	4	5.6%	5	1.7%	0	5.1%	2	5.6%	3	10.6%	8	1.5%	2		0		0	
Social / leisure reasons	13.9%		16.5%		12.3%	12	4.2%		24.6%		15.3%		13.0%	6			14.0%	10	3.9%	5			32.7%	28	
Other	0.0%	0		0		0	0.0%	0		0		0	0.0%	0		0		0	0.0%	0		0		0	
Get petrol	0.6%	6		0		0	0.0%	0		2		0	1.6%	1		1	0.9%	1	0.0%	0		0		2	
School run	0.4%	4	0.0%	0		2	1.0%	0		0		0	1.6%	1	0.0,0	0		0	0.0%	0		0	0.0,0	0	
(Don't know)	1.1%	10	0.7%	1	1.2%	1	0.0%	0	4.4%	4	4.2%	1	2.6%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	
Weighted base:		952		193		100		47		82		27		43		60		74		132		109		85	
Sample:		959		99		95		98		95		98		98		95		100		79		62		40	

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Derry & Strabane Household Survey for GVA

Weighted:

Total Zone 2 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Q34 How do you normally travel to (CENTRE MENTIONED AT Q31) for food shopping, non-food shopping or to use services? Not those that said 'Never' at O32 Car - driver 72.0% 685 62.2% 120 76.5% 77 75.6% 35 70.8% 58 75.1% 20 74.1% 31 86.2% 51 75.2% 56 78.3% 104 65.9% 72 71.0% 60 98 3 7 2 10.3% 14.9% 29 6.4% 6 10.9% 5 13.2% 11 12.5% 9.2% 9.0% 5 15.5% 12 10.8% 14 6.5% 1.9% Car - passenger 4 Bus 4.9% 47 3.5% 7 8.4% 8 4.5% 2 1.0% 1 2.7% 1 0.0% 0 1.2% 1 1.9% 1 3.6% 5 16.2% 18 3.8% 3 Cycle 0.0% 0 Disabled vehicle (e.g. mobility scooter) Taxi 2.8% 27 9.4% 18 0.0% 0 1.9% 3.4% 3 1.0% 0.0% 0 1.0% 0.9% 0.0% 3.3% 4 0.0% 0 Train 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Walk 8.6% 82 9.9% 19 4.9% 5 3.4% 2 7.4% 6 6.4% 2 15.7% 7 2.6% 2 6.5% 5 7.3% 10 8.1% 9 20.0% 17 0 0.3% 3 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 3 Other 0 0 0 3.3% (Don't know / varies) 1.0% 10 0.0% 0 3.8% 4 3.6% 2 4.1% 3 2.3% 1 1.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Weighted base: 952 193 100 47 82 2.7 43 60 74 132 109 85 959 99 98 95 98 98 95 100 79 Sample: 95 62 40 Meanscore: [Time in minutes] Q35 How long on average do you normally stay in (CENTRE MENTIONED AT Q31)? Not those that said 'Never' at O32 0 - 30 minutes 10 10.0% 8 21.8% 16 17.0% 11 13.0% 14 15.0% 13 11.7% 3.3% 6 11.2% 11 21.5% 6 37.6% 10 8.0% 6 8.1% 111 228 21.8% 16.4% 16 16.2% 28.1% 23 33.7% 9 13.7% 6 13.3% 8 25.8% 19 31.3% 41 32.4% 35 24.1% 21 31 minutes - 1 hour 24.0% 42 8 24 26.1% 23 40.4% 33 20.5% More than 1 hour - 2 hours 36.8% 350 46.7% 90 43.4% 43 36.8% 17 29.2% 7 14.5% 6 38.8% 30 44.2% 58 30.5% 17 More than 2 hours - 3 hours 14.2% 135 13.9% 27 21.7% 22 15.1% 7 15.2% 12 6.9% 2 10.1% 4 19.5% 12 10.4% 8 16.4% 22 9.6% 10 10.9% 9 0 More than 3 hours - 4 hours 3.2% 31 8.5% 17 2.5% 3 4.8% 2 3.4% 3 1.9% 1 3.5% 1.8% 1 4.8% 4 0.0% 0 0.0% 0 0.0% 2 Over 4 hours 3.6% 34 4.9% 9 2.8% 3 1.6% 1 2.5% 0.7% 0 8.2% 3 3.6% 2 5.8% 4 0.0% 0 1.6% 2 8.2% 7 (Don't know / varies) 6.5% 62 0.9% 2 1.9% 2 4.1% 2 11.8% 10 8.8% 2 12.4% 5 6.1% 4 4.8% 4 0.0% 0 12.8% 14 21.3% 18 Mean: 90.32 106.69 96.30 84.47 88.04 64.19 82.08 92.90 96.91 79.70 72.65 92.23

27

98

43

98

60

95

74

100

132

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109

62

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Weighted base:

Sample:

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959

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Derry & Strabane Household Survey for GVA

, , ergineed,												- ~												
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone 1	1
Q36 What types of good			s do yo	u norr	nally bu	ıy froi	n (CENT	RE N	MENTION	IED A	AT Q31)?	? [MR]	l											
Clothes and shoes	45.4%	432	57.2%	110	69.1%	69	43.7%	20	40.0%	33	22.7%	6	23.2%	10	42.4%	25	41.0%	30	23.1%	31	72.5%	79	21.8%	19
Confectionery / tobacco / newspapers and magazines	21.4% s	204	4.1%	8	2.8%	3	6.0%	3	17.9%	15	6.8%	2	11.6%	5	5.6%	3	7.4%	6	62.6%	83	37.2%	40	43.2%	37
DIY and hardware goods	6.1%	58	5.9%	11	2.7%	3	8.2%	4	14.3%	12	13.9%	4	7.1%	3	6.1%	4	9.2%	7	6.4%	8	0.0%	0	3.1%	3
Electrical goods	6.9%	66	5.8%	11	8.4%	8	2.7%	1	12.8%	11	5.9%	2	4.9%	2	12.4%	7	10.5%	8	5.7%	8	4.9%	5	3.1%	3
Food / groceries	67.3%	641	66.2%	128	41.9%	42	59.1%	28	73.9%	61	84.6%	23	72.9%	31	74.8%	45	70.6%	53	58.5%	77	77.2%	84	82.4%	70
Furniture and carpets	3.6%	34	2.6%	5	1.8%	2	2.3%	1	10.6%	9	1.070	0	3.2%	1	5.9%	4	8.1%	6	- 10 , 0	5	1.6%	2	0.0%	0
Gifts / souvenirs	7.0%	67	3.6%	7	3.6%	4	0.7%	0	7.5%	6	0.7%	0	0.9%	0	6.9%	4	9.8%	7	24.5%	32	4.9%	5	0.0%	0
Personal and luxury goods	18.8%	179	16.6%	32	15.9%	16		10	21.0%	17	15.1%	4	16.5%	7	18.1%	11	22.7%	17		49	12.8%	14	1.9%	2
Recreational goods	4.3%	41	4.9%	9	7.1%	7	3.7%	2		5	2.9%	1	1.7%	1	5.9%	3	9.5%	7	0.0%	0	4.8%	5	0.0%	0
Services	19.7%	188	13.7%	26	7.3%	7	11.9%		16.3%	13	11.0%	3	8.2%		11.7%	7	6.3%	5	79.8%	106	6.3%	7	5.1%	4
Other	0.0%	0		0	0.0%	0	0.0%	0		0	0.070	0	0.0%	0	,.	0	0.0%	0		0	0.070	0	0.0%	0
Petrol	1.3%	12	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	0	4.1%	2	1.1%	1	2.9%	2	0.0%	0	0.0%	0	6.2%	5
(Don't know)	2.2%	21	3.2%	6	6.5%	7	1.7%	1	4.9%	4	3.3%	1	1.1%	0	0.8%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
(Don't buy any goods or services)	2.7%	26	2.6%	5	6.0%	6	2.9%	1	8.4%	7	1.9%	1	5.2%	2	3.4%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:		952		193		100		47		82		27		43		60		74		132		109		85
Sample:		959		99		95		98		95		98		98		95		100		79		62		40

Derry & Strabane Household Survey for GVA Page 160 March 2018

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11	
Q37 What are the main r Not those that said 'Ne		•	hoose t	o visit	t (CENT	RE MI	ENTION	ED A	Г Q31)?	[MR]															
Attractive shopping	9.3%	89	14.2%	27	7.9%	8	5.4%	3	5.3%	4	2.7%	1	2.8%	1	0.0%	0	3.2%	2	1.5%	2	36.9%	40	0.0%	0	
environment	2.10/	20	0.0%	0	1.00/		2.20/	2	0.00/	0	0.0%	0	0.00/	0	1.10/	1	0.0%	0	0.20/	1.1	2.20/	4	2.10/	2	
Better value for money	2.1% 10.8%	20 103		0	1.0% 7.9%	8	3.3% 12.2%	2	0.0% 6.3%	0 5		0	0.0% 7.5%	0	1.1% 9.3%	1	8.1%	-	8.3% 18.1%	11	3.3% 11.3%	4 12		3 12	
Choice of shops			10.1%	20			0.0%	6		0	7.4%	2		1		6		6 1						3	
Clean / well maintained Close to friends / relatives	4.0%	38	0.7% 1.9%	4	0.0% 2.0%	0 2		0	0.0%	0	1.0% 2.4%	1	1.6%	0	0.0% 0.0%	0	1.0%	0	6.0%		22.5% 25.8%	24	3.1% 4.9%	3 4	
	5.7%	54					1.9%	-	0.0%	1		_	0.7%				0.0%		11.2%			28		0	
Community facilities	2.9%	28	0.9%	2	1.6%	2 71	0.0%	0	0.7%	-	0.0%	0	3.5%	2	0.0%	0	0.0%	0	3.6%		16.1%	17	0.0%	-	
Convenient to home	63.8%	607	58.2%				49.0%	23	68.3%	30 1	64.2%	17	70.6%	30		38 1	74.3%	55 1	62.5%		54.9%	60		62 7	
Convenient to work	3.6%	35	0.0%	0	5.2% 2.0%	5	2.6%		1.0%	-	1.7% 2.9%	0	6.5%	0	1.8%		1.4%		7.2% 1.5%	10 2	4.9%	5	8.3%	7	
Easy to park	3.1%	30	0.0%	0		2	5.3%	2	0.0%	0		1	0.7%		3.6%	2		4 2				9	8.0%	,	
Free car parking	2.7%	26	0.0%	0	0.8%	-	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%		11.3%		13.3%	11 0	
Good bus service	1.3%	12 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	-	0.0%	0	0.0%	0	0.0%	-	1.5%	2		10		0	
Good customer facilities	0.8%	,	0.0%	0	0.0%	0	0.9%	0	1.0%	1	0.7%	0	0.0%	0		1	0.0%	0	0.0%	0		5		-	
Habit / always used it	17.4%	165	9.4%	18	0.8%	-	3.6%	2	7.3%	6	3.3%	1	2.6%	1	2.8%	2	1.0%	1	61.3%	81	38.7%		13.2%	11	
Lower prices	3.0%	29	0.0%	0 5	0.0%	0	0.0%	0	0.0%	0 7	0.0%	0	0.7%	0	0.0%	0	1.0%	1	7.9%	11	3.3%		15.9%	14	
Range of other services (e.g. leisure, banking, food and drink, etc)	5.4%	52	2.8%	3	7.1%	/	8.5%	4	9.0%	/	2.1%	1	4.2%	2	4.1%	2	8.0%	6	3.8%	5	9.5%	10	1.9%	2	
Range of shops	7.4%	70	5.1%	10	7.1%	7	10.4%	5	7.9%	6	7.7%	2	9.9%	4	10.1%	6	7.4%	6	14.2%	19	4.8%	5	0.0%	0	
Traffic free pedestrian area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0		0		0	
Other	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0		0		0	
Better value of Euro over sterling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Compact / easy to get around	1.5%	15	2.5%	5	3.5%	4	4.6%	2	0.0%	0	0.7%	0	0.9%	0	2.4%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	
Familiar / know where everything is	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.8%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	
Friendly people / nice atmosphere	2.4%	23	3.5%	7	1.6%	2	5.8%	3	2.6%	2	11.6%	3	5.5%	2	3.1%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	
Good place for meeting people	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Good supermarket(s) there	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Like to support local shops	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	2	2.4%	1	3.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
Long opening hours	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
New Look store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Offers click and collect there	0.2%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Quiet / not too busy	0.4%	4	0.0%	0	0.8%	1	3.4%	2	0.0%	0	1.7%	0	1.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	2.3%	21	0.7%	1	1.0%	1	0.7%	0	3.4%	3	6.1%	2	0.0%	0	2.1%	1	1.9%	1	0.0%	0	8.2%	9	3.3%	3	
(No particular reason)	5.6%	53	9.5%	18	4.9%	5	11.1%	5	3.8%	3	7.4%	2	3.7%	2	9.4%	6	4.6%	3	0.0%	0	4.6%	5	4.5%	4	
Weighted base: Sample:		952 959		193 99		100 95		47 98		82 95		27 98		43 98		60 95		74 100		132 79		109 62		85 40	

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	Tota	l	Zone	1	Zone 2	2	Zone 3	1	Zone 4	1	Zone 5		Zone 6	5	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11
Q38 Is there anything yo Not those that said 'Nev			ıt (CENT	RE N	IENTION	IED A	T Q31)?	[MR]															
Difficult parking	8.7%	82	8.3%	16	13.6%	14	8.1%	4	13.9%	11	1.7%	0	11.2%	5	21.1%	13	2.6%	2	13.3%	18	0.0%	0	0.0%	0
Expensive parking	2.8%	27	6.4%	12	2.7%	3	0.0%	0	4.1%	3	0.0%	0	1.7%	1	8.0%	5	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Lack of particular store (PLEASE WRITE IN STORE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of safety / personal security / hooligans	0.8%	7	0.9%	2	1.6%	2	1.6%	1	2.7%	2	1.5%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of services (banks / building societies etc)	1.2%	11	1.0%	2	0.8%	1	0.0%	0	2.5%	2	2.9%	1	2.4%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	4.7%	4
Poor / limited evening entertainment (PLEASE WRITE IN)	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	8	0.0%	0	0.0%	0
Poor / limited leisure facilities (PLEASE WRITE IN)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Poor pedestrian environment / pavements / roads in need of repair	1.3%	12	0.9%	2	1.5%	2	4.3%	2	1.7%	1	0.7%	0	1.7%	1	2.1%	1	0.0%	0	0.0%	0	1.6%	2	1.9%	2
Poor selection / choice of independent shops	7.0%	67	8.9%	17	6.5%	7	3.4%	2	5.9%	5	1.5%	0	6.3%	3	1.7%	1	12.6%	9	5.0%	7	0.0%	0	19.2%	16
Poor selection / choice of multiple shops	11.8%	112	12.6%	24	8.0%	8	10.3%	5	11.3%	9	6.4%	2	19.0%	8	7.7%	5	20.9%	16	22.3%	29	0.0%	0	7.1%	6
Too expensive	2.1%	20	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0	2.6%	1	0.0%	0	2.6%	2	3.5%	5	8.0%	9	3.3%	3
Too far from home	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0		4	0.0%	0		0
Unattractive environment / dirty streets / litter	2.2%	21	6.8%	13		2	1.7%	1	2.7%	2		1	0.7%	0		1		1	0.0%	0	0.0%	0		0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access / parking for disabled	0.7%	7	3.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Better indoor market	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Business rates too high	0.3%	3	1.0%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of a bowling alley	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Lack of a cinema	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	10
Lack of a store: Aldi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Lack of a store: Asda	0.5%	5	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.4%	1
Lack of a store: B&M	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		1	0.0%	0	0.0%	0		0
Lack of a store: Dorothy Perkins	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0		0	0.0%	0		0
Lack of a store: Dunelm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of a store: Dunnes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		1	0.0%	0	0.0%	0		0
Lack of a store: Home Bargains	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		1	0.0%	0	0.0%	0		0
Lack of a store: House of Fraser	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Tota	ıl	Zone	1	Zone	2	Zone 3	3	Zone 4	1	Zone	5	Zone	6	Zone '	7	Zone	8	Zone 9)	Zone	10	Zone 1	11	
Lack of a store: Iceland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	
Lack of a store: John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lack of a store: Lidl	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	
Lack of a store: Marks & Spencer	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lack of a store: Next	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.0%	0	0.0%	0	0.0,0	0	1.0%	1	0.0%	0		0	0.0%	0	
Lack of a store: Primark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
Lack of a store: Range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lack of a store: Sainsbury's	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	
Lack of a store: Tesco	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	
Lack of a store: TK Maxx	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lack of a swimming pool	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0		0	1.7%	1	0.0,0	0	0.0%	0	0.0%	0		0	0.0%	0	
Lack of an art gallery	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	
Lack of an astro turf football pitch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lack of general leisure facilities	0.8%	7	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	0	3.2%	1	0.0%	0	0.0%	0	2.4%	3	1.6%	2	0.0%	0	
Lack of pubs / bars	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More for older people to do	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	
More for young people to do	0.5%	5	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	
No atmosphere	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	
Poor opening hours	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Poor public transport access	0.6%	5	1.7%	3		0	0.0%	0	1.0%	1	2.6%	1	0.0%	0	0.0,0	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	
Poor selection / choice of clothing stores	0.7%	7	0.0%	0	1.2%	1	0.0%	0	0.7%	1	4.4%	1	3.1%	1	0.0%	0	3.8%	3	0.0%	0		0	0.0%	0	
Poor selection / choice of food stores	0.4%	4	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.9%	1	0.0%	0		0		0	
Rude people	0.1%	1	0.0%	0		0	1.7%	1	0.0%	0		0	0.7%	0		0	0.0.0	0	0.0%	0		0	0.0%	0	
Shops are too spread out	0.1%	1	0.0%	0		0	0.0%	0	0.7%	1	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0		0	0.0%	0	
Street lights need improving	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0	0.00	0	0.0%	0		1	0.0%	0	0.0%	0		0	0.0%	0	
Too busy	0.0%	0		0		0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	
Too many cafes	0.1%	1	0.0%	0		1	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	
Too many empty shops	0.7%	7	0.9%	2		2	0.0%	0	0.0%	0		1	0.7%	0		1	0.0%	0	0.0%	0		0	1.9%	2	
Too small	0.2%	2		0		1	0.0%	0	0.0%	0		0	1.6%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	
Traffic congestion	1.2%	11	0.0%	0		0	2.5%	1	1.7%	1	1.7%	0	4.2%	2		5	1.0%	1	0.6%	1	0.0%	0	0.0%	0	
(Don't know)	4.6%	44	1.7%	3		0	2.7%	1	4.4%	4	5.1%	1	1.0%	0		1	1.0%	1	10.9%	14	6.5%	7	13.3%	11	
(Nothing)	58.5%	557	59.6%	115	60.0%	60	68.0%	32	49.3%	41	65.2%	18	55.9%	24	56.7%	34	55.6%	41	48.1%	64	80.6%	87	49.1%	42	
Weighted base: Sample:		952 959		193 99		100 95		47 98		82 95		27 98		43 98		60 95		74 100		132 79		109 62		85 40	
C																									

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Weighted: March 2018 Total Zone 2 Zone 7 Zone 9 Zone 10 Zone 11 Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 8 Q39 What, if anything, would make you visit (CENTRE MENTIONED AT Q31) more often? [MR] Those that said 'Once a month' or 'Less often' or 'Never' at O32 Attract larger retailers 1.5% 2 0.0% 0.0% 0 4.5% 0.0% 0 6.4% 0 19.4% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 2 0.0% 0.0% 0 8.7% 0 0 0.0% 6.4% 0.0% 0 49.0% 2 Develop new shopping 2.1% 0.0% 0 0 0.0% 0 0.0% 0 0.0% 1 facilities Encourage reduced shop 0.5% 1 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0 6.9% 1 0.0% 0.0% 0.0% 0 0.0% 0 prices 10.7% 5 13.4% 0.0% 23.5% 0 Improve choice of multiple 12 15.0% 4 20.0% 2 0.0% 0 0.0% 0 0 2 0.0% 0.0% 0.0% 0 0.0% Improve range of 6.5% 8 5.9% 2 6.8% 2 4.5% 0 18.9% 1 8.3% 0 0.0% 0 0.0% 0.0% 0 22.6% 2 0.0% 0 0.0% 0 independent / specialist 0.0% 0 8.3% Introduce a creche facility 0.2% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 for shoppers 0.0% 0 0.0% 0 0 Introduce a new large 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% supermarket New shop (PLEASE WRITE 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 IN NAME OF SHOP) Refurbish / improve existing 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% shopping facilities Enhanced range of health 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 and fitness centres / gvms Improved play areas for 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 children Improved policing / enhance 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 security / CCTV Improved public transport 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 facilities during the evenings Improved range of places to 1.2% 1 4.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 Improved range of pubs and 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0 0 0 0 night clubs 0 0 New / improved museum or 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% art gallery New / improved other leisure 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 facilities (PLEASE WRITE IN) New bingo facility 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% New cinema 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.2% 0 0 0 New ten pin bowling centre 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6.4% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Enhance shopmobility 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 service Improve access for 0.9% 0.0% 0 3.8% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0

etc

pushchairs / wheelchairs,

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	Total		Zone 1	l	Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11		
mprove directional signs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
mprove layout of car parks	2.5%	3	4.5%	1	3.9%	1	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
mprove location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
mprove public transport links	0.9%	1	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	12.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
nprove safety of pedestrians	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
nprove signage / routeways within centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
transport in the evenings	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
ncrease number of taxis	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
fore parking spaces - long stay	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More parking spaces - short stay	0.8%	1	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
fore parking spaces - type unspecified	4.1%	5	0.0%	0		2	6.6%	1	0.0%	0		0	0.0%	0			0.0%		22.6%	2		0	0.0%	0	
lore pedestrianisation	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
educe cost of parking	3.6%			4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
educe road congestion	0.7%	1	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ttract less people / relieve over-crowding	1.4%	2		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		49.0%	2	
attract more people / make more lively	2.0%	2		0		0	0.0%	0	0.0%	0			12.1%	1	0.0%		0.0%	0	0.0%	0			49.0%	2	
lean shopping streets	0.4%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
reate more open spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
reate more shelters from the weather	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
nprove number and attractiveness of meeting places	0.4%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
mprove play areas for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
mprove policing / other security measures	0.4%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
nprove street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
rovide for housing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ther	0.0%	0	0.0%	0	0.0%	0	0.0%	Õ	0.0%	Ō	0.0%	Õ	0.0%	0	0.0%	Õ	0.0%	0	0.0%	0	0.0%	Õ	0.0%	0	
nprove choice of clothing shops	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
lew swimming pool	1.2%	1	0.0%	0	0.0%	0	0.0%	0	20.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
top banks closing	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	7.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
esco store	0.5%	1	0.0%	0	0.0%	0	0.0%	Õ	0.0%	Ō	0.0%	Õ	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	Õ	0.0%	0	
Nothing in particular)	66.9%	77	62.4%		69.8%		60.3%		60.5%	4	68.2%		53.4%	3	51.0%	5	93.6%	8	77.4%		100.0%		51.0%	2	

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	e 6	Zone	7	Zone	8	Zone	9	Zone	10	Zone 1	1
Weighted base: Sample:		115 131		30 15		26 25		10 23		6 8		3 12		5 11		9 15		8 11		9 7		4 2		3 2
Q40 Does your househo	old ever	shop	at the Fo	oylesi	de Shop	ping	Centre?	•																
Yes No	74.3% 25.7%	744 257	94.6% 5.4%		86.3% 13.7%		86.9% 13.1%		72.2% 27.8%	63 24	52.4% 47.6%	14 13			60.7% 39.3%		82.3% 17.7%	62 13	98.6% 1.4%		26.3% 73.7%		52.4% 47.6%	45 41
Weighted base: Sample:		1001 1001		195 100		105 100		47 100		87 100		28 100		44 100		63 100		75 101		133 80		139 80		85 40
Q41 When your househ Those who shop at the						Shop	oping Ce	entre	do you	also d	do other	linke	d trips	to OT	HER are	as on	the sar	ne trip	?					
Yes visit other areas No only visit the Foyleside Shopping Centre	45.2% 54.8%		43.2% 56.8%		46.6% 53.4%		50.5% 49.5%		40.0% 60.0%		29.5% 70.5%		39.3% 60.7%		34.9% 65.1%		34.5% 65.5%	21 40	65.0% 35.0%		38.0% 62.0%		33.6% 66.4%	15 30
Weighted base: Sample:		744 740		185 94		91 86		41 87		63 73		14 53		38 85		38 59		62 83		132 79		37 21		45 20
Q42 Which of the follow Those who do other lin								Foyle	eside Sh	оррі	ng Cent	re do	es your	hous	ehold n	ormall	y unde	rtake o	on the s	ame s	shoppin	ng trip	? [MR/P	R]
Go shopping for food items Go shopping for non-food items	14.8% 75.9%		17.9% 73.6%		11.4% 74.6%	5 32	7.1% 70.9%	1 15	8.1% 71.7%	2 18	0.0% 51.4%	0 2	0.0% 54.2%	0 8	9.2% 67.3%		6.9% 85.3%		21.6% 95.4%		24.0% 63.2%		17.6% 28.6%	3 4
/isit a bank, post office, building society, cash point, etc.	10.5%	35	4.1%	3	10.5%	4	4.3%	1	5.3%	1	0.0%	0	6.8%	1	0.0%	0	2.5%	1	28.0%	24	0.0%	0	0.0%	0
Visit other services such as hairdresser / dry cleaner etc.	10.3%	34	2.4%	2	4.1%	2	0.0%	0	8.5%	2	4.7%	0	2.8%	0	3.5%	0	3.3%	1	31.5%	27	0.0%	0	0.0%	0
Visit a café or restaurant Go window shopping / browsing	32.0% 19.5%	107 66	18.7% 4.1%	15 3	20.3% 6.5%	9	21.8% 1.6%		25.9% 23.3%		27.4% 6.4%	1 0	21.6% 16.4%	3 2	9.4% 19.0%		11.9% 8.7%	3 2	53.5% 48.9%		49.6% 12.0%		81.3% 18.7%	12
Use sports / leisure or entertainment facilities	3.7%	12		2		0	5.1%	1		1	16.6%	1	2.8%	0			3.4%	1	6.7%	6		0		0
Get petrol Other Work	4.2% 0.3% 0.4%	14 1 1	2.3% 0.0% 0.0%	2 0 0	0.0%	0 0 0	0.0% 0.0% 2.1%	0 0 0		1 0 0	0.0% 0.0% 6.1%	0 0 0	0.0% 0.0% 4.4%	0 0 1		0 0 0	0.0% 0.0% 0.0%	0 0 0	12.7% 1.0% 0.0%	11 1 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0
Vist friends / family (Don't know)	0.6% 2.0%	2 7	0.0% 4.0%	0 3	0.0% 2.7%	0 1	0.0% 0.0%	0 0	5.8% 2.4%	1 1	0.0% 0.0%	0 0	4.4% 4.4%	1 1	0.0% 8.0%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	$0 \\ 0$	0.0% 0.0%	0
Weighted base: Sample:		336 309		80 37		42 39		21 42		25 30		4 15		15 31		13 20		21 29		85 52		14 8		15 6

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4	ļ	Zone 5		Zone (5	Zone 7	7	Zone	8	Zone	9	Zone 1	10	Zone	11
Q43 Where does your h Those who go shopping		•		• •	_		d items	?																
Carlisle Road	7.7%	19	5.7%	3	6.8%	2	0.0%	0	5.6%	1	12.4%	0	0.0%	0	11.8%	1	0.0%	0	14.4%	11	0.0%	0	0.0%	0
Ferryquay Street	5.8%	14	3.2%	2	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		14.9%	12		0		0
Quayside Shopping Centre	10.0%	24	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1	7.1%	1	14.9%	12	100.0%	9		0
Richmond Shopping Centre	52.5%			44	74.6%	22	75.4%	11	45.6%	6	51.3%	1	74.9%	6	41.8%	4	69.9%	11		21	0.0%	0		0
Shipquay Street	6.7%	16	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	1	0.0%	0	15.9%	12	0.0%	0	38.5%	2
Strand Road	4.6%	11	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	8.2%	1	5.4%	0	0.0%	0	12.2%	10	0.0%	0	0.0%	0
Waterloo Place / Waterloo Street	0.2%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterside / Spencer Road	4.1%	10	5.3%	3	3.5%	1	11.8%	2	21.7%	3	11.9%	0	3.8%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Bishop Street, Derry	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlederg Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crescent Link Retail Park, Derry	3.4%	8	9.1%	5	0.0%	0	3.3%	0	5.9%	1	0.0%	0	4.9%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0
Derry City Centre	3.5%	8	0.0%	0	5.9%	2	0.0%	0	9.9%	1	0.0%	0	0.0%	0	7.4%	1	12.2%	2	0.0%	0	0.0%	0	61.5%	3
Draperstown Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Retail Park, Derry	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Shopping Centre, Derry	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strabane Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		241		57		30		14		14		2		8		8		16		78		9		4
Sample:		214		27		27		27		18		8		17		13		22		48		5		2
Q44 Do you undertake of Those living in Zones 9			hopping	g trips	to Nort	hern	Ireland?	•																
Yes	59.4%	213	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	97.1%	130	22.7%	32	60.6%	52
No	35.2%	126	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0		4	63.6%	89		34
(Refused)	5.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	13.7%	19	0.0%	0
Weighted base:		358		0		0		0		0		0		0		0		0		133		139		85
Sample:		200		0		0		0		0		0		0		0		0		80		80		40
Sumple.		200		U		J		U		U		U		U		U		U		60		00		70

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Weighted:

	Tota	ıl	Zone	1	Zone 2	2	Zone 3	3	Zone 4		Zone 5	5	Zone (5	Zone '	7	Zone 8	3	Zone	9	Zone	10	Zone	11
Q45 What are the main in Those who undertake of			_					unde	rtake thi	s sho	opping?	[MR]												
Attractive shopping environment	13.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	60.9%	19	13.4%	7
Better value for money	39.1%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.9%	67	11.3%	4	24.0%	12
Choice of shops	44.3%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.0%	71	5.6%	2	41.2%	21
Clean / well maintained	4.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	16.9%	5	5.1%	3
Close to friends / relatives	7.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	13	0.0%	0	5.4%	3
Community facilities	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3
Convenient to home	5.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	9	0.0%	0		3
Convenient to work	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Easy to park	5.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%		11.3%	4	13.4%	7
Free car parking	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		3
Good bus service	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2		0		0
Good customer facilities	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	3	0.0%	0
Habit / always used it	7.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	16		0		0
Lower prices (ASK WHETHER THEY ACTUALLY MEAN 'Value of the pound (£) compared to the Euro (♠)' AND CHOOSE ACCORDINGLY)	27.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	11	88.7%	28	38.0%	20
Range of other services (e.g. leisure, banking, food and drink, etc)	1.6%	3	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		2		2
Range of shops	28.9%	61	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	35.7%		10.9%	3	22.8%	12
Traffic free pedestrian area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0
Value of the Pound (£) versus the Euro (€) / Currency	10.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	22.2%	7	22.0%	11
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Change of scenery	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	5
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No particular reason)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Weighted base:		213		0		0		0		0		0		0		0		0		130		32		52
Sample:		120		0		0		0		0		0		0		0		0		78		18		24
Sumple.		120		J		J		J		U		0		J		J		J		, 0		10		∠-т

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Derry & Strabane Household Survey for GVA

•				0		
Wei	gh	te	d:			

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Q46 How would a change to the currency rate affect this shopping pattern, i.e. the value of the Pound increases compared to the Euro? [PR]

Those that said 'Value of the Pound (\pounds) versus the Euro (€) / Currency' at Q45

Visit less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit more	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.4%	2	0.0%	0	0.0%	0
No change	28.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.4%	2	39.2%	4
Still visit but spend less	27.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.4%	2	37.7%	4
Still visit but spend more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	36.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.6%	2	49.2%	3	23.2%	3
Weighted base:		22		0		0		0		0		0		0		0		0		4		7		11
Sample:		11		0		0		0		0		0		0		0		0		2		4		5

Meanscore: [Number of visits per year]

Q47 How often do you or your household visit the following leisure attractions? [MR/PR]

Bingo / casino / bookmaker

1.1%	11	0.7%	1	1.7%	2	0.9%	0	0.9%	1	0.0%	0	0.9%	0	1.5%	1	1.7%	1	1.5%	2	0.0%	0	1.9%	2
3.7%	37	2.8%	5	1.7%	2	1.9%	1	1.6%	1	0.0%	0	4.1%	2	1.7%	1	0.0%	0	11.2%	15	3.8%	5	5.1%	4
0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
0.4%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.1%	3
0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0
0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.7%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
0.7%	7	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.0%	1	0.0%	0	0.0%	0	2.5%	3	1.9%	2
0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	6
2.3%	23	2.8%	5	6.8%	7	1.1%	1	9.8%	8	1.8%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
90.5%	906	93.7%	183	89.1%	93	95.4%	45	86.7%	75	96.5%	27	91.1%	40	95.8%	60	96.9%	73	87.3%	116	89.9%	125	80.0%	68
	2.98		2.07		2.63		1.89		1.87		0.03		2.88		2.22		1.79		6.80		2.02		5.40
	1001		195		105		47		87		28		44		63		75		133		139		85
	1001		100		100		100		100		100		100		100		101		80		80		40
	3.7% 0.1% 0.4% 0.2% 0.2% 0.7% 0.6% 2.3%	3.7% 37 0.1% 1 0.4% 4 0.2% 2 0.2% 2 0.7% 7 0.6% 6 2.3% 23 90.5% 906 2.98	3.7% 37 2.8% 0.1% 1 0.0% 0.4% 4 0.0% 0.2% 2 0.0% 0.2% 2 0.0% 0.7% 7 0.0% 0.6% 6 0.0% 2.3% 23 2.8% 90.5% 906 93.7% 2.98 1001	3.7% 37 2.8% 5 0.1% 1 0.0% 0 0.4% 4 0.0% 0 0.2% 2 0.0% 0 0.2% 2 0.0% 0 0.7% 7 0.0% 0 0.6% 6 0.0% 0 2.3% 23 2.8% 5 90.5% 906 93.7% 183 2.98 2.07	3.7% 37 2.8% 5 1.7% 0.1% 1 0.0% 0 0.0% 0.4% 4 0.0% 0 0.0% 0.4% 4 0.0% 0 0.0% 0.2% 2 0.0% 0 0.0% 0.2% 2 0.0% 0 0.0% 0.7% 7 0.0% 0 0.7% 0.6% 6 0.0% 0 0.0% 2.3% 23 2.8% 5 6.8% 90.5% 906 93.7% 183 89.1% 2.98 2.07 1001 195	3.7% 37 2.8% 5 1.7% 2 0.1% 1 0.0% 0 0.0% 0 0.4% 4 0.0% 0 0.0% 0 0.2% 2 0.0% 0 0.0% 0 0.2% 2 0.0% 0 0.0% 0 0.7% 7 0.0% 0 0.7% 1 0.6% 6 0.0% 0 0.0% 0 2.3% 23 2.8% 5 6.8% 7 90.5% 906 93.7% 183 89.1% 93 2.98 2.07 2.63 1001 195 105	3.7% 37 2.8% 5 1.7% 2 1.9% 0.1% 1 0.0% 0 0.0% 0 0.0% 0.4% 4 0.0% 0 0.0% 0 0.7% 0.4% 4 0.0% 0 0.0% 0 0.0% 0.2% 2 0.0% 0 0.0% 0 0.0% 0.2% 2 0.0% 0 0.0% 0 0.0% 0.7% 7 0.0% 0 0.7% 1 0.0% 0.6% 6 0.0% 0 0.0% 0 0.0% 2.3% 23 2.8% 5 6.8% 7 1.1% 90.5% 906 93.7% 183 89.1% 93 95.4% 2.98 2.07 2.63 1001 195 105	3.7% 37 2.8% 5 1.7% 2 1.9% 1 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.4% 4 0.0% 0 0.0% 0 0.7% 0 0.4% 4 0.0% 0 0.0% 0 0.0% 0 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.7% 7 0.0% 0 0.7% 1 0.0% 0 0.6% 6 0.0% 0 0.0% 0 0.0% 0 2.3% 23 2.8% 5 6.8% 7 1.1% 1 90.5% 906 93.7% 183 89.1% 93 95.4% 45 2.98 2.07 2.63 1.89 1001 195 105 47	3.7% 37 2.8% 5 1.7% 2 1.9% 1 1.6% 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.4% 4 0.0% 0 0.0% 0 0.7% 0 0.0% 0.4% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0.7% 7 0.0% 0 0.7% 1 0.0% 0 0.0% 0.6% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 2.3% 23 2.8% 5 6.8% 7 1.1% 1 9.8% 90.5% 906 93.7% 183 89.1% 93 95.4% 45 86.7% 2.98 2.07 2.63 1.89 1001 195	3.7% 37 2.8% 5 1.7% 2 1.9% 1 1.6% 1 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.4% 4 0.0% 0 0.0%	3.7% 37 2.8% 5 1.7% 2 1.9% 1 1.6% 1 0.0% 0.1% 1 0.0% 0 0.0%	3.7% 37 2.8% 5 1.7% 2 1.9% 1 1.6% 1 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.4% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.4% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	3.7% 37 2.8% 5 1.7% 2 1.9% 1 1.6% 1 0.0% 0 4.1% 0.1% 1 0.0% 0 0.0%	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	3.7% 37 2.8% 5 1.7% 2 1.9% 1 1.6% 1 0.0% 0 4.1% 2 1.7% 0.1% 1 0.0% 0 0.0%	3.7% 37 2.8% 5 1.7% 2 1.9% 1 1.6% 1 0.0% 0 4.1% 2 1.7% 1 0.1% 1 0.0% 0	3.7% 37 2.8% 5 1.7% 2 1.9% 1 1.6% 1 0.0% 0 4.1% 2 1.7% 1 0.0% 0.1% 1 0.0% 0 0.0%	3.7% 37 2.8% 5 1.7% 2 1.9% 1 1.6% 1 0.0% 0 4.1% 2 1.7% 1 0.0% 0 0.1% 1 0.0% 0	3.7% 37 2.8% 5 1.7% 2 1.9% 1 1.6% 1 0.0% 0 4.1% 2 1.7% 1 0.0% 0 11.2% 0.1% 1 0.0% 0 0.0%	3.7% 37 2.8% 5 1.7% 2 1.9% 1 1.6% 1 0.0% 0 4.1% 2 1.7% 1 0.0% 0 11.2% 15 0.1% 1 0.0% 0	3.7% 37 2.8% 5 1.7% 2 1.9% 1 1.6% 1 0.0% 0 4.1% 2 1.7% 1 0.0% 0 11.2% 15 3.8% 0.1% 1 0.0% 0 0.0%	3.7% 37 2.8% 5 1.7% 2 1.9% 1 1.6% 1 0.0% 0 4.1% 2 1.7% 1 0.0% 0 1.1% 1 0.0% 0 4.1% 2 1.7% 1 0.0% 0 11.2% 15 3.8% 5 0.1% 1 0.0% 0	3.7% 37 2.8% 5 1.7% 2 1.9% 1 1.6% 1 0.0% 0 4.1% 2 1.7% 1 0.0% 0 11.2% 15 3.8% 5 5.1% 0.1% 1 0.0% 0 0.0%

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Weighted:		
_	Total	Zone 1
Cinema		

	Tot	al	Zone	e 1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11
Cinema																								
More than once a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	1.5%	15	2.5%	5	2.4%	3	3.0%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	3.3%	3
Once a fortnight	2.7%	27	1.6%	3	3.5%	4	3.1%	1	4.8%	4	1.9%	1	1.6%	1	5.7%	4	5.2%	4	4.4%	6	0.0%	0	0.0%	0
Once a month	16.1%	161	20.1%	39	18.0%	19	15.4%	7	15.5%	13	8.6%	2	11.2%	5	11.1%	7	14.3%	11	27.9%	37	3.8%	5	17.1%	15
Once every two months	13.3%	133	13.2%	26	13.7%	14	11.9%	6	11.6%	10	7.3%	2	9.4%	4	7.2%	5	10.1%	8	21.9%	29	13.7%	19	12.6%	11
Once every six months	11.4%	114	12.6%	25	5.8%	6	4.1%	2	10.6%	9	9.1%	3	10.1%	4	11.0%	7	5.8%	4	10.8%	14	17.4%	24	18.4%	16
Once a year	5.4%	54	6.8%	13	2.7%	3	3.1%	1	2.3%	2	3.5%	1	4.1%	2	2.3%	1	3.6%	3	0.6%	1	11.3%	16	13.0%	11
Less often	3.6%	36	4.5%	9	0.7%	1	0.0%	0	1.8%	2	0.9%	0	1.5%	1	1.0%	1	3.4%	3	0.8%	1	11.5%	16	4.7%	4
Varies	1.1%	11	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.5%	2	1.3%	2	6.6%	6
Don't know	1.4%	14	1.9%	4	3.6%	4	1.1%	1	5.9%	5	1.8%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't do	43.4%	434	36.8%	72	48.9%	51	58.3%	28	45.2%	39	66.7%	18	61.1%	27	59.0%	37	57.5%	43	32.1%	43	39.7%	55	24.4%	21
Mean:		4.59		5.24		5.35		4.89		5.39		2.20		2.57		4.42		3.75		6.02		2.45		5.25
Weighted base:		1001		195		105		47		87		28		44		63		75		133		139		85
Sample:		1001		100		100		100		100		100		100		100		101		80		80		40
Gym / health club	o/sports	facility	,																					
More than once a week	9.4%	95	16.6%	32	12.5%	13	10.1%	5	13.7%	12	2.3%	1	8.2%	4	3.2%	2	14.0%	10	0.0%	0	7.5%	10	6.2%	5
Once a week	6.4%	64	0.0%	0	1.7%	2	5.8%	3	12.4%	11	7.5%	2	2.3%	1	8.3%	5	5.1%	4	10.2%	14	7.6%	11	14.9%	13
Once a fortnight	0.9%	9	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.9%	0	1.0%	1	0.0%	0	1.4%	2	0.0%	0	5.0%	4
Once a month	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	3.1%	3
Once every two months	0.8%	8	1.0%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.9%	1	1.2%	2		0
Once every six months	1.1%	11	0.7%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	1.3%	2		3
Once a year	0.1%	1	0.0%	0	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0,0	0
Less often	0.8%	8		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	2.5%	3	4.9%	4
Varies	2.0%	20		2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	7.7%	11	8.5%	7
Don't know	2.0%	20	1.9%	4	6.1%	6	1.1%	1	7.6%	7	1.8%	1	0.9%	0	0.0%	0	0.0%	0		2	0.0%	0		0
Don't do	75.5%	756	78.0%	152	78.9%	83	77.4%	37	64.1%	55	86.9%	24	87.7%	38	85.8%	54	79.9%	60	83.1%	111	68.6%	96	54.3%	46
		13.08		16.69		13.70		13.00		20.75		6.18		9.28		7.38		15.95		5.42		12.34		16.12
Mean:		15.00																						
Mean: Weighted base:		1001		195		105		47		87		28		44		63		75		133		139		85

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11
Theatre / concert	/ music ve	enue																						
More than once a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.9%	9	2.6%	5	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Once a fortnight	0.5%	5	0.0%	0	1.6%	2	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	2.5%	25	6.2%	12	1.7%	2	0.0%	0	6.4%	6	0.0%	0	0.0%	0	1.9%	1	1.9%	1	2.1%	3	0.0%	0	0.0%	0
Once every two months	5.9%	59	5.7%	11	10.9%	11	12.3%	6	5.5%	5	4.8%	1	4.9%	2	2.0%	1	9.1%	7	8.6%	12	0.0%	0	3.1%	3
Once every six months	10.5%	105	20.0%	39	18.2%	19	14.2%	7	8.5%	7	7.8%	2	11.1%	5	12.3%	8	14.0%	10	1.5%	2	3.8%	5	0.0%	0
Once a year	4.8%	48	7.1%	14	5.0%	5	8.1%	4	2.6%	2	11.0%	3	3.8%	2	3.2%	2	7.6%	6		4	5.0%	7	0.0%	0
Less often	2.9%	29	2.6%	5	0.7%	1	0.0%	0	1.6%	1	0.7%	0	2.5%	1	0.0%	0	4.0%	3	1.5%	2	3.8%	5		10
Varies	2.3%	23	4.1%	8		3	1.0%	0	1.4%	1	0.7%	0	0.9%	0	2.0%	1	0.9%	1	0.0%	0	0.0%	0	9.5%	8
Oon't know	2.2%	22	2.9%	6		5	1.1%	1	8.4%	7	1.8%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		3
Oon't do	67.5%	675	48.9%	95	54.4%	57	63.3%	30	58.5%	51	73.1%	20	75.9%	33	78.1%	49	62.6%	47	83.4%	111	86.2%	120	72.3%	62
Iean:		1.64		3.03		1.78		1.13		4.71		0.57		0.58		0.99		1.16		0.84		0.72		0.28
Veighted base:		1001		195		105		47		87		28		44		63		75		133		139		85
mple:		1001		100		100		100		100		100		100		100		101		80		80		40
Museum / art gall	ery or plac	e of h	istorica	al / cu	ltural in	terest																		
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.4%	4	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0
Once a month	1.3%	13	3.4%	7	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.5%	2	1.4%	2	0.0%	0	0.0%	0
Once every two months	1.1%	11	0.9%	2		2	2.6%	1	1.5%	1	0.0%	0	0.0%	0	1.0%	1	2.5%	2	0.0%	0	0.0%	0	3.1%	3
Once every six months	2.3%	23	3.7%	7	1.9%	2	2.9%	1	1.8%	2	1.0%	0	0.7%	0	2.9%	2	3.9%	3	0.0%	0	3.8%	5	0.0%	0
Once a year	2.3%	23	1.6%	3		2	2.5%	1	2.8%	2	3.6%	1	2.6%	1	2.4%	2	4.2%	3	0.0%	0	3.8%	5	3.1%	3
Less often	1.4%	14	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.6%	1	0.0%	0	1.3%	2		10
/aries	0.7%	7	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Oon't know	2.6%	26	2.8%	5	6.8%	7	1.1%	1	9.8%	8	1.8%	1	0.9%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0		3
Oon't do	87.6%	877	82.0%	160	86.2%	90	89.4%	42	84.0%	73	93.6%	26	94.3%	41	91.9%	58	83.7%	63	98.6%	132	91.2%	127	76.9%	66
Лean:		0.54		1.61		0.28		0.44		0.17		0.06		0.05		0.36		1.03		0.17		0.12		0.29
Weighted base:		1001		195		105		47		87		28		44		63		75		133		139		85
sample:		1001		100		100		100		100		100		100		100		101		80		80		40

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Pub / bar / nightclub Pub / bar / nightclub Pub / bar / nightclub Bub / nightclub Pub / nigh
Once a week
Once a fortnight
Once a month Once a month Once a month Once a month Once wery two months 5.4% 54 4.2% 8 5.1% 5 5.0% 2 3.9% 3 2.4% 1 6.5% 3 3.0% 2 7.6% 6 6.0% 4 5.1% 7 11.3% 16 23.0% 2 Once every two months S.4% 54 4.2% 8 5.1% 5 5.0% 2 3.9% 3 2.4% 1 6.5% 3 3.0% 2 7.6% 6 0.6% 4 5.1% 7 11.3% 16 23.0% 2 Once every two months S.4% 54 4.2% 8 5.1% 5 5.0% 2 3.9% 3 2.4% 1 6.5% 3 3.0% 2 7.6% 6 0.6% 3 3.0% 2 7.6% 6 0.6% 1 12.5% 17 6.4% 10 0.6%
Once every two months
Once every six months 2.6% 26 1.0% 2 1.0% 1 2.1.0% 1 3.9% 2 0.0% 0 1.0% 0 0.0%
Once a year 1.2% 12 0.9% 2 0.7% 1 0.0% 0 0.7% 1 2.4% 1 0.0% 0 1.0% 1 0.7% 1 0.0% 0 2.6% 4 4.5% 4 Less often 1.3% 13 1.6% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 0.0% 0 0.0% 0 5.1% 7 1.9% 1 0.0% 1 0.0% 0 0.0%
Less often 1.3% 13 1.6% 3 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0 0
Varies 0.9% 9 1.5% 3 0.0% 0 0.0% 0 0.7% 1 0.0% 0 0.0% 0 0.0% 0 1.0% 1 1.4% 2 0.0% 0 3.4% 2 0.0% 1 0.0% 1 1.4% 2 0.0% 0 3.4% 2 0.0% 1 0.0% 1 1.4% 2 0.0% 0 0.0% 1 0.0% 1 1.4% 2 0.0% 0 0.0% 1 0.0% 1 1.4% 2 0.0% 0 0.0% 1 0.
Don't know 1.3% 13 0.9% 2 5.1% 5 1.1% 1 5.3% 5 1.8% 1 0.9% 0 0.0%
Don't do 49.6% 496 59.7% 116 58.8% 62 67.5% 32 63.5% 55 71.1% 20 70.6% 31 73.0% 46 65.0% 49 13.3% 18 40.7% 57 13.5% 12.06 Mean: Mean:
Mean: 14.16 12.05 8.59 5.57 7.99 7.02 4.62 3.88 7.76 34.55 12.78 27.55 Weighted base: 1001 195 105 47 87 28 44 63 75 133 139 88 Sample: 1001 100 100 100 100 100 100 100 101 80 80 44 Restaurant / café More than once a week 5.4% 54 6.3% 12 2.7% 3 4.5% 2 8.3% 7 2.6% 1 0.0% 0 0.7% 0 3.4% 3 1.5% 2 13.7% 19 6.2% 2 Once a week 25.7% 257 25.9% 50 12.4% 13 16.3% 8 20.9% 18 15.8% 4 17.4% 8 12.2% 8 15.2% 11 36.0% 48 29.0% 40 57
Weighted base: 1001 195 105 47 87 28 44 63 75 133 139 85 Sample: 1001 100 100 100 100 100 100 100 100 1
Sample: 1001 100 100 100 100 100 100 100 100 1
Restaurant / café More than once a week 5.4% 54 6.3% 12 2.7% 3 4.5% 2 8.3% 7 2.6% 1 0.0% 0 0.7% 0 3.4% 3 1.5% 2 13.7% 19 6.2% 2 Once a week 25.7% 257 25.9% 50 12.4% 13 16.3% 8 20.9% 18 15.8% 4 17.4% 8 12.2% 8 15.2% 11 36.0% 48 29.0% 40 57.0% 4 Once a fortnight 18.9% 189 19.6% 38 15.5% 16 16.7% 8 13.0% 11 10.6% 3 10.3% 5 14.4% 9 22.7% 17 34.5% 46 17.6% 25 13.2% 1
More than once a week 5.4% 54 6.3% 12 2.7% 3 4.5% 2 8.3% 7 2.6% 1 0.0% 0 0.7% 0 3.4% 3 1.5% 2 13.7% 19 6.2% 5 0.0ce a week 25.7% 25.7% 25.9% 50 12.4% 13 16.3% 8 20.9% 18 15.8% 4 17.4% 8 12.2% 8 15.2% 11 36.0% 48 29.0% 40 57.0% 4 0.0ce a fortnight 18.9% 189 19.6% 38 15.5% 16 16.7% 8 13.0% 11 10.6% 3 10.3% 5 14.4% 9 22.7% 17 34.5% 46 17.6% 25 13.2% 1
Once a week 25.7% 257 25.9% 50 12.4% 13 16.3% 8 20.9% 18 15.8% 4 17.4% 8 12.2% 8 15.2% 11 36.0% 48 29.0% 40 57.0% 49 20.0% 18 15.0% 18 18.9% 18 19.6% 38 15.5% 16 16.7% 8 13.0% 11 10.6% 3 10.3% 5 14.4% 9 22.7% 17 34.5% 46 17.6% 25 13.2% 1
Once a fortnight 18.9% 189 19.6% 38 15.5% 16 16.7% 8 13.0% 11 10.6% 3 10.3% 5 14.4% 9 22.7% 17 34.5% 46 17.6% 25 13.2% 1
Once a month 18.7% 187 21.4% 42 26.6% 28 20.3% 10 16.8% 15 21.9% 6 26.5% 12 24.2% 15 17.4% 13 19.7% 26 8.9% 12 10.1%
Once every two months 7.8% 79 5.0% 10 10.7% 11 5.4% 3 11.3% 10 12.9% 4 14.0% 6 11.2% 7 9.8% 7 3.5% 5 9.9% 14 3.1%
Once every six months 3.5% 35 5.6% 11 6.9% 7 2.3% 1 1.9% 2 7.0% 2 7.3% 3 6.0% 4 5.3% 4 0.6% 1 0.0% 0 0.0%
Once a year 1.3% 13 2.6% 5 0.0% 0 0.7% 0 1.5% 1 6.5% 2 0.0% 0 0.7% 0 0.7% 1 0.8% 1 0.8% 1 1.9%
Less often 0.6% 6 0.0% 0 0.0% 0 0.0% 0 0.9% 1 1.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.6% 4 1.9%
Varies 1.2% 12 2.5% 5 0.0% 0 0.9% 0 0.9% 1 0.0% 0 0.0% 0 2.6% 2 0.9% 1 0.0% 0 1.3% 2 1.9%
Don't know 1.3% 13 1.9% 4 2.6% 3 1.1% 1 2.7% 2 1.8% 1 0.9% 0 0.7% 0 0.0% 0 0.0% 0 0.0% 0 3.3%
Don't do 15.5% 156 9.3% 18 22.6% 24 31.9% 15 21.8% 19 19.9% 5 23.6% 10 27.3% 17 24.5% 18 3.4% 5 16.4% 23 1.4%
Mean: 25.53 27.37 16.65 19.28 24.76 16.57 15.13 14.17 19.01 29.55 33.41 39.9
Weighted base: 1001 195 105 47 87 28 44 63 75 133 139 8.
Sample: 1001 100 100 100 100 100 100 100 100 1

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	e 7	Zone	8	Zone	9	Zone	10	Zone	11
Family entertainn	nent (e.g. t	enpir	n bowlin	g, ska	ting rin	k)																		
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	1.4%	14	3.1%	6	0.0%	0	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	1.9%	2
Once a fortnight	1.5%	15	1.7%	3	2.0%	2	1.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.9%	1	2.9%	4	0.0%	0	3.1%	3
Once a month	5.6%	56	6.1%	12	5.9%	6	5.6%	3	8.4%	7	0.0%	0	4.4%	2	1.7%	1	6.2%	5	2.8%	4	6.4%	9	9.3%	8
Once every two months	5.0%	50	8.5%	17	4.6%	5	5.0%	2	11.0%	10	1.7%	0	3.0%	1	3.0%	2	4.1%	3	0.0%	0	3.8%	5	6.2%	5
Once every six months	6.0%	60	6.7%	13	1.9%	2	7.1%	3	6.9%	6	10.1%	3	4.7%	2	6.4%	4	8.4%	6	4.4%	6	8.5%	12	3.3%	3
Once a year	1.8%	18	0.0%	0	0.9%	1	1.9%	1	4.0%	3	7.7%	2	1.6%	1	4.7%	3	0.7%	1	3.5%	5	1.2%	2	0.0%	0
Less often	2.5%	25	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.0%	1	5.7%	8	5.1%	7	8.3%	7
Varies	0.2%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	2.6%	26	2.8%	5	8.5%	9	1.1%	1	8.3%	7	3.8%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Don't do	73.4%	735	70.3%	137	76.1%	80	75.4%	36	59.9%	52	76.7%	21	83.0%	36	81.6%	51	77.7%	58	77.8%	104	75.0%	105	64.7%	55
Mean:		2.19		3.38		1.65		2.27		2.86		0.40		1.20		0.57		1.64		2.56		1.20		3.33
Weighted base:		1001		195		105		47		87		28		44		63		75		133		139		85
Sample:		1001		100		100		100		100		100		100		100		101		80		80		40
Walking / cycling																								
More than once a week	0.2%	2	0.0%	0	0.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Once every two months	0.0%	0	0.0,0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.0%	0	0.0.0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00	0
Once a year	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Less often	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Varies	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Don't know	0.0%	0	0.0,0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Don't do	99.6%	997	100.0%	195	98.3%	103	98.3%	47	100.0%	87	100.0%	28	100.0%	44	99.0%	62	99.3%	74	100.0%	133	100.0%	139	100.0%	85
Mean:		0.27		0.00		1.17		1.61		0.00		0.00		0.00		0.96		0.09		0.00		0.00		0.00
Weighted base:		1001		195		105		47		87		28		44		63		75		133		139		85
Sample:		1001		100		100		100		100		100		100		100		101		80		80		40
•																								

Derry & Strabane Household Survey for GVA

Weighted:

Q48 Where do you or m Those who visit bingo, Commodore Bingo, Main Street, Strabane Omagh Bingo, Derry Road, Omagh Pennyburn Bingo & Amusements, Pennyburn Industrial Estate, Derry Regal Bingo, Catherine Street, Limavady Strand Bingo, Strand Road, Derry Pulse Venue, Port Road, Letterkenny The Blackthorn Amusements, Buncrana Road, Bridgend		of you		old r	•	_	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11		
Those who visit bingo, Commodore Bingo, Main Street, Strabane Omagh Bingo, Derry Road, Omagh Pennyburn Bingo & Amusements, Pennyburn Industrial Estate, Derry Regal Bingo, Catherine Street, Limavady Strand Bingo, Strand Road, Derry Pulse Venue, Port Road, Letterkenny The Blackthorn Amusements, Buncrana	9.9% 3.0%	bookm	aker facili		•	_	o plav bi	ngo 4																	
Street, Strabane Omagh Bingo, Derry Road, Omagh Pennyburn Bingo & Amusements, Pennyburn Industrial Estate, Derry Regal Bingo, Catherine Street, Limavady Strand Bingo, Strand Road, Derry Pulse Venue, Port Road, Letterkenny The Blackthorn Amusements, Buncrana	3.0%	6	0.004		. 2) Exc		ngo (or visit ca	asino	s / book	mak	ers?												
Omagh Bingo, Derry Road, Omagh Pennyburn Bingo & Amusements, Pennyburn Industrial Estate, Derry Regal Bingo, Catherine Street, Limavady Strand Bingo, Strand Road, Derry Pulse Venue, Port Road, Letterkenny The Blackthorn Amusements, Buncrana			0.0%	0	0.0%	0	0.0%	0	20.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	2	20.0%	2	9.7%	2	
Amusements, Pennyburn Industrial Estate, Derry Regal Bingo, Catherine Street, Limavady Strand Bingo, Strand Road, Derry Pulse Venue, Port Road, Letterkenny The Blackthorn Amusements, Buncrana	2 3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	00.0%	0	0.0%	0	69.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Regal Bingo, Catherine Street, Limavady Strand Bingo, Strand Road, Derry Pulse Venue, Port Road, Letterkenny The Blackthorn Amusements, Buncrana	2.3 70	1	27.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derry Pulse Venue, Port Road, Letterkenny The Blackthorn Amusements, Buncrana	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.9%	1	0.0%	0	0.0%	0	0.0%	0	
Letterkenny The Blackthorn Amusements, Buncrana	9.6%		36.2%		42.4%		26.5%		27.4%		0.0%	0	0.0%	0			0.0%		11.7%		0.0%	0		0	
Amusements, Buncrana	15.6%	9	0.0%	0	0.0%	0	0.0%	0			0.0%	0	0.0%	0			0.0%	0		1	80.0%	7		1	
	21.0%	13	36.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.7%	11	0.0%	0	0.0%	0	
Ballybofey Town Centre	11.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.1%	7	
Castlefinn Town Centre	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	3	
Coleraine Bingo, Sperrin Business Park, Coleraine	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.2%	1	0.0%	0	0.0%	0	0.0%	0	
Dungiven Town Centre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Eglinton Community Hall, Main Street, Eglinton	0.7%	0	0.0%	0	0.0%	0	26.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Eglinton Village Centre	0.7%	0	0.0%	0	0.0%	0	26.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Feeny Village Centre	1.6%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	59.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Gortin Village Centre	1.0%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.4%	1	0.0%	0	0.0%	0	0.0%	0		0	
Ladbrokes, Racecourse Road, Derry	1.7%	1	0.0%		57.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0		0	
Limavady Recreation Club, Killane Road, Limavady	0.9%	1	0.0%		0.0%	0	0.0%	0	0.0%	0		0	0.0%	0			23.0%	1	0.0%	0	0.0%	0		0	
Limavady Town Centre	0.6%	0	0.0%	0	0.0%		20.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Melmount Centre, Melmount Road, Strabane		1	0.0%	0		0	0.0%		26.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Moville Town Centre	1.4%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	
Port Centre Bingo, Letterkenny	2.0%	1	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0		1	
St Patricks Hall, Barrack Street, Strabane	1.3%	1	0.0%	0		0	0.0%		26.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Stranorlar Town Centre	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		16.4%	3	
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base:			/0	U	0.070		0.070		0.070	-	0.070		0.070										0.070		
Sample:		61 49	2.270	5	0.070	2 2	0.070	2	0.070	3	3.070	0	0.070	2		2		2		17 10		9	0.070	17 9	

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Derry & Strabane Household Survey for GVA

Dy Zonc	Weighted	rnuru
Weighted	l:	

	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5		Zone	6	Zone '	7	Zone	8	Zone	9	Zone 1	10	Zone 1	1
Q49 Where do you or m Those who visit the cin					normall	y go t	o the ci	nema	?															
Brunswick Moviebowl,	36.4%	193	78.2%	92	86.9%	42	96.2%	19	21.0%	8	0.0%	0	70.2%	11	4.9%	1	18.7%	6	11.7%	10	0.0%	0	4.2%	3
Brunswick Lane, Derry Movie House Cinemas, Riverside Regional Centre, Coleraine	2.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1	0.0%	0	44.4%	14	0.0%	0	0.0%	0	0.0%	0
Nerve Centre, Magazine Street, Derry	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	5.0%	4	0.0%	0
Omniplex, Strand Road, Derry	9.0%	48	21.8%	26	11.5%	6	3.8%	1	12.2%	5	3.5%	0	9.2%	1	0.0%	0	0.0%	0	2.2%	2	9.9%	7	0.0%	0
The Jet Centre, Riverside Regional Centre, Coleraine	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	34.6%	11	0.0%	0	0.0%	0	0.0%	0
Buncrana Cinema, St Marys Road, Ardaravan, Buncrana	11.0%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	63.3%	56	2.3%	2	0.0%	0
Century Cinemas, Leck View, Letterkenny	22.3%	118	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	16	82.8%	59	65.9%	41
Eclipse Cinemas, Station Road, Lifford	6.6%	35	0.0%	0	0.0%	0	0.0%	0	35.0%	14	53.6%	4	0.0%	0	23.6%	6	0.0%	0	0.0%	0	0.0%	0	17.4%	11
Lifford Strabane Complex, Three Rivers Centre, Lifford	4.3%	23	0.0%	0	0.0%	0	0.0%	0	27.8%	11	24.8%	2	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0	12.5%	8
IMC, Gillygooly Road, Omagh	3.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	1	1.9%	0	63.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Movie House Maghera, St Lurachs Road, Maghera	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Paradise Street, Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterside Theatre, Glendermott Road, Derry	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

0.0%

8

24

0.0%

16

34

0.0%

25 36 0.0%

32 39 0.0%

89 52 0.0%

72 41 0

63

27

(Don't know / varies)

Weighted base:

Sample:

0.0%

0 0.0%

530

433

0.0%

118

57

0.0%

49

45

0.0%

19

36

0.0%

40 42

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	Į.
Q50 Where do you or me Those who visit gym / ha								ym /	healthcl	ub/	sports fac	ility	/ ?											
Brooke Park Bowling Green, Rosemount Avenue, Derry	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	2	5.4%	2	0.0%	0
Brooke Park Leisure Centre, Rosemount Avenue, Derry	1.0%	2	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Baths, William Street, Derry	1.4%	3	5.0%	2	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawford Fitness, Crawford Square, Derry	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Crossfit Derry, Pennyburn Industrial Estate, Derry	2.1%	4	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	8.0%	3
Derg Valley Leisure Centre, Strabane Road, Castlederg	1.6%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	1	77.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fit Fast Gym, Dublin Road Industrial Estate, Strabane	2.8%	5	0.0%	0	0.0%	0	0.0%	0	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	3
Foyle Arena, Limavady Road, Derry	6.5%	13	5.2%	2	28.8%	4	3.9%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	8.5%	3
Lifestyle Fitness, Buncrana Road, Templemore, Derry	0.9%	2		0	0.0%	0	0.0%	0			0.0%	0	0.0%	0			0.0%		11.1%	2	0.0%		0.0%	0
Lifestyle Fitness, Rosemount Avenue, Derry	1.0%	2		0		0	0.0%	0		0		0	0.0%	0			0.0%		11.8%	2	0.0%		0.0%	0
Lisnagelvin Bowling Green, Limavady Road, Derry	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0		0
Melvin Sports Complex, Melvin Road, Strabane	1.5%	3	0.0%		5.5%	1	0.0%	0		2		0	0.0%	0		0		0	0.0%	0	0.0%	0		0
MJ's Totalk Fitness, Carrakeel Drive, Derry	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0
Prehen Lifestyle Centre, Prehen Road, Derry	0.0%	0		0		0	0.0%		0.0%	0		0	0.0%	0	0.07.0	0		0	0.0%	0	0.0%		0.0%	0
Pure Gym, Lesley Retail Park, Strand Road, Derry Roy, Myssle Derry, Orchard	4.1% 0.0%	8	0.0%	8		0	0.0%	0		0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0
Raw Muscle Derry, Orchard Business Park, Derry Riversdale Leisure Centre.	6.5%	13	0.0%	0		0	0.0%		50.5%		14.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0		0
Lisnafin Park, Strabane Roe Valley Leisure Centre,	5.1%	10	0.0%	0		0	0.0%	0		0			14.3%	1			64.8%	9	0.0%	0	0.0%	0		0
Greystone Park, Limavady Templemore Sports	3.5%		13.5%	5		0	0.0%	0		1	0.0%	0	0.0%	0			0.0%	0	7.0%	1	0.0%	0		0
Complex, Buncrana Road, Templemore, Derry	3.570	,	13.370	J	0.070	U	0.070	U	J. + /0	1	0.070	U	0.070	U	0.070	U	0.070	U	7.070	1	0.070	U	0.070	V
Transition Training Centre, Swilly House, Springtown,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derry Twister Gymnastics, Pennyburn Industrial	0.2%	0	0.0%	0	0.0%	0	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Tota	1	Zone 1		Zone 2		Zone 3		Zone 4		Zone	5	Zone	6	Zone	7	Zone	8	Zone 9)	Zone 1	10	Zone 1	11	
Estate, Derry																									
Xtreme Gym, Distillery Brae, Derry	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aura Leisure, Aura Letterkenny Complex, Sallaghagrane, Letterkenny, Letterkenny	3.7%	7	0.0%	0	11.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.6%	4	0.0%	0	5.0%	2	
Declan Gallagher Stength, Ballyraine Retail Park, Ballyraine, Letterkenny	3.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	16.0%	5	
Finn Valley Leisure Centre, Millbrae, Stranorlar	12.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.5%	9	46.5%	15	
Fithub Letterkenny, Pinehill Business Park, Mountain Top, Letterkenny	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	
Fitness Express, Tobins Offices, Port Road, Letterkenny	5.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.5%	10	0.0%	0	
Irl Fitness, Forte Lynn House, Letterkenny	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	3	0.0%	0	
Ballyliffin Village Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	
Buncrana Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	
DW Sports Fitness, Crescent Link Retail Park, Derry	3.1%	6	8.3%	3	14.6%	2	5.4%	0	0.0%	0	0.0%	0	13.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0,0	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	
Moville Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	
Railway Gym, The Roughan, Lifford	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	3	
White Horse Hotel Gym, Clooney Road, Campsie	1.8%	4	0.0%	0	,		41.7%	4	0.0%	0		0	0.0%	0		0		0		0	0.0%	0		0	
Other Zone 1	8.3%		40.5%		11.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 2	1.8%	4	0.0%		20.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	
Other Zone 3	1.3%	2	0.0%	0			17.7%	2	0.0%	0	0.0%	0	8.3%	0		0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	
Other Zone 4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0,0	0	0.0%	0		0	0.0%	0	0.0%	0	
Other Zone 6	1.9%	4	0.0%	0		0	8.5%	1	3.2%	1	0.0%	0	44.9%	2		0		0		0	0.0%	0	0.0%	0	
Other Zone 8	2.0%	4	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0			21.3%	3	0.0%	0	0.0%	0	0.0%	0	
Other Zone 11	0.1%	0	0.0%	0		0	0.0%	0	0.0%	0	8.4%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	
Other Outside Catchment Area	5.1%	10	0.0%	0	,	0	0.0%	0	5.7%	1	0.0%	0	19.3%	1	7 = 10 / 1	8	0.0%	0		0	0.0%	0	0.0%	0	
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
Weighted base: Sample:		197 161		36 15		14 13		9 14		25 25		3 10		5 12		8 13		14 18		17 9		33 19		33 13	

Derry & Strabane Household Survey for GVA

Weighted:

Weighted:											Ior	G	VA												March 2018
	Total	l	Zone	1	Zone 2	2	Zone 3	3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	3	Zone 9		Zone 10		Zone 11		
Q51 Where do you or me Those who visit theatre		•				_		neatre	es, conce	erts /	live musi	c?													
Millennium Forum,	65.1%	174	84.0%	79	79.6%	31	95.5%	15	50.9%	14	37.6%	2	87.5%	9	9.3%	1	47.2%	12	18.0%	4	49.2%	3	31.0%	3	
Newmarket Street, Derry Roe Valley Arts & Cultural Centre, Main Street, Limavady	0.8%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	
The Playhouse Theatre, Artillery Street, Derry	3.0%	8	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	8.7%	2	25.4%	2	0.0%	0	
Waterside Theatre, Glendermott Road, Derry	6.8%	18	0.0%	0	17.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0	27.5%	6	25.4%	2	31.0%	3	
An Grianan Theatre, Port Road, Gortleee, Letterkenny	4.6%	12	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.8%	10	0.0%	0	19.4%	2	
3Arena, North Wall Quay, North Dock, Dublin	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ardhowen Theatre, Dublin Road, Derrychara, Enniskillen	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aviva Stadium, Lansdowne Road, Dublin	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	
Ballymena Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Belfast City Centre	4.1%	11	3.4%	3	0.0%	0	4.5%	1	0.0%	0	9.8%	1	3.0%	0	15.4%	2	16.5%	4	0.0%	0	0.0%	0	0.0%	0	
Brunswick Moviebowl, Pennyburn Industrial Estate, Derry	0.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Carrickmore Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Central London, England	1.0%	3	1.9%	2		0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Christian Fellowship Church, Belmont Road, Belfast	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	
Croke Park, Drumcondra, Dublin	0.3%	1	0.0%	0		0	0.0%	0		0	17.1%	1	0.0%	0		0	0.0%	0		0		0		0	
Derry City Centre	1.7%	5	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	
Glasgow Town Centre, Scotland	0.3%	1	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0		0		1		0		0		0	
Grand Opera House, Great Victoria Street, Belfast	2.7%	7	3.2%	3	2.6%	1	0.0%	0	6.2%	2	0.0%	0	0.0%	0	4.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	
Odyssey Complex, Queens Quay, Belfast	1.4%	4	0.0%	0		0	0.0%	0		1	0.0%	0	3.0%	0		1	7.6%	2		0	0.0%	0		0	
Omagh City Centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	1	9.6%	1	0.0%	0	27.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pulse Venue, Port Road, Gortlee, Letterkenny	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sligo Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Strabane Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Strule Arts Centre, Townhall Square, Omagh	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	1	0.0%	0	10.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

By Zone Weighted Filtered

Weighted:

Derry & Strabane Household Survey for GVA

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	Total	l	Zone	1	Zone	2	Zone 3	3	Zone 4	4	Zone	5	Zone 6	6	Zone '	7	Zone	3	Zone 9)	Zone 1	0	Zone 11	l
The Alley Theatre, Railway Street, Strabane	2.4%	7	0.0%	0	0.0%	0	0.0%	0	12.6%	4	3.7%	0	0.0%	0	10.5%	1	0.0%	0	0.0%	0	0.0%	0	18.6%	2
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		267		94		39		16		28		5		10		12		26		21		7		8
Sample:		272		48		37		33		34		20		25		19		36		12		4		4

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Derry & Strabane Household Survey for GVA

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 4 Zone 5 Q52 Where do you or members of your household normally go to visit museums, art galleries, or other place of historical / cultural interest? Those who visit museum / gallery or place of historical / cultural facilities at O47 AND Excl. Nulls Enniskillen Castle. 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Enniskillen Gasyard Heritage Centre, 3.4% 2 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.100.0% 2 0.0% 0 Lecky Road, Derry Grav's Printing Press, Main 2.7% 0.0% 0 0.0% 0.0% 0 28.9% 1 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 1 0 0 Street, Strabane Green Lane Museum, Roe 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Valley Country Park, Dogleap Road, Limavady Heritage Tower Museum. 12.8% 6 24.4% 0.0% 2 0.0% 0 29.8% 0 0.0% 0 0.0% 0 0 4 16.9% 0 34.8% 0.0% 0.0% 0.0% Bishop Street, Derry Museum of Free Derry, 13.4% 7 21.5% 3 16.9% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 50.0% 3 Glenfada Park, Derry Royle Valley Railway 0.0% 0 0.0% 0.0% 0.0% 0 0 0.0% 0.0% 0 0.0% 0.0% 0 0 0.0% 0.0% 0.0% 0 0.0% Museum, Foyle Road, Derry Sion Stables, Melmount 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0 0.0% 0.0% 0 0.0% Road, Sion Mills, Strabane The Siege Museum, Society 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 Street, Derry The St Columba Heritage 2.0% 1 0.0% 0 22.1% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Centre, Long Tower Road, Derry Tower Museum, Union Hall 9.2% 5 12.2% 22.1% 1 17.3% 0 0 2 0 0.0% 0 20.6% 0 29.8% 0.0% 0 8.1% 0.0% 0.0% 0 0.0% Place, Derry Donegal County Museum, 11.5% 6 20.3% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 50.0% 3 High Road, Ballyboe Glencar, Letterkenny Fort Dunree Military 3.8% 2 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 100.0% 2 0.0% 0 0.0% 0 Musueum, Dunree, Linsfort, Buncrana 0 0 0.0% 0 0 Inishowen Maritime 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% Museum & Planetarium, Coastguard Station, Eleven Ballyboes. Greencastle Belfast City Centre 23.2% 11 9.3% 0.0% 0 48.0% 0.0% 0 43.0% 0.0% 0 61.9% 2 75.2% 6 0.0% 0.0% 0.0% Central London, England 6.7% 3 12.2% 2 0.0% 0 0.0% 0 18.1% 1 0.0% 0 0.0% 0 22.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Derry City Centre 0 0.0% 0 0.0% 0 0 0.0% 0 8.1% 0.0% 0 0.0% 0 0 1.4% 1 0.0% 0.0% 0 0.0% 0 0.0% 1 0.0% **Dublin City Centre** 0.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 15.8% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 Garden Of Reflection, 2.0% 1 0.0% 0 22.1% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 Bishop Street Within, Derry Omagh City Centre 0.5% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 20.6% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 By Zone Weighted Filtered

Weighted:

Derry & Strabane Household Survey for GVA

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Roe Valley Arts & Cultural Centre, Main Street, Limavady	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	0.0%	0
Strule Arts Centre, Townhall Square, Omagh	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ulster Folk and Transport Museum, Holywood, Belfast	0.9%	0	0.0%	0	0.0%	0	17.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ulster Museum, Botanic Centre, Belfast	3.4%	2	0.0%	0	0.0%	0	17.3%	0	18.1%	1	0.0%	0	40.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		49 50		15 8		4 5		3 5		5 5		1 5		1 3		3 5		9 10		2		2 1		5 2

	Tota	l	Zone 1	l	Zone	2	Zone 3		Zone 4		Zone 5		Zone 6	i	Zone 7		Zone	8	Zone 9	9	Zone	10	Zone 1	1
Q53 In what location, e.g Those who visit pub / b	•			_				park	, do you	or m	embers o	of yo	our house	eholo	l normall	y go	to visit	a pul	o / bar / r	nighto	club / m	usic v	/enue?	
Londonderry / Derry CITY CENTRE	35.8%	153	95.8%	74	82.0%	30	50.2%	7	15.4%	4	3.6%	0	23.7%	3	3.9%	1	0.0%	0	26.7%	31	3.7%	2	5.1%	3
Ballyarnett Local Centre Buncrana Road EAST Local Centre	0.0% 0.4%	0 2		0		0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 1.6%	0	0.0% 0.0%	0		0
Buncrana Road WEST Local Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	3.5%	2	0.0%	0
Lower Galliagh Road Local Centre	0.0%	0		0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0		0		0
Northside District Centre	1.2%	5		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	4.3%	5	0.0%	0	0.0%	0
Rath Mor District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springtown District Centre	0.7%	3	2.4%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	,	0
Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lesley Retail Park, Strand Road (Smyths Toys, PureGym, KFC)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Retail Park, Dungiven Road (TK Maxx, Matalan, Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	0.1%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	7	Zone	3	Zone 9		Zone 1	0	Zone 1	1
Chemists)																								
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belfast City Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	3.9%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Castlederg Village Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	3.2%		90.0%	7	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0
Coleraine Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eglinton Village Centre	0.9%	4	0.0%	0	0.0%		27.1%	4	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0
Limavady Town Centre	5.8%	25	0.0%	0	0.0%		11.3%	2	0.0%	0	0.0%		13.7%	2			84.3%	22	0.0%	0	0.0%	0	0.0%	0
Newtownstewart Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0		0		0	0.0%	0		0	0.0%	0
Omagh City Centre	2.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	0	0.0%	0	68.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sion Mills Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strabane Town Centre	3.9%	17	0.0%	0	0.0%	0	0.0%	0	64.7%	16	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0		0		0	0.0%	0		0	0.0%	0
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc, Card Factory)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B&M, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	0	Zone 1	1	
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear, Gallaghers Fresh Food Centre, McDonalds)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballybofey Town Centre	8.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00	0	0.0%	0		37	
Buncrana Town Centre	13.8%	59	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%		51.1%	59	0.0%	0		0	
Donegal Town Centre	2.7%	11	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0			3.7%	2		0	
Letterkenny Town Centre Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers Home Bakery, Master Shoe)	8.7% 0.0%	37 0	0.0% 0.0%	0	4.9% 0.0%	2 0	0.0% 0.0%	0	5.6% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.7% 0.0%	1 0	0.0% 0.0%	0	70.3% 0.0%	33 0	0.0% 0.0%	0	
Navenny Shopping Centre, Navenny, BALLYBOFEY (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donegal Shopping Centre, DONEGAL TOWN (Supervalu)	0.0%		0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0.0%		0.0%		0.0%		0.0%	0	
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	0.4%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0		0		2		0	
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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Weighted:											for	G	VA												March 2018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	3	Zone 9		Zone 1	0	Zone 1	1	
Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)																									
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ardmore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballaghderg Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0	
Ballykelly Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	
Ballymagorry Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Castlefinn Town Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		11.5%	6	
Clady Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Claudy Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cookstown Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Craigavon Town Centre	0.1% 0.5%	0 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 8.6%	0 2	0.0% 0.0%	0	3.5% 0.0%	0	0.0% 0.0%	0									
Donemana Village Centre Draperstown Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Drumahoe Village Centre	0.2%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dublin City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dungiven Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.1%	3	0.0%	0	0.0%	0	0.0%	ő	0.0%	0	0.0%	0	
Enniskillen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Feeny Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gortin Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Killyclogher Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Larne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Maghera Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Manorcunningham Village Centre	0.8%	4	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0	
Mountfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Moville Town Centre	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0	
Muff Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oldtown Local Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny	0.20		0.001	^	0.001	^	0.004	^	0.004	^	0.004	^	5 .co.	_	0.004	^	0.007	^	0.001	^	0.001	^	0.007	^	
Park Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pennyburn Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total	l	Zone 1	1	Zone 2		Zone 3	,	Zone 4		Zone 5	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11
D																								
Derry	0.50/	2	0.00/	0	0.00/	0	2.50/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	7.40/	2	0.00/	0	0.00/	0	0.00/	0
Portrush Town Centre	0.5%	2	0.0%	0		0	2.5%	0	0.0%	0	0.00	0	0.0%	0	0.0,0	0	,,0	2	0.0%	0	0.0.0	0	0.070	0
Portstewart Town Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	,	0	0.0%	0	0.0%	0		0	0.070	0
Redcastle Village Centre	0.0%	0	0.0%	0	0.070	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.070	0	0.0%	0	0.0%	0	0.0.0	0	0.0%	0
Sligo Town Centre	0.1%	I	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	,	0	0.0%	0	0.0%	0		0	0.070	0
Stranorlar Town Centre	1.4%	6	0.0%	0	0.070	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.070	0	0.0%	0	0.0%	0	0.0.0		11.8%	6
The Belfray Country Inn, Glenshane Road, Derry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00,0	0	0.0%	0	0.0%	0		0	0.070	0
The Coast Bar & Restaurant, Sea Coast Road, Crindle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Cosh Bar, Buncrana Road, Derry	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Point Bar & Restaurant, Point Road, Magilligan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The River Foyle, County Londonderry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterside Local Area, Derry	1.0%	4	0.0%	0	10.4%	4	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		428		77		36		14		25		7		12		16		26		116		48		52
Sample:		338		34		32		24		24		23		25		25		32		68		27		24

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Weighted:

	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5	i	Zone	6	Zone 7	7	Zone 8	3	Zone 9	9	Zone 1	10	Zone 1	1
Q54 In what location, e.g	•			_		retail	/ leisure	park	, do yoι	ı or m	embers	of yo	ur hous	eholo	d normal	ly go	to for ea	ating	out (e.g	. café	s and re	estau	rants)?	
Londonderry / Derry CITY CENTRE	41.7%	288	83.6%	133	80.2%	59	48.9%	13	27.4%	16	11.9%	2	62.7%	17	4.2%	2	12.6%	7	25.3%	33	2.8%	2	12.5%	5
Ballyarnett Local Centre Buncrana Road EAST Local Centre	0.0% 0.3%	0 2		0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%		0.0% 0.0%	0		0 2	0.0% 0.0%	0	0.0% 0.0%	0 0
Buncrana Road WEST Local Centre	0.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Galliagh Road Local Centre	0.0%	0			0.0%	0	0.0%	0	0.0%	0		0	0.0%	0			0.0%	0		0		0		0
Northside District Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0
ath Mor District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
pringtown District Centre	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Trescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us,	1.4%	10		1		4	7.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0
Carpetright, Harveys) austina Retail Park, Buncrana Road (The Range, Dunelm)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
oyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	2.7%	19	7.4%	12	4.8%	4	4.9%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Road (Smyths Toys, PureGym, KFC)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
isnagelvin Retail Park, Dungiven Road (TK	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maxx, Matalan, Next) isnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark, Savers, Semichem)	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savers, Semichem) Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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weighted:											101	. •	V 1 X												March 2018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	5	Zone 6		Zone 7	7	Zone	8	Zone 9		Zone 1	10	Zone 1	1	
Chemists)																									
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0		0	0.0%	0	0.0%	0	
Belfast City Centre	0.2%	1	0.0%	0		0	0.0%	0	0.0%	0		0	2.9%	1	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	
Castlederg Village Centre	1.8%	12	0.0%	0	0.0%	0	0.0%	0	3.8%	2	55.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coleraine Town Centre	0.8%	5	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.4%	0	2.6%	1	0.0%	0	7.6%	4	0.0%	0	0.0%	0	0.0%	0	
Eglinton Village Centre	0.7%	5	0.0%	0	0.0%	0	15.5%	4	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Limavady Town Centre	6.0%	42	0.0%	0	1.4%	1	8.7%	2	0.0%	0	0.0%	0	15.9%	4	0.0%	0	65.1%	34	0.0%	0	0.0%	0	0.0%	0	
Newtownstewart Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Omagh City Centre	4.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	3	0.0%	0	77.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sion Mills Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Strabane Town Centre	6.2%	43	0.0%	0	0.0%	0	0.0%	0	59.4%	35	6.8%	1	0.0%	0	9.4%	4	0.0%	0	0.0%	0	0.0%	0	6.1%	3	
Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc, Card Factory)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B&M, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	10	Zone	11	
Showgrounds Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland, New Look)	0.070		0.070	Ü	0.070	· ·	0.070	v	0.070																
Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear, Gallaghers Fresh Food Centre, McDonalds)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballybofey Town Centre	3.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.4%	24	
Buncrana Town Centre	10.1%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.3%	70	0.0%	0	0.0%	0	
Donegal Town Centre	1.6%	11	0.9%	1		0	0.0%	0	0.0%	0		0	0.0%	0		1	0.0%	0	6.8%	9	0.0%	0	0.0%	0	
Letterkenny Town Centre	6.6%	46	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%		69.2%	44	0.0%	0	
Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers Home Bakery, Master Shoe)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Navenny Shopping Centre, Navenny, BALLYBOFEY (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donegal Shopping Centre, DONEGAL TOWN (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	1.0%	7	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	7		0	
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny Retail Park,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	
,																									

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weighted.											101	J	V 1 X												March 2018
	Total		Zone 1		Zone 2	,	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	3	Zone 9		Zone 1	.0	Zone 1	1	
Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New																									
Look, M&S, Wallis, River																									
Island) Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	
Ardmore Village Centre	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballaghderg Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballykelly Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	
Ballymagorry Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burt Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	
Castlefinn Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	8	
Clady Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	
Claudy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cookstown Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Craigavon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donemana Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Draperstown Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Drumahoe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dublin City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dungiven Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Enniskillen Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Feeny Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gortin Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Killyclogher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Larne Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	
Maghera Town Centre Manorcunningham Village Centre	0.1% 0.5%	0 4	0.0% 0.0%	0	1.5% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 5.6%	0	0.0% 0.0%	0									
Mountfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Moville Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	8	0.0%	0	0.0%	0	
Muff Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oldtown Local Centre, Letterkenny	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	
Park Village Centre Pennyburn Industrial Estate,	0.0% 0.2%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 2.3%	0	0.0% 0.0%	0	0.0% 0.0%	0											

By Zone Weighted Filtered

Weighted:

Derry & Strabane Household Survey for GVA

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	Total	l	Zone	1	Zone 2		Zone 3		Zone 4		Zone 5	;	Zone	6	Zor	ne 7		Zone 8		Zone 9)	Zone	10	Zone	11
Derry	0.40/		0.00/		0.00/		4		0.00/		0.00/		0.00/			,		2.00/		0.00/		0.004		0.00/	
Portrush Town Centre	0.4%	3	0.0%	0	0.0%	0	4.6%	1	0.0%	0		0	0.0%	0			0	2.8%	1	0.0%	0		0	0.070	0
Portstewart Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	1.5%	0			0	1.3%	1	0.0%	0		0	0.0%	0
Redcastle Village Centre	0.1%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.070	0	0.0%	0	0.07		0	0.0%	0	0.0%	0		0	0.0%	0
Sligo Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00	0	0.0%	0			0	0.0%	0	0.0%	0		0	0.0%	0
Stranorlar Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.070	0	0.0%	0	0.07		0	0.0%	0	0.0%	0		0	3.7%	2
The Belfray Country Inn, Glenshane Road, Derry	0.1%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.1%	0			0	0.0%	0	0.0%	0		0	0.070	0
The Coast Bar & Restaurant, Sea Coast Road, Crindle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
The Cosh Bar, Buncrana Road, Derry	0.9%	6	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Point Bar & Restaurant, Point Road, Magilligan	0.3%	2	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	ó	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
The River Foyle, County Londonderry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterside Local Area, Derry	0.8%	5	1.1%	2	3.6%	3	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		691		159		73		27		59		19		27		4	40		52		129		63		43
Sample:		674		81		68		58		66		68		63		(64		72		77		36		21

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	Total		Zone 1	1	Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l	
Q55 Where do you or mer Those who visit family er		•			,	•	,	ente	rtainmeı	nt?															
Barrys Amusements, Eglinton Street, Portrush, Portrush	5.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	47.5%	9	0.0%	0	0.0%	0	
ohnny Rockos , Main Street, Irvinestown, Enniskillen	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	3	
ump Planes Trampoline Park, Altnagelvin Park, Derry	6.8%	11	3.9%	2	7.7%	1	6.0%	0	0.0%	0	6.5%	0	0.0%	0	6.1%	1	4.6%	1	10.1%	2	25.8%	2	18.8%	3	
nmp Planes Trampoline Park, Score FC, Hillmans	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	1	19.6%	3	0.0%	0	0.0%	0	0.0%	0	
Way, Coleraine Riverwatch Aquarium, Victoria Road, Derry	3.7%	6	0.0%	0	15.2%	2	9.6%	1	2.6%	1	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	3	
perrin Fun Farm, Glenshane Road, Feeny, Feeny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Arena 7 Entertainment Complex, Ballyraine Industrial Estate, Iona Road, Ballyboe, Letterkenny	3.6%	6	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.3%	5	
runswick Moviebowl, Pennyburn Industrial Estate, Derry	57.4%	97	96.1%	46	77.1%	10	74.8%	6	79.4%	18	88.6%	4	82.7%	5	41.6%	4	21.6%	3	0.0%	0	0.0%	0	0.0%	0	
uncrana Town Centre	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	4	0.0%	0	0.0%	0	
Castlefinn Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	2	
Cookstown Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derry City Centre	1.2%	2	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%	0	5.4%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donegal Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	2	0.0%	0	0.0%	0	
Fir Trees Hotel, Dublin Road, Strabane	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
et Centre, Riverside Park South, Coleraine	4.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	1	5.9%	1	41.8%	7	0.0%	0	0.0%	0	0.0%	0	
etterkenny Activity Centre, Letterkenny	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.4%	3	0.0%	0	
etterkenny Town Centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%		25.8%	2	0.0%	0	
mavady Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	0.0%	0	0.0%	0	0.0%	0	
Ioville Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	2	0.0%	0	0.0%	0	
mniplex, Strand Road, Derry	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
lay Stations Indoor Adventure Play Centre, Bradley Way, Strabane	0.8%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
trabane Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

By Zone Weighted Filtered

Weighted:

Derry & Strabane Household Survey for GVA

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Weighted base:	168	48	13	Q	23	4	6	10	16	18	7	15
Sample:	146	20	11	8 14	23	13	11	14	4.0	10	4	6

Derry & Strabane Household Survey for GVA

Weighted:

weighted:											101	G	V A												March 2018
	Total		Zone 1	-	Zone 2		Zone 3		Zone 4		Zone 5		Zone	6	Zone '	7	Zone 8	3	Zone 9		Zone 1	0	Zone 1	1	
Q56 Where do you or me Those who visit other la						go f	or (OTHE	R LE	EISURE /	ACTI	VITY MEI	OITI	NED AT	Q47))?										
Londonderry / Derry CITY CENTRE	40.8%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballyarnett Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Road EAST Local Centre	0.0%	0		0		0	0.0%	0		0		0	0.0%	0		0		0	0.0%	0		0		0	
Buncrana Road WEST Local Centre	0.0%	0		0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0		0		0	
Lower Galliagh Road Local Centre	0.0%	0		0		0	0.0%	0	0.0%	0	0.070	0	0.0%	0			0.0%	0	0.0%	0			0.0%	0	
Northside District Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	
Rath Mor District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Springtown District Centre	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	
Crescent Link Retail Park, Crescent Link Road (Argos, Boots, Next Home, Halfords, Maplin, Mothercare, Toys R Us, Carpetright, Harveys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Faustina Retail Park, Buncrana Road (The Range, Dunelm)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Foyleside Shopping Centre, Orchard Street (Boots, Clarks, Debenhams, Dunnes, River Island, Next, The Body Shop, M&S, Topman, Topshop)	13.3%	0	0.0%	0	0.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lesley Retail Park, Strand Road (Smyths Toys,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PureGym, KFC) Lisnagelvin Retail Park, Dungiven Road (TK	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Maxx, Matalan, Next) Lisnagelvin Shopping Centre, Lisnagelvin Road (Tesco, Card Factory, Lloyds Pharmacy, Poundland, Primark,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Savers, Semichem) Quayside Shopping Centre, Strand Road (Tesco, Savers, Card Factory, Quayside Interiors, Poundsworth, H. Sweeny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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Weighted:

Weighted:											for	·G	VA												March 2018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	ı	Zone 11		
Chemists)																									
Richmond Shopping Centre, Ferryquay Street (Argos, Card Factory, Fosters, Game, Holland & Barrett, JD Sports, New Look, Sports Direct)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Belfast City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Castlederg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coleraine Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Eglinton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Limavady Town Centre	21.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	100.1%	1	0.0%	0	0.0%	0	0.0%	0	
Newtownstewart Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	
Omagh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Sion Mills Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Strabane Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Derg Valley Shopping Centre, Lower Strabane Road, CASTLEDERG (Spar, Hamiltons Foodhalls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Station Square Retail Park, Molesworth Street, COOKSTOWN (Argos, Lidl, Carpetwright, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oaks Shopping Centre, Oaks Road, DUNGANNON (Sainsbury's, Poundstretcher, Boots, Home Bargains, Blue Inc, Card Factory)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Windyhill Retail Park, Windyhill Road, LIMAVADY (ELSS Engineering)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballyore Retail Park, Victoria Road, NEWBUILDINGS (North West Garden Furniture, Sinclair Furnishings, DES Graphics)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Great Northern Retail Park, Tamlaght Road, OMAGH (Halfords, Homebase, B&M, Harry Corry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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Weighted.											101	•	·												March 2010
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l	
Showgrounds Retail Park, Sedan Avenue, OMAGH (Argos, M&S, Next, Peacocks, River Island, Sports Direct, Poundland,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
New Look) Pavilion Retail Park, Railway Street, STRABANE (Argento, Cilento Designer Wear, Gallaghers Fresh Food Centre, McDonalds)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Strabane Shopping / Retail Park, Branch Road, STRABANE (SportsDirect, Poundland, Poundstretcher, Argos, Peacocks, New Look)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballybofey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Buncrana Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donegal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny Town Centre Ballybofey Shopping Centre, BALLYBOFEY (Valley Pharmacy, Gallaghers Home Bakery, Master Shoe)	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0 0											
Navenny Shopping Centre, Navenny, BALLYBOFEY (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donegal Shopping Centre, DONEGAL TOWN (Supervalu)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Forte Shopping Centre, Neil T Blaney Road, LETTERKENNY (Dunnes, Halfords, Homebase, Clarks, Carphone Warehouse, Clare Clothing, Right Price Tiles)	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	
Glencar Shopping Centre, Glencar, LETTERKENNY (Spar, Classic Blinds, Head 2 Toe, The Friars Rest)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Letterkenny Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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weighteu:											101	J	V 1 X												March 2018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	,	Zone 8	3	Zone 9		Zone 1	.0	Zone 1	1	
Oldtown, LETTERKENNY (TK Maxx, Next, Argos, New Look, M&S, Wallis, River Island)																									
Letterkenny Shopping Centre, Port Road, LETTERKENNY (Tesco, Argento, Cex, DV8, EZ Living, Greene's Shoes, Sky, Zone Clothing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Courtyard Shopping Centre, Lower Main Street, LETTERKENNY (Iceland, Eurogiant, Heatons Sportsworld, Easons, La Touche)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ardmore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballaghderg Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballykelly Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ballymagorry Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Castlefinn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Clady Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Claudy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cookstown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Craigavon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Donemana Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Draperstown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Drumahoe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dublin City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dungiven Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Enniskillen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Feeny Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gortin Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Killyclogher Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Larne Town Centre	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0													
Maghera Town Centre Manorcunningham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mountfield Village Centre	24.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Moville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Muff Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oldtown Local Centre, Letterkenny	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pennyburn Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

By Zone Weighted Filtered

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	•	Zone 8	3	Zone 9		Zone 1	0	Zone 1	1
Derry																								
Portrush Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portstewart Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redcastle Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sligo Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stranorlar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Belfray Country Inn,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glenshane Road, Derry																								
The Coast Bar & Restaurant,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sea Coast Road, Crindle																								
The Cosh Bar, Buncrana	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Derry																								
The Point Bar & Restaurant,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Point Road, Magilligan																								
The River Foyle, County	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londonderry																								
Waterside Local Area, Derry	0.0%	0	0.0%	0	0.00	0	0.0%	0	0.0%	0	0.0.0	0	0.0%	0	0.00	0	0.070	0	0.0%	0		0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		3		0		1		0		0		0		0		1		1		0		0		0
Sample:		4		0		1		1		0		0		0		1		1		0		0		0

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	Tota	ıl	Zone 1		Zone 2	;	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone	3	Zone	9	Zone	10	Zone	11
Q57 What improvements	could b	oe ma	de to the	area	ı's leisur	e offe	er that wo	uld	make yo	u vis	sit / partak	ke in	leisure	activ	ities more	e oft	en? [MR	2]						
A casino	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	11.7%	117	6.6%	13	5.8%	6	4.4%	2	3.2%	3	21.3%	6	14.1%	6	2.7%	2	2.1%	2	52.0%	69	0.0%	0	10.0%	8
A theatre	1.8%	18	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.7%	1	7.1%	9	0.0%	0	4.5%	4
A multi-screen cinema	9.3%	93	0.0%	0	6.0%	6	4.9%	2	2.1%	2	0.9%	0	0.9%	0	0.0%	0	5.4%	4	27.0%	36	0.0%	0	48.9%	42
An art house cinema	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Bingo	0.6%	6	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5
Cheaper prices	9.2%	92	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.0%	1	0.0%	0	42.0%	56	13.8%	19	16.9%	14
Improved access by foot and cycle	0.7%	7	0.0%	0	1.0%	1	1.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	3.1%	3
Improved public transport	1.0%	10	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4
Improved security / CCTV	0.5%	5	1.5%	3	0.0%	0	0.0%	0	0.0%	0		0	0.7%	0	0.0%	0	0.0%	0	0.0%	0		0		2
Improved street furniture	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		2		1
Improvements in the built environment	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	1		0	0.7%	0		0		1	0.0%	0		0		3
More / better car parking	4.5%	45	1.7%	3	1.7%	2	0.7%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.7%	1	24.9%	33	0.0%	0	6.2%	5
More / better cultural facilities	1.3%	13	0.7%	1	0.9%	1	0.0%	0	1.5%	1		0	0.0%	0	1.0%	1	1.0%	1	1.5%	2		0		6
More / better disabled access	0.7%	7	3.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better health clubs / gyms	2.3%	23	1.9%	4		1	1.6%	1	0.0%	0		0	1.5%	1	2.0%	1		0	5.8%	8		2		6
More / better policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	1.5%	15	1.6%	3	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.7%	1	5.1%	7	0.0%	0		4
More / better seats	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	1.0%	1	0.0%	0		0		0
More / better signposting and information	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		1	0.0%	0		0	,	0
More better parks / green spaces	1.8%	18	1.0%	2	1.7%	2	4.9%	2	1.9%	2	3.5%	1	2.2%	1	4.0%	3	0.0%	0	0.8%	1	1.3%	2	3.1%	3
More for children	7.3%	73	2.9%	6	4.2%	4	2.6%	1	10.8%	9	8.3%	2	11.3%	5	5.9%	4	8.4%	6	6.3%	8	6.2%	9	20.9%	18
More local sports & recreation facilities	4.4%	44	4.2%	8	3.0%	3	8.9%	4	9.2%	8		1	4.1%	2	2.7%	2	0.0%	0	8.6%	12		2		3
More nightclubs	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	9.5%	13	0.0%	0	3.3%	3
More pavement cafés	1.1%	11	0.0%	0	1.0%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	1.0%	1	2.3%	3	2.6%	4		3
More quality restaurants	2.5%	25	0.9%	2	0.0%	0	0.7%	0	1.5%	1	1.0%	0	6.7%	3	1.7%	1	0.0%	0	7.2%	10		4		4
More street cleaning	0.5%	5	1.0%	2	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.7%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0		0
Provision of public toilets	0.3%	3	0.9%	2	0.0%	0	0.0%	0	0.0%	0		0	0.9%	0	0.0%	0	0.0%	0	0.0%	0		0	,	1
Γen-pin bowling	2.6%	26	1.6%	3	1.7%	2	2.6%	1	6.5%	6		1	0.0%		11.7%	7	1.7%	1	1.5%	2	0.0%	0		3
Other	0.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	ó	0.0%	0	0.0%	0		0		2
Better public transport links	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	1	0.0%	0		0		0
to leisure facilities																		•						
Better taxi service on nights and weekends	0.3%	3		3		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0		0		0
Cheaper car parks at leisure facilities	0.1%	1	0.0%	0		0	0.0%	0	1.0%	1	,	0	0.0%	0		0		0	0.0%	0		0	0.070	0
Cheaper public transport to leisure facilities	0.3%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	· 7	Zo	ne 8	Zor	e 9	Z	Zone 10)	Zone 1	1
Climbing walls	0.1%		1 0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	% (0.0%) ()	.0%	0	0.0%	0
ē	0.1%		1 0.7%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0			0.0%			.0%	0	0.0%	0
Community centre	0.1%		2 0.0%	0		2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0						.0%	0	0.0%	0
Dry ski slope								0		0		0		0		0							0		0
Heated swimming pools Ice rink	0.2% 0.2%		2 1.0% 2 0.7%	2	0.0% 0.0%	0	0.0% 1.7%	1	0.0% 0.0%	0	1.7% 0.0%	0	0.0%	0		0						.0%	0	0.0% 0.0%	0
Indoor badminton courts	0.2%		0.7%	0		0	1.7%	0	0.0%	0		0	0.0%	0		0						.0%	0	0.0%	0
Longer opening hours at	0.0%		3 0.0%	0		1	0.0%	0	0.0%	0		0	0.0%	0		0			0.0%			.0%	0	0.0%	0
leisure facilities	0.5%		3 0.0%	U	1.0%	1	0.0%	U	0.0%	U	1.0%	U	0.0%	U	0.0%	U	1.7	70 I	0.0%		, 0	.0%	U	0.0%	U
More / better cycle paths	0.2%		2 0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	% (0.0%		0	.0%	0	0.0%	0
More / better shops	1.1%	1		0		0	0.0%	0	2.6%	2		0	5.7%	3	0.0%	0						.0%	0	0.0%	0
More country walks	0.4%		4 0.0%	0		0	0.9%	0	0.0%	0	0.9%	0	4.6%	2		1	1.0		0.0%			.0%	0	0.0%	0
More evening entertainment	0.4%		1 0.0%	0		0	1.5%	1	0.0%	0	0.9%	0	0.0%	0		0			0.0%			.0%	0	0.0%	0
More events / festivals	0.1%		5 1.0%	2		0	1.5%	1	0.0%	0	0.0%	0	0.0%	0		1	1.9		0.0%			.0%	0	0.0%	0
More for families to do	0.3%		3 0.0%	0		0	0.0%	0	2.3%	2	0.0%	0	1.5%	1	0.0%	0						.0%	0	0.0%	0
More for older people to do	1.1%	1		6		1	1.9%	1	1.6%	1	0.7%	0	2.5%	1	1.0%	1	0.0					.0%	0	0.0%	0
More for young people to do	1.1%	1		7		2	0.0%	0	1.7%	1	1.7%	0	0.0%	0		0			0.0%			.0%	0	0.0%	0
More hotels in the area	0.1%		1 0.0%	ó		0	0.0%	0	1.0%	1	0.0%	0	0.0%	0		1	0.0					.0%	0	0.0%	0
More leisure facilities / activities available in general	1.2%	1		3		0	0.0%	Ö	0.7%	1	0.0%	0	0.9%	0		2						.3%	2	0.0%	0
More live music venues	0.4%		4 0.0%	0	1.0%	1	4.6%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0	% (0.0%		0	.0%	0	0.0%	0
More outdoor activities	0.2%		2 0.0%	0		1	0.0%	0	1.0%	1	0.0%	0	0.0%	0		0						.0%	0	0.0%	0
More watersports	0.3%		3 0.0%	0		3	1.0%	0	0.0%	0		0	0.0%	0		0						.0%	0	0.0%	0
Refurbish / improve existing leisure facilities	1.0%	1		8		0	0.0%	0	0.0%	0		0	0.0%	0		0						.0%	0	0.0%	0
Reopen Buncrana Leisure Centre	1.3%	1	3 0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	% (9.9%	13	3 0	.0%	0	0.0%	0
Trampoline park	0.2%		2 0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0°					.3%	2	0.0%	0
(Don't do leisure activities)	2.5%	2		2		7	7.7%	4	2.7%	2	6.1%	2	1.8%	1	6.5%	4	0.9°		0.0%			.6%	4	0.0%	0
(Don't know)	9.3%	9		5		8	2.5%	1	12.6%	11	8.5%	2	2.7%	1	5.5%	3					3 27		38	5.6%	5
(Nothing)	42.5%	42	5 56.4%	110	52.5%	55	57.4%	27	45.1%	39	51.6%	14	49.4%	22	51.2%	32	50.3	% 38	7.4%	10) 46	.4%	65	16.2%	14
Weighted base:		100	1	195		105		47		87		28		44		63		75		133	3		139		85
Sample:		100	1	100		100		100		100		100		100		100		101		80)		80		40
GEN Gender of responde	ent.																								
Male	32.4%	32		61		33	27.3%	13	26.2%	23		7	32.0%		30.8%	19						.8%	50	40.5%	34
Female	67.6%	67	6 68.6%	134	68.4%	72	72.7%	34	73.8%	64	75.1%	21	68.0%	30	69.2%	43	70.79	% 53	63.8%	85	64	.2%	89	59.5%	51
Weighted base: Sample:		100 100		195 100		105 100		47 100		87 100		28 100		44 100		63 100		75 101		133 80			139 80		85 40

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone 1	1
AGE Could I ask, how ol	d are yo	u?																						
18 to 24	8.3%	83	6.6%	13	0.0%	0	4.9%	2	4.9%	4	1.7%	0	3.2%	1	5.1%	3	1.7%	1	14.8%	20	23.0%	32	6.6%	6
25 to 34	18.0%	180	4.9%	10		7		1	8.1%	7		2		1	, .	2		6			52.3%	73		20
35 to 44	20.8%	208			14.1%		21.6%		13.8%		12.6%	3			12.7%		14.0%	10			24.0%	33	37.1%	32
45 to 54	16.3%	163			22.7%	24			15.4%		15.8%	4			25.0%	16		22	6.1%	8		1		13
55 to 64	13.0%	130			15.2%		17.8%		17.6%		20.3%	6			21.3%		17.9%	13	7.1%	9		0	0.00	7
65 +	21.0%				36.9%	39			29.5%		31.3%	9			25.9%		28.0%	21	4.2%	6		0	9.3%	8
(Refused)	2.7%	27	1.1%	2	4.4%	5	1.1%	1	10.8%	9	10.0%	3	6.4%	3	6.7%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1001		195		105		47		87		28		44		63		75		133		139		85
Sample:		1001		100		100		100		100		100		100		100		101		80		80		40
CAR How many cars doe	s your h	nouse	hold ow	n or h	nave the	use	of?																	
None	12.8%	128	10.5%	20	2.6%	3	5.1%	2	7.3%	6	9.7%	3	3.5%	2	1.9%	1	5.3%	4	26.6%	36	26.0%	36	17.4%	15
One	47.2%	472			46.0%	48			35.8%		47.4%	13			37.1%	23		27	50.9%		60.4%	84		48
Two	29.2%	293	28.0%	55	34.7%	36	45.8%	22	34.8%	30	24.8%	7	41.8%	18	41.9%	26	36.9%	28	21.6%	29	13.6%	19	26.8%	23
Three or more	8.0%	80	9.4%	18	12.3%	13	9.7%		12.3%	11	7.8%	2	15.6%	7	13.5%	8	21.2%	16	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.8%	28	1.8%	3	4.4%	5	2.1%	1	9.7%	8	10.4%	3	7.3%	3	5.6%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Weighted base:		1001		195		105		47		87		28		44		63		75		133		139		85
Sample:		1001		100		100		100		100		100		100		100		101		80		80		40
WOR Which of the follow	ing best	desc	ribes the	e chie	f wage	earne	r of you	r hou	sehold's	s curr	ent emp	oloym	ent situ	ation'	? [PR]									
Working full time	45.3%	453	41.3%	81	37.1%	39	43.9%	21	38.1%	33	31.7%	9	52.9%	23	52.5%	33	42.6%	32	61.8%	83	36.0%	50	59.1%	50
Working part time	9.5%	95	5.8%	11	5.8%		11.7%	6		7		3	8.1%	4		1	8.8%	7			15.2%	21		13
Unemployed - less than 6 months	1.4%	14	0.0%	0		0		0		0		0		0		1		1	3.0%	4		7		0
Unemployed - more than 6 months	7.2%	72	5.6%	11	2.3%	2	4.6%	2	5.2%	4	6.9%	2	3.4%	1	0.7%	0	5.4%	4	1.4%	2	26.0%	36	7.2%	6
Retired - on Basic state pension ONLY	10.0%	100	11.6%	23	19.2%	20	10.7%	5	22.5%	20	20.4%	6	5.0%	2	8.4%	5	11.9%	9	2.5%	3	0.0%	0	8.9%	8
Retired - any other	13.6%	136	25.4%	50	20.9%	22	21.8%	10	11.6%	10	15.1%	4	15.7%	7	23.1%	14	19.6%	15	1.9%	3	0.0%	0	1.9%	2
Carer	0.6%	6		0		2	1.0%	0	0.7%	1	1.0%	0	0.0%	0		0		1	0.0%	0		0	1.9%	2
Disabled / long-term sick	1.9%	19		3		5	1.0%	0	3.3%	3		1	0.9%	0		1	2.6%	2		1	1.3%	2	0.0%	0
Homemaker	4.5%	45	2.5%	5	1.7%	2	1.7%	1	0.0%	0	1.7%	0	2.6%	1	4.2%	3	0.7%	1	11.9%		10.2%	14	3.4%	3
Student	1.8%	18		3	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0		1	4.4%	6		5	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0		0	0.0%	0
(Refused)	4.3%	43	4.6%	9	4.4%	5	3.7%	2	10.6%	9	11.5%	3	9.9%	4	5.6%	4	3.8%	3	0.0%	0	2.5%	3	1.9%	2
Weighted base:		1001		195		105		47		87		28		44		63		75		133		139		85
Sample:		1001		100		100		100		100		100		100		100		101		80		80		40

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone 1	11	
QUOTA Zone																									
Zone 1	19.5%	195	100.0%	195	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 2	10.5%	105	0.0%	0	100.0%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 3	4.7%	47	0.0%	0	0.0%	0.1	100.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 4	8.7%	87	0.0%	0	0.0%	0	0.0%	0	100.0%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 5	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0.1	100.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 6	4.4%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	100.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 7	6.3%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 8	7.5%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	75	0.0%	0	0.0%	0	0.0%	0	
Zone 9	13.3%	133	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	00.0%	133	0.0%	0	0.0%	0	
Zone 10	13.9%	139	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	139	0.0%	0	
Zone 11	8.5%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	85	
Veighted base:		1001		195		105		47		87		28		44		63		75		133		139		85	
ample:		1001		100		100		100		100		100		100		100		101		80		80		40	
C Postcode Sector																									
3T472	3.6%	36	0.0%	0	34.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3T473	4.7%	47	0.0%	0	0.0%		100.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3T474	4.4%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	100.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3T475	2.1%	21	0.0%	0	20.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3T476	4.8%	48	0.0%	0	45.4%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3T480	3.0%	30	15.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3T487	2.1%	21	10.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3T488	9.3%	93	47.6%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3T489	5.1%	51	26.4%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3T490	5.3%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	70.2%	53	0.0%	0	0.0%	0	0.0%	0	
3T499	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.8%	22	0.0%	0	0.0%	0	0.0%	0	
3T784	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3T797	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3T798	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3T817	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0.1	100.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3T820	3.0%	30	0.0%	0	0.0%	0	0.0%	0	34.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3T828	2.0%	20	0.0%	0	0.0%	0	0.0%	0	22.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3T829	3.7%	37	0.0%	0	0.0%	0	0.0%	0	42.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	35.8%	358	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	00.0%	133	100.0%	139	100.0%	85	
IOI	00.070																								
ROI Weighted base:	22.070	1001		195		105		47		87		28		44		63		75		133		139		85	

Appendix 12 Experian Reports for Rol

Zones 9 Profile Report

Target Area(s): Layers; 9

Base Area(s): Standard Geography; Republic of Ireland

Sorted On: Default (Ascending) Chart Variable: Index

Date: 28/03/2018

	Target	Target %	Base	Base %	Penetration	Index	
Base Demographics						1	-8
Households	14,326	0.00	1,654,208	0.00	0.866	0	
Population	41,127	0.00	4,588,252	0.00	0.896	0	
Adults 18+	29,129	0.00	3,439,565	0.00	0.847	0	

Census

Theme 1 Sex, Age and Marital Status

Male Population by Age

	Target	Target %	Base	Base %	Penetration	Index	
Total Males						74	100 123
00-04 (M)	1,870	9.05	182,076	8.01	1.027	113	
05-09 (M)	1,806	8.74	164,037	7.22	1.101	121	
10-15 (M)	1,602	7.76	155,076	6.82	1.033	114	
15-19 (M)	1,413	6.84	144,262	6.35	0.980	108	
20-24 (M)	1,160	5.62	146,636	6.45	0.791	87	
25-29 (M)	1,217	5.89	173,714	7.64	0.701	77	
30-34 (M)	1,602	7.76	194,774	8.57	0.823	90	
35-39 (M)	1,633	7.91	182,237	8.02	0.896	99	
40-44 (M)	1,489	7.21	166,330	7.32	0.895	98	I
45-49 (M)	1,269	6.14	151,516	6.67	0.838	92	
50-54 (M)	1,147	5.55	136,737	6.02	0.839	92	
55-59 (M)	1,114	5.39	122,121	5.37	0.912	100	
60-64 (M)	1,038	5.03	109,869	4.83	0.945	104	
65-69 (M)	896	4.34	86,298	3.80	1.038	114	
70-74 (M)	569	2.75	63,476	2.79	0.896	99	
75-79 (M)	391	1.89	46,631	2.05	0.839	92	
80-84 (M)	256	1.24	28,423	1.25	0.901	99	
85+ (M)	185	0.90	18,486	0.81	1.001	110	
Total Males	20,657	100.00	2,272,699	100.00	0.909	100	

Female Population by Age

	Target	Target %	Base	Base %	Penetration	Index	
Total Females	_					78	100 120
00-04 (F)	1,775	8.67	174,253	7.53	1.019	115	
05-09 (F)	1,631	7.97	156,733	6.77	1.041	118	
10-14 (F)	1,550	7.57	147,415	6.37	1.052	119	
15-19 (F)	1,327	6.48	138,757	5.99	0.956	108	
20-24 (F)	1,115	5.45	150,595	6.50	0.740	84	
25-29 (F)	1,330	6.50	187,408	8.09	0.710	80	
30-34 (F)	1,570	7.67	199,171	8.60	0.788	89	
35-39 (F)	1,583	7.73	182,024	7.86	0.870	98	I
40-44 (F)	1,445	7.06	164,482	7.10	0.879	99	
45-49 (F)	1,293	6.32	153,669	6.64	0.841	95	
50-54 (F)	1,210	5.91	137,649	5.94	0.879	99	
55-59 (F)	1,078	5.27	122,401	5.29	0.881	100	
60-64 (F)	1,020	4.98	108,917	4.70	0.937	106	
65-69 (F)	791	3.86	87,340	3.77	0.906	102	I
70-74 (F)	580	2.83	67,714	2.92	0.857	97	I
75-79 (F)	468	2.29	55,405	2.39	0.845	96	
80-84 (F)	341	1.67	41,690	1.80	0.818	93	
85+ (F)	363	1.77	39,930	1.72	0.909	103	

Total Females	20,470	100.00	2,315,553	100.00	0.884	100	
Total Population by	Age						
	Target	Target %	Base	Base %	Penetration	Index	
Total Population						76	100 121
00-04 (Pop)	3,645	8.86	356,329	7.77	1.023	114	
05-09 (Pop)	3,437	8.36	320,770	6.99	1.072	120	
10-14 (Pop)	3,152	7.66	302,491	6.59	1.042	116	
15-19 (Pop)	2,740	6.66	283,019	6.17	0.968	108	
20-24 (Pop)	2,275	5.53	297,231	6.48	0.765	85	
25-29 (Pop)	2,547	6.19	361,122	7.87	0.705	79	
30-34 (Pop)	3,172	7.71	393,945	8.59	0.805	90	
35-39 (Pop)	3,216	7.82	364,261	7.94	0.883	98	1
40-44 (Pop)	2,934	7.13	330,812	7.21	0.887	99	1
45-49 (Pop)	2,562	6.23	305,185	6.65	0.840	94	
50-54 (Pop)	2,357	5.73	274,386	5.98	0.859	96	
55-59 (Pop)	2,192	5.33	244,522	5.33	0.896	100	
60-64 (Pop)	2,058	5.00	218,786	4.77	0.941	105	
65-69 (Pop)	1,687	4.10	173,638	3.78	0.972	108	
70-74 (Pop)	1,149	2.79	131,190	2.86	0.876	98	
75-79 (Pop)	859	2.09	102,036	2.22	0.842	94	
80-84 (Pop)	597	1.45	70,113	1.53	0.852	95	
85+ (Pop)	548	1.33	58,416	1.27	0.938	105	
Total Population	41,127	100.00	4,588,252	100.00	0.896	100	

Zones 10 Profile Report

Target Area(s): Layers; 10

Base Area(s): Standard Geography; Republic of Ireland

Sorted On: Default (Ascending) Chart Variable: Index

Date: 28/03/2018

	Target	Target %	Base	Base %	Penetration	Index	
Base Demographics						1	-8
Households	14,896	0.00	1,654,208	0.00	0.901	0	
Population	41,697	0.00	4,588,252	0.00	0.909	0	
Adults 18+	30,089	0.00	3,439,565	0.00	0.875	0	

Census

Theme 1 Sex, Age and Marital Status

Male Population by Age

	Target	Target %	Base	Base %	Penetration	Index
Total Males	_	_				87 100 117
00-04 (M)	1,765	8.56	182,076	8.01	0.969	107
05-09 (M)	1,633	7.92	164,037	7.22	0.996	110
10-15 (M)	1,627	7.89	155,076	6.82	1.049	116
15-19 (M)	1,401	6.80	144,262	6.35	0.971	107
20-24 (M)	1,402	6.80	146,636	6.45	0.956	105
25-29 (M)	1,447	7.02	173,714	7.64	0.833	92
30-34 (M)	1,595	7.74	194,774	8.57	0.819	90
35-39 (M)	1,595	7.74	182,237	8.02	0.875	96
40-44 (M)	1,558	7.56	166,330	7.32	0.937	103
45-49 (M)	1,330	6.45	151,516	6.67	0.878	97
50-54 (M)	1,130	5.48	136,737	6.02	0.826	91
55-59 (M)	1,022	4.96	122,121	5.37	0.837	92
60-64 (M)	925	4.49	109,869	4.83	0.842	93
65-69 (M)	796	3.86	86,298	3.80	0.922	102 I
70-74 (M)	511	2.48	63,476	2.79	0.805	89
75-79 (M)	425	2.06	46,631	2.05	0.911	100
80-84 (M)	271	1.31	28,423	1.25	0.953	105
85+ (M)	181	0.88	18,486	0.81	0.979	108
Total Males	20,614	100.00	2,272,699	100.00	0.907	100

Female Population by Age

	Target	Target %	Base	Base %	Penetration	Index	
Total Females						78	100 114
00-04 (F)	1,720	8.16	174,253	7.53	0.987	108	
05-09 (F)	1,585	7.52	156,733	6.77	1.011	111	
I0-14 (F)	1,512	7.17	147,415	6.37	1.026	113	
15-19 (F)	1,415	6.71	138,757	5.99	1.020	112	
20-24 (F)	1,381	6.55	150,595	6.50	0.917	101	
25-29 (F)	1,641	7.78	187,408	8.09	0.876	96	
30-34 (F)	1,769	8.39	199,171	8.60	0.888	98	
35-39 (F)	1,628	7.72	182,024	7.86	0.894	98	I
10-44 (F)	1,554	7.37	164,482	7.10	0.945	104	
15-49 (F)	1,424	6.75	153,669	6.64	0.927	102	I
50-54 (F)	1,155	5.48	137,649	5.94	0.839	92	
55-59 (F)	1,018	4.83	122,401	5.29	0.832	91	
60-64 (F)	895	4.25	108,917	4.70	0.822	90	
65-69 (F)	721	3.42	87,340	3.77	0.826	91	
70-74 (F)	611	2.90	67,714	2.92	0.902	99	
75-79 (F)	438	2.08	55,405	2.39	0.791	87	
30-84 (F)	323	1.53	41,690	1.80	0.775	85	
85+ (F)	293	1.39	39,930	1.72	0.734	81	

Total Females	21,083	100.00	2,315,553	100.00	0.911	100		
Total Population by	Age							
	Target	Target %	Base	Base %	Penetration	Index		
Total Population						88	100	115
00-04 (Pop)	3,485	8.36	356,329	7.77	0.978	108		
05-09 (Pop)	3,218	7.72	320,770	6.99	1.003	110		
10-14 (Pop)	3,139	7.53	302,491	6.59	1.038	114		
15-19 (Pop)	2,816	6.75	283,019	6.17	0.995	109		
20-24 (Pop)	2,783	6.67	297,231	6.48	0.936	103		
25-29 (Pop)	3,088	7.41	361,122	7.87	0.855	94		
30-34 (Pop)	3,364	8.07	393,945	8.59	0.854	94		
35-39 (Pop)	3,223	7.73	364,261	7.94	0.885	97		
40-44 (Pop)	3,112	7.46	330,812	7.21	0.941	104		
45-49 (Pop)	2,754	6.60	305,185	6.65	0.902	99	I	
50-54 (Pop)	2,285	5.48	274,386	5.98	0.833	92		
55-59 (Pop)	2,040	4.89	244,522	5.33	0.834	92		
60-64 (Pop)	1,820	4.36	218,786	4.77	0.832	92		
65-69 (Pop)	1,517	3.64	173,638	3.78	0.874	96		
70-74 (Pop)	1,122	2.69	131,190	2.86	0.855	94		
75-79 (Pop)	863	2.07	102,036	2.22	0.846	93		
80-84 (Pop)	594	1.42	70,113	1.53	0.847	93		
85+ (Pop)	474	1.14	58,416	1.27	0.811	89		
Total Population	41,697	100.00	4,588,252	100.00	0.909	100		

Zones 11 Profile Report

Target Area(s): Layers; 11

Base Area(s): Standard Geography; Republic of Ireland

Sorted On: Default (Ascending) Chart Variable: Index

Date: 28/03/2018

	Target	Target %	Base	Base %	Penetration	Index	
Base Demographics						1	-8
Households	9,256	0.00	1,654,208	0.00	0.560	0	
Population	26,134	0.00	4,588,252	0.00	0.570	0	
Adults 18+	18,755	0.00	3,439,565	0.00	0.545	0	

Census

Theme 1 Sex, Age and Marital Status

Male Population by Age

	Target	Target %	Base	Base %	Penetration	Index	
Total Males						75	100 119
00-04 (M)	1,155	8.80	182,076	8.01	0.634	110	
05-09 (M)	1,033	7.87	164,037	7.22	0.630	109	
10-15 (M)	1,041	7.93	155,076	6.82	0.671	116	
15-19 (M)	939	7.16	144,262	6.35	0.651	113	
20-24 (M)	759	5.79	146,636	6.45	0.518	90	
25-29 (M)	778	5.93	173,714	7.64	0.448	78	
30-34 (M)	965	7.36	194,774	8.57	0.496	86	
35-39 (M)	966	7.36	182,237	8.02	0.530	92	
40-44 (M)	1,032	7.87	166,330	7.32	0.621	107	
45-49 (M)	829	6.32	151,516	6.67	0.547	95	
50-54 (M)	725	5.53	136,737	6.02	0.530	92	
55-59 (M)	738	5.63	122,121	5.37	0.604	105	
60-64 (M)	640	4.88	109,869	4.83	0.583	101	
65-69 (M)	566	4.31	86,298	3.80	0.656	114	
70-74 (M)	429	3.27	63,476	2.79	0.676	117	
75-79 (M)	273	2.08	46,631	2.05	0.586	101	I I
80-84 (M)	137	1.04	28,423	1.25	0.482	83	
85+ (M)	115	0.88	18,486	0.81	0.622	108	
Total Males	13,120	100.00	2,272,699	100.00	0.577	100	

Female Population by Age

	Target	Target %	Base	Base %	Penetration	Index	
Total Females	-	-				84	100 12
00-04 (F)	1,063	8.17	174,253	7.53	0.610	109	
05-09 (F)	933	7.17	156,733	6.77	0.595	106	
10-14 (F)	988	7.59	147,415	6.37	0.670	119	
15-19 (F)	854	6.56	138,757	5.99	0.616	110	
20-24 (F)	751	5.77	150,595	6.50	0.499	89	
25-29 (F)	907	6.97	187,408	8.09	0.484	86	
30-34 (F)	993	7.63	199,171	8.60	0.499	89	
35-39 (F)	978	7.52	182,024	7.86	0.537	96	
40-44 (F)	973	7.48	164,482	7.10	0.592	105	
45-49 (F)	854	6.56	153,669	6.64	0.556	99	I
50-54 (F)	692	5.32	137,649	5.94	0.503	89	
55-59 (F)	709	5.45	122,401	5.29	0.579	103	•
60-64 (F)	634	4.87	108,917	4.70	0.582	104	
65-69 (F)	522	4.01	87,340	3.77	0.598	106	
70-74 (F)	408	3.14	67,714	2.92	0.603	107	
75-79 (F)	287	2.21	55,405	2.39	0.518	92	
80-84 (F)	228	1.75	41,690	1.80	0.547	97	1
85+ (F)	239	1.84	39,930	1.72	0.599	107	

Total Females	13,013	100.00	2,315,553	100.00	0.562	100	
Total Population by	/ Age						
	Target	Target %	Base	Base %	Penetration	Index	
Total Population						80	100119
00-04 (Pop)	2,218	8.49	356,329	7.77	0.623	109	
05-09 (Pop)	1,966	7.52	320,770	6.99	0.613	108	
10-14 (Pop)	2,029	7.76	302,491	6.59	0.671	118	
15-19 (Pop)	1,793	6.86	283,019	6.17	0.634	111	
20-24 (Pop)	1,510	5.78	297,231	6.48	0.508	89	
25-29 (Pop)	1,685	6.45	361,122	7.87	0.467	82	
30-34 (Pop)	1,958	7.49	393,945	8.59	0.497	87	
35-39 (Pop)	1,944	7.44	364,261	7.94	0.534	94	
40-44 (Pop)	2,005	7.67	330,812	7.21	0.606	106	
45-49 (Pop)	1,683	6.44	305,185	6.65	0.552	97	
50-54 (Pop)	1,417	5.42	274,386	5.98	0.516	91	
55-59 (Pop)	1,447	5.54	244,522	5.33	0.592	104	
60-64 (Pop)	1,274	4.88	218,786	4.77	0.582	102	I
65-69 (Pop)	1,088	4.16	173,638	3.78	0.627	110	
70-74 (Pop)	837	3.20	131,190	2.86	0.638	112	
75-79 (Pop)	560	2.14	102,036	2.22	0.549	96	
80-84 (Pop)	365	1.40	70,113	1.53	0.521	91	
85+ (Pop)	354	1.35	58,416	1.27	0.606	106	
Total Population	26,134	100.00	4,588,252	100.00	0.570	100	

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